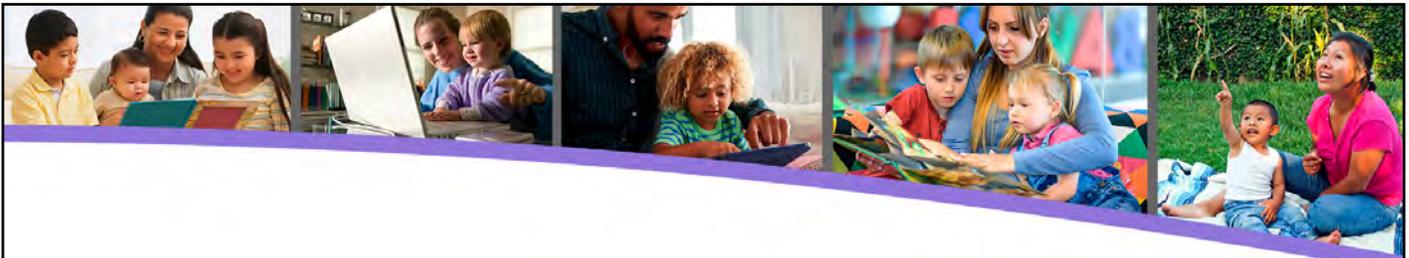




- **Lobby Icebreaker**
- **Use the Chat Box to share the following:**
 - Do you have any experiences with parenting apps or text services?
 - If so, what was the focus of the tool? Was it helpful?



Family Engagement, Language, and Literacy Webinar Series

Digital Tools for Families that Promote Children's
Language and Literacy

August 29, 2017 | 2–3 p.m. EDT



Logistics

- If possible, connect via hard-wired internet (instead of WiFi).
- Help connectivity by closing other programs.
- Your phones will be on mute!
- To make a comment during the webinar, please use the chat box.
- This webinar will be posted on ECLKC.

Meet the Presenters



Joshua Sparrow, MD



Rechele Brooks, PhD



Sarah Lytle, PhD

Learning Objectives

- How to use technology as a tool for family engagement in children's language development and literacy
- A review of the research related to current digital tools available, including identified themes and gaps
- Tips for selecting digital tools that promote children's language and literacy

Family Engagement



Family Engagement is...

...an interactive process through which EC providers and other EC professionals, family members, and their children build positive and goal-oriented relationships in support of positive family and child outcomes. It is a shared responsibility of families and professionals that requires mutual respect for the roles and strengths each has to offer.

Positive & Goal-Oriented Relationships

PROGRAM FOUNDATIONS	PROGRAM IMPACT AREAS	FAMILY OUTCOMES	CHILD OUTCOMES
Program Leadership Professional Development Continuous Learning and Quality Improvement	Program Environment Teaching and Learning Family Partnerships Community Partnerships Access and Continuity	Family well-being Positive parent-child relationships Families as lifelong educators Families as learners Family engagement in transitions Family connections to peers and community Families as advocates and leaders	Children are: Safe Healthy and well Learning Engaged in positive relationships with family members, caregivers, and other children Ready for school and Successful in school and life

Benefits of High Quality Early Learning Experiences



“Conversational Duet”

Digital Technology Can Make Information Available to Parents

- 85% of adults in the US use the internet
- 95% of adults in the US own a cell phone
- 69% of parents with children younger than 8 own a smartphone
- Many low-income families use mobile devices for internet access

Search Overview



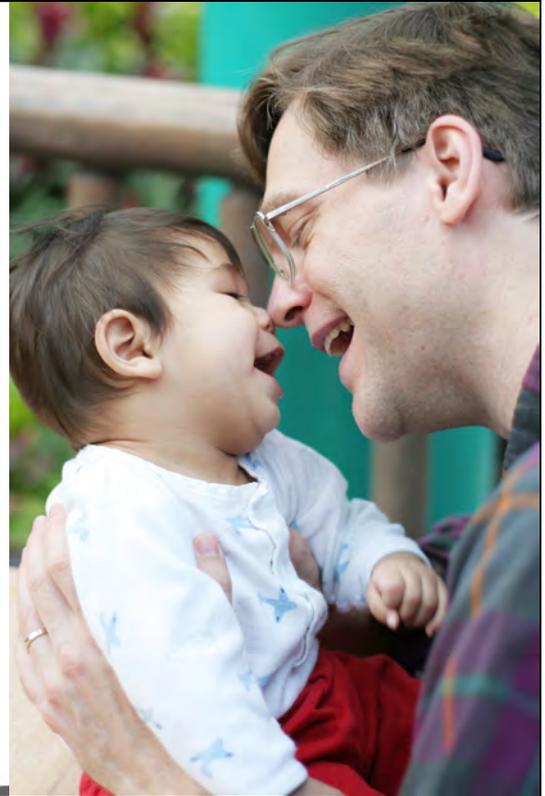
How We Found Tools

- Searched systematically in early 2017
- Got recommendations from colleagues
- Reviewed known repositories
- Found more than 140 possible tools



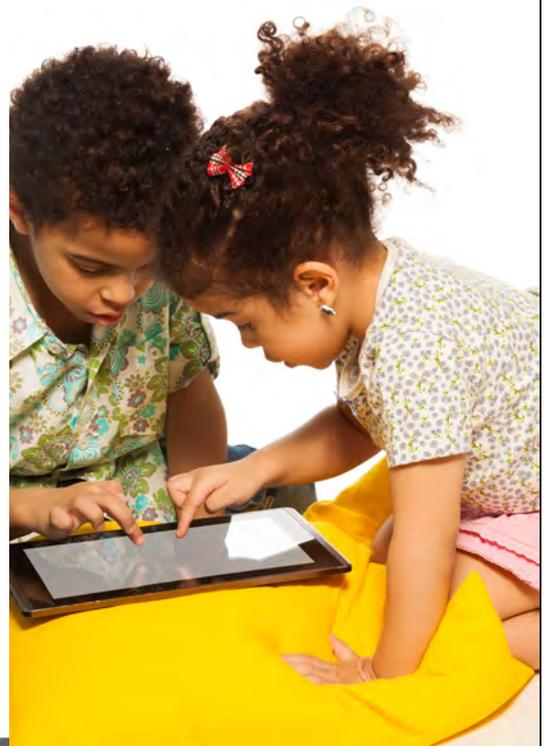
What We Included

- Prompts parents to engage with their child, 0 to 8 years old
- Supports early language and literacy
- Offers examples and tips to parents
- Has free content via mobile technology



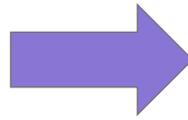
What We Excluded

- Not available for mobile devices
- Not freely available to parents
- No language or literacy topics
- Child uses the tool
- Tool gives information but does not prompt action



Reaching Parents via Digital Tools

- Parents get ideas and tips for language-rich play and activities
- Children do not use the device



Share Your Thoughts

What questions do you have about what we included and excluded from the review?

Please use the chat box.



Seven Critical Considerations



The Lack of Evidence Base for Digital Tools

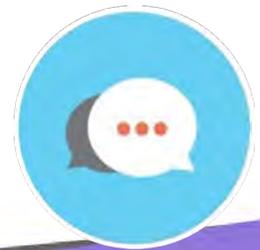
- None of the tools reviewed have been evaluated by independent, academic studies



Discussion

As you think about the needs of your community,
what considerations will be most important?

Please use the chat box.



Critical Considerations

1. Identify Hidden Costs
2. Check Literacy Levels
3. Understand the Complexity of the Technology
4. Look for Two-Way Interactions
5. Customize to Children's Ability
6. Consider Language and Culture
7. Balance the Tool with the Interaction

Identify Hidden Costs

- Many people already have their own technology for digital tools, but consider the hidden costs.
- Will the community have to pay for text messages?
- Will apps use cellular service?

WAITING...

Please wait as we download tips and tools to your mobile device. Leaving this screen will disrupt the download process. Please stay on this page. Thank you!

Check Literacy Levels

- Content is largely text-based. Does the tool offer content in photo, video, or audio format to support parents of all literacy levels?

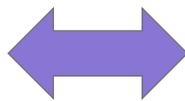


Understand the Complexity of the Technology

- Parents vary in their confidence with digital tools. How easy is the tool to use?



Look for Two-Way Interactions



- All tools prompt two-way parent-child interactions.
- Does the tool promote two-way parent-tool interactions by asking for feedback or content suggestions?

Customize to Children's Ability

- Many tools customize content based on children's age.
- Is it an exact match (e.g., 12 mo.) or a broad category (e.g., 12-18 mo.)?
- Does the tool offer customization based on developmental ability?



Consider Language and Culture

- Consider the language needs of the community. Does the tool offer that language?
- Are images and language translations culturally responsive?



Balance the Tool with the Interaction

- The reviewed tools are designed for parent use.
- Does the tool balance the need to give parents information with parents' need for time to interact with their child?

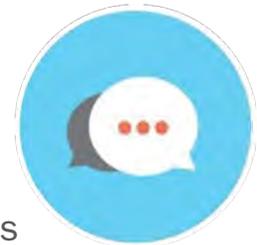


Discussion

As you think about the needs of your community, which of these considerations will be most important?

Please use the chat box.

- Identify Hidden Costs
- Check Literacy Levels
- Understand the Complexity of the Technology
- Look for Two-Way Interactions
- Customize to Children's Ability
- Consider Language and Culture
- Balance the Tool with the Interaction



What We Found



Reminder

- The digital tools discussed in this presentation do not represent an exhaustive list of tools.
- The tools discussed or represented in this presentation should not be construed as an endorsement by the National Center on Parent, Family, and Community Engagement or the Office of Head Start.

Summary Tables for Digital Tools

- Provider version

DIGITAL TOOL	BASIC INFORMATION		COST FACTORS		CONTENT DELIVERY						
Tool Name, Description ¹ Where to Find Tool	Ages of children (years old ²)	English (reading level) Languages available	Cost after free sign-up or download	Daily data usage: ✓ internet ⊕ text message	Areas of customized content	Content advisors	Duration of information cycle	Materials needed for activities	Delivery of information	Presentation mode	Sharing of information

- Parent version

DIGITAL TOOL	BASIC INFORMATION		COST FACTORS		CONTENT DELIVERY						
Tool Name and Description ¹ Where to Find Tool	Ages of children (years old ²)	Languages Available	Cost after free sign-up or download	Daily data usage: ✓ internet ⊕ text message	Duration of information cycle	Materials needed for activities	Delivery of information	Presentation mode			

Tables: How to Find a Listed Tool

DIGITAL TOOL
Tool Name and Description ¹ Where to Find Tool

- Search an app store
- Go to the website
- Send a code to a phone number

Send “WORD” to 111111

Tables: Basic Information and Cost Factors

DIGITAL TOOL	BASIC INFORMATION		COST FACTORS	
Tool Name, Description ¹ Where to Find Tool	Ages of children (years old ²)	English (reading level) Languages available	Cost after free sign-up or download	Daily data usage: ✓ internet 📶 text message

Tables: Content Delivery

DIGITAL TOOL	CONTENT DELIVERY						
Tool Name, Description ¹ Where to Find Tool	Areas of customized content	Content advisors	Duration of information cycle	Materials needed for activities	Delivery of information	Presentation mode	Sharing of information

Share Your Thoughts

What questions do you have about the information included in the tables?

Please use the chat box.



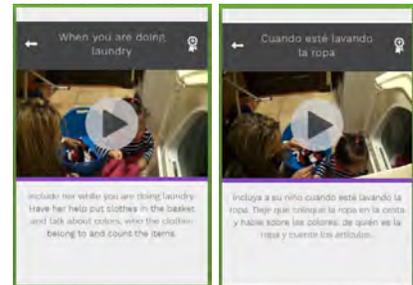
Common Patterns

- Meet parents where they are
- Empower parents as children's first and best teachers
- Provide tools for parents facing adversity
- Reach busy parents
- Enhance everyday parent-child interactions



An App Example

- No need for internet access
- English and Spanish
- Parent pulls choice
- Tips: Short description with video clip



A Text Message Example

- Free messages for everyone
- English or Spanish
- Prompt: 3 texts per week
- Tips or questions

Texta “bebe” al 111111
Text “baby” to 111111

Week 3 Msg 2

Text: Tu eres la primera profesora de tu bebe. Hablale cuando le des de comer, cuando lllore tranquilizalo, estas ayudando al desarrollo de su cerebro...

Text: You are your baby's first teacher! When you feed your baby, talk to your baby, calm your baby when crying, you are building your baby's brain...

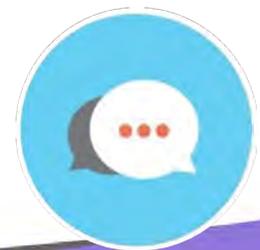
Summary

- This review of digital tools designed to promote parent engagement with their children's language and literacy identified 15 digital tools that met inclusion criteria
- Tools recognize that parents play an important role in children's development – but we don't yet know how effective these tools are for increasing parent engagement with children's language and literacy
- Because technologies change frequently, use the list of critical considerations to evaluate the tools

Discussion

How will you use the information we presented today in your community?

Please use the chat box.



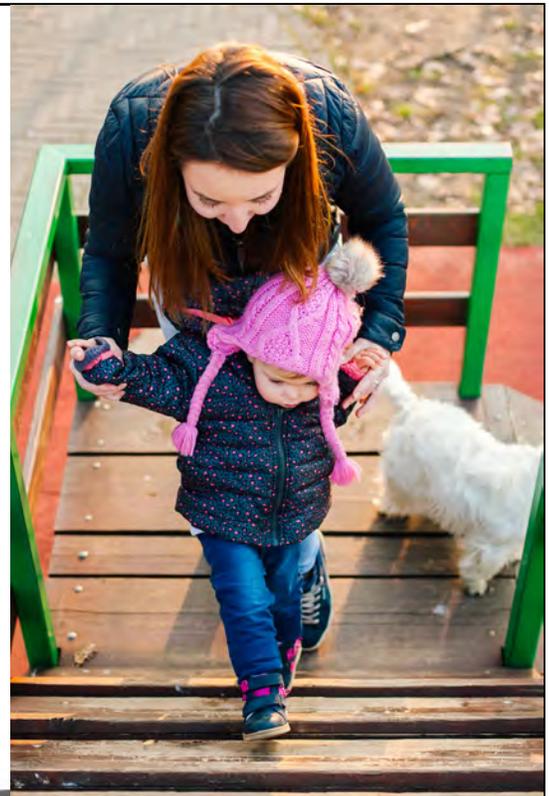
Q&A

What questions do you have?

Please use the chat box.



What We Found



Upcoming Webinars

- August 29 – Digital Tools for Families that Promote Children's Language and Literacy
- September 26 – Developing Children's Literacy and Social and Emotional Skills
- October 31 – Partnering with Families to Support Dual Language Learners

Join the Chat After the Webinar!



Online Survey and Certificates

- Your feedback is important to us!
- And email with a survey link and certificate is on its way! Keep an eye out for it in your inbox.



For more information about this resource, please contact us:
pfcewebinars@ecetta.info | 1-866-763-6481