

Trusted Messengers

Talking is Teaching: Talk, Read, Sing

“Talking is Teaching: Talk, Read, Sing” is a public awareness and action campaign designed to encourage parents and caregivers to engage in language-rich interactions with their young children to boost their early brain and language development.

Trusted Messengers

A key component of “Talking is Teaching” are trusted messengers, or those who engage with families on a regular basis and can weave early learning messages into their everyday workflow. Anyone can be a trusted messenger, from a pediatrician to a teacher to a faith leader to a cashier! Trusted messengers are in a unique position to share messages and model specific activities to help promote talking, reading, and singing.



Key Messages

Here are some messages and tips that trusted messengers across the country share with families:

Talk, read, and sing together from birth.

Talking, reading, and singing together from birth will boost children’s early brain and language development. This helps to create and strengthen the connections between sounds and meaning.



Everyday moments can be learning opportunities.

Everyday moments, like diaper time, shopping time, and bath time, can be powerful learning opportunities. Talking about things like colors, sounds, and smells can help build children’s vocabularies and prepare them for success in school and beyond.



Acknowledge what families are already doing.

Recognize and acknowledge what families already do to support their children’s early development, and support them with tips, tools, resources, and encouragement.



Trusted Messenger Video

Scan the QR code on your phone to watch a video on what it looks like to be a trusted messenger!

