



Make sure your literacy supports have a **WHAT, WHY and HOW.**

WHAT skill(s) do you want parents and caregivers to focus on at home?

WHY is that skill important? Knowing this motivates caregivers.

HOW can families build this skill in doable and strengths-based ways?

To find **strengths-based skills**, ask:

- Is this a skill a parent/caregiver is well positioned to support at home?
- Do they have the foundational skills?
- Do they have the tools?
- Does it leverage a family's strengths, unique relationship and identity?



To find a **compelling why**, ask:

- How will it help their child learn, thrive, grow?
- What will parents and caregivers get out of it?
- How will it make their life even better? Even easier?

Consider mentioning benefits you know will address parents' immediate concerns and challenges.



Offer families a way to build the skill though an activity mapped right onto their daily routines and moments.

To find a **great how**, ask:

- Is this a moment that happens for most of my family?
- Am I suggesting tools they have?
- Will this work across the different home cultures and lived experiences of my families?

Is anything triggering in this activity? Am I asking a family to do something they might not be comfortable doing?



WHEN MAPPING ACTIVITIES TO MOMENTS

- Start with big moments (e.g. bedtime, cleanup time, mealtime, errands)
- Then find the micro-moments (e.g. opening a door, putting on shoes, turning on a light)
- Build activities around the people, places and things **ALREADY** in families lives.
- Never suggest activities that need extra supplies or set up, unless you've provided them

WHEN WRITING

- Use strengths-based and inclusive language
- Avoid jargon
- Name and explain skills in approachable ways
- Level your text
- Write short sentence. Swap a period for a comma.
- Write active sentences and use lots of verbs
- Use terms that apply to your families
- Avoid triggering language
- Reach families in their home language. If this is not possible, offer visual supports or a point of contact who can help translate