



TALK. READ. SING.®

It changes everything

October 2015 Executive Committee Meeting

October 21, 2015



Contents

- Creating a ***Movement***
- Phase I: 2015 Campaign and Research
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- 2016 Media and Outreach
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“We want to thank you for all the wonderful work you are doing in educating us on how important it is to talk, read, and sing to our child. It’s a simple (easy to remember) and powerful message.”

Creating a *Movement*

Talk. Read. Sing.®

Our Goal:

Build upon 2014 Talk. Read. Sing. successes and key learnings to create a movement across California encouraging the spread of Talk. Read. Sing. and early brain development, knowledge and action.

Make “Talk. Read. Sing.” a birthright of every California child.

How we’ll achieve it:

Bring new and innovative tools, emerging media, and specialized partners to help solidify the messaging and reach audiences with even higher engagement.

Highlight three pillars of the campaign:

- Trusted sources
- Urgency
- Tools and tips for parents



Evolve Our Messaging

Talk. Read. Sing.[®] It changes everything
vocabulary
reading
self-confidence
learning
futures



Our Strategy

Phase I: 2015 Campaign and Research

- Utilize broad reach media (broadcast television, social, digital) as well as concentrated event marketing to amplify the Talk. Read. Sing. message.
- Leverage celebrity and local talent (Mario Lopez, Dr. Oz, Omar & Argelia) as trusted sources, along with strategic partnerships and third-party endorsements to deliver our Talk. Read. Sing. message throughout California.
- Execute research to help shape and develop a strategy for new creative assets and messaging.

Phase II: 2016 Campaign

- Apply the new strategy and creative to new television production and creative asset development.
- Extend our reach through new Social Media, Events and Non-Traditional Marketing and Influencer programs.



Phase I: 2015 Campaign

2015 Campaign – Broadcast

A multi-media statewide effort, covering 58 counties across California, began in July 2015.

- Traffic Radio :15/:10 tip messaging launched July 6th and continues through October 5th.
 - An additional 8-weeks is scheduled to run November-January.
- Station talent recorded radio spots started July 27th and continue through October 12th.
- Custom TV executions featuring on-air talent launched August 3rd and continue through November 29th.
- “Successful Futures” produced :30 TV launched August 31st and continues through November 29th.
- Station-recorded Spanish language and hard-to-reach TV and Radio, including Mixteco and Hmong, was layered to run simultaneously with general market.
- Over 400 million impressions delivered across a 4-month period.

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2015 Campaign – Social & Event

- The campaign employed a variety of media channels including Social, Event, Influencer, and others.
 - Launched Pinterest and Instagram profiles.
 - Increased engagement with users on a regular basis on Facebook, Pinterest, and Instagram.
 - Used YouTube, Instagram, and blogs to deliver Talk. Read. Sing.
 - 18 First 5 Express tour events attended to-date.
 - 45 bloggers participate in our Mommy Blogger outreach program.
 - 1.8 million impressions, over 7,300 clicks to the First5California.com/parents site to date.
 - 248,681 total visits to First5California.com/parents since July 2015.

2015 Digital – Site Direct (Trusted Sources)

- We began supporting our Talk. Read. Sing. campaign with existing banners on desktop and mobile starting August 6, 2015.
- Partners were selected based on baby/parenting, sports and news focus as well as reach of our core targets.
- Sites include BabyCenter, Café Mom, What to Expect (Parenting), CBS Local, Sporting News (Dads), and Univision (Spanish language).
- Custom executions in addition to banners include social posts on Facebook and mobile app in-feed as well as email deployments to our target audience through trusted sources such as CBS and Babycenter.
- An estimated 27 mm impressions will be served across all sites through October 31, 2015.



UNIVISION



2015 Digital – Display & Search

- **Targeted & Innovated**

- An estimated 23 million impressions will be served to users on both desktop and mobile using innovative tools and new technologies.
- We found new ways to maximize audience engagement through interaction of rich media ad units on mobile devices.
 - Specific executions include shaking the phone and tapping Talk. Read. Sing. cards to interact. Another focused on interacting with a diagram of the brain to learn how child development is affected.
- Continued look-a-like targeting (behavior patterns that mimic behavior to those who have been to the First 5 California/parents website)

- **Search** – Ongoing from 7/17 to 10/31. It provides a backbone for all media by gauging interest in the First 5 California campaign throughout the entire flight and driving traffic to the site based in innate interest.



2015 Broadcast Media Overview



FIRST 5 CALIFORNIA
2015-2016 MEDIA FLOWCHART R3 - 9/1/2015



CALIFORNIA PARENTS OF CHILDREN 0-5 - A18-49 HHI <\$75K	2015																												2016				
	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				JANUARY								
	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25		
10- AND 15-SECOND STATION PRODUCED RADIO - 19 Markets	14 WEEKS												2 weeks		2 weeks		4 weeks																
30-SECOND STATION-PRODUCED RADIO - 21 Rated Markets, 21 non-rated counties	8 WEEKS								4 WEEKS																								
ENGLISH STATION-PRODUCED TV (60-, 30-, 15-, 10- SECOND SPOTS AND FEATURE SEGMENTS) - 11 Markets	17 WEEKS																																
ENGLISH-SPANISH TV - FIRST 5 PRE-RECORDED SPOT (30-SECONDS) - 11 Markets	10 WEEKS																																
CUSTOM RADIO - I-HEART MARIO LOPEZ AND ESPN DADS (includes ESPN.com) - 11 Markets	10 WEEKS																																
SPANISH STATION-PRODUCED TV, RADIO AND DIGITAL (60-, 30-, 15-, 10- SECOND SPOTS AND FEATURE SEGMENTS) - 11 Markets	12-WEEKS																																
HARD TO REACH SPANISH-LANGUAGE RADIO (includes Mixteco)	14-WEEKS																																
HARD TO REACH AND ASIAN-LANGUAGE TV (Hmong, Chinese, Korean, Vietnamese, Tagalog)	12-WEEKS																																
CONTEXTUAL DISPLAY AND CUSTOM DIGITAL (INCLUDES DEMO TARGETED DISPLAY AND AUDIO) - Emphasis on African American and Hispanic parents, dads and single moms	12-WEEKS																																



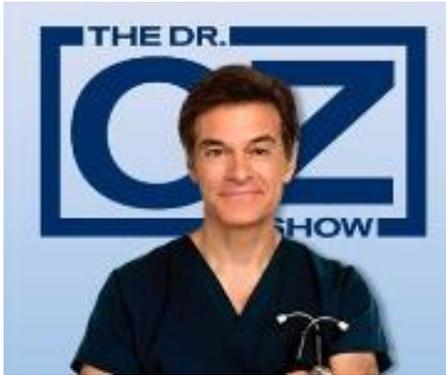
2015 Campaign Highlights

Working with iHeartRadio, Crossings TV, Radio Bilingue, Univision, Patriot Media Group and other trusted sources to create an arsenal of new, custom marketing tools.

- **“Successful Futures”** 30-second television currently running statewide.
- **45+** custom television vignettes featuring local network talent, airing across **28** different media outlets including: **ABC, NBC, CBS, FOX, PBS, Comcast, Time Warner Networks, Univision.**
- **59** custom radio spots featuring **Mario Lopez** & local station talent together.
- **20+** custom radio 30-second live reads featuring local talent.
- **40+** custom radio 10- and 15-second live read traffic and station sponsorships.
- **4** iHeartRadio viral videos produced voluntarily by local station talent (KBIG, KYSR, KRRL, KISS).
- Value-added placement on variety of iHeartRadio station websites (KRRL, KISS, KHYL, KBEB).

Our Partners

Keeping parents engaged and motivated to talk, read, and sing to their kids.



#talkreading



HOSTED BY GREG TANNER



YouTube



Our Partners (cont'd)



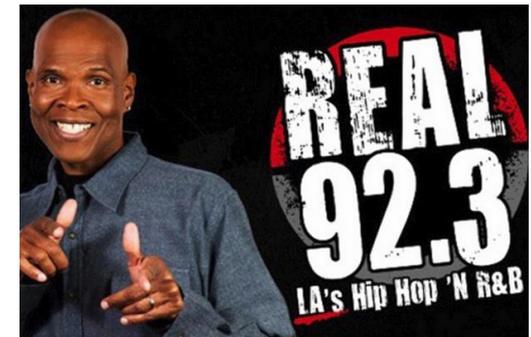
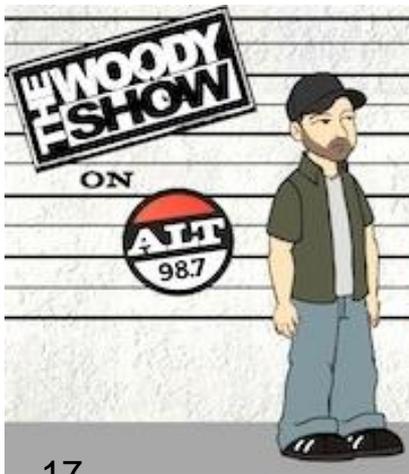
PANDORA®



UNIVISION



Special Olympics
WORLD GAMES
LOS ANGELES 2015



TV

Univision's Omar & Argelia

- :30 television (Spanish)
- Live reads on their radio show
- Social Media posts



Omar y Argelia
October 2 at 2:07pm · Edited · [Like Page](#)

Cuando cepilles los dientes de tu niño, háblale acerca de cómo sus dientes son iguales y diferentes. Por ejemplo, tu tiene más dientes y dientes más grandes, pero ambos pueden hacer muecas. Sigue el ejemplo de tu hijo y hablen sobre lo que él/ella nota.

Para más tips, visita First 5 California o <http://bit.ly/1QDczcS>

When you brush the teeth of your child, talk about how his teeth are equal and different. For example, your has more teeth and teeth bigger, but both can make funny faces. Follow the example of your son and talk about what he / she note.

For more tips, visit First 5 California or <http://bit.ly/1QDczcS>

Automatically Translated · Hide Original

183 Likes 1 Comment 2 Shares

[Like](#) [Comment](#) [Share](#)

Argelia Atiano
August 14 · [Like Page](#)

Como mamá, una de mis campañas favoritas es la de First 5 California Me encanta porque siempre nos entregan datos muy interesantes e informativos a todos los que somos padres de familia. La verdad es que uno nunca acaba de aprender, igual que nuestros hijos.

¿Sabías que los niños comienzan a aprender desde el momento en que nacen? ¡El 80% de su cerebro se desarrolla durante los primeros 3 años de vida! ¿Qué esperas? Habla, Lee, Canta desde el momento que nacen.

Para informarte más y descubrir actividades para hacer con tus pequeños, visita <http://first5california.com/parents>

See Translation

First 5 California
First 5 California provides health and nutrition tips, activity suggestions, and support resources to help parent's of children 5 and under.

FIRST5CALIFORNIA.COM

49 Likes 1 Share



TV

Mary Babbit
NBC5 Bay Area



Angel's Baseball
Closed Captioning



Dr. Oz
KCOP TV



Julie Musgrave
CBS 47 Fresno



Lisa Sigell
CBS
Healthwatch



Radio

Mario Lopez
Statewide
iHeart Radio
Stations



Diane Levin &
Mario Lopez
Statewide
iHeart Radio
Stations



Omar & Argelia
Univision



JJ Ryan
KBEB Radio
Sacramento



JJ Ryan and
Emily Elizabeth



Lisa St. Regis
KISQ Radio
San Francisco



Mario Lopez &
Jim Show
KTOM Radio
Monterey-Salinas



Phase I: The Research

A Collaborative Process

- Staff and County Commissions were engaged throughout the early creative development process, prior to the research and leading to the final creative recommendation.
- Presentations were made to:
 - The Media Advisory Committee and the First 5 California staff.
- County Commissions were invited to attend the focus groups and were given the freedom to tailor specific questions of the participants.

Research Objectives

The goal was to understand parents' perceptions of the importance of brain development and evaluate creative concepts.

- Understanding and awareness of early childhood development, brain development, and involvement/responsibility in helping their children develop.
- Determine their familiarity with the Talk. Read. Sing. campaign and First 5 California.
- To evaluate new communication concepts by identifying the overall message and refine messages to encourage call-to-action.
- To gauge which website/resources they're currently using to get information about their kids.

Research Methodology

SocialQuest, Inc. conducted seven (7) two-hour focus groups in three (3) key markets. Each session was designed to achieve First 5 California / Fraser Communications' objectives to evaluate proposed creative concepts.

Market	General Market	Hispanic Less Acculturated	Total
Los Angeles	1	2	3 groups 25 respondents
Oakland	2	--	2 groups 16 respondents
Fresno	1	1	2 groups 15 respondents
TOTAL	4	3	7 groups 56 respondents

- 3 markets
- 7 groups
- 56 participants

Key Findings – Aspirations and Message Awareness



Parents aim for their 0-5 year olds to be physically and emotionally healthy by means of establishing routines and a safe and secure/loving home environment where they can learn independence, play freely, develop self-confidence, and not be fearful, while exposing them to a variety of cultural and linguistic experiences early on.

In this current round of focus groups, awareness of parent's influence on the development of their children's brains during their first 5 years is much higher compared to the groups conducted in December 2013, suggesting previous **First 5 California** campaigns have had a positive impact; many participants made the connection between **Talk. Read. Sing.** and brain development.



"Talk Read Sing is so important because it will help them develop better, and it's a feel-good for them too." – GM Mom, LA

I want my kids to be open and express themselves. I have them sit down and talk about whatever they want to talk about. AA Mom, Oakland

Key Findings – Importance of Talk. Read. Sing.

Many parents lacked the love and attention in their own upbringing and insist on reversing any negative patterns by ensuring they get more involved with their own kids at an early age.

As such, the majority cite being actively engaged in talking, reading, or singing to their kids; many mention being aware of the downside by not engaging early in their kid's development – lack of confidence, shyness, alienation, slow learning, rebellious, etc. – still, most do not appear to fully grasp the negative consequences.

Multigenerational households are at an advantage with more adults and older siblings to reinforce talking, reading, and singing habits. Second language learning is a goal many parents have for their kids.

I've learned from the mistakes my parents made with us, like letting us watch too much TV, not interacting enough with them. –W Mom, Oakland

It's shaping their personality, their values, what they're learning, they'll keep that with them into when they're adults. – GM Dad, Oakland

"I'm trying to do the opposite of what my parents did. They didn't have much time to read to us. They were always working." – Less Acculturated Hispanic Mom, LA

"We read to my son, but he picks up a book, and he acts like he's reading, but he's really story telling, and I thought it was really good that he was using his brain, and it was very creative!" – GM Dad, Fresno



Key Findings – “How Did I Get Here?”



- Rated the most “effective” concept in all three markets.
- Overall, contains an aspirational message that is reachable through discipline and hard work.
- The farmworker backstory relaying humble beginnings is especially powerful.
- Parents can shape their kids’ future; their involvement makes a difference.
- Steps outlining his progress provide guide posts for success.

Key Findings – “Smarter Birds”



- Ad narrative provides new resources / welcome information to parents; easy-to-integrate tips that can be used anytime, anywhere.
- Encourages parents to take action and be more accountable.
- Many appreciate that the animated birds are appealing for both kids and parents alike.
- Does particularly well among the less acculturated Hispanic parents.
- Dad’s involvement with the child in the kitchen mitigates stereotypes that the kitchen is only mom’s domain.

Research Objectives



The majority of participants access the Internet through their phones and rely on a variety of websites for information, teaching tools and inspiration to help in their kids development.

- Google and YouTube are the primary go-to sites for users.
- Popular sites include BabyCenter, Leapfrog, PBS Kids, ABC Mouse, Pampers.
- Reviews (Yelp!) and blogs are common sources for references and advice.

Phase II: 2016 Campaign



2016 Strategy

Spring

- “How I *Really* Got Here.”

Summer

- Reading, library partnerships
- Talk. Read. Sing. tips

Fall

- “Smarter Birds”

Creative Strategy 2016 – “How I Really Got Here.”

FIRST 5 TV - “HOW DID I GET HERE?” Jose Hernandez



HERNANDEZ: How did I get here?

I learned how to fly...



I became an engineer...



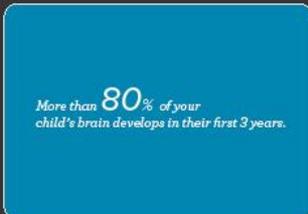
I studied day and night...



In California, I learned the value of hard work as the son of migrant farm workers...



But this, I think, is how I really got here.



ANNCR: More than 80% of your child's brain develops in their first 3 years...



So talk to them, read to them, sing to them...



It changes everything.



Go to First5California.com/Parents to get them as far as they can go.

Strategic Platform: “How I Really Got Here.”



- This platform works on several angles to take Talk. Read. Sing.® to another level. It motivates parents while empowering them.
- Provides a powerful emotional connection and a motivating stimulus for talking, reading, and singing.
- Acknowledges the role of parents and connects them to the importance of Talk. Read. Sing.
- Regular and strong reference to the fact that “More than 80% of a child’s brain is developed in the first 3 years.”
- TV stories will work synergistically with tips and reminders on how to Talk. Read. Sing.
- Utilize website and social media for tips and positive reinforcement.
- Develop “Smarter Birds” concept for utilization in 2016-2017.

Engagement: Success Stories

Accomplished people with a story of “How I *Really* Got Here” emphasizing:

- Disadvantaged/challenged background.
- Hard work, discipline in school.
- Early parent talking, reading, or singing that influenced them/parent engagement.

Celebrity endorsement: Talk. Read. Sing. to your kids. It changes everything.

- Share the message on radio, video, digital, and in social media.
- Share tips, ways to engage with their children 0-5 (emphasis on 0-3).
- Fraser team has identified 35 potential accomplished people to feature.
- Fraser has produced more than 45 TV celebrity endorsements to date with more to come.

Success Stories



- **Mee Moua** – California resident and President and executive director of the Asian American Advancing Justice Association.
- 1st Hmong American woman elected to state legislature (District 67, Minnesota Senate).
- Fled to Thailand @ 5 yrs; moved to U.S. in 1978; Brown University (MBA), University of Minnesota Law (PhD); Currently practicing attorney w/husband and three children.

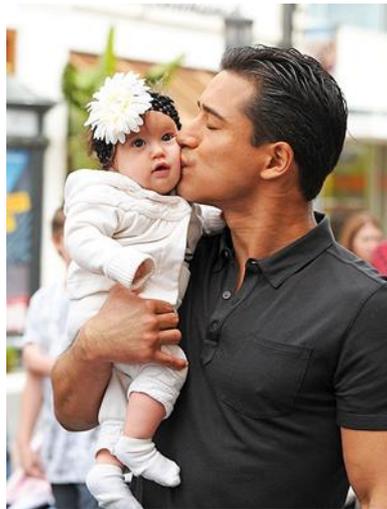


- **Sgt. Emada Tingirides** – Sgt. Los Angeles Police Department.
- Oversees 57-officer elite unit as part of Community Safety Partnership initiative.
- Grew up in Watts, CA; graduated one of six females in a class of 80.
- Named one of “10 Most Inspirational L.A. Women 2015” by *Los Angeles Magazine*.
- Has six children in a blended family; her husband is also on the police force.

Success Stories



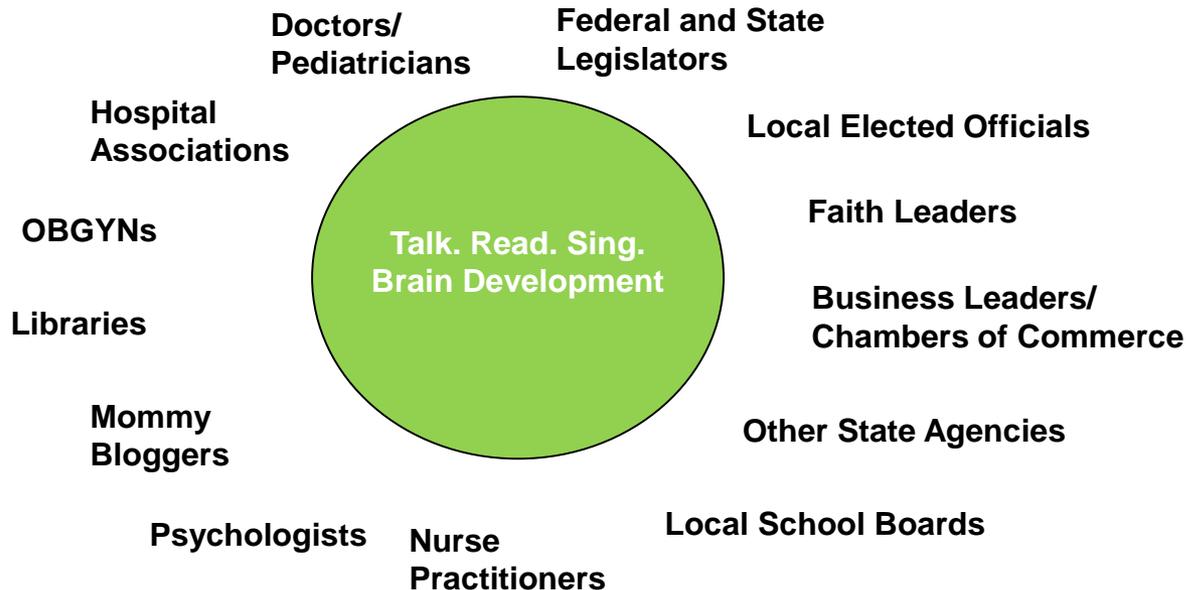
- **Juan Felipe Herrera** –writer, cartoonist, teacher and activist.
- U.S. Poet Laureate 2015-2016; Poet Laureate of California 2012-2014; 2010 Guggenheim Fellowship, 2009 PEN/Beyond Margins Award.
- Only son of migrant farm workers; graduated San Diego High School 1967; University of California (B.A.); Stanford University (M.A.);University of Iowa (M.F.A.).



- **Mario Lopez** – actor, TV host, author.
- Current host of Extra on NBC; recipient of multiple Young Artist Awards, ALMA Awards and Teen Choice Awards.
- Son of modest Latino parents; graduated Chula Vista High School 1991; has performed on Broadway and in more than 50 television shows and Hollywood films.

Tapping Into Business Leaders & the Community

- Partner with **Trusted Sources** to build on awareness and familiarity with the Talk. Read. Sing. campaign.
- Increase understanding of the importance of brain development in a child's earliest months and years.



2016 Media and Outreach



2016 Media Approach

- Continue to provide support of Talk. Read. Sing. via multiple media channels for optimal reach of all parents, grandparents, and caregivers of children under 5 throughout the state of California.
- Incorporate targeted executions that specifically reach lower income families with children under 5 (<\$75K).
- Explore strategic partnerships and third-party endorsements that allow for personal celebrity, local on-air talent, or other trusted sources to tell their “How I Really Got Here” stories.
- Layer in non-traditional media placements that reach parents of children under age 5 in environments where they have more down time to interact with their children.
- Extend media with tools and tips that help parents interact with their children.
- Identify ethnic immersion opportunities to engage with hard-to-reach audiences.
- Work with First 5 California employees who have been trained to speak publicly about the benefits of Talk. Read. Sing.

Broadcast Media – 2016

- Utilize 30-second television and radio for broadest reach of low-income parents and caregivers (A18-49 HHI <\$75K).
 - TV continues to cast the widest net and provides for optimal message impact with sight, sound, and motion.
 - Radio allows for an affordable means of extending broad market reach when off air with television.
 - Using TV and radio together (at campaign launch) maximizes reach at the most efficient cost.
- Launch each campaign with 3-4 weeks of TV support, followed by alternating weeks of TV and radio.
- Flight 10- and 15-second radio tips when off air with 30-second radio so that every week throughout the year has radio support.
- Plan for more weeks of radio during the summer months when listening is at its peak.

Broadcast Media – 2016

- Continue to focus our TV presence in dayparts that are most heavily watched by our target (morning, day and 7-10P).
- Augment broadcast television with targeted cable and streaming TV (digital).
- Minimize our TV presence during political windows when attention levels are low and spots are more likely to get pre-empted by political ads.
 - Limit our presence to non-news dayparts.
 - Run at lower TRP levels.
 - Compensate in weeks with lower TV levels with 30-second radio.
- Television is planned to run for 25-30 weeks with 30-second and 10-, 15-second radio scheduled for 20-25 weeks each.

Broadcast Media – 2016

- Ensure meaningful media support for each campaign in English, Spanish, and Asian languages, as well as hard-to-reach Hmong (13 counties) and Indigenous/Mixteco communities (30 counties).



- Schedule print ads in trusted African American community newspapers (21 community newspapers in top-4 markets).



- Augment with Innovative Place Based Media (parent/child down time).
 - Examination tables in pediatricians offices
 - Laundromat washer wraps
 - Interactive mall boards



Innovative Place-Based Media – 2016

- Sample environments where parents have time to interact with their children and can receive Talk. Read. Sing. tips.

Pediatrician's offices



Laundromats



Malls



A target spot that you "tap" with your phone to find out more.

QR CODE
Quick Response

A bar code that converts anything into a "get more" button.



Social Media - 2016

The importance of influencers.

- “Mothers are heavily engaged on social media [especially Facebook], both giving and receiving a high level of support via their networks” (Pew Research, July 2015).
- Although mothers are slightly more likely to get useful information, at least three-quarters of parents utilize social media (83% of mothers and 74% of fathers).
- Influencers and social media are an important component of sharing stories, engagement, encouragement, and ideas/tips.

Social Media - 2016

- **Multi-prong approach in reaching our audience via social media**
 - **First 5 California social media channels**
 - New platforms include Instagram and Pinterest
 - Quality, balanced content and increased engagement with key brands, organizations and individual influencers
 - **Mommy blogger campaign**
 - Influential bloggers to share genuine, engaging material surrounding Talk. Read. Sing. efforts to their audiences
 - **YouTube influencer campaign**
 - Collaboration and message integration with key “vloggers” in the YouTube space



2016 Digital Approach

- Digital will continue to enhance traditional media with strategic alignments and targeted executions that best support Talk. Read. Sing. and our three campaign windows.
 - Continue to build on our partnerships with key sites such as babycenter.com and other baby/parenting sites and expand with opportunities that allow for:
 - “How I Really Got Here” storytelling and dialog with parents about their own stories
 - Support of “Summer Reading”
 - The Talk. Read. Sing. “Smarter Birds” to come to life
 - Explore unique opportunities with display and audio partners such as Pandora that feature Talk. Read. Sing. with spoken word or singing.
 - Layer innovative mobile solutions to expand targeted reach and further drive engagement and site traffic.
 - Make use of emerging pre-roll executions to expand video reach.
 - Employ Facebook direct and other emerging social platforms such as Snapchat.
 - Continue search, retargeting, and look-a-like targeting on an ongoing basis.



First 5 Express 2015-2016

Overview

- Previous tour reimaged!
- New focus on Talk. Read. Sing.
- Activities and giveaway items help inspire the continuation of Talk. Read. Sing. at home.

Highlights

- Visit ALL 58 counties.
- Participate in over 100 events.
- Directly interact with thousands of families.
- Distribute thousands of free resources to families in need.
- New hi-tech experience and social media sharing.
- Karaoke!

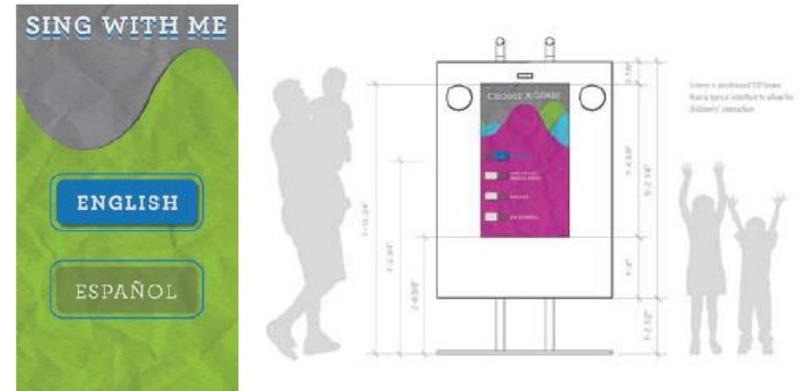


First 5 Express 2015-2016 New Activities

Story Time & Music Sessions



Family Karaoke & Social Media Sharing



Coloring & Puzzles

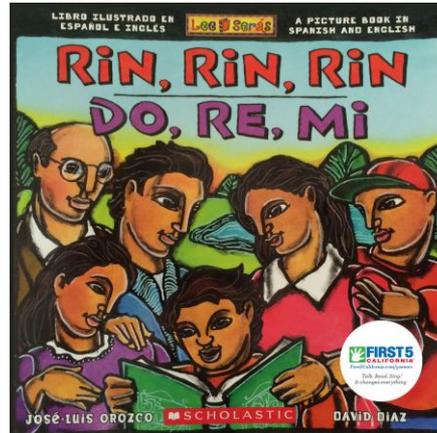


First 5 Express 2015-2016 New Giveaways & Resources

Kit for New Parents



Children's Storybooks



Hand Puppets



Maracas & Kazoos



Temporary Tattoos & Stickers



Coloring Crowns



Bilingual Cookbook



Tote Bags



Sports Influencers and In-Arena Messaging

- Utilize high profile sports figures on professional hockey and soccer teams.
 - Show players and management talking, reading, and singing with their children, setting an example for fans.
- Display video and static messaging via arena signage, scoreboards, and in-person activation.
- Support all campaign efforts via social media participation to extend programs.



Scholastic Program

- **Fall: November 2015 – January 2016**
 - 14K Teacher Kits: Poster/Teaching Guide Activity Chart with lesson plans in English/Spanish, activity sheets, and 2-page family take-home.
 - Enhancements to the Scholastic First 5 California website.
 - Downloadable curated songs incorporated into the program materials and theme.
 - Custom digital articles to parents.
 - E-newsletters to teachers and parents.
 - Promotion to teachers and parents.
- **Spring: January 2016 – June 2016**
 - 14K Teacher Kits: 2 Custom Books of 8 English/Spanish Songs with family take-home.
 - Further enhancements to the Scholastic First 5 California website.
 - Promotion to teachers and parents.
 - Custom digital articles to parents.
 - E-newsletters to teachers and parents.
 - Promotion to teachers and parents.

Scholastic Fall Program

SCHOLASTIC

Let's Sing: "Los Elefantes"

Un elefante se balanceaba sobre la tela de una araña como veía que resistía fue a llamar a otro elefante.

Dos elefantes se balanceaban sobre la tela de una araña como veían que resistía fueron a llamar a otro elefante.

Tres elefantes se balanceaban sobre la tela de una araña como veían que resistía fueron a llamar a otro elefante.

Cuatro elefantes se balanceaban sobre la tela de una araña como veían que resistía fueron a llamar a otro elefante.

Cinco elefantes se balanceaban sobre la tela de una araña como veían que resistía fueron a llamar a otro elefante.

» Scan this code to hear the music!



Visit scholastic.com/first5ca to sing "Los Elefantes" with José-Luis Orozco!

Talk. Read. Sing.

FREE Literacy Lessons, Music & Parent Materials

PreK-K

GET SINGING



FIRST5 CALIFORNIA
Talk. Read. Sing.[®]
It changes everything



FIRST5 CALIFORNIA
Talk. Read. Sing.[®]
It changes everything.

English Translation **One** elephant balanced upon the web of a spider because she saw the web was strong. She called over one more elephant. *The song continues and the lyrics repeat until there are three, four, and five elephants on the web!*

PreK-K

Talk. Read. Sing.

FREE Literacy Lessons, Music & Parent Materials

GET SINGING

FIRST5 CALIFORNIA
Talk. Read. Sing.[®]
It changes everything

Talk. Read. Sing.

FREE Fun Activities, Music & Child Development Materials

PreK-K

GET SINGING



FIRST5 CALIFORNIA
Talk. Read. Sing.[®]
It changes everything

Sign In or Register

Talk. Read. Sing.

It changes everything.

Creative Literacy Lessons and Activities Grades PreK-K

Research today shows that talking, reading, or singing with young children for 30 minutes throughout the day helps build important connections in the brain that can change their lives forever. Created by First 5 California and Scholastic, the Talk, Read, Sing.™ program supports parent learning skills and is a fun way to model speech and language, engage young children in conversation, and aid in healthy brain development.

FIRST5 CALIFORNIA
Talk. Read. Sing.[®]
It changes everything.

SING!

Sing along to songs performed by award-winning children's musician José-Luis Orozco. Click the  button to listen now.

<p>"Los Elefantes" ▶ Spanish</p> <p>"The ABCs"/"El Abecedario" ▶ English ▶ Spanish</p> <p>"This Land is Your Land"/"Esta es mi tierra" ▶ English ▶ Spanish</p> <p>"Hockey Puck"/"El Hockey-Puck" ▶ English ▶ Spanish</p> <p>"Cinco patitos" ▶ English ▶ Spanish</p>	<p>"Tres tristes tigres" ▶ Spanish</p> <p>"Tengo manita" ▶ English ▶ Spanish</p> <p>"Old MacDonald Had a Farm"/"Juancho Pancho" ▶ Spanish</p> <p>"Apples and Bananas"/"Manzanas y plátanos" ▶ Spanish</p> <p>"Estivilla" ▶ Spanish</p>	<p>coming soon</p> <p>Talk. Read. Sing.[®] Songbook</p> <p>Talk. Read. Sing.[®] Music Guide</p> <p>Visit José-Luis Orozco's site!</p>
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Fun at Home! **Fun in the Classroom!**

<p>Why Talk, Read, and Sing at Home? English Spanish</p> <p>Get Ready for Kindergarten! English Spanish</p> <p>Fun at Home Worksheet Pack PDF</p>	<p>Activity: "Old MacDonald Had a Farm"/"Juancho Pancho" English Spanish</p> <p>Activity: "Apples and Bananas" English Spanish</p> <p>Activity: "Las Muestras" English Spanish</p>	<p>Counting Elephants Lessons and Worksheets</p> <p>Sing Loud! Sing Proud! PDF</p> <p>How Many Elephants? PDF</p> <p>"This Land is Your Land" PDF</p> <p>The ABCs and Me PDF</p>
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Books and Other Family Resources

<p>It's Picnic Day, Potter!</p> <p>Explore the world with Potter the Otter and his friends with this colorful, original bilingual story.</p> <p>View Facebook</p> <p>View Mini-Poster</p> <p>View Activities and Worksheets</p>	<p>Play Ball, Potter!</p> <p>Decorate a virtual bouncy ball with this fun game for kids!</p> <p>Play game</p>
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“...It's really cool when you get to work on a project that means so much...From day 1 with both of my boys, I would literally do what I was doing in this commercial...talk them through the activities I was doing, sing to them, read books to them, and dance with them. Any activity I thought of that could stimulate their brains...one day they started to smile at me...then that smile would turn into a laugh...and then that laugh turned into lots of babbling and gestures...and then those babbles turned into words....it is just something else to see how powerful their brains are when we as parents pour into them. Thanks First 5 California!”

Next Steps

- Launch event – January 2016
- Campaign implementation timing:
 - Spring: “How I *Really* Got Here”
 - Summer: Reading, libraries, continued tips
 - Fall: “Smarter Birds”

Questions/Discussion

Thank you.

