



Every child. Every parent. Every day.

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**Read Aloud Survey: Many Parents Missing
Key Window For Brain Development**

Even as cutting edge science continues to reinforce the importance of brain development from birth to age 8, a new survey conducted by YouGov for the non-profit Read Aloud 15 MINUTES finds that fewer than half (46%) of parents read aloud to their children every day, and only 34% do so for at least 15 minutes. Fewer than one in 10 parents reported reading aloud daily for 15 minutes from birth, as recommended by the American Academy of Pediatrics.

Read Aloud 15 MINUTES' 10-year National Campaign, now in its fourth year, hopes to change those numbers — and with them, the face of education in the United States. “The place to address the readiness crisis in this country is at the beginning,” says Dr. Candace Kendle, the non-profit's president and co-founder. “Every parent reading aloud to every child for 15 minutes from birth.”

Indeed, the survey underscores that most parents believe in the benefits of reading aloud — 59% felt that reading aloud has an “extremely positive” impact on children's brain development and half believe that children's brains benefit from reading aloud from birth — but it also highlights the fact that many parents don't make it a priority. Nearly 40% of parents who aren't reading aloud said they just “can't find time in the day.”

Kendle believes that part of the key to changing parents' behavior may be in their understanding of early brain development. “We think if parents truly grasped the amazing, and finite, window of opportunity they have to shape their child's brain for the better, they would do it,” she says.

According to the survey, four out of ten parents had *not* had a conversation about how children's brains develop. To help start such conversations, Read Aloud 15 MINUTES is introducing a “SpokesDoctor” in its March campaign, Dr. John Hutton, a pediatrician and clinical researcher at Cincinnati Children's Hospital Reading and Literacy Discovery Center, to offer his prescriptions and advice on reading aloud.

“We are thrilled that Dr. Hutton will be adding his passion and expertise to amplify our important message,” Kendle says.

The YouGov survey and new informational materials featuring Dr. Hutton are part of March Read Aloud Month. The month-long campaign, one of three annual pulses, brings together a diverse coalition of partners — from corporations such as UPS and Home Depot, to educational giants such as SUNY and the University of North Carolina, to more than 10,000 grassroots partners in all 50 states — that are collaborating to reach a broad audience of millions of parents and caregivers nationwide.

To learn more or to participate in March Read Aloud Month, visit ReadAloud.org.

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