Talking is Teaching Initiative

A Gathering Place For Tulsa

Brady Arts District Development
TALKING IS TEACHING
TALK, READ, SING
A Comprehensive Effort to Tackle the “Word Gap”
“It is easier and less costly to form strong brain circuits during the early years than it is to intervene or ‘fix’ them later.”

Graph Source: Pat Levitt (2009).
Why Should We Start So Early?: Returns to a Dollar Invested

“Every dollar invested in high-quality early childhood education produces a 7 to 10 percent per annum return on investment.”

Heckman (2008)
The more words kids hear, the more words they learn. Talking about their day, reading books, singing and asking questions helps children learn. Talking is Teaching.
Medical Outreach in Tulsa

• The Parent Child Center employs five nurses to rotate between labor and delivery floors in all Tulsa area hospitals to visit with every mother of every newborn.

• Nurses distribute parenting toolkits designed by Sesame Street and discuss early literacy and brain development.
Medical Outreach in Tulsa

Mothers of Newborns Visited per Month

- May-15: 43
- Jun-15: 628
- Jul-15: 643
- Aug-15: 745
- Sep-15: 597
- Oct-15: 826
- Nov-15: 730
- Dec-15: 593
- Jan-16: 688
- Feb-16: 822
- Mar-16: 811
- Apr-16: 791
Medical Outreach in Tulsa

Reach Out & Read & Healthy Steps

- Reach Out & Read leverages the routine well-child check-up as an opportunity to discuss literacy and distribute books to families.
- Healthy Steps embeds a developmental specialist into pediatric clinics to coach families in need on their children’s growth and development. Currently, Tulsa is piloting this in two sites.
Faith-Based Outreach in Tulsa

- Through focus groups and market research, faith-based leaders were identified as trusted messengers about parenting by parents.
- GKFF now funds monthly engagement events at over 20 churches in the Tulsa area reaching approximately 1900 participants.
- During these events families, model positive parenting behavior including organized play and dialogic reading.
Faith-Based Outreach in Tulsa

Baby Dedication Ritual
Metropolitan Baptist Church
Business Outreach in Tulsa

- In local grocery stores in lower-income, prompts to encourage parents to engage with children are displayed.
- Partnerships also include working with QuikTrip to encourage parents to turn trips to the convenience store into learning opportunities.
Business Outreach in Tulsa
GKFF Brady District Development

- 307 East Brady - $2.2 million
- Robinson Packer - $1.2 million
- Tulsa Paper Company - $34 million
- Universal Ford/Hotel Fox - $16 million
- Archer Building - $30 million