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**BE PART OF
THE EQUATION**

New Campaign Highlights Alarming Math Learning Shortfall Among School-Aged Children, Empowers Parents

Be Part of the Equation provides eye-opening ways to get kids back on track in math

SUMMIT, New Jersey (August 10, 2022) – Today, the nonprofit Bedtime Math Foundation launched the new *Be Part of the Equation* campaign that empowers parents – even those who have struggled with math themselves – to jumpstart their children’s math skills as the new school year begins.

Be Part of the Equation is a first-of-its-kind, nationwide public education campaign that addresses the ongoing math education crisis and motivates parents to get involved.

Even before the pandemic, [only one in three students \(34%\) nationwide](#) demonstrated math proficiency by eighth grade, with numbers even worse among students of color, with special needs, and from families with lower incomes. Today, it’s worse: because of Covid-19, the average K-12 student is about [five months](#) behind in math skills – more than half a grade level. [Recent studies](#) show that the largest achievement declines have been among children of color, widening educational inequities that have persisted for generations.

“Math is a critical life skill that kids will need to do everything from buying a house to understanding the news to voting,” said Laura Overdeck, founder and president of Bedtime Math Foundation. “*Be Part of the Equation* awakens parents to the realities of their children’s current math shortfalls and empowers them to rebuild that path to success.”

The campaign builds on [research](#) showing that parents who spend a few minutes each week doing math with their child can spur dramatic and sustainable results.

***Be Part of the Equation* encourages parents to:**

- Check up on their children’s math development in easy yet informative ways.
- Have better-informed conversations about their children’s math progress with teachers and school officials.
- Talk to policymakers about the importance of investing in math education for children’s academic success and overall well-being.

[The Survey of Adult Skills \(PIAAC\)](#) found that our nation’s failures in math education can have lifelong consequences. [One in three American adults](#) cannot do “[two-step calculations](#) with whole numbers or common decimals, percents, and fractions” or interpret simple statistical data in tables or graphs—skills needed for daily life decisions that should be mastered by fourth grade.

Be Part of the Equation is designed to ensure children are on track to meet grade-level appropriate milestones, with resources available in both English and Spanish. Previous research has [documented](#) that greater math proficiency at an early age can have positive results well into adulthood, including more stable employment, higher income, and better health.

“The campaign shows parents how to gauge their child’s current math mastery quickly in casual conversation, and how to ask their child’s teacher the right questions to get help. There are some stark realities here, and we want to support parents to triumph in this post-pandemic era,” said Overdeck.

Parents can learn more at BePartofTheEquation.org.

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About Bedtime Math Foundation

Bedtime Math is a national nonprofit that ignites kids' curiosity about math to propel them to greater achievement. It offers engaging math questions for parents to do with their kids every day, as well as lively hands-on games. Research has shown that both offerings reduce kids' math anxiety, increase their love of the subject, and lay the groundwork for mastery in math. For more information, visit www.bedtimemathfoundation.org.