

Take a look at more magazines and catalogs

Let's Look and Talk!

Hannah's home visitor, Jean, knows how strapped for money the toddler's family is. She works hard to find literacy opportunities that are free or do not cost very much. Hannah's mom uses the public library to borrow books to read. Jean points out that store fliers which highlight shopping "specials" are also good sources for literacy activities. Hannah's mom saves the fliers and ad pages, setting them aside. She always has a number of different ones covered with colorful print and pictures. Hannah's mom uses these materials to engage Hannah in conversations about the pictures and the printed words. She helps Hannah begin to understand how the printed letters come together to form words related to the pictures. Hannah's mom knows they are great free learning tools for Hannah. The toddler often spots such fliers in stores and shows them to her mom.



Free Activity-Specific Print

Anna, who teaches a classroom of 2-year-olds, works closely with her early childhood consultant. They have been talking about how to offer more opportunities for her children to interact with printed materials. Anna came up with the idea of putting catalogs in each of the centers in her classroom. She put grocery ads in the play kitchen and a flier from a home building store in the blocks corner. She found a few book catalogs for the reading nook. Anna and her assistant point these out to children when they are playing in the various centers. The adults ask the children questions such as "What's on the paper?" and "What does this mean?" They encourage the children to look at the pictures and print often and to make pretend shopping lists.



Language Card

Ethan is in a classroom for 2½-year-olds. Though Ethan is learning a lot, he is not talking as quickly as his peers. His teacher wants to encourage Ethan to speak and provides literacy experiences especially for him. Together, the teacher and Ethan find his favorite classroom activities. They find a picture for each activity and paste the picture on his special play card. When it is time to play, Ethan's teacher encourages him to select the activity on the card he wants to do. She then asks Ethan to say the appropriate word. Ethan loves his card and carries it around all the time.

