

Talaris Overview

Our mission

To support parents and caregivers in raising socially and emotionally healthy children

The facts

The skills needed for success in adulthood are built on a foundation of social, emotional, and cognitive skills acquired in the early years. Child development and brain research have produced compelling evidence that relationships and experiences in the first five years of a child's life shape development in significant ways. With over 21 million children in the United States under the age of five, the focus on the early years is essential. From an economic perspective, investing in positive social, emotional, and educational environments in the early years of a child's life will not only benefit families, but will provide a meaningful return on investment for society. Economists have estimated for every \$1 invested on high-quality home- and center-based support, society reaps at least \$3 and as much as \$16 in benefits.

Our opportunity

There are few times that rival the growth and development of a child from birth to five. Research has shown that parenting a child during the early years is the dominant influence in all relationships and lifelong learning. And yet many parents are unaware of the importance of their role. That's the reason for Talaris Institute.

The need

Today, more than ever before, parents have easy access to information on the web, on TV, on the radio, and in print. How do they know what they can trust? All parents want to do what's right for their children, but they struggle to find trusted advice that is not overwhelming. Parents are often under stress and have little time to spare. And yet they are searching for tips to make them better parents – tips that are essential to raising a child who will learn well and relate to others successfully and tips that are in line with the realities of parenting in the 21st century. That's where Talaris comes in. We provide research-based products and information that quickly and accurately reinforce a parent's confidence, correct misconceptions, and remind parents of how to interact positively with their children—not just once, but frequently during everyday moments.

Our goal is for parents and caregivers to understand that:

- Learning begins at birth.
- The foundation for lifelong learning and relationships rests on the social and emotional development from birth to five.
- The parent-child relationship is the most essential factor in a child's healthy development.

Our beginning

In 2000, Bruce and Jolene McCaw, as new parents, found themselves searching for information about parenting. The McCaws learned that researchers had vital information about how babies and young children think, feel, and learn, but they also saw a substantial gap between what scientists know and what parents practice. They saw an opportunity to bridge this gap by translating knowledge into usable information for parents and caregivers. In response, Talaris developed Parenting Counts, a multi-media parenting education program focusing on social and emotional development in the first few years of life. Talaris has also developed partnerships with public, private, and philanthropic organizations across the United States and internationally, which are beginning to reshape how our society views early learning and parenting.

Talaris today

Talaris continues to support parents and caregivers by expanding the Parenting Counts family of products and information. Parenting Counts continues to spread nationally, both directly to parents and through partnerships and early childhood professionals. Bruce and Jolene McCaw are Honorary Co-Chairs of the board of directors and primary benefactors of Talaris.

Our board of directors

Jolene M. McCaw – Honorary Co-Chair & Director
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