phoneme

is the sound (of the letter – 'a' in c-a-t)

grapheme

is the way the sound is written (writing the letter 'a')

blend

is the way that we say sounds together (such as c-a-t reads as cat)

segmenting

Is the way we split words into sounds (e.g. cat into c-a-t)

We also teach the Alphabet and sing songs to learn the letter names