



**TAP, CLICK,
READ**

Discussion Guide: **PACT for Book Reading Video Vignette**

Nudges can be effective in encouraging parents to support their children's literacy development.*

Parents and Children Together (PACT) was a six-week program that aimed to increase the time that parents spend reading to their children. Participating parents were split into two groups. One group was asked to read to their children for a certain number of minutes each week. Parents in this group received daily text messages from the researchers reminding them of their goal and of the importance of spending time reading to their children. At the end of each week, parents received messages about the amount of time they spent reading, and they received positive recognition each week either for meeting their goals or for achieving the highest amount of reading among parents in this group. The other group of parents received no such incentives, feedback, or recognition for their efforts. Parents who received reminders read twice as much to their children as parents who did not receive these reminders.

Watch the Video at TapClickRead.org, Then Discuss

- How do nudges apply to the work we do with parents and families?
- Think about the nudges and how we could replicate this tool in the classroom. How can our school use nudges to help parents support their children's literacy development?
- How can we help parents set learning goals across the domains (e.g., early language and literacy, math, physical development, cognitive development)?
- What existing technology resources can we use to help recognize and motivate families?

*Nudges are used to help change behavior. In the PACT study, researchers used three types of nudges: a parent commitment to read to a child for a certain amount of time each week; daily text message reminders to parents; and incentives to keep up with their goals.

3 Ideas to Try



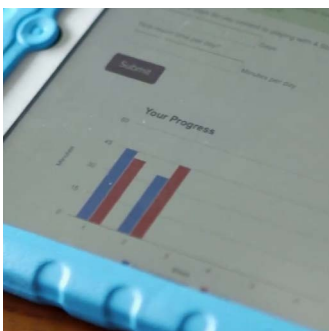
1

Create a reading campaign at school to build momentum and create opportunities to recognize parents and children.



3

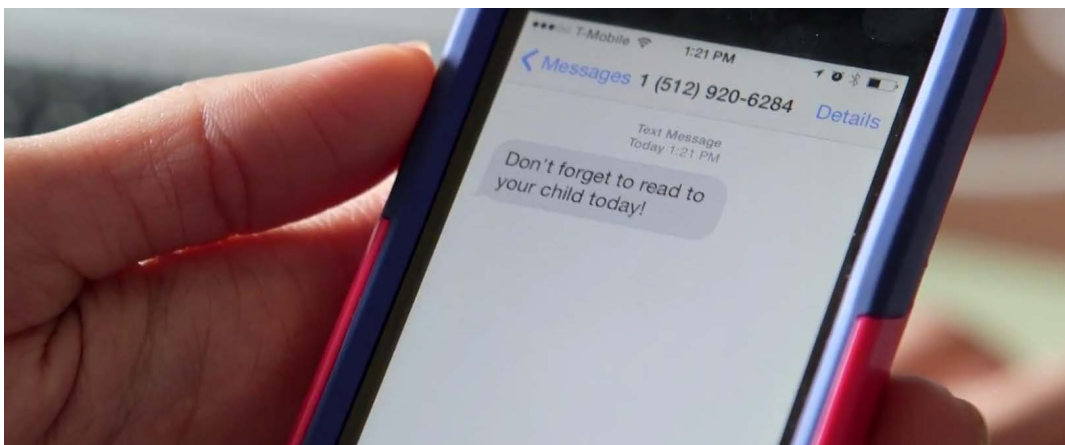
Start a Twitter or Instagram account and encourage parents, teachers, and families to post pictures of themselves reading. Or use it to send reminders and tips for reading.



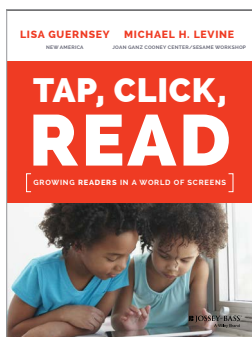
2

Make a bulletin board that highlights the family that read the most that week.

Take a Look



See Chapter 11 of *Tap, Click, Read* for more information on behavioral nudges and tools that can be used to encourage parents to talk and read with their children every day.



This is part of a SET OF TIPSHEETS AND TOOLS free to all at TapClickRead.org and free to educators serving children in need at the First Book Marketplace, where those educators can gain access to low-cost and free books and resources. For more, see fbmarketplace.org.

Tap, Click, Read was written by Lisa Guernsey of New America and Michael H. Levine of the Joan Ganz Cooney Center and published by Jossey-Bass/Wiley. The book, website, and accompanying set of tools were generously funded by the Pritzker Children's Initiative.

