



Ready4K Personalized Learning

What is Ready4K Personalized Learning?

Ready4K Personalized Learning is an individualized family learning program based on children's results on the Ages & Stages Questionnaires®, Third Edition (ASQ®-3). Each family receives text messages that are based on their child's development level, personalized with the child's name and gender (when available) as well as the child's ASQ-3 screening results. These text messages support healthy growth and development within all domain areas measured by ASQ-3: Communication, Gross Motor, Fine Motor, Personal-Social, and Problem Solving. Ready4K Personalized Learning draws on randomized controlled trial research showing that sending text messages to families based on their child's development level can increase child learning by more than 2-3 months (Doss, Fahle, Loeb & York, 2018).

How does it work?

Ready4K Personalized Learning uses the results of a child's latest ASQ-3 screening to send personalized learning activities to families by domain. When a new screening is completed for a child within your organization, the results are shared with Ready4K. These results indicate whether a child's development is on target, should be monitored, or needs further assessment. Based on these domain-level results, a messaging program tailored to the child's specific developmental needs is created.

What is the experience for families?

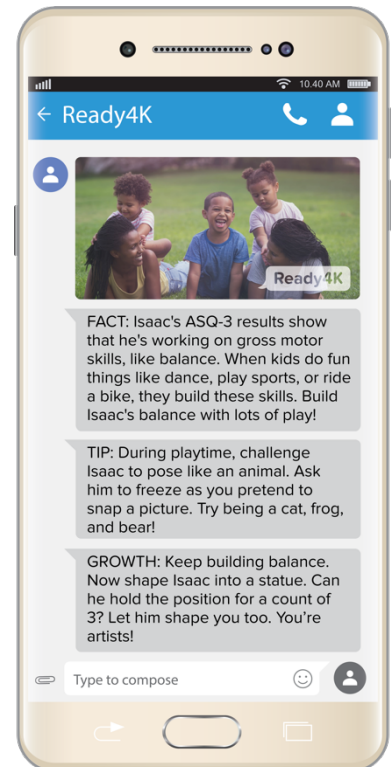
Ready4K Personalized Learning begins with an introductory week of text messages, welcoming families to the program, reminding them about the purpose of ASQ-3, and sharing domain-level scores from their child's most recent screening. If their child's results indicate that they need further assessment, Ready4K leverages your organization's existing referral process to connect families to a live person who can support them and their child.

Following this introductory week, families begin receiving 3 weekly text messages. On Mondays, FACT messages reiterate the domain and skill of the week, as well as how the child is developing in the area. On Wednesdays, TIP messages include personalized activities targeted to the child's domain-level results. On Fridays, GROWTH messages reinforce the importance of the skill area and provide encouragement and an extension activity that builds on the TIP from Wednesday.

The weekly texts cycle through all five domains, so that families receive messages about each domain throughout the program – all corresponding to their child's latest ASQ-3 results.

How do the three zones inform the messaging?

- When a child's results indicate they are on target (above the cutoff, or in the *light area*) for any given domain, the family receives messages that promote further growth and development towards the next set of skills within the domain.
- When a child's results indicate they are in the monitoring zone (close to the cutoff, or in the *gray-shaded area*) for any given domain, the family receives messages that support targeted developmental milestones within the domain (as defined by ASQ-3).
- When a child's results indicate they need further assessment (below the cutoff, or in the *dark-shaded area*), the family receives messages that support parenting practices within that domain. These messages focus on parental modeling and self-care, and do not require any response from the child. Families also receive regular reminders about how to connect with a live person for support and further assessment.



How does the program grow with families over time?

At the end of the program, families receive a link to the next ASQ-3 screening, with a reminder that filling it out will allow us to continue sending messages based on their child's most up-to-date results. Their new results become the basis for another personalized program, beginning the following week.

If new screening results are not yet available, the child's previous results become the basis for a new personalized program for the next screening. For example, if a family's 54-month program comes to an end and they have not yet completed the 60-month screening, we apply the domain-level scores from the 54-month screening to personalize the 60-month program. If a new screening is completed for a child at any point during the program, we create a new personalized program based on these results and begin with the introductory week of that program the following Monday.

What about other early childhood assessments?

Are you interested in personalizing Ready4K based on results from a different assessment or screening that your organization administers? Contact us to learn more.