Research shows that talking, reading and singing with young children starting at birth builds strong and healthy parent-child relationships, fosters early language skills and promotes children’s brain development. Yet, fewer than half of children younger than five years old are read or sung to daily in the United States.

As a family’s most trusted source on early childhood development, pediatricians have an important role to play to help close this word gap. The American Academy of Pediatrics (AAP) recently announced a collaborative partnership with Too Small to Fail, a joint initiative of the Bill, Hillary and Chelsea Clinton Foundation and Next Generation, to promote healthy parent-child bonding and early learning by ensuring that pediatricians, parents and caregivers have the information, tools and books they need to promote early literacy and learning.

This webinar is a direct result of this collaboration. Please join this 60-minute webinar to learn more about:

- Evidence behind promoting early literacy and brain development activities to families
- How to use the AAP’s recently updated Books Build Connections toolkit and other resources to help guide conversations between pediatricians and families on the importance of talking, reading and singing to help grow their babies’ brains, strengthen bonding and build vocabularies
- Strategies for implementing early literacy and brain development activities in the context of pediatric well-child visits
- Examples of successful ways early language activities and resources are used in national initiatives and community partnerships

**Featured speakers**

Pamela C. High, MD, FAAP, lead author of the AAP policy statement, *Literacy Promotion: an Essential Component of Primary Care Pediatric Practice*

Patti Miller, director of Too Small to Fail, the Bill, Hillary and Chelsea Clinton Foundation

Ann O’Leary, director of the children and families program, Next Generation

Amy Emerson, MD, FAAP, *Talking is Teaching: Talk, Read, Sing* campaign in Tulsa, OK

Fan Tait, MD, FAAP, AAP Associate Executive Director

This webinar is free and will be recorded and posted to the Books Build Connections toolkit website (http://www.aap.org/literacy/) for those who cannot attend the live event.

**Title:** “Promoting Early Literacy and Learning in Pediatric Practices & the Community”

**Date:** Wednesday, January 28, 2015

**Time:** 4:30 – 5:30 PM Eastern/3:30 – 4:30 PM Central/2:30 – 3:30 PM Mountain/1:30 – 2:30 PM Pacific

After registering you will receive a confirmation email containing information for joining the webinar.

**Reserve your webinar seat now at:** https://attendee.gotowebinar.com/register/3526537674868715265