



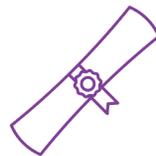
2018 Year-end Impact Report

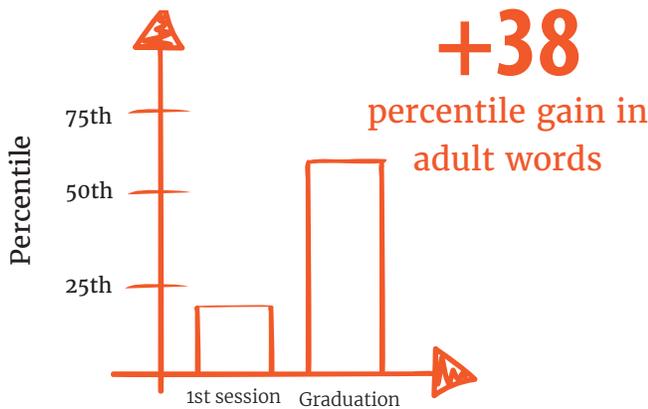
LENA Start is a program for parents that uses regular feedback from LENA technology to help improve talk in the home. Over the course of 13 weekly sessions, parents and caregivers learn about the importance of interactive talk along with ways to incorporate more talk into their daily routines. As home language environments are transformed, communities are transformed, and an early-language focus builds to city-wide impact.

STEP #1 LENA Start launches.

A trusted local organization brings LENA Start to their community and begins recruiting families to participate in the program. To date, more than 1,800 families have been served through LENA Start, and of those families that attended the first session, 76 percent went on to complete the program.

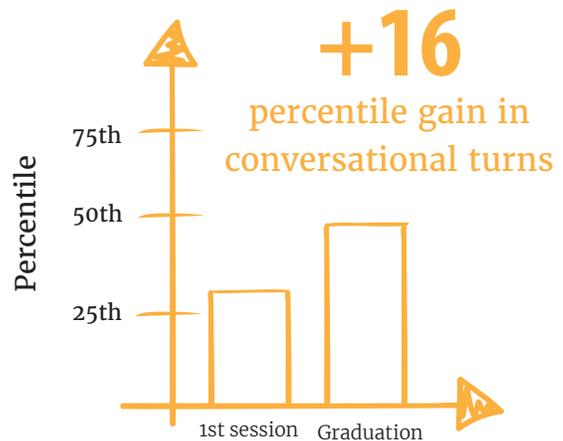
 **1,862**
families served to date

76%
graduation rate 



STEP #2 Adults increase interactive talk.

In LENA Start, parents learn practical Talking Tips™ that transform their home language environments. Relative to where they started, graduates showed significant increases in how much they were talking. Families who started out low in either words or turns showed even greater gains, as represented on the graph at left.



STEP #3 Children respond.

As adult caregivers practice their new skills and find ways to talk more, babies respond, leading to more conversational turns – “serve and return” interactions. Shared book reading, one of the most powerful ways of increasing conversational turns, is emphasized throughout the program, and parents reported reading 69 percent more at graduation than at the start of the program.

 **69%** increase
in parent-reported
reading minutes

STEP #4

Language development accelerates.



2X
developmental
gains

Children reap the benefits of an enriched environment, showing measurable improvements in key aspects of language development.

Results from the Developmental Snapshot, a tool to measure a child's receptive and expressive language development, show that children whose parents participated in LENA Start are **gaining nearly two months of developmental skill every month**. Rather than falling further behind, the children are actually catching up and surpassing their peers! LENA Start is motivating parents to talk more and giving them the tools to close the opportunity gap.

What is the Developmental Snapshot?

The Snapshot is a statistically validated, 52-item, parent-completed evaluation of language skills for infants and toddlers focusing on well-established milestones associated with expressive and receptive language skills. The Snapshot's results are highly correlated with standard early language assessments.

Parents spread the word.

STEP #5

As caregivers graduate from LENA Start, they share the news with friends and relatives, helping to recruit participants for future groups. LENA provides resources to these new graduates to help them share their experience, and they continue to receive ongoing tips and information through Ready 4K, an evidence-based texting program.



*LENA Start locations at the end of 2018.
Visit www.LENA.org/about to see an interactive map with details about each site.*

“ I would recommend this program because I received a lot of great information, and it was fun to connect with other parents and get ideas from them. ”

- LENA Start participant

LENA Start has grown rapidly since its rollout in 2015, when it was implemented in two locations: Huntsville, Ala. (Huntsville City Schools) and San Mateo County, Calif. (San Mateo County Library). By the end of 2016, these two sites had 300 participating families and LENA Start had expanded to three new locations. As of the end of 2018, LENA Start is in 26 communities nationwide.

LENA[®]

For more information, contact:

LENA | 5525 Central Avenue | Suite 100 | Boulder, CO 80301-2820
866-503-9918 | info@lena.org
www.LENA.org

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