THE HIGHLIGHTS

• Five library jurisdictions will be selected (mix of rural, suburban & urban).
• Libraries will receive a supply of Starlings – a wearable word counter.
• Includes staff training and support to pilot various approaches to sharing and/or loaning the devices to families.
• Application deadline: 5:00PM on Friday, September 8, 2017.

• Application link: https://www.surveymonkey.com/r/StarlingPilot.
KEY DATES

Today           Explanation webinar
Sep 8           Application deadline
Sep 29          Pilot libraries picked
Oct ‘17          Initial Train-the-trainer
Bi-monthly      Individual check-ins, review dashboard and data
Bi-monthly      Group conference call, data analysis strategies
Aug ’18         Conclude Pilot
Education problems start early

Babies’ brains become faster with more language exposure

Stanford Anne Fernald’s research on vocabulary disparities

Created the Starling to help parents talk more
30 MILLION WORD GAP

Number of Words Heard by Children Differs Across Income Groups

- Professional
- Working-class
- Welfare

The 30 Million Word Gap

Hart & Risley, 1995
WHY WORDS MATTER

Research

The graph illustrates the number of daily child vocalizations by age in months, comparing talkative parents (red line) to parents who don’t talk much (yellow line). The graph shows that children of talkative parents have a higher number of daily vocalizations compared to children of parents who don’t talk much. At around 13 months, some children with talkative parents are speaking as much as children 4x their age.
Words
Say “Hello” to the Starling

Battery
Charging cradle + cable
Re-chargeable Li-Polymer cell
Up to 5 days with ‘average’ usage

Product Specs
47 x 9.9 x 45.4 mm
Omni-direction microphone
3-axis accelerometer
Ambient light sensor
19 grams

Companion App
iOS + Android compatibility
Instantaneous word count update
In-app daily activities
Bluetooth 4.1 (low energy)

Product Features
Does not record
Works in any language
Waterproof
Non-choking hazard

Say “Hello” to the Starling
Heather: Vernon, IL Area Public Library
Karen: Greenville, SC County Library
Organizational Dashboard

Save The Children UK (STC)

category: group program

Communicate directly with parents
Streamlined measurement tool
Efficient set-up of multiple devices
QUESTIONS & ANSWERS

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