

# Early Literacy Portal: The Five Practices

## Talking, Singing, Reading, Writing, and Playing



### INTRODUCTION

Parents and caregivers are their child's first and best teachers. The first 2,000 days of a child's life (from birth to the time a child enters Kindergarten) are critical for cognitive, social and emotional development. Therefore, early learning plays an important role in preparing a child to be successful in school. Early literacy is a component of early learning that encompasses the skills needed for children to communicate and understand language before they can read and write.

There are five fun and simple early literacy practices that parents and caregivers can easily incorporate into their daily routines to help children build the essential skills needed to be successful learners in school. For this project, I collaborated with Bellingham's local television channel to create a short video series that introduces and models each of the five practices:

★ Talking, Singing, Reading, Writing, and Playing ★

### THE PROJECT

- A less than two minute video for each of the five practices.
- Each video introduces each early literacy practice and models how to easily incorporate skills into daily routines.
- Educate the community, especially people with children about the five practices.



### COMMUNITY EDUCATION

The five videos will be used in a variety of ways to educate the community through:

- The library's social media sites like Facebook
- The library's website
- A YouTube channel dedicated to Early Literacy (the Early Literacy Portal)
- Air on the City's local television channel (BTV10)
- Distribution to other community organizations like hospitals and parent education classes

### IMPACT

These five videos will reach populations that are not yet connected with their libraries to learn about the important role early literacy plays in a child's life. The more people that know about the five early literacy practices and use them, the more successful children will be when they enter Kindergarten.

### NEXT STEPS

- Use the Early Literacy Portal to add more videos that support parents and caregivers on early literacy research and practices.
- Work with the library's Communications, Community Relations, and Programming Manager to distribute videos to organizations and various media sources to help spread the word about the importance of early literacy in our community and beyond.

