

Trip to the Grocery Store— Writing (Environmental Print)

What the Research Says

- Parents can play a key role in fostering positive early learning opportunities that have an important impact on their child's emergent literacy skill development prior to school entry.
- Environmental print provides many rich and meaningful examples for the parent to show that print conveys meaning and is constructed with letters that have names and make sounds.
- Young children are aware from an early age that environmental print, such as product labels, clothing, road signs, and advertisements, communicates meaning.
- The use of environmental print during parent-child interactions provides a meaningful way to expose children to literacy concepts like letter shapes and letter sounds.
- A preschool child's print knowledge and interest in reading will increase as parents and caregivers initiate literacy activities in and outside of the home.