

Developed by educational researchers, Ready4K has a robust underlying research base that includes multiple randomized controlled trials and several on-going evaluations with researchers from Stanford, Brown, Notre Dame and Texas A&M. Here are some of the results to-date:

### Parents who received Ready4K texts showed increased involvement at home and at school, and children gained important literacy skills.

**2-3**  
MONTHS  
LITERACY  
GAINS

Our founder, Benjamin N. York, Ph.D., and colleagues from Stanford University first studied the Ready4K approach in a randomized controlled trial in San Francisco Unified School District with the District's Early Education Department, which serves the city's lowest-income preschool families. Parents who received program messages found them very helpful and reported engaging in more home literacy activities with their children. Teachers also reported increased involvement among parents in the treatment group. Children of parents who received program messages gained up to 2-3 months of literacy skills during the course of the school year, as measured by the Phonological Awareness Literacy Screening tool (York & Loeb, 2014)

### A version of Ready4K personalized to each child's development level was even more effective.

**63%**  
MORE  
EFFECTIVE

In a follow-up randomized controlled trial with San Francisco Unified School District, Dr. York and colleagues studied a personalized learning version of the program that leveraged child assessment data to inform parents of their children's development, along with targeted tips. Children of parents who received the personalized program were 63% more likely to read at a higher level than children in the general texting group. (Doss, Fahle, Loeb & York, 2018)

### Parents found Ready4K texts helpful in engaging children in early math skill building.

**84%**  
LEARNED  
NEW  
MATH TIPS

In a study at the Zuckerberg San Francisco General Hospital, parents received information and resources about the importance of early math skill building behaviors, and were invited to enroll in Ready4K texts. An evaluation of the initiative found that 84% of parents who enrolled in Ready4K said they learned something new from the texts. Specifically, parents cited helpful tips and reminders for engaging their children in early math skill building on a regular basis.

### Ready4K outperformed other digital family engagement interventions in a head-to-head study.

**95%**  
FOUND  
ACTIVITIES  
EASY TO DO

In a study in Minnesota, parents received Ready4K text messages, a mobile application, and parent modeling videos. Nearly all parents read the Ready4K messages and found them easy to do and helpful. By comparison, only about half downloaded the mobile application, of which only 60% read the content, and only 55-60% found the activities easy to do and helpful. Only 40% of parents watched the parent modeling videos, of which about 80% found them easy to do, but only 50-55% found them to be helpful.

In addition to these studies, we have RCTs on optimal timing (Cortes, Fricke, Loeb, Song & York, 2019) and dosage (Cortes, Fricke, Loeb, Song & York, 2018), as well as multiple ongoing evaluations of Ready4K in partnership with Stanford, Brown, and Notre Dame, Texas A&M, and the University of Texas Rio Grande Valley.

Complementing our academic research, Ready4K has an on-going national family engagement survey, which now includes data from over 10,000 families, in which we find:

- **98% of respondents reported reading Ready4K messages (n=5,154)**
- **94% reported doing Ready4K activities at least once per week (n=5,722)**
- **97% reported that Ready4K activities increased their confidence (n=3,603)**
- **98% reported that Ready4K has helped their child grow (n=3,443)**

Supplementing this quantitative data is rich qualitative data from open-ended family engagement survey items - here are a few of the thousands of quotes we received from parents:

*"When I'm stressed it's hard to focus on the kids. Having these reminders was really life-saving."*

*"I loved the superhero chant idea. My daughter tends to give up on difficult tasks, and putting super before her name has actually made a big difference in her persistence!"*

*"Reading and spotting out sight words with a gesture like touching your nose every time you see the word 'the'. My kids love that one."*

*"While shopping asking my kids to read the price and to tell me what ones have a higher number. They are all great though. I use most of them. I sometimes forget to interact this way with my kids and when the notifications pop up in my phone I normally add it to the moment or later that day."*

*"The texts have helped me include my son in activities I didn't think he will enjoy or assumed he was too young to do. In return I have seen him imitate what I do and I can actually send him to grab something and he will do it."*

*"The tips and facts you send out usually happen to work out with what problems or situations that I'm dealing with my son on a day to day bases. I feel like it's helping me become the father I need to be."*

*"These texts have helped me help my child immensely. From building his character, to engagement in conversations & even better social skills. It was a piggy back of help for us parents."*

*"I love the facts and helpful tips it offers. They give me new ideas to try."*

*"It's a BIG reminder for me that my kids are just kids and need all of my patience. The smallest amount of attention I give them or including them in my everyday activities have made things easier for myself and my kids enjoy it."*

*"To communicate more, and using things on our body or things around the house to learn. I use to think buying toys was the only way to initiate learning with my son."*

*"I use to love quiet time in my car. I use to tell my kids to just be quiet. But i learned that the car is the best time to ask questions."*

*"I learned how to ask questions to a kid his age and listen to his responses, and also that learning is everywhere not just in a notebook but in our everyday life, I see that my son is more open to learning, thank you so much." (translated from Spanish)*

*"The one when we look at addresses as I DoorDashed and ask her to round the number. It also gave me a chance to explain one side of the road has odd numbers and the other has even. Wouldn't of thought to explain it"*

*"Probably asking him to show me things around his classroom when I picked him up from school... it was great to see the attention and detail he has!"*

*"I am sure my child enjoys the attention. The texts give me a reminder of what to do to stay in track and it increases my gentleness and empathy for my baby because as a first time mom who doesn't have much help, it can get frustrating."*