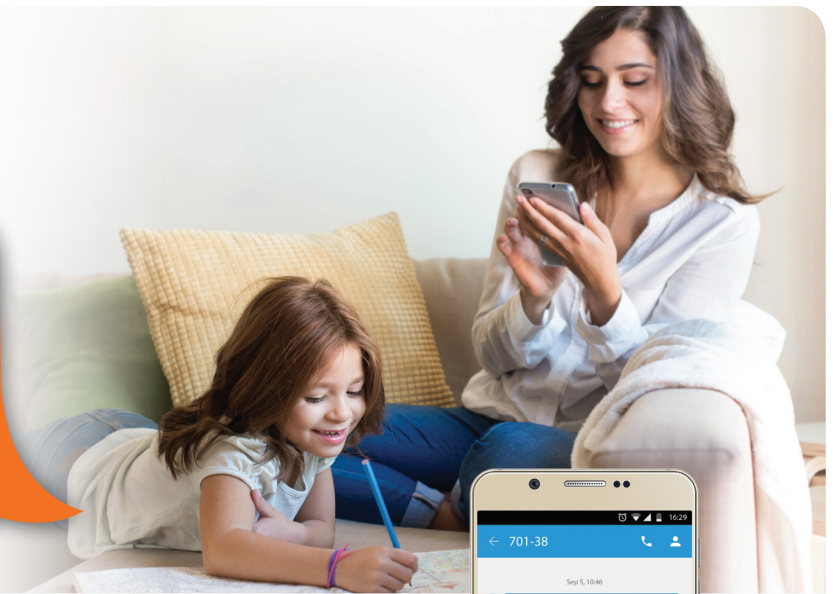


Ready4K

Text messages to boost your child's learning.



What is Ready4K?

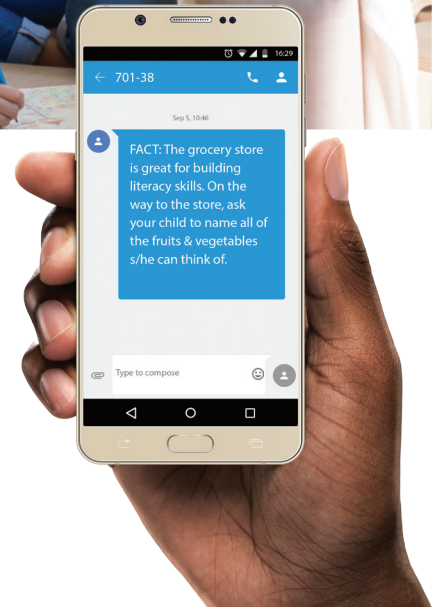
Ready4K is a research-based text-messaging program for parents. Each week, you will receive FUN FACTS and EASY TIPS to boost your child's learning.

Why should I sign up?

All parents want their children to succeed but many run out of ideas. **Ready4K** can help! The research behind **Ready4K** shows that receiving helpful texts can significantly increase children's learning (see York & Loeb 2014 study).

How do I sign up?

Signing up is easy. All you have to do is follow these simple instructions:



If your child is
3 years old,
text **R4K OC3**
to **70138**



If your child is
4 years old,
text **R4K OC4**
to **70138**



If your child is
in kindergarten,
text **R4K OC5**
to **70138**

How much does Ready4K cost?

While there is absolutely no cost for signing up, data & message rates may apply.

What if I want to stop receiving Ready4K texts?

You can choose to stop receiving **Ready4K** texts at any time by texting **STOP** to 70138. If you have additional questions or for help with **Ready4K**, you can text **HELP** to 70138 or email us at support@parentpowered.com.

Sign up today to begin boosting your child's learning!

Terms of Use and Privacy Policy: By signing up for Ready4K (the "Program") you hereby agree to (i) enroll in the Program, (ii) the ParentPowered PBC Terms of Use available at parentpowered.com/terms.html and Privacy Policy available at parentpowered.com/privacy.html, and (iii) receive approximately three Ready4K text messages per week from 70138. By signing up, you confirm that you want ParentPowered to send you information we think may be of interest to you, which involves ParentPowered using automated dialing technology to text you at the cell phone number you provided. While there is absolutely no cost for enrolling, data & message rates may apply. You can cancel your receipt of Ready4K text messages any time by texting **STOP** to 70138. For help with Ready4K text **HELP** to 70138 or email us at support@parentpowered.com.

No USMC or Federal endorsement implied.

Ready4K: Text Messages for Supporting Parental Involvement

Overview – The home learning experiences of young children vary dramatically. Hart and Risley (1995), for example, finds that by the age of four, children in “welfare families” hear about 30 million fewer words than children in “professional families.” Such disparities have significant long-term consequences given strong links between parental care and children’s development of motor, social, emotional, literacy, and numeracy skills (Anderson, 2006). To date, few parenting programs have shown positive effects on parents or children (Duncan, Ludwig & Magnuson, 2010), and those with demonstrated efficacy are too expensive to scale (Aos, Lieb, Mayfield, Miller & Penucci, 2004). Most parenting programs fail because they place significant demands on parents’ time and effort and inundate parents with information that is difficult to remember and put into practice (Prinz & Miller, 1994).

Ready4K – Ready4K takes a different approach to supporting parents. Through text messaging, the program breaks down the complexity of parenting into small steps that are easy-to-achieve and provides parents with continuous encouragement and support throughout the school year. Each week, parents receive three text messages to help them build their children’s literacy skills by maximizing existing family routines in fun and easy ways:

- **FACT:** Letters are the building blocks of written language. Children need to know the letters to learn how to read & write.
- **TIP:** Point out the first letter in your child’s name in magazines, on signs & at the store. Have your child try. Make it a game. Who can find the most?
- **GROWTH:** Keep pointing out letters. You’re preparing your child 4K! Now when you point out a letter, ask: What sound does it make?

Texting messaging is the ideal technology for sending small bits of helpful information to parents over time as over 97 percent of American adults under 50 have cell phones, 98 percent of cell phone owners can access texts, text messages have a 95 percent open rate, and black and Hispanic adults, who often exhibit the highest dropout rates in parenting programs, send and receive texts with the greatest frequency (Anderson, 2015; Ehrlich, 2013; Zickuhr & Smith, 2012). Virtually all parents have unlimited text messaging plans and Ready4K is easy to implement district- or organization-wide.

Research – In a randomized controlled trial study of Ready4K in San Francisco Unified School District, Stanford University researchers found that parents who received Ready4K text messages engaged more frequently in learning activities at home with their children than parents who did not receive program text messages. Ready4K parents were also more involved at school, according to teachers. Ultimately, children of parents who received Ready4K text messages gained two to three additional months of learning in important areas of literacy (York & Loeb, 2014). In a follow-up study focused on kindergarten families, Stanford researchers found that the effects of the program persisted after parents received another year of text messages (Doss, Fahle, Loeb & York, working paper forthcoming).

Ready4K is now available for parents of 3, 4, and 5 year olds – Building on the success of the initial Ready4K program, we developed additional literacy-focused programs for parents of three and five year-olds, as well as math- and social and emotional-focused messages for parents of four year-olds. The three and four year-old programs are linked to state early learning standards and the five year-old program is linked to Common Core State Standards. All Ready4K text messages draw on research on research in child development (e.g., Lonigan & Shanahan, 2009), parental engagement (e.g., Reese, Sparks, and Leyva, 2010), and positive behavior change strategies (e.g., U.S. Department of Health and Human Services, 1996). Today, over 30,000 families in more than 20 states are receiving Ready4K text messages.