



# TALK News

November 2021

## TALK Updates

### User improvements

Parents and caregivers can now make changes to their TALK account by sending keywords to 74457. These are found under the parents' FAQ section of the TALK website. We hope this makes it easier in the future when libraries will start answering their own users' questions.

**UPDATELANG** lets users change their preferred language (English or Spanish)

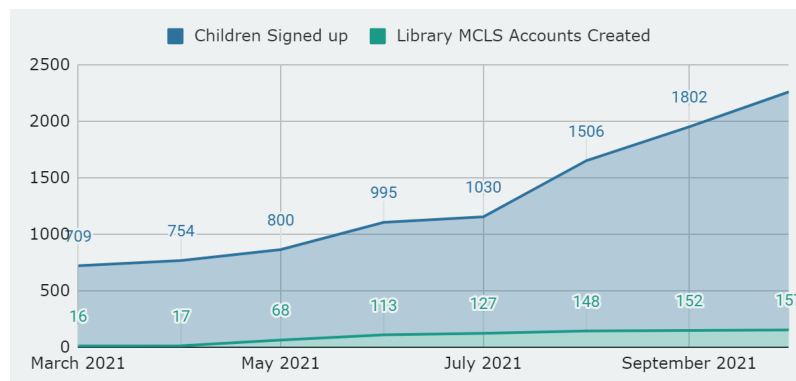
**UPDATEZIP** lets users change their zip code if they move

**ADDCHILD** lets users add a child if they have a baby (up to 2 children at one time)

### Other news

We completed our IMLS TALK Year One Report and were able to report 157 Michigan public libraries have signed up to use TALK. The chart below shows the number of participating libraries and users growing over the past 8 months. 2217 kids are being served statewide thanks to you!

Watch for an email or phone call from the TALK evaluation team at HighScope in the next few months. Please share your experience using TALK to help us learn how to better support libraries in using the service in their communities. HighScope will also begin surveying users access changes in parent behavior that improve kids' school readiness in the spring and we will share their findings with you.



# Tip of the Month

QR Code stickers can be a fun way to promote TALK in your community. Here are some ideas that worked well for us!

- Print a few sheets of round or square stickers to share with your community partners. We use [these](#). They are easy to purchase and come with a downloadable template. Just grab the desired JPG images from the [toolkit](#), drop them in the template and print!
- If you are donating withdrawn books to a community partner, think about putting stickers on the back of the books.
- Encourage patrons and staff to have fun with the QR code stickers! Put them on planners, water bottles, anywhere you can think of!
- Print QR codes you'll find in the toolkit on regular paper and laminate to include in items you circulate at the library such as Play Kits.
- Put TALK QR codes inside little free libraries all around your community. (Idea shared by Jennifer from Milan Public Library!)
- Use the QR code in your newsletter or on handouts at the desk advertising other early literacy offerings.



Find previous newsletters on the [TALK](#) website for more tips. Email us with questions!

Thanks for being a part of TALK,

Jodi and Slava

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