

Signs and Advertisements

Age: Preschool-age (3-4 years)

This activity helps your child's development in this domain: Language and Literacy

What You Need:



- Washable markers or jumbo crayons
- Paper

What To Do:

1. While on a walk with your child, point out and read aloud road signs and advertisements that you see.
2. Point out letters that are in your child's name. For example, "Look, there's a stop sign. The word 'stop' begins with the letter 's,' the same as your name, Sandy."
3. Once you are home, help her write down two or three words from the signs and ads she saw.
4. Read each of the words aloud, emphasizing the beginning sounds of the words. Have your child repeat the beginning sounds and the words after you.
5. For each word, tell your child one more thing that begins with the same sound and ask her to do the same.

VARIATIONS:

1. Play "I Spy" with your child. When you are walking down the street or shopping together you could begin by saying "I spy with my teeny tiny eye, something with the letter 'y.' I see a 'y' on the 'Yield' sign. Can you find another 'y'?"



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2. Look for numbers on signs, houses, cars, and other objects when you go out shopping. Encourage your child to look for a specific number. For example, "We're looking for the number two. There's a number two over there on the speed limit sign! Do you see it?" Take turns pointing out the numbers.
3. Help your child to make her own signs to place around the house.

