

Environmental Print ~ Family Development Time

The early literacy skill we talked about today was **Print Awareness**. Print awareness is understanding that print is all around us.

It is noticing print in your environment, knowing how to handle a book, and understanding how to follow the words on a page. It is knowing that people read the text, not just look at pictures.

There are many things you can do during the day to help your child with print awareness:

- Point out signs as you are walking or driving
- Read boxes at the grocery store
- Say words aloud as you write them down on lists for shopping or running errands

Environmental Print is labels, signs and logos that are easy to recognize. It is found on signs, soup labels, cereal boxes, bags and cartons.

Environmental Print helps bridge the gap between functional print and the beginning stages of reading. Your kids can pick-up amazing amounts of reading skills just from the world around them. This reading activity can be done anywhere!

Environmental Print activates the ability to make associations between the physical object and the entity that is represented. These activities provide children with the understanding that a symbol can represent an object or an idea.

This is a critical pre-reading skill!

Activities:

Collect samples of Environmental Print. Ask your friends and family to help. It's amazing how fast you will get examples!

Environmental Print Book

1. Cut off the fronts of boxes.
2. Sort large to small (this step is not necessary, but it would help teach a math concept to your child.)
3. Punch holes in the side, add office rings (or tie with string), and read!

What should I do after we make the book?

- Read the words on the boxes.
- Say the letters
- Say the sounds
- Find matching letters on the box
- Play "I Spy"



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Cereal Box Puzzle

1. Flatten your cereal box.
2. Cut the front of the box off into a rectangle
3. Flip the image over and draw a puzzle shape onto the back and cut out, or simply cut box into squares.

If your child is older, let your child draw their own puzzle image on the back BEFORE you cut the pieces.



A study found that adult interaction with children was key in learning how to read.

The researchers report that the adult must draw attention to the letters and sounds in environmental print words in order for children to recognize environmental print as words rather than pictures.

Matching Game

1. Collect duplicate examples of logos.
2. Glue or tape them onto a blank card or piece of paper.
3. Lay out a few of the logo cards. At first, limit selections to no more than three cards.
4. Hold up an item and ask the child to find the matching logo card. “Can you find the McDonald’s card to match the McDonald’s bag? Ask him to say the name of the item.
5. Praise them when they can identify the items.

Play Environmental Print Hunt

This can be done at the grocery store, while on a walk or driving around town running errands.

Point out road signs, store signs, product logos, and fast-food logos.

Say: “Do you know the name of this item?”

After your child responds praise them by repeating the correct word(s).

Extend the play with older children:

What do you see? I spy – Glue or tape two empty toilet tissue tubes together to make binoculars. Together, with your child, color them to make pretty designs. Show your child how to hold them close to your eyes to pretend they are binoculars outside to look for environmental print.

Say: I spy with my little eye, a sign that is red.

OR I spy with my little eye, a sign that rhymes with “pop.”

Stop

Say: I spy with my little eye, a cereal that rhymes with “snow.”

Cheerio

Tailor your logos to the businesses in your area and products you use at home.

Use logo images that can be downloaded from the internet to make your own matching cards.



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