

“Community Messaging to Build Awareness About Early Childhood Programs”

December 12, 2023

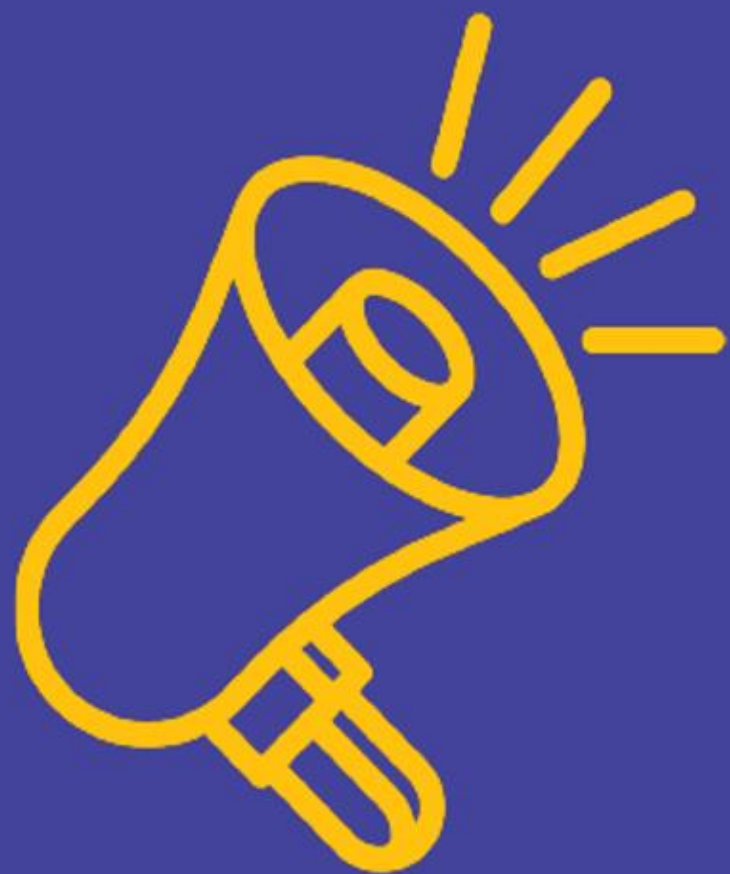
@readingby3rd #GLReading #LearningTuesdays



CRUCIBLE
OF PRACTICE

Reflections on Lessons Learned

The Campaign for
**GRADE-LEVEL
READING**



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“Community Messaging to Build Awareness About Early Childhood Programs”



Reflections on Lessons Learned



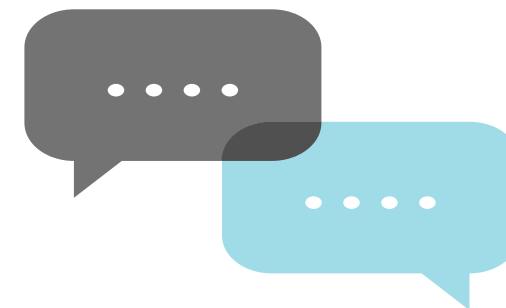
Housekeeping Tips

- Please introduce yourself in the chat box.
- All attendees are participating in Listen Only mode during the beginning of the session. We will also have a large group discussion after our conversation leads have shared examples of their work. During the discussion portion, we encourage you to come off of mute and participate in the conversation.
- We will be using Padlet to document our large group discussion. This will be shared along with other resources from the session in a follow-up email to all registrants.
- Please take the brief evaluation survey posted at the end of this session.

Today's Agenda

Goals for today

- Share **exemplary examples** of communications from two CGLR community leads.
- **Sam Emerine** will share about **branding** to build more awareness about resources from coalition partners.
- **Barb Lito** will share about **overall messaging** to support mobilization. These are related, but distinctly different.
- **Hold space** for a discussion about some of the challenges with messaging and collectively learn how others have approached this important component of coalition management.



Reflections on Lessons Learned



Conversation Leads



Samantha Emerine

Director of Literacy Initiatives
FAMILY, Inc.



Barbara Lito

Virginia Beach GrowSmart
Coordinator
City of Virginia Beach, VA



Icebreaker

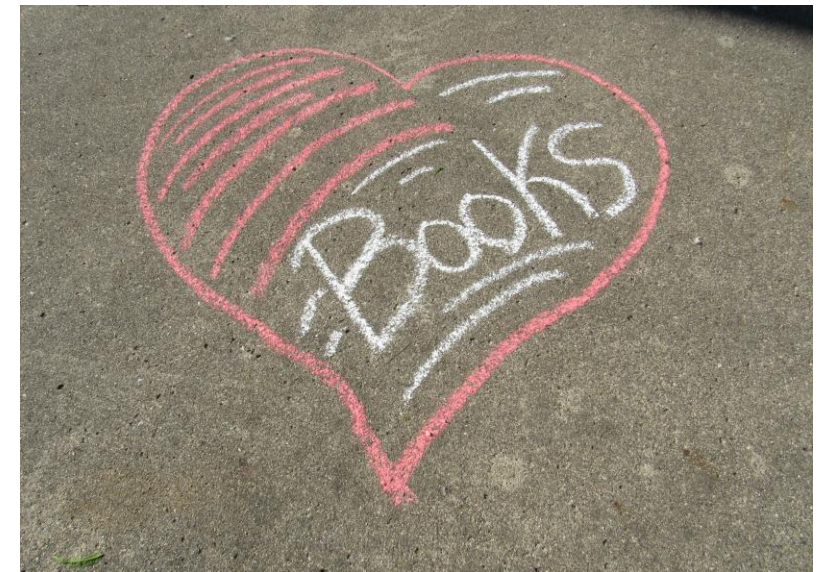
“What catches your attention first and then propels you towards learning more when you are first looking at a message about a topic?”



1. An eye-catching photo?



2. Colors that are in harmony?



3. Subject matter?



Raise
Me to
Read

SWI RAISE ME TO READ

Branding & Marketing

RAISE ME TO READ OVERVIEW

FAMILY, Inc.

- Mission: To engage and educate our community, inspiring a healthy future through literacy, family, and public health services.
- Southwest Iowa Raise Me to Read aims to improve third grade reading proficiencies through strategic partnership and awareness campaigns.



WHAT WE DO

Out of School

Create and promote literacy rich out of school activities

- Summer Reading
- Born to Read
- Play Onwards

School Readiness

Ensure that every child enters Kindergarten ready to learn

- Kindergarten Readiness Skills
- Reach Out and Read
- Mobile Wellness Unit
- Baby Reads

Attendance

Distribution and community education on the importance of attendance

- CBAC
- Attendance Support

Collective Impact

Achieving population and systems level change through education, alignment, and collective action.

- Southwest Iowa Literacy Coalition.



Kindergarten Readiness Skills

Helping All Children in Southwest Iowa Succeed

**Raise
Me to
Read**

KINDERGARTEN READINESS SKILLS BROCHURE

- Created in 2021 based on work started by the Quad Cities United Way
- Gathered input from local early childhood experts including representatives from both school districts, EHS, and other community partners



Can your child work and play well with others?

Do they...

- Build blocks with others?
- Take turns playing catch?
- Hold hands with an adult while crossing the street?

How can I teach this?

- Encourage your child to use this language: Can I join you? Can I play too? Can I have a turn? Will you play with me?
- Use this language as you play with your child too, so they hear it.
- Be clear with your child about how you expect them to behave.

Can your child solve problems?

Do they...

- Rotate puzzle pieces until it fits?
- Use a variety of materials to construct an object (example: make a boat out of milk cartons, craft sticks, foil, etc.)?
- Use imaginative play? For example, while playing doctor, do they wrap a doll's "broken" leg using play objects?

How can I teach this?

- When completing puzzles, give specific feedback to encourage your child to solve a problem. For example, "Keep turning the puzzle piece to figure out how it fits;" "Find where the colors of the puzzles pieces match up"
- Provide opportunities for children to create objects using everyday materials
- Ask open-ended questions when your child has a problem:
 - ▶ What do you think would happen if you ___?
 - ▶ What else could you do with ___?
 - ▶ Can you think of another way to ___?



Can your child talk about and manage their feelings?

Do they...

- Say, "I'm mad, Joey just hit me" rather than hitting Joey back?
- Say, "she's happy" when they see a photo of a girl smiling?
- Name feelings in characters in stories or on TV?

How can I teach this?

- Help them to connect their actions to feelings words: For example, "you are clapping, that makes me think you are happy", or "you have a mad face and are stomping your foot, you must be mad!"
- Teach them strategies to calm down when having strong feelings (fear, anger, over-excitement) - count to 5, take deep breaths, take some time away with a stuffed animal or blanket, encourage them to use words to talk about what happened
- Ask your child to name 3 things that happened today that made them happy.
- Listen to music and talk about how it makes you feel.



Can your child maintain attention to a task?

Do they...

- Provide their undivided attention to one task for 15 minutes?
- Stick to a routine or schedule?
- Wait for others to finish talking before jumping into a conversation?

How can I teach this?

- Play memory games such as red-light-green-light, I-Spy or Simon Says.
- Break consistently difficult task into smaller pieces.
- Use clear, specific language when making requests and, if necessary, show them what you want them to do.
- Activities that have a defined start and end point such as puzzles, construction tasks, mazes, and dot to dots.



BABY READS

- Partnership program between Council Bluffs Public Library
- Works to remove library access barrier for low income families
- Incentivizes signing ones child up for a library card before they are one year of age in order to educate families on the importance of the library and encourage engagement

COUNCIL BLUFFS
Public Library & Raise
Me to Read

BABY READS

Learning begins at birth

★ RaiseMeToRead.org



BABY READS KIT



Kit

Board Book

Brochure

Raising Readers Benchmark Cards



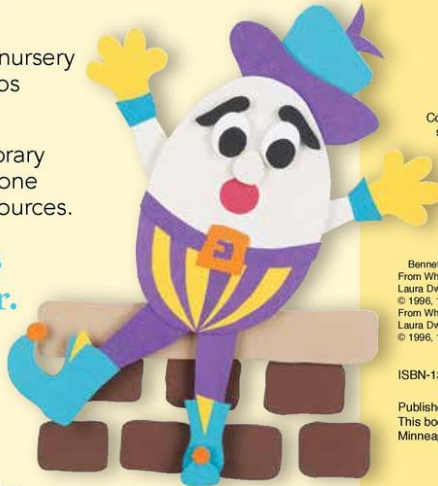


Rock-A-Bye Baby Reader

Enjoy introducing this first book of nursery rhymes to your baby with helpful tips about reading aloud to your child.

The staff at Council Bluffs Public Library are excited to meet your new little one and share our free early literacy resources.

You are your baby's first and best teacher.



Third Week Books
Minneapolis MN • 612-990-6011
www.ThirdWeekBooks.com

Why Baby Reads?

With Baby Reads, you get a library card for your baby and a free book to keep. Any fines you have will be erased when your newborn gets a library card before their first birthday!

Visit the Council Bluffs Public Library and sign your baby up for Baby Reads today!

To find out more, visit:
www.raisemetoread.org

Or, use this QR code:



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Third Week Books
Encouraging young families to read together.



Rock-A-Bye Baby Reader

A first book for babies and parents



Visit the Council Bluffs Public Library to sign your baby up for a FREE Baby Reads library card!

Carole Olson
Cheryl Schneider



CONTACT US

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 - Twitter: [@SWIRaiseMe2Read](https://twitter.com/SWIRaiseMe2Read)



BABY READS KIT

Brochure



Raising Readers Benchmark Cards



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Or, use this QR code:



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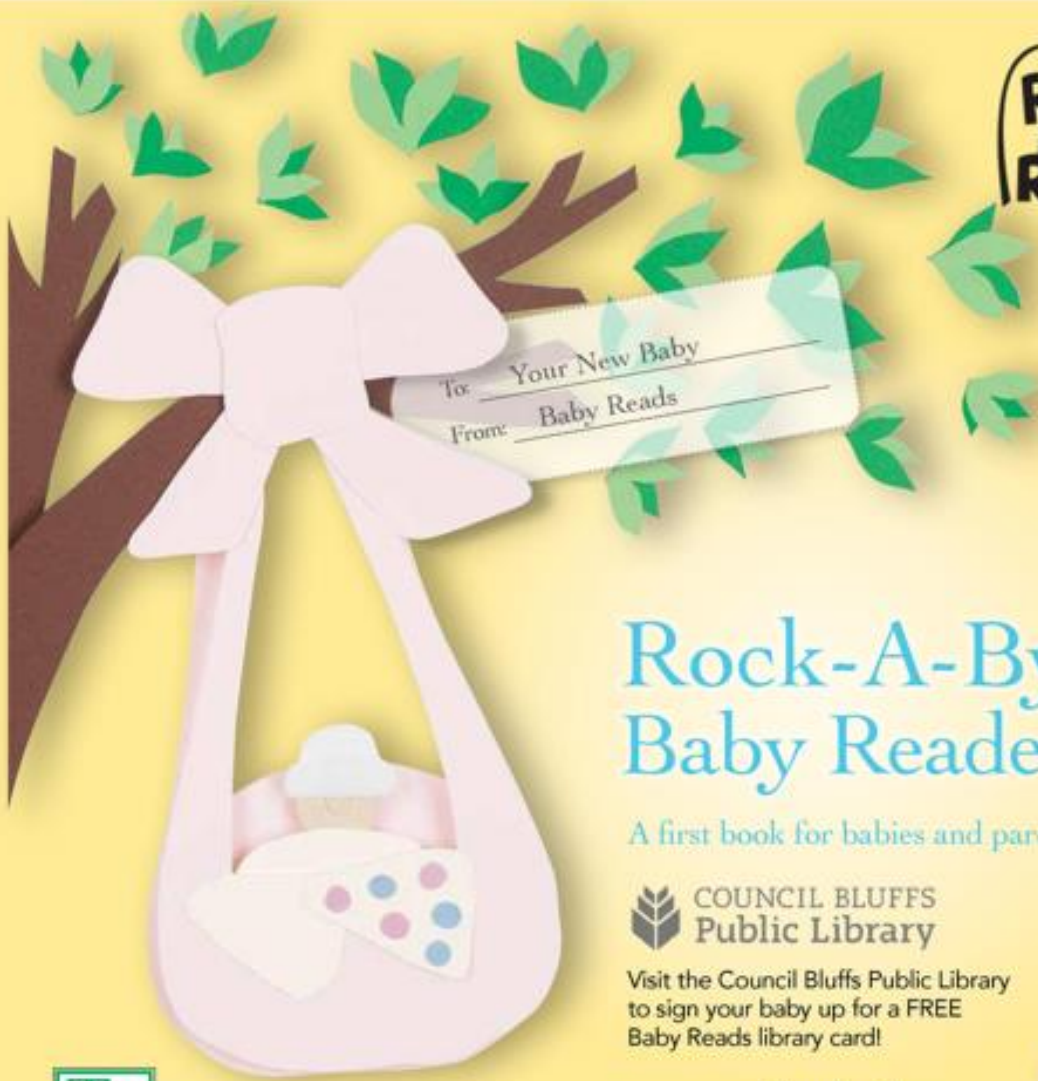
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 - Twitter: [@SWIRaiseMe2Read](https://twitter.com/SWIRaiseMe2Read)



A large, vibrant yellow sunflower with a dark brown center is positioned behind the word 'GROW' in the main title.

VIRGINIA BEACH GROWSMART

Planting the seeds for a successful life.

“Helping create bright futures for our youngest citizens”



CITY OF
VIRGINIA
BEACH

“Helping to create bright futures for our youngest citizens”

Virginia Beach has long recognized quality education as foundational for our City’s continued vitality and growth. The City has invested in early childhood education and programs to help ensure the healthy development and school readiness of our youngest citizens ages 0–8 and to promote the City’s economic vitality for tomorrow.



INVEST EARLY

=

STRONGER FUTURE WORKFORCE



Investing in our youngest citizens beginning at birth and continuing to do so throughout the school years makes smart economic sense—it’s workforce development. A world-class workforce begins with a world-class education system and the path to a strong education begins at birth.



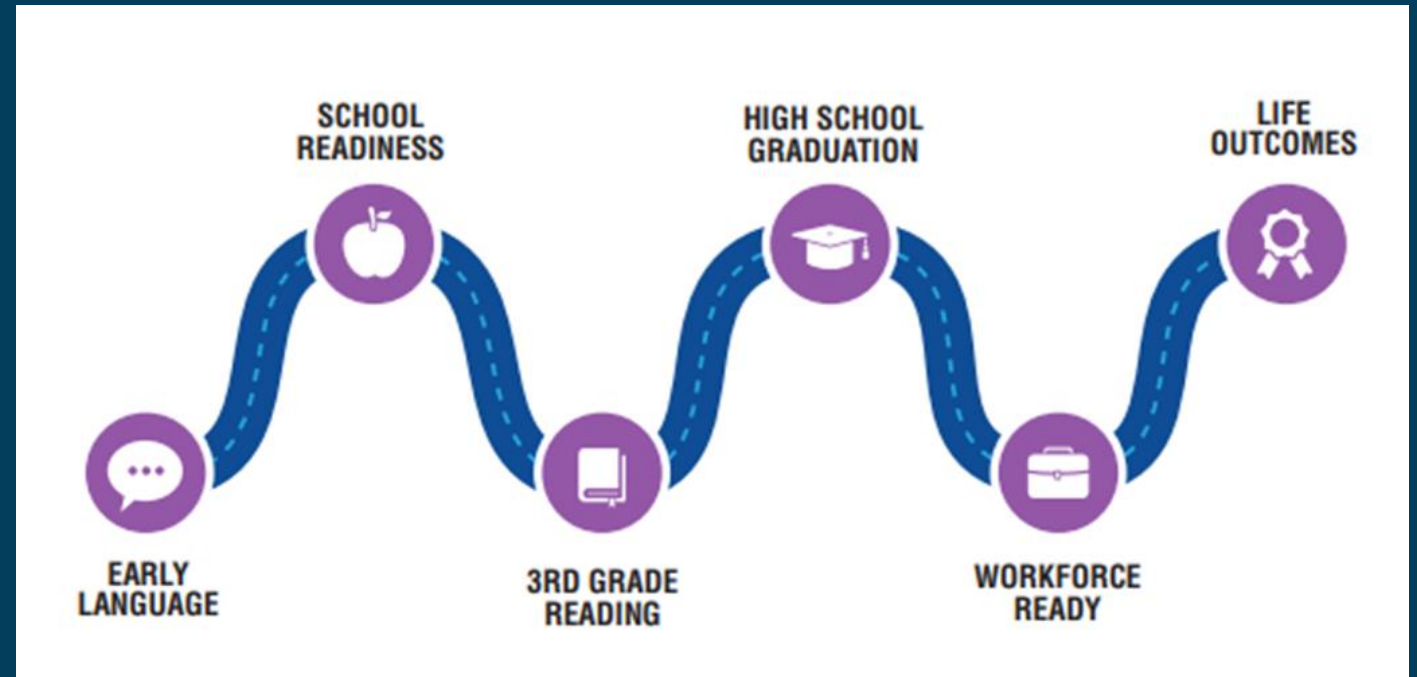
Early Language Leads to Opportunity

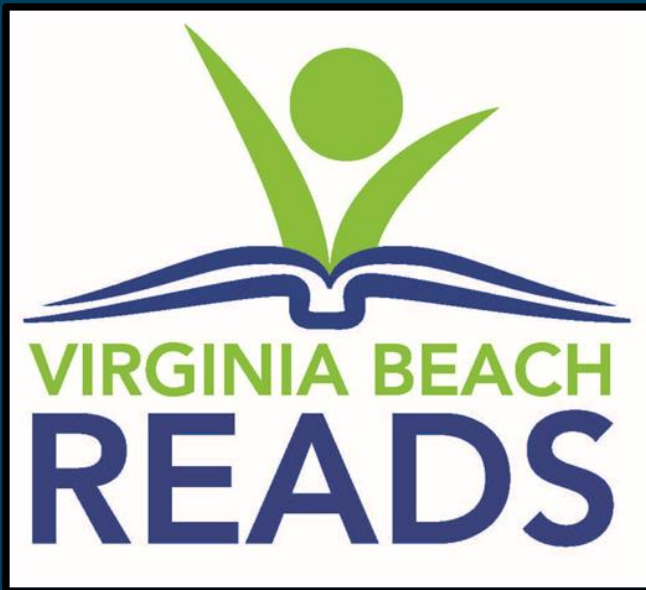
THE 14 TALKING TIPS

Use these tips to increase words & turns when talking, reading, or singing with a child.








1. **Talk about** what you're doing and thinking.
2. **Comment on** what they're doing or looking at.
3. **Name things** that they're interested in.
4. **Get down to their level:** face to face.
5. **Touch, hug, hold.**
6. **Tune in and respond** to what they look at, do, and say.
7. **Wait for their response.**
8. **Imitate them,** and add words.
9. **Make faces, use gestures.**
10. **Take turns** – don't do all the talking.
11. **Repeat and add** to what they say and do.
12. **Follow their lead,** do what interests them.
13. **Encourage them,** be positive.
14. **Be silly!** Relax and have fun!

LENA
Early talk shapes a child's life. LENA shapes early talk.
Visit LENA.org to learn how our programs put powerful data in the hands of families and teachers to improve outcomes for children.
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The Campaign for
**GRADE-LEVEL
READING**

<p>ENSURING EARLY SCHOOL SUCCESS FOR LOW-INCOME CHILDREN</p> <p>What Mobilized Communities Must Do</p>	<p></p> <p>Stop playing catch-up</p> <p>Ensure that fewer children start school so far behind.</p>	<p></p> <p>End chronic absence</p> <p>Don't let students fall further behind during the school year.</p>	<p></p> <p>Reverse the summer slide</p> <p>Enable striving and struggling readers to make progress instead of losing ground.</p>
<p></p> <p>Address health-related challenges</p> <p>Healthy development is key to early academic success.</p>	<p></p> <p>Equip parents to succeed</p> <p>Parents are brain builders, first teachers and tutors, strongest advocates and best coaches.</p>	<p></p> <p>Advance grade-level reading and math</p> <p>Close the gap between science and practice.</p>	<p></p> <p>Slow, stop and reverse learning loss</p> <p>Fast-track access to the internet, tutors and out-of-school learning.</p>

Quality Early Learning Opportunities



VIRGINIA BEACH TALKS LENA START
Parents, You Matter.
Let's Connect.

FREE LENA Start classes can help you make a difference in your baby's life just through early talk and interaction!

For More Info and Class Registration visit:
www.vbgrowsmart.com/lena-start

This program is presented by:

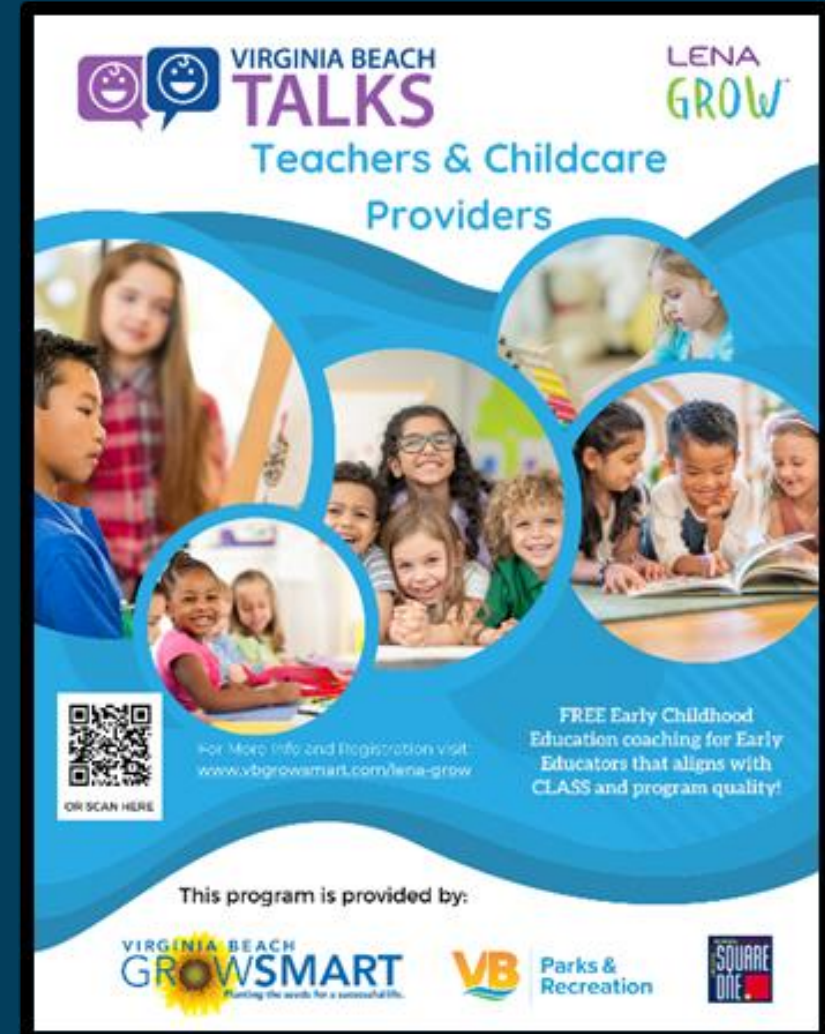
VIRGINIA BEACH GROWSMART
Planting the seeds for a successful life.

VIRGINIA BEACH PARKS & RECREATION
VBGOV.COM/PARKS

VIRGINIA BEACH PUBLIC LIBRARY

OR SCAN HERE

The poster features a purple and white color scheme. It includes several circular images: a group of people at a graduation ceremony, a young child in a blue graduation cap, a man holding a child in a blue graduation cap, a woman holding a certificate, and a baby in a blue graduation cap. A QR code is located in the bottom left corner.



VIRGINIA BEACH TALKS LENA GROW
Teachers & Childcare Providers

FREE Early Childhood Education coaching for Early Educators that aligns with CLASS and program quality!

For More Info and Registration visit:
www.vbgrowsmart.com/lena-grow

This program is provided by:

VIRGINIA BEACH GROWSMART
Planting the seeds for a successful life.

VB Parks & Recreation

THE SQUARE ONE

OR SCAN HERE

The poster features a blue and white color scheme. It includes several circular images: a woman and a child, a group of children smiling, and children reading a book. A QR code is located in the bottom left corner.

Read Across America Day

- First Friday every March
- Community wide celebration Over 6,500 participants & books

Virginia Beach GrowSmart
Published by Sprout Social · March 2 ·

Do you know that words have **POWER**? The more words you know can make a huge difference in our children's reading ability.

Read Across America Day is the official kickoff to National Reading Month and a day to celebrate and foster a love of reading. Tomorrow we will have over 100 volunteers reading to children throughout our community. Stay tuned for our special virtual read so you can join in the fun!

"THE POWER OF WORDS"
Read Across America Day
March 3, 2023

Virginia Beach GrowSmart
Published by Sprout Social · February 17 ·

SAVE THE DATE! Our local celebration of Read Across America Day will take place on Friday, March 3, 2023. This event elevates the importance of reading and supporting the love of learning from birth. We will share a special virtual read of the book featuring community partners that are dedicated to helping young children thrive. If you are interested in volunteering to read, please register at <http://bit.ly/3xsWXGK> or contact award@vbgov.com

This event is made possible by the generosity of the Virginia Beach GrowSmart Foundation, Anthem Medicaid and Square One.

SAVE THE DATE
Read Across America Day
March 3, 2023



Barb Lito
GrowSmart Coordinator
blito@vbgov.com
757-385-0144



CITY OF
VIRGINIA
BEACH

Upcoming GLR Learning Tuesdays Webinars:

LEARNING LOSS RECOVERY CHALLENGE

“Stalled Learning Recovery and Bright Spots from 2023”

Tuesday, December 12, 3:00 - 4:30 p.m. ET/12:00 - 1:30 p.m. PT

REBROADCAST

“Building Parent Power: Fostering a Movement of Informed Learning Agents”

Tuesday, December 19, 3:00 – 4:30 p.m. ET/12:00 – 1:30 p.m. PT

REBROADCAST

“The Urgent Need for Effective Child Care and ECE Policy”

Tuesday, December 26, 3:00 - 4:30 p.m. ET/12:00 - 1:30 p.m. PT

REBROADCAST

“The First Month of School and Beyond: Nurturing Attendance Every Day”

Tuesday, January 2, 3:00 - 4:30 p.m. ET/12:00 - 1:30.m. PT

**NEXT Crucible of Practice conversation:
Tuesday, February 13th, 12:30 – 2:00 ET**

