

**TAP, CLICK,
READ**

Discussion Guide: Univision and Too Small to Fail Video Vignette

[Too Small to Fail](#), an initiative of the Opportunity Institute and the Clinton Foundation, encourages parents and caregivers to talk, read, and sing with young children. Stephen Massey, senior manager of corporate partnerships for Too Small to Fail, says that the organization's goal is to help "close the word gap" between children who are growing up with strong vocabularies and language skills and those who are not. In 2014, Too Small to Fail formed a partnership with Univision to use Spanish-language TV to expand its outreach. The strategy is to use both digital media and offline resources—a combination of local anchors, celebrities, and local education festivals—to spread new messages and ideas for developing children's language and literacy skills.

Watch the Video at TapClickRead.org, Then Discuss

- Is it effective to use celebrities from broadcast TV to promote literacy and social interaction?
- Are there opportunities in your school or community to harness new media to promote messages like "Talk, Read, Sing"?
- Think about the Spanish-speaking families you work with. What resources and messages are most likely to resonate with them?
- Too Small to Fail has also embedded its "talk, read, and sing" message into the narratives of television shows such as *Orange is the New Black* and *The Fosters*, and the organization has been working to do the same with telenovelas and soap operas. What are your thoughts about this strategy? Are there lessons here for your community or school district?



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.

