



## 54% OF CHILDREN IN HILLSBOROUGH COUNTY ENTER KINDERGARTEN NOT READY FOR SCHOOL.

THEY ARE 3 TIMES LESS LIKELY TO  
MEET GRADE LEVEL EXPECTATIONS  
IN EACH SUBSEQUENT GRADE.  
PARENTS NEED YOUR HELP TO  
CHANGE THIS.

A lot is being required of pediatricians during office visits these days—electronic medical records, electronic patient satisfaction surveys, meaningful use, medical home and so much more. However, **parents listen to their baby's pediatricians and language and literacy development begins at birth.**

### **During well-baby visits:**

Model the desired behavior. Talk to the baby first rather than the parent.

### **Tell the parent to:**

- Talk to his/her baby often and speak in a happy way
- Emphasize that talking to his/her baby is as important to the baby's brain's growth as food is to her/his body's growth.
- Give examples as to when—while changing a diaper, making dinner, grocery shopping, etc.

### **Ask the parent to:**

- Commit to talking to his/her baby.
- Plan on evaluating results on next visit.  
Use this statement “During the next check-up, I'd like to hear if you noticed any difference in your baby.”

For more information, [visit \*\*talkwithmebaby.org\*\*](http://talkwithmebaby.org)

[unitedwaysuncoast.org/talk-with-me-baby](http://unitedwaysuncoast.org/talk-with-me-baby)



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