



Frequently Asked Questions

What is the purpose of the campaign?

"Love. Talk. Play." is a statewide education and awareness campaign aimed at parents of children ages 3 and younger. Using the people parents trust and places they go, this grassroots effort aims to surround parents with simple messages about three key things all parents can and should be doing with their children from birth: love, talk and play.

Who are you trying to reach?

There are currently more than 348,000 children under the age of 3 in Washington state. The "Love. Talk. Play." campaign has the power to provide helpful information and tips to **every one** of their parents and primary caregivers. We are focusing on getting information to more vulnerable families – low-income, geographically remote, non-English speakers, and immigrant families, among others.

Who is sponsoring the campaign?

[Thrive by Five Washington](#), the state's public-private partnership for early learning, the state [Department of Early Learning](#) and the [Office of Superintendent of Public Instruction](#) are sponsoring the campaign. We are closely partnering with [10 early learning coalitions](#) across the state to disseminate information. These coalitions cover about 90 percent of the state's population. In addition, Thrive is partnering with a variety of state and local organizations to support the campaign. [Parent Trust for Washington Children](#) is supporting the Family Help Line: 1-800-932-4673. (See separate Campaign Partners document.)

What are the goals of the campaign?

- Simplify the noise coming at parents about what's important for their children's healthy growth and development by having partners throughout the state use the "Love. Talk. Play," message when talking with parents.
- Help more parents, as their children's first and most important teachers, feel as if they have the information, skills and confidence to support their children.
- Improve parent interactions with their children.
- Provide the early learning field with some simple, common messaging that helps connect efforts.

Why "Love. Talk. Play."?

In 2010, Thrive by Five Washington asked national early learning experts to choose three things they believed all parents can and should be doing to support their child's healthy growth and development. We then shared that information with parents. From these discussions with parents, the words "love," "talk" and "play" emerged. Parents liked the simplicity of a message that, if heeded, could have such a powerful, positive effect.

How will the campaign work?

The campaign will start simple and remain simple. We will share with parents why love, talk and play are so fundamental to their children's development and then show and tell them how they can make a big difference using life's little daily moments to reinforce love, talk and play.

- **Surround parents with a common message.** We are working with organizations throughout the state to find ways that everyone can logically, realistically and seamlessly connect this campaign to the work they're already doing and conversations they're already having with parents.
- **Maximize what exists.** There are many organizations in Washington with great information for families. The "Love. Talk. Play." campaign will highlight and credit information used from other organizations and provide parents with links for more.
- **Encourage parents to "go local" whenever possible.** The campaign will have a central website and 1-800#, but, when possible, parents also will be given contact information for organizations in their community.

Why are you doing this campaign now?

Public awareness and parent outreach about the importance of early learning is a priority for the new state Early Learning Plan. We know that, if we want the early learning work happening in our state to be truly successful, we need parents not only believing they are their child's first and most important teacher but also taking the steps to support their child's healthy growth and development – from the beginning.

How will the campaign be evaluated?

We are committed to campaign evaluation to ensure we are reaching our goal and maximizing our investments. We are developing an evaluation plan that will evaluate implementation, awareness, perception change and behavioral outcomes. This plan has not yet been finalized.

How long will the campaign run?

This is a long-term campaign, intended to run for several years, as it will take time to see the behavior change we want to achieve.