

# ENGAGED FAMILIES: OUR THEORY OF CHANGE

One of six “Strong Start, Strong Readers” sub-strategies

Goal: Caregivers have effective opportunities to learn how to support their children’s early learning.

## OUR STRATEGIES

Create and test messages to caregivers

Develop new materials for caregiver engagement

Train staff to communicate with caregivers about early learning

Pilot programs that help caregivers support early learning

Research and evaluate programs and materials

Support organizations to incorporate and sustain new practices and materials

### Engaging through Key Messengers...

- Home Visiting Providers • Pediatricians/Prenatal Providers • Libraries • Schools/Centers/Family Child Care • Community-based organizations/Reading Captains • Adult Basic Ed/ESL programs •

### ...Delivering Key Messages

- Stages of child development
- Activities to build literacy and language skills
- Benefits of high-quality early education
- How to identify and enroll in high-quality child care/pre-k
- Connection to key early learning materials and supports
- School readiness indicators
- Kindergarten registration
- Importance of regular center and school attendance
- Ways to stay connected to schools/centers

## INTERMEDIATE OUTCOMES

### Organizations

- Organizations incorporate early learning messages as part of standard practices.

### Families

- Caregivers regularly engage in behaviors known to support early learning.

### Contribute to the ultimate outcomes of our “Strong Start, Strong Readers” strategy

- Social, emotional, and early language development in infants and toddlers
- Kindergarten readiness
- Improved K-3 literacy skills