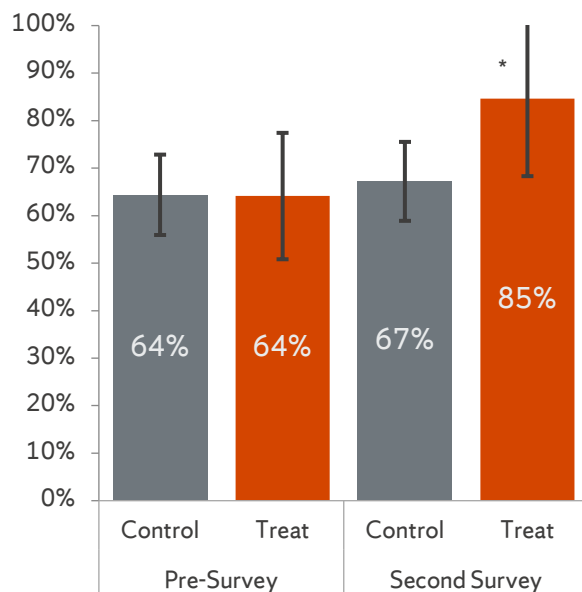


Campaign to Increase Parent-Child Literacy Awareness

The Maxwell X Lab partnered with the Early Childhood Alliance to evaluate whether a targeted literacy campaign could increase parent/guardian awareness of the importance of reading and communicating with young children. In-home visitors in four organizations - Catholic Charities, Healthy Families, PEACE, and Salvation Army - were randomly assigned to deliver educational items (e.g., toy, book, tips) and reinforce key concepts around early childhood development during their regular visits. Outcomes were tracked via three parent surveys (a pre-survey, at one-month, and at three-months).

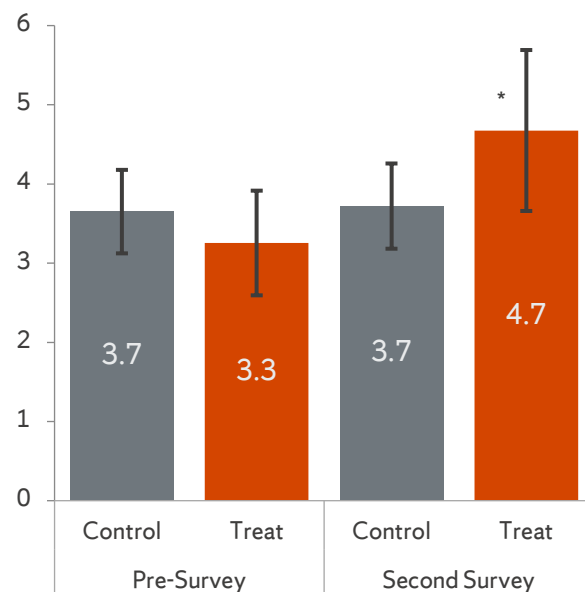
After the intervention, treatment households were 26 to 39 percent (17 to 24 percentage points) more likely to say that birth is the critical age for reading and talking with children. Critically, treatment households also increased weekly adult-child reading by 41 percent more than control households did. These results were consistent (or even grew) from the one-month to three-month survey, suggesting that the campaign durably increased awareness and early literacy activities. The campaign is now being rolled out to control households. Next, we plan to test more interventions designed to increase adult-child reading and interactions.

Reading at Birth Starts to Build Language Skills



n = 585 | *** p<.001, ** p<.01, * p<.05

Times Read with Child in Previous Week



n = 581 | *** p<.001, ** p<.01, * p<.05