



Parent's Guidebook

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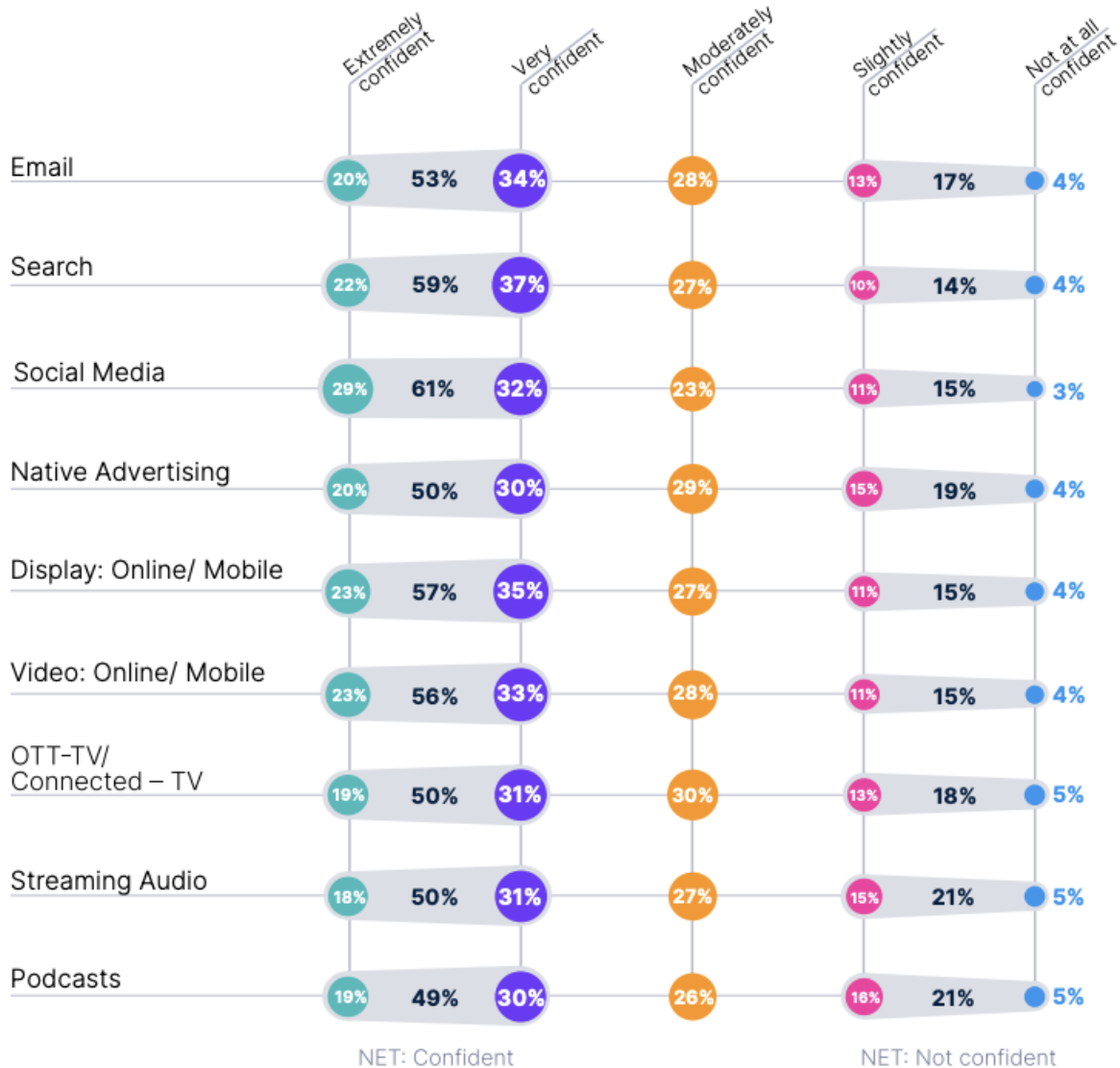
In kindergarten, students tested in 2023 were about 2 percentage points less likely to begin school at grade level in both math and reading, compared with 2019, data compiled by the testing company Curriculum Associates show. Scores also remained below prepandemic levels in the first and second grades.

Barnum, Matt. "When Covid Hit, they were in Diapers. so Why are Kindergarteners Struggling? Add Young Children to the List of Students Who Need Help Catching Up After the Pandemic, According to Recent Test Scores." Wall Street Journal (Online), Jan 12, 2024. <https://www.wsj.com/us-news/education/when-covid-hit-they-were-in-diapers-so-why-are-kindergarteners-struggling-7d75e37e>

The strongest negative associations emerged when the children were 3 years old — and were exposed to an average of 2 hours 52 minutes of screen time daily. At this age, just one additional minute of screen time was associated with 6.6 fewer adult words, 4.9 fewer child vocalizations and 1.1 fewer turns in conversation.

Baumgaertner, Emily. "More Screen Time Means Less Parent-Child Talk, Study Finds." *The New York Times*, The New York Times, 4 Mar. 2024, www.nytimes.com/2024/03/04/health/children-screen-time.html.

Confidence in ROI measurement by channel



Note: The data will not sum to 100% because the chart only displays aggregated responses denoting high or low confidence.

89%

are likely to talk to their child about the media they consumed.

96%

would very likely read a summary of the content their child consumed, if it was provided to them.

Moldafsky, Jamie. “2023 Nielsen Annual Marketing Report: The Need for Consistent Measurement in a Digital-First Landscape.” *Nielsen*, Nielsen, 9 Nov. 2023, www.nielsen.com/insights/2023/need-for-consistent-measurement-2023-nielsen-annual-marketing-report/.



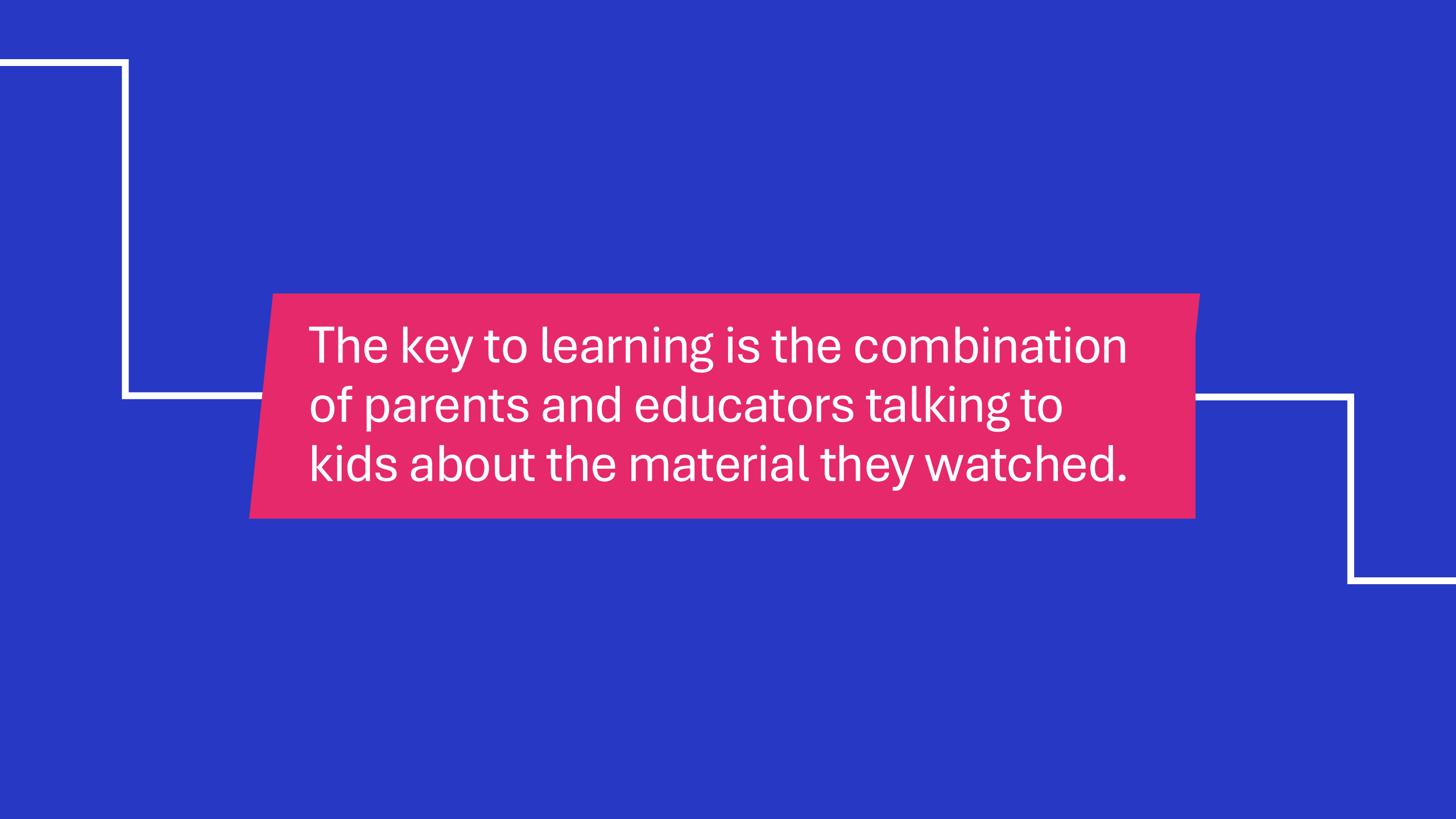
PBS Parents
Play & Learn

59%

of parents and guardians would subscribe
to a physical and personalized booklet of
learning activities for their child

4.5%

Would subscribe
depending on the cost.



The key to learning is the combination of parents and educators talking to kids about the material they watched.