



Too Small to Fail, the early childhood initiative of the Clinton Foundation, promotes the importance of early brain and language development and supports parents with tools to talk, read, and sing with their young children from birth. Today, 60 percent of children in the United States start kindergarten unprepared, lagging behind their peers in critical language and reading skills. Through partnerships with pediatricians, hospitals, faith-based leaders, community based organizations, businesses, entertainment industry leaders, and others, *Too Small to Fail* is meeting parents where they are to help them prepare their children for success in school and beyond. Whether at the pediatrician's office or the playground, *Too Small to Fail* aims to make small moments big by creating opportunities for meaningful interactions anytime, anywhere.

Too Small to Fail works at the national and local levels to reach parents and caregivers through **strategically using media, building national partnerships** and **implementing the "Talking is Teaching: Talk, Read, Sing" community campaign** in localities across the country.

Media

Univision

Since 2014, *Too Small to Fail* and Univision — the country's largest Spanish-language media company — have partnered on Pequeños y Valiosos (Young and Valuable), a multi-platform public information campaign that brings our messages into Hispanic homes and communities, amassing nearly 660 million audience impressions.

Hollywood

Too Small to Fail has briefed television writers and producers about the importance of early brain and language development, leading to content integrations in 13 television shows, including *Law & Order: SVU*, *Jane the Virgin*, and *Orange is the New Black*, reaching more than 58 million viewers.

National Partnerships

Laundromats, Playgrounds, Diaper Banks, and Shelters

Too Small to Fail works with the Coin Laundry Association to engage families through laundromats; Landscape Structures and Shane's Inspiration to create early literacy themed playgrounds across the country; the National Diaper Bank Network and the National Black Child Development Institute to distribute books and other resources; and Bright Spaces® to promote early brain development in homeless shelters, domestic violence shelters, and other agencies for families with young children.

Early Educator Toolkit

Too Small to Fail partnered with the National Head Start Association, the National Association of Family Child Care and Houghton Mifflin Harcourt to create "Strive for Five," a multi-media toolkit for early educators with unique bilingual (English/Spanish) tools and resources to help them create language-rich environments for young children.

Community Campaign

Too Small to Fail's **local public awareness and action campaign, "Talking is Teaching: Talk, Read, Sing"**, launched in the flagship cities of Oakland, CA and Tulsa, OK in 2014. Today, there are thirteen official Talking is Teaching communities, including Los Angeles, CA; Fresno, CA; San Francisco, CA; Napa, CA; Stanford, CA; Salt Lake City, UT; Minneapolis, MN; Little Rock, AR; Detroit, MI; Miami, FL; and Syracuse, NY. Through trusted messengers such as librarians, pediatricians and faith leaders; high quality materials and tools; and messages in community spaces, including bus shelters, playgrounds, and grocery stores, communities across the country are working to boost early brain and language development to prepare their children for kindergarten and beyond.

Learn more at toosmall.org. Find resources for parents and caregivers at talkingisteaching.org or on Facebook (www.facebook.com/2smalltofail), Twitter ([@2SmalltoFail](https://twitter.com/2SmalltoFail)), and Instagram (www.instagram.com/2smalltofail).