

Every Baby! Every Day! Talk. Sing. Read. Play.

A Community Campaign led by the Family Reading Partnership

Imagine if every baby in Tompkins County began life surrounded by an abundance of loving words, as a special part of everyday family life!

Join Us in Making “Every Baby! Every Day!” a Reality!

Our new initiative is dedicated to taking the final steps in fully implementing a culture of literacy by focusing on all babies, ensuring that every single baby born in Tompkins County experiences talking, singing, and reading every day, beginning at birth or even before.

Why We Are Focusing on Babies

- **The special time of a baby’s birth is one of great opportunity and optimism**, when no achievement gap yet exists, and families are motivated to create a bright future for their babies.
- **Language and literacy development begins at birth, in the home.** Babies’ language and literacy development is completely dependent upon hearing words through social interactions with the people in their lives.
- **During the first two months, a baby’s brain develops at a rate unequaled at any other point in life**, creating neural networks that are essential to the development of language and literacy. This is a crucial time for exposing babies to an abundance of words through talking, singing, reading aloud, and playful engagement.
- **In the first months of life, before baby becomes mobile, and while he or she is a most attentive audience, families will have their best success** building language and literacy habits and routines into everyday life.

Our Comprehensive Approach

- **Establish a baseline of how many babies born in TC currently have talking, singing, and reading** in their everyday lives.
- **Create an “Every Baby! Every Day!” “surround” through vibrant and compelling messages** all over our community that invite and inspire everyone to read to babies!
- **Inspire community members to take action to promote and support reading to babies** in their personal, professional, and civic roles so that families receive the same message from many sources.
- **Strengthen existing Family Reading Partnership programming reaching before and at birth** by giving additional books as gifts to all families with babies through their pediatricians.
- **Create new programs including “Read Along Love Songs for Baby,”** featuring five board books and a CD of the books being sung and read aloud, to provide additional support for families with fewer resources that are expecting or have babies under one year old.
- **Partner with all organizations serving expectant families or families with babies** to give them books and the support they need to encourage and model reading to babies with the families they serve.

Literacy—the ability to read, write, and communicate—will help define a child’s success in school and in life. For 15 years, the Family Reading Partnership has joined forces to create a culture of literacy, knowing that change happens best close to where families live their lives, through existing relationships families have in the community, and by partnering together with others.