

The Ready To Learn Initiative

2010–2015 PROJECT UPDATE



The power of public media: improving early learning outcomes across the U.S.



Corporation
for Public
Broadcasting



Innovative Ready To Learn Early Learning Resources

Across the nation, too many children – especially in low-income communities – cannot read at grade level and are falling behind their international peers in math.ⁱ

More than half of our nation's 3-4 year olds do not attend preschool.ⁱⁱ For these children, public media is an essential resource, reaching U.S. households with quality educational content that is free and proven to prepare children for success. For more than 20 years, PBS, CPB and local stations have led an innovative, comprehensive effort to build a brighter future for America's children through the support of Congress and the U.S. Department of Education's Ready To Learn (RTL) grant.

During the 2010-2015 RTL grant, public media focused on math and literacy content for home, classroom and out-of-school time use. These resources connected learning experiences across media platforms, including TV, online and mobile, allowing public media to make an unprecedented commitment to early math and literacy learning. Groundbreaking analytics and open source educational tools enabled more immersive and personalized experiences for both parents and children.



PBS KIDS has proven educational benefits and reaches more children in low-income homes than any other media organization.ⁱⁱⁱ

From 2010-2015, Ready To Learn funds supported the development of:

New, innovative parent & teacher tools

135+ educational online games

100+ educational activities

Odd Squad & Peg + Cat
80 episodes with a math-based curriculum

15 apps
distributed free to low-income communities

i. Sources: National Assessment of Educational Progress (NAEP) (2013); The Organization for Economic Co-operation and Development, Results from PISA 2012, Country Note: United States. (France, OECD, 2013)

ii. Source: Anne E. Casey Kids Count Data Center, Children Ages 3-4 Not Attending Preschool. (2015)

iii. Source: Nielsen NPOWER, 14-15 season, M-F 7A-6P time period AA%; PBS stations, all broadcast nets and cable nets; composite and Inc<\$20K

Proven Educational Impact of Ready To Learn for Kids, Parents and Teachers

Research confirms the value of public media's approach of creating connected content for children, parents and educators that's accessible anywhere, anytime, with kids from underserved communities making the greatest gains.

Independent studies demonstrated that after using PBS KIDS RTL content:

- The mathematical knowledge of children from low-income families rose to the pre-test level of children from higher-income families.ⁱ
- Children's recognition of basic and advanced shapes increased:
 - Cylinder – 29%ⁱⁱ
 - Pentagon – 17%ⁱⁱⁱ
 - Trapezoid – 14%ⁱⁱⁱ
 - Triangle – 13%ⁱⁱⁱ
- Parents' confidence in supporting their children's learning and use of activities and strategies to support learning at home increased.^{iii, iv}
- Teachers' confidence in their math knowledge and understanding of individual students' learning and mathematical development improved.^v



Children who used **Peg + Cat** media showed significant improvement in critical math areas of ordinal numbers, spatial relationships and 3-D shapes.^{iv}

Children who engaged with **Odd Squad** exhibited significant increases in overall math knowledge, including an average **gain of 14%** in number operations and algebraic thinking.^{vi}



i. Source: PBS KIDS mathematics transmedia suites in preschool families and communities. (WestEd, 2013)
ii. Source: PEG+CAT content study: A report to the CPB-PBS RTL initiative. (EDC & SRI International, 2014)
iii. Source: Learning with PBS KIDS: A study of family engagement and early mathematics achievement. (WestEd, 2015)
iv. Source: Supporting Parent-Child Experiences with PEG+CAT Early Math Concepts. (EDC & SRI International, 2015)
v. Source: Preschool teachers can use a PBS KIDS transmedia curriculum supplement to support young children's mathematics learning: Results of a randomized controlled trial. (EDC & SRI International, 2013)
vi. Source: Odd Squad: Learning math with PBS KIDS Transmedia Content at school and at home. (WestEd, 2015)

Ready To Learn Reach and Engagement in Underserved Communities

With community partners, PBS stations serve as educational media experts providing early learning content to organizations such as Title I schools, Head Start centers and after-school programs.

KBTC in Washington partnered with the Tacoma Housing Authority and Tacoma Public Schools to serve children and parents from the low-income Hilltop and Salishan neighborhoods.

WQED and WITF in Pennsylvania worked with schools and community partners to provide educators and families with tablets and training on how to use RTL educational resources.

WVIZ/PBS ideastream in Ohio provided PBS KIDS content for the Cleveland MetroHealth Clinic, Boys and Girls Clubs, schools and community centers to support children in one of Cleveland's poorest neighborhoods.

WCTE in Tennessee partnered with the Putnam County School District, integrating PBS KIDS math and literacy content into school programs to support high-need children in rural areas.



Looking Ahead: Ready To Learn Initiative 2015-2020

The U.S. Department of Education selected CPB and PBS' new five-year proposal to serve low-income families through high-quality educational content and community engagement, including the following activities.

- **New PBS KIDS science and literacy media properties**
- **New content from PBS KIDS series READY JET GO! and THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!**
- **Personalized content that adapts to children's individual learning needs and provides information to parents, caregivers and teachers**
- **Development of community-based collaboratives via PBS stations to reach underserved children and families**
- **Research to evaluate the effectiveness of new resources to support school readiness and their impact on children, families and communities**



PBS KIDS and the PBS KIDS Logo are registered trademarks of PBS. Used with permission.; Peg + Cat: © 2016, Feline Features LLC. All rights reserved.; Odd Squad: © 2016 The Fred Rogers Company. All rights reserved.; Ready Jet Go! and the Ready Jet Go logo are registered trademarks of Jet Propulsion, LLC. © 2016 Jet Propulsion, LLC.; The Cat In The Hat Knows A Lot About That! TM & © 2016 Dr. Seuss Enterprises, L.P. All rights reserved.

The contents of this brochure were developed under a grant from the Department of Education. However, those contents do not necessarily represent the policy of the Department of Education, and you should not assume endorsement by the Federal Government. The project is funded by a Ready To Learn grant (PRJAWARD No. U295A100025, CFDA No. 84.295A) provided by the Department of Education to the Corporation for Public Broadcasting.

