

IT ALL STARTS WITH **WORDS**

2000wordstogrow.ca

Campaign Concept

The “It All Starts With Words” campaign builds fundamentally on what all parents, regardless of background or experience, believe -- that every child is born with potential.

Safe and successful kids are most often those who are given the opportunity to learn, gain new skills and build resilience and confidence. This concept asks parents to look into the future and see what could be for their children. The campaign focuses on literacy as the foundation for future success, stated in a clear, simple message: **“It all starts with words.”**

“It All Starts With Words” makes the case for more words in everyday life and helps parents understand how to achieve this goal. **Perhaps the most powerful thing about this concept is that any parent, regardless of his/her own literacy or education level, can be an active participant in developing their child’s potential.**

Why 2000?

The concept of **2000wordstogrow** is both remarkable and tangible -- it is the number of words an hour that will help a child be successful. It’s a noteworthy number that represents something to strive for AND can be contextualized in a tangible way.

Key Messages

- 2000 words means more success for your child in the future. Your children will be more confident and resilient, they will stand up for what they believe in, and know the difference between right and wrong and will have a greater chance of success in whatever they strive for.
- The number of positive words spoken/read in your home every day (actually every hour) is the fundamental ingredient to reaching their full potential.
- Literacy is a basic need for success in the modern world. It’s as important as providing shelter, food and clothing for your children. Providing your children 2000 words an hour is building block to future success.

- Anyone can help their kids achieve more words - anytime, anywhere. It's easier than you think. (Did you know that a game of i-Spy in the car or on the bus makes a few hundred words in just a few minutes?)

A Few Facts

- Children need to be exposed to a word 64 times before it is learned.
- Shared, interactive reading is a great way to build vocabulary and concepts.
- If parents of a one-year old speak 300 more words per day as a result of the program, children will hear almost 430,000 more words by kindergarten.
- Play one word game in the car (ie. I spy with my little eye) five days a week = 57,200 additional words in one year.