



talkreadplay
with your child every day

brand playbook



introduction

What is a Brand Playbook?

A brand playbook is the go-to resource for the TalkReadPlay (TRP*) brand – what the brand stands for, who it speaks to and how to represent it.

How should it be used?

This brand playbook ensures consistent messaging, tone and style across all TRP interactions whether online, in print or in person.

Who is it for?

This brand playbook is a document to be used internally by TRP partners. It is not intended for a public audience.

**TRP is used to abbreviate TalkReadPlay in this document, however we do not recommend that the TRP acronym be used with the public.*



branding

Our Why

What drives the TalkReadPlay With Your Child Every Day campaign? What inspires us?

90% of a child's brain development happens in the first 5 years of life, and responsive, caring interactions with parents and caregivers are the single greatest building blocks for early learning.

Who We Are

We are a compassionate group of advocates for early childhood development and strengthening families in Wisconsin's Dodge and Jefferson counties.

Our Beliefs

We believe all parents:

- Have what it takes to become their child's first, and best teacher.
- Have a sense of pride and resourcefulness to provide the best start in life for their children.
- Are already supporting their child's brain development; TalkReadPlay simply encourages more of it.

What We Do

It is our united purpose to:

- Become experts in the science behind brain building.
- Use evidence-based tools and role modeling to promote learning interactions between parents and their children.
- Champion parents as their child's first teacher.
- Help parents foster the development of their child's social and emotional life skills.

How We Do It

TalkReadPlay empowers parents to build strong families through the Five Protective Factors:

- Helping kids understand feelings
- Parenting as children grow
- Connecting with others
- Building inner strength
- Knowing how to find help



defined

TalkReadPlay is a community campaign designed to help parents and caregivers* create more brain building opportunities with their babies and young children.

Babies are born ready to learn. 90% of brain development happens in the first 5 years of life, and responsive, caring interactions with caregivers are the single greatest "building blocks" for early learning. When parents and caregivers talk, read and play with their babies and young children, they have an enormous positive impact on the brain development, vocabulary growth, school readiness, and future academic success of their children.

TalkReadPlay mobilizes our community to support parents as their child's first teacher, presenting the latest brain development science as actionable tips and tools that promote:

- Nurturing relationships and strong attachment
- Learning through everyday interactions
- Development of social and emotional life skills, like problem solving and managing feelings.

Science tells us:

Early Learning and Social Emotional Development

- The foundation for lifelong health and learning is laid during the earliest months and years of life.
- Strong relationships are the building blocks for optimal development. Positive "back and forth" interactions through talking, reading and playing light up a child's brain. These interactions build the social and emotional life skills needed for success in learning and life.

Toxic Stress and Resilience

- When young children experience toxic stress, brain development can be physically and negatively altered, putting the child at greater risk for:
 - » Defensive or aggressive behaviors
 - » Difficulty focusing on learning
 - » Difficulty building healthy relationships
- Protective factors mitigate the influence of toxic stressors and help promote resilience. Positive, caring, relationships are our greatest protective factor.

Strengthening Families Protective Factors

- Protective factors also build strong families. TalkReadPlay partners help families build the 5 Protective Factors:
 1. Helping kids understand feelings
 2. Parenting as children grow
 3. Connecting with others
 4. Building inner strength
 5. Knowing how to find help

Visit talkreadplaywi.com for resources, including the Daily Vroom App: a free mobile app that provides tips and reminders to help parents have fun brain building interactions with their children!


**TalkReadPlay uses parents and caregivers interchangeably.*





what is a **talkreadplay** activation partner?

TalkReadPlay Activation Partners are organizations that build the capacity of parents as Child's First Teacher. Staff of these organizations serve as Trusted Messengers – the professionals who directly serve families in a variety of settings (i.e. Physician's Offices, Health and Human Services, Birth to Three, Early Care and Education, and Libraries, etc.). Activation Partners use proven practices to transform the lives of children and families, serving as community leaders in the areas of **Early Learning, Social & Emotional Development, Resilience and Strengthening Families Protective Factors**.



As a member of the TalkReadPlay community, partners are provided with cross-sector professional development and support in adopting proven practices to create greater impact for the children and families served. Every Child Thrives supports partners in developing Reinforcing Messages that can be shared throughout the region.

TalkReadPlay Activation Partner Organizations:

1. Set clear expectations for how staff, as **Trusted Messengers**, help parents and caregivers be confident brain-builders
2. Use evidence-based **Tools** to support parents in creating brain-building moments during daily activities (i.e. Vroom App, PIWI classes, handouts, parent cafés)
3. Share **Reinforcing Messages** in their facilities, on social media, in organizational communications (i.e. website, newsletter)
4. **Evaluate impact** utilizing the TalkReadPlay survey tools
5. Foster development of social and emotional **life skills**
6. Build Resilience and Strong Families by connecting families to Protective Factors:
 1. Helping kids understand feelings
 2. Parenting as children grow
 3. Connecting with others
 4. Building Inner Strength
 5. Knowing how to find help

TalkReadPlay recognizes two levels of Activation Partner achievement and supports partners in their TalkReadPlay implementation:

1. Activation Partner Competencies
 - » Early Learning and Social Emotional Development
2. Model Site Activation Partner Competencies
 - » Early Learning and Social Emotional Development
 - » Trauma Informed Care and Resilience
 - » Strengthening Families: Protective Factors Framework
 - » Evidence Based Practices
 - » Community Leadership and Engagement

See chart to the right for descriptions of competencies.

Activation Partner Levels of Achievement

Activation
Partner

Model Site
Activation
Partner

Early Learning and Social Emotional Development

Staff are trained as TRP Trusted Messengers and utilize TRP vetted tools and resources to help parents be more effective brain builders.

X

X

Organization has written expectations which clearly define how staff support parents in increasing their brain building knowledge, confidence, and frequency.

X

X

TRP Organizational Assessment is completed with goals updated 2 times annually.

X

X

Organization shares reinforcing messages in client spaces and on social media.

X

X

Organization has evaluation systems in place to survey staff Trusted Messengers 2 times annually.

X

X

Organization surveys parents 2 times annually and utilizes results for continuous quality improvement.

X

X

Trauma Informed Care and Resilience

Staff understand the science of Trauma Informed Care (TIC) and Resilience and:

- Realize the widespread impact of toxic stress and trauma
- Recognize signs and symptoms of toxic stress and trauma
- Resist re-triggering/re-traumatization
- Integrate Trauma Informed Care into practice—[TIC Principles](#)

X

Front line staff can articulate how their relationships and interactions with children and families promote resilience.

X

Staff exhibit behaviors that create an environment where all feel welcomed and supported.

X

Staff can articulate strategies used to de-escalate high-stress situations.

X

Organization is part of Every Child Thrives community-wide effort to create a TIC Community.

X

Strengthening Families Protective Factors

Organization is on a continuous improvement journey to promote [Five for Families](#) and/or [Strengthening Families: Protective Factors Framework](#)

X

Evidence Based Practices

Staff use at least one evidence-based practice to achieve greater impact with children and families. For example:

- Cognitive Behavioral Therapy
- Dialectical Behavioral Therapy
- Every Child Ready to Read
- Incredible Years
- Parents as Teachers
- Parents Interacting with Infants (PIWI)
- Pyramid Model
- Standards of Quality for Family Strengthening and Support
- Triple P (Positive Parenting Program)
- Universal Developmental Screening

X

Community Leadership and Engagement

Organization actively collaborates with community partners, breaking down silos to build community systems that more effectively support families.

X

evaluating your impact

Evaluation is an important part of partner programs. Activities aimed at exposing caregivers to TalkReadPlay tools and concepts helps them succeed as a child's first teacher. Having an evaluation process in place helps to understand if the program is leading to improvements in caregivers' beliefs, knowledge, and behaviors. It also helps make improvements to program content and delivery. Finally, it helps **Every Child Thrives** improve the support that we provide to all of our TalkReadPlay partners.

Evaluation does not need to be complicated or time consuming; it is important to find ways to work it into your existing routines and make it easy for caregivers. To support partners in the evaluation process, we ask that they use the following set of questions to assess the impact of all TalkReadPlay programs and activities. These questions may be added to existing program surveys or questionnaires, or you can use the survey template available in the **TalkReadPlay Partner Resources Folder**, which is available at talkreadplaywi.com. We will work with partners to determine the best approach for their organization and programs as well as a process for sharing results with the Foundation so that we can learn together.



Parent Evaluation

At the start of [Program] I was confident in my ability to serve as my child's first teacher.

☐ Strongly Agree ☐ Agree ☐ Disagree ☐ Strongly Disagree

Now that have completed [Program] I am more confident in my ability to serve as my child's first teacher.

☐ Strongly Agree ☐ Agree ☐ Disagree ☐ Strongly Disagree

At the start of [Program] I knew specific ways that I could help my child's brain develop during our daily routine.

☐ Strongly Agree ☐ Agree ☐ Disagree ☐ Strongly Disagree

Now that I have completed [Program] I know more about specific ways I can help my child's mind develop during our daily routine.

☐ Strongly Agree ☐ Agree ☐ Disagree ☐ Strongly Disagree

At the start of [Program] I built interacting with my child through talking, reading, and playing into our daily routine.

☐ Every Day ☐ Most Days ☐ Once in a While ☐ Never

Now that I have completed [Program] I build interacting with my child through talking, reading, and playing into our daily routine.

☐ Every Day ☐ Most Days ☐ Once in a While ☐ Never

communicating



Talking Points to reach out to Parents/Caregivers

Sample scripts for introducing parents and caregivers to TalkReadPlay can be found in the **TalkreadPlay Partner Resources Folder**, which is available at talkreadplaywi.com.

Here are some talking points you can use to guide your conversations with parents on the science of early learning and using the Vroom app.

The science of early learning

- Learning starts the moment your child is born.
- Unlike other organs in our bodies, the brain isn't fully developed when we're born—92% of brain growth happens in the first 5 years. That means a huge amount of development happens at home before your child enters school.
- How a brain grows depends on what you put into it, and **words and interactions with caring adults are the brain's primary building blocks**. For example, the more conversations your children are a part of, the more ready they'll be to learn as they grow, and the better they'll do in school.

Download the Daily Vroom App

- Talking with your kids like this can feel a little strange and uncomfortable at first—especially with younger children who may not be able to respond yet. But there's a free app that can help you learn to do this until it becomes natural and easy. It's called Daily Vroom.
- It works by sending you daily tips with brain building activities for you and your child.
- Visit talkreadplaywi.com to download the Daily Vroom app. It's free.
- All you have to do is put in your child's name and age and you'll get daily notifications with age-appropriate tips or activities.

You already have what it takes

- It doesn't matter what your own background or education is, you already have what it takes to build your child's brain—just talk more!
- It won't take extra time to add in some brain building into everyday routines with your kids. Talk more with your children and ask them questions . . .
 - » At mealtimes — talk about what they're eating or talk through the steps while you prepare their meal.
 - » At bath time — talk about the different colors or shapes of bath toys or bubbles.
 - » On a walk — talk about the shapes of the trees or buildings.
- Make your child's mind stretch. Even if you think they're too young to understand, their minds are building a foundation for learning everything from math to communication to reading.
- It's very important to talk in your native language—the language where you are most comfortable and have the biggest vocabulary.
- This isn't just about learning to talk—you're actually building the connections in their brain that will help them learn languages and think later on.
- Don't do all the talking! Listen, acknowledge, and respond to your child's words and actions. Think of it like a game of tennis—you serve, your child returns, and the conversation bounces back and forth.

Website Content

TalkReadPlay is a community campaign designed to help parents create more brain building opportunities with their babies and young children. **Include some or all of the following text on your organization's website to communicate your partnership with TalkReadPlay.**

< *Insert organization name* > is a proud partner in the Every Child Thrives TalkReadPlay With Your Child Everyday Campaign.

TalkReadPlay supports parents as their child's first teacher, presenting the latest brain development science as actionable tips and tools that promote:

- Nurturing relationships and strong attachment
- Learning through everyday interactions
- Development of social and emotional life skills, like problem solving and managing feelings.

Visit talkreadplaywi.com for resources, including the Daily Vroom App: a free mobile app that provides tips and reminders to help parents have fun brain building interactions with their children!

talkreadplay

Include the logo on your website if you can!
See page 23 for more information.

Facebook Communications

Facebook is a powerful way for us to multiply our TalkReadPlay messaging to parents and caregivers. Of all messaging platforms we use for "reinforcing community messages", social media costs the least and has the potential to reach the most individuals. When used effectively, we greatly increase our reach to families in need and consequently increase the opportunity to make a difference in the lives of children.

Your organization plays an important role in reaching our target families through Facebook. Your support helps us establish credibility, build our reputation and spread the word about the importance of TalkReadPlay - right away.

facebook.com/talkreadplay



First, please like the TalkReadPlay page from your organization's Facebook page. (Consider liking it from your personal page as well.) When you do:

- You will be notified of new posts, which makes it easy to share, comment and react.
- You give our page credibility to other Facebook users.

From then on, our goal is to make the TalkReadPlay page rank as a high priority to Facebook. When we do, we gain more visibility on Facebook, which will increase the number of people who see our posts and increase the chance families will incorporate the TRP message into their daily routines.

How can you help increase visibility of the TalkReadPlay Facebook page?

1. Share our posts

- » When you do, your friends or audience will see our posts on your timeline, which instantly amplifies our reach. Not only that, but since the posts are coming from you, a friend, family member or coworker, people will be 16 times more likely to read them than if they were posted by an unknown source.

2. Comment on our posts

- » This creates discussion, which further boosts our visibility.

3. React to posts

- » When compared to post "likes", posts are given more visibility if the user clicks "love," "haha," "angry," "wow," or "sad".

4. Mention TalkReadPlay in your posts

- » If your organization's post applies to TalkReadPlay, mention our page by typing @talkreadplay into your message. When you do, we will see your post and share it; this in turn increases your organization's reach.

5. Invite your followers/friends to like the TalkReadPlay page

- » While on your Facebook page, send personal invitations through "messenger" to target individuals. Include a link to the TalkReadPlay Facebook Page facebook.com/TalkReadPlay.
- » Only invite those who you think will have a genuine interest in our posts. People who like a page and don't interact with it actually hurt the page's visibility. (Keep this in mind when you like the TalkReadPlay page.)

Remember: **Share + Comment + React + Mention + Invite** = More children living healthy, happy lives.

style guide

Strengthen your brand and let it shine alongside TalkReadPlay style elements.

We encourage you to use TalkReadPlay style elements whenever possible. The following guidelines will help you incorporate your organization's content and brand alongside TalkReadPlay design while balancing our branding with your organization's design and materials. These guidelines are meant to ensure the use of TalkReadPlay design is additive and will not overpower your existing brand.



Voice and Tone

The values of TalkReadPlay inform everything we do, especially our writing. We encourage you to consider them when creating your own materials and allow them to inform your own copy when used alongside TalkReadPlay Content.

Be positive and empowering.

- Use the tone of a knowledgeable, trusted familiar friend.
- Never talk down to the parent/caregiver. The appropriate tone is accepting and positive, not corrective.
- Be motivational, but never pushy.
- Writing should be non-judgmental and should not focus on potential negative outcomes.

Ground your work with unwavering attainability and accessibility.

- Avoid jargon, be tight, direct, and clear.
- Strive to work at or below a 5th-grade reading level when writing for parents/caregivers, and an 8th-grade reading level for a professional audience.
- You can check your work using Flesch Reading Ease and Flesch-Kincaid Grade Level readability indexes. (These are available using Microsoft Word.)

Lead with the science.

The priority should be helping parents understand the “why” while illustrating the “what.”

Reinforce TalkReadPlay Content and TalkReadPlay Materials that resonate best for your audience.

This may include:

- » “Your child’s brain grows the fastest from birth through age 5! Helping them learn now gets them ready for school, friends, and life.”
- » “Babies are born ready to learn. And you have what it takes to help them!”
- » ““It doesn’t matter what your background is, you already have what it takes to be your child’s number one teacher.”
- » ““Your child’s brain lights up when they hear your voice.”

Meet parents where they are.

- Less is more. Keep your writing as short and concise as possible.
- TalkReadPlay is all about being respectful of parents’ time and busy schedules.
- Try to reinforce existing behavior rather than ask parents and caregivers to change their perspective, routines, or attitudes.

Look and Feel

Visualizing TalkReadPlay

TalkReadPlay materials created by Every Child Thrives will often include illustrations rather than photographs. Illustrations allow for greater flexibility, are fun and playful, and can represent a wider cross-section of populations than photographs. While we recognize that these images may not be universal, they are intended to be as flexible as possible.

This doesn't mean you can't use your own photography or illustrations with TalkReadPlay Content though. In fact, we encourage it! This is a great way to localize TalkReadPlay for your community. If you have the capacity to do so, you can design your own materials incorporating TalkReadPlay content and style.

Feature your community. Celebrate and capture your unique community. Showcasing local people from different backgrounds helps others see themselves as part of your brain-building community.

Whenever possible avoid stock photography.

Sometimes stock is all you have or is your best option, but it is good to recognize that images of posed models are rarely relatable and effective. If you do need to rely on stock photography, please carefully review the corresponding terms of use of the stock photography and also consider the points below.

Focus on interaction. Showing moments of engagement is one of the best ways to model brain-building behaviors. Show the relationship between caregiver(s) and a child, rather than a child playing alone.

Ditch the toys. Building a brain doesn't require fancy toys. Encourage parents to build on what they are already doing by using everyday objects like leaves or laundry as prompts for engagement in back-and-forth conversations.

Permissions. When using any images, particularly of people, it is very important that you ensure you have the proper authorization and documentation to use these images, as failure to secure and document these authorizations may result in legal liability.

Photography Do's and Don'ts

✓Yes

Caregiver and child interacting with an everyday object



✗No

Cute, but no interaction



Design and Implementation

To keep a consistent look and feel for the TalkReadPlay campaign, we encourage partners to use the branding elements and images we have created. These may be used in presentations, programs, print materials, etc.

Typography

Download fonts at fonts.google.com/specimen/Raleway.

Raleway Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Raleway Medium

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Raleway Semibold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Raleway Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Colors

	red	green	purple	orange	blue
rgb	187 34 83	144 153 63	131 64 150	245 179 36	27 117 188
pantone	7425	7495	258	7409	660
hex	ba2454	90993f	834096	f5b324	1b75bc

Logos

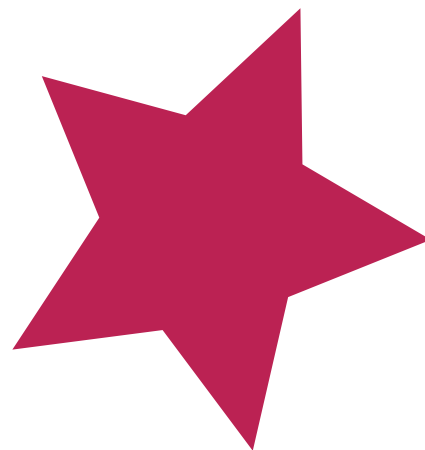
TalkReadPlay logos are available for partners to use on their websites and in other communication pieces. They can be accessed in the [TalkreadPlay Partner Resources Folder](#), which is available at talkreadplaywi.com. Please do not change logo colors or stretch the height or width of logos. If you are seeking to design something specific or have any questions about logo usage, contact Communications Specialist Melinda Mueller at mmueller@watertownhealthfoundation.com. We are committed to helping partners integrate TalkReadPlay branding into their programs and activities.



Notes for Using "TalkReadPlay" in Content

- Full Name: Use "TalkReadPlay With Your Child Every Day" the first time it's used in content or any time after as desired.
- Shortened Name: Use "TalkReadPlay" only after the full name has been used.
- Abbreviation/Acronym: Never abbreviate "TalkReadPlay With Your Child Every Day" or "TalkReadPlay" or use the acronym "TRP"

**TRP is used to abbreviate TalkReadPlay in this document, however we do not recommend that the TRP acronym be used with the public.*

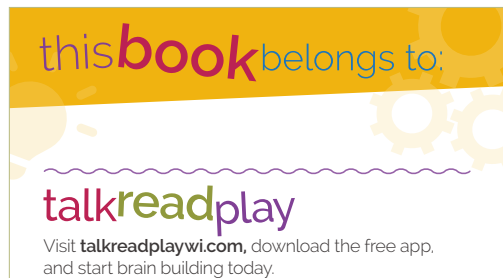




portfolio

TalkReadPlay reinforcing messages can be seen throughout our community.
These are a representative sample of our awareness materials

general



book sticker : 3.5" x 2"



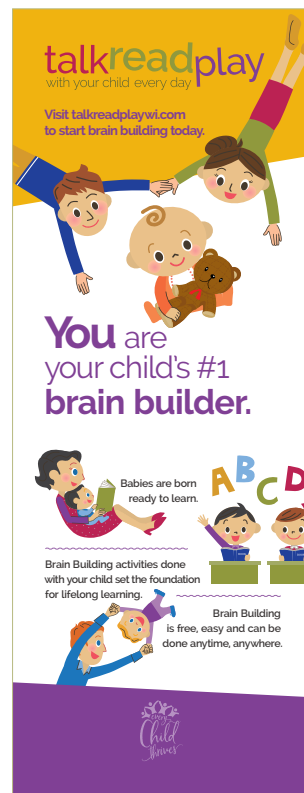
billboard : 22' x 10'



magnet : 3.5" x 2"



sticker : 3" x 2"



banner : 24" x 63"



ad: 5.5" x 9.75"



t-shirt: 10" x 6.5"

talkreadplay
with your child every day

Brain Building for Trusted Messengers

During the first five years of life, a child's brain builds a foundation for learning that will affect how the child learns to communicate, read, and understand new ideas. But the brain doesn't do this all on its own. It depends on input from parents and others in the form of focused, loving interactions and conversations. More of these interactions means a stronger foundation for learning. When parents talk and respond more to their babies, those babies have an enormous positive impact on the brain development, vocabulary growth, school readiness, and future academic success of their children. In other words, how and how much parents engage with their children in those early years will impact the child, their schools, and the community for years to come.

That's why Every Child Thrives has teamed up with community partners to create TalkReadPlay. TalkReadPlay is a community awareness campaign designed to teach parents about the science of early brain development and help them create more brain building opportunities with their babies and young children. As one of the most trusted influences in a young parent's life, you can teach and help parents change their behavior more effectively than almost anyone else. With helpful guidance that offers evidence-based strategies to build their children's brains and prepare those children for a lifetime of success through early learning.

How you can help

- Spend just a minute with parents talking about the science of early brain development and the importance of talking and responding to children to help their brains grow. There are talking points on the back of this flyer.
- Make TalkReadPlay materials (i.e. flyers and posters) available in your facility.
- Encourage parents to visit talkreadplaywi.com to download the free Daily Vroom app.
- Reinforce TalkReadPlay brain building during all interactions with parents.

Brain Building Tool: the Daily Vroom App

Daily Vroom is a free mobile app that provides tips and exercises to help parents have fun brain building interactions with their children. Parents simply enter their children's names and ages. Then the app gives parents a daily age-appropriate activity they can do to help their child.

Each tip was created by a team of early childhood experts and vetted with parents. Each tip also has a "Brain Background" that explains the science of brain development and the theory behind the activity. There are thousands of tips—more one for each day of a child's first five years of life.

Example Vroom Tip

Shelf Searcher

Have your child sit on the floor and look at the shelves in your home. Ask your child to find a toy on a shelf and bring it to you. This is a great way to build your child's vocabulary and understanding of object names.

Brain Background

It's not just the objects, it's the way you interact with them. When you ask your child to find a toy, you are giving them a chance to practice listening and following directions. This is a great way to build their brain and understanding of object names.

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Greater Watertown Community Health Foundation

flyer: 8.5" x 11"



yard sign: 24" x 18"

public library



banners: 23.5" x 79"



signs: 8.5" x 11"



signs: 8.5" x 11"



tip cards



decals: approximately 8.5" x 11"



door decal: 20" x 8"; banner: 154" x 44"



mirror decal/window cling: 12" x 4"



vertical posters: 8.5" x 11", 11" x 17", 18" x 24", 24" x 36"



horizontal posters: 24" x 18"



car decal: 5" x 3.75"

grocery store



banner: 3.6" x 8.5" (1 of 2)



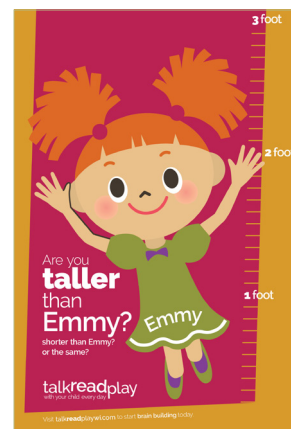
banner: .18" x 79"



height chart: 8" x 36"



shelf clip signs: 6" x 8"



height chart: 24" x 36"



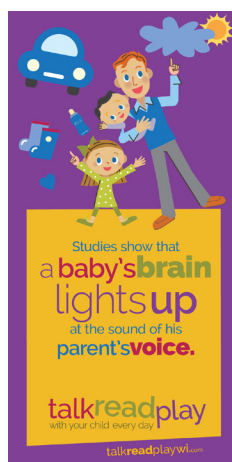
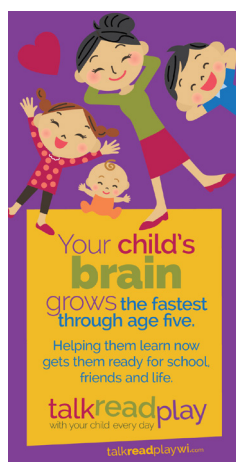
counter signs: 8" x 6"



button: 2" x 2"



tall shelf signs: 12" x 24"



entry window signs: 24" x 24"



scavenger hunt card: 6" x 8"



freezer door decal: 18" x 24"



floor decals: 36" x 36"



contact us

For more information please contact:

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