



New Campaign



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Talk, Read, Play Campaign Launched Today

Mayor Menino Declares November 12th Talk, Read, Play Day

Congratulations to Countdown to Kindergarten and ReadBoston who today launched a new campaign with a simple message for parents of young children: **Talk, Read, Play**. Planning for this parent engagement and public awareness campaign started alongside the broader planning for Thrive in 5, where it is included as a Ready City strategy.

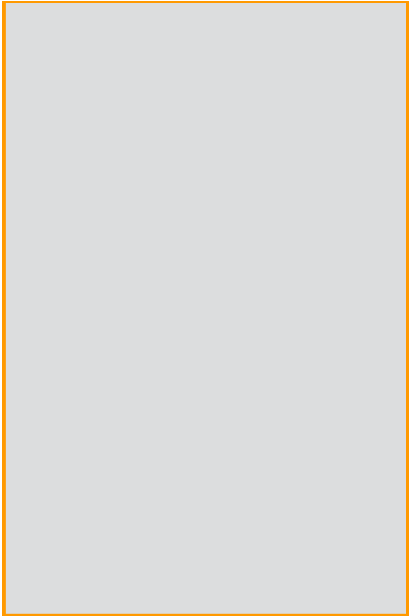
The Talk, Read, Play Campaign includes a new Milestones Guide to help families better understand the "ages and stages" of a child's growth and a website, www.talkreadplay.org, with activities and listings of local, free and low cost events for young children and families.

"We have a responsibility to provide our children with enriching activities from a young age because their education begins at birth, not when they enter their first classroom," Mayor Menino said in today's [Boston Globe article](#) about the campaign. "The Talk, Read, Play campaign reminds parents of the simple steps that they can take to have a positive, early impact on their child's education. These activities form the foundation for a child's learning later in life."

Today's launch also includes a citywide visibility campaign with 741 individual child care providers, health center staff and dentists distributing information to parents. Volunteers in bright orange Talk, Read, Play t-shirts are also passing out "Talk to Me!" stickers to young children and families throughout the city. The visibility campaign is expected to reach over 7,500 children, parents and caregivers.

The campaign is a comprehensive reminder of the simple but sometimes overlooked steps that lead to a child's healthy development:

Talking to a child from birth is one of the most important things that a parent can do to foster



vocabulary, critical to the future development of reading and writing abilities.

Reading with infants and toddlers helps them develop a longer attention span, a larger vocabulary, an eagerness to read, the ability to predict a storyline, and book-handling skills, all of which will help with learning to read later.

Playing exposes children to essential social interactions that help to develop creativity, imagination, and problem-solving skills. This interaction also prepares them emotionally for the classroom setting.

Talk, Read, Play is part of Thrive in 5, Boston's new 10-year plan, spearheaded by Mayor Menino and United Way of Massachusetts Bay and Merrimack Valley, to ensure all children are prepared for sustained school success right from the start.

bostonbirthtofive@cityofboston.gov | www.thrivein5boston.org

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