



Feed Me, Read to Me, Play with Me

Does it matter if I read and play with my child every day?

Yes! If your child gets 25 minutes a day of literacy, by age 5 your child has been fed about 760 hours of brain food!

But, if only 20 minutes a week of interactive reading happens, your child has been starved of more than 650 hours of songs, stories, rhymes, active learning and finger plays.

Work on brain building each day. Give your child a “head start”.

Here’s how you can feed your young child’s brain with active literacy.

In the morning

Walk around singing good morning	1 minute
Play “This Little Piggy” as you put on socks and shoes	2 minutes
Name colors, room furniture or things you are doing	3 minutes
Sing a clapping song as you travel	3 minutes

During the day

As you move, read store signs and food labels	4 minutes
Ask the caregiver to read to your child	5 minutes

In the evening

Read out text messages and talk about the day	2 minutes
Cuddle with your child and point to pictures	2 minutes
Sing a lullaby at bedtime or read a favorite book	3 minutes