



ABOUT US

Lili's birth leads to sign language video.

In the past several years there has been a great deal of research done on the use of sign language as a tool for promoting speech, language and communication skills. Nora Salinas personally became familiar with the practice of signing with very young children, when her own daughter Lili was born with Down syndrome. This led to some very complicated medical issues causing her to spend approximately 4 of the first 12 months of her life in the hospital where she had 4 major surgeries. To help her with various areas of development, Lili received a number of therapies including speech and language. Her speech therapist suggested early on that Lili learn sign language. She explained that Down Syndrome children tend to be verbally delayed and signing would give Lili an alternative outlet for communication. And so began Nora's education about sign language and its benefits.

Nora began looking for resources for teaching Lili signs and was able to find several books and lots of information for the parent on how to sign with your child, but nothing for a child as young as Lili. Nora began thinking how great it would be if there was a video Lili could watch that would be entertaining but would teach her signs at the same time. Nora and her best friend, Dawn Alexander, already had a small video production company that did small-scale projects and were looking to take the company in a new creative direction. A sign language video for kids seemed like the ideal fit. So the idea for *Say It With A Sign* was born.

Dawn and Nora immediately started in on research and development. The first thing they discovered was that there was a wave of research being done on the benefits of signing with all very young children (not just special needs kids). The studies and research that endorse and support using sign language with very young children are based on some pretty logical ideas. First of all, the development of a child's motor skills happens much earlier than the development of their verbal skills. A child can imitate a gesture as early as 6 months. Speaking and language on the other hand involve a much more complex system of oral motor control, breathing, swallowing, vocalization, the comprehension of sounds and their meaning, and reproducing those sounds accurately. Secondly, once a child begins signing back and forth with a parent or caregiver they begin to understand the reciprocal patterns of communicating. They start to understand signs can be a way for them to get their needs met. The communication centers of their brains are engaged and at a very early age the fundamental groundwork for speech and language skills are laid.

More good reasons that signing with your child is a good thing:

**Development of Social Skills- Being able to communicate with Mom, Dad, siblings, and peers opens up a whole world of social interaction. Signing is a highly interactive experience combining hand-gestures, body language, facial expression, and spoken word. Learning to read and respond in this way lays the groundwork for clear and expressive communication skills. In the end you have a child who is comfortable and highly interactive with others.*

**Alleviation of basic daily frustration- Probably the most practical and obvious advantage of signing with your child is their being able to communicate their needs. Imagine a child who can let you know when he is hungry, or his diaper is wet, or he wants a drink of water. No more guessing games trying to read what is wrong while your child goes from whining to crying to screaming.*

ABOUT US CONTINUED

**Sense of accomplishment- Teaching a baby signs gives her the opportunity for success very early on. She gets frequent positive response and reinforcement. These things naturally instill a sense of accomplishment and confidence and help to foster a child with great self-esteem. Positive interaction is increased, negative interaction is decreased and their little minds and spirits are nurtured because of it.*

**Signing is an extremely helpful tool for parents of kids with verbal delay. This obstacle in communication often causes great frustration, behavior problems, and other learning issues. Signing gives these kids an alternative outlet for communication while their verbal skills continue to develop. Communication becomes a fun, positive experience instead of an unpleasant, exasperating chore.*

**It's FUN!- Signing is just fun for parents and children alike. It very quickly can become like a game that you play together and is a great way to begin to interact and connect with your child while opening the door to the world around them. It encourages a child to really look at, recognize, and identify things early on and as a parent you get to be a direct part of their learning and development.*

Say It With A Sign series grows with Lili.

Volume 1 of the [Say It With A Sign](#) video series was completed in 2003. Throughout the process Lilianna served as a focus group of one and at every turn her responses were encouraging. She loved to watch the video and sign along. She has learned most of the signs presented to her and eagerly tries any new ones as Volume 2 and 3 were completed. In addition, since Nora always said the word as they signed, she attempts to verbalize almost every time she does a sign. Lilianna is now in Pre-K and is excelling and very eager to learn. She is the best example of how the [Say It With A Sign](#) video series can really be used to a child's benefit.

The video series has also received great response from the parents, teachers and therapists who have started using the videos with their kids and students. The videos target the very young child (as young as 6 months of age) and use a simple but highly engaging format to teach the basic first words in sign language. They are fun to watch and are a great way to jumpstart a child's speech and language skills.

TESTIMONIALS

"Hooray! A fun, stimulating video of baby signs is finally available! I'm recommending this to all my clients so they can help their children communicate at the earliest of ages. Children as young as 9 months old can have the power of communication at their fingertips with this video. It's great!"

-Tracy L. Sabel MA,CCC-SLP
Early Childhood Intervention

"Thank you so much for the video [Say It With A Sign](#). I have found it to be very well received by students and teachers. The format does hold my students attention and provides them with a working vocabulary to meet their basic needs."

-Marsha Ecklund
Speech Pathologist

"I have been showing the [Say It With A Sign](#) video to my infant classroom (18mo.-30 mo.) for a couple of months now and several of the kids have started imitating and using the signs. One of my little ones, (age 19mo.) was having Thanksgiving dinner with his family and an Aunt asked his Mother if he was using sign language. His Mom hadn't really noticed but, sure enough, he was signing "more" and "eat". She was so surprised and happy. She has gotten a tape for him to watch at home. The kids love it."

-Britani Grimberg
Daycare provider, Rock Hill, SC

TESTIMONIALS CONTINUED

"My 2 yr old w/ CP LOVES your tape - watched the whole thing beginning to end. It was the first time she ever watched TV for more than 2-5 minutes! I'm looking forward to working with her and using the video."

-Cindy Udelhofen
Parent from Austin, TX

"My kids (5 and 8 years old) love to watch the video. They will watch it a couple of times then they play a game where I will do a sign for them and the first one to guess it correctly will get a point. Or I will say a word and the first one to do the sign correctly will get a point. It's great fun!"

-David Marecek
Parent from Austin, TX

All testimonials used by permission.

COMPANY INFO

Dawn Alexander and Nora Salinas established Timeline Productions in 1996 after they graduated from the University of Texas with Communication degrees in Radio, Television and Film. Since 2001 the company has focused on research and development of the **Say It With A Sign** video series. They are planning to begin creation of a line of foreign language and reading videos in 2006.

Say It With A Sign is a series of 3 sign language DVD's for infants, babies, toddlers, and pre-k children. The target audience is children from the age of 6 months to 5 years.

For additional information and to watch a video clip of the video series, please visit www.sayitvideos.com.

PRODUCT INFO

The **Say It With A Sign** video series uses a visually interesting but repetitive format including colorful graphics, sound effects, animations, children signing, and a completely original soundtrack. The videos teach ASL (with a few modifications for tiny hands) and will hold your baby's attention while they learn to sign along.

Each **Say it With A Sign** video is approximately 30 minutes in length and introduces between 40-45 signs. They can be used alone or together to teach a total of 135 signs. Please visit www.sayitvideos.com for pricing information or to purchase.

Say It With A Sign Volume 1- DVD

ages- 6 months-5 years

The first in a series of 3 sign language videos for children, it teaches 44 of baby's typical first words. Volume 1 introduces fundamental words for babies just starting out in the categories of Food, Animals, Home and Family, Hobbies and Sports, Body Parts, and Bonus Words.

Say It With A Sign Volume 2- DVD

ages- 6 months- 5 years

Builds on the vocabulary of Volume 1. Introduces 46 new words in the categories of Food, Animals, Family and Friends, Clothes, Body Parts, Nature and Bonus Words.

Say It With A Sign Volume 3- DVD

ages- 6 months- 5 years

Volume 3 introduces 45 new signs in the categories of Animals, Hobbies and Sports, Nature, Thoughts and Feelings, Travel, Colors, and Bonus Words. Volume 3 also includes a bonus feature of the ASL alphabet.