

# “Words in Every Neighborhood: Citywide Efforts to Expand Literacy-Rich Environments”

November 12, 2024

@readingby3rd #GLReading #LearningTuesdays



CRUCIBLE  
OF PRACTICE

*Reflections on Lessons Learned*



# The Ecosystem Supporting Out-of-School Learning

Learning can happen anywhere, everywhere and all the time.



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OF PRACTICE

Reflections on Lessons Learned



NOVEMBER 12

12:30–2 PM ET



Words in Every Neighborhood: Citywide Efforts  
to Expand Literacy-Rich Environments

The Campaign for  
GRADE-LEVEL  
READING



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- About this Brief
- Leveraging Philadelphia's Assets to Improve Literacy
- Five Emergent Conditions for Citywide Approaches to Creating and Scaling Literacy-Rich Environments
- What Funders Can Do (five recommendations)

**William Penn  
Foundation**

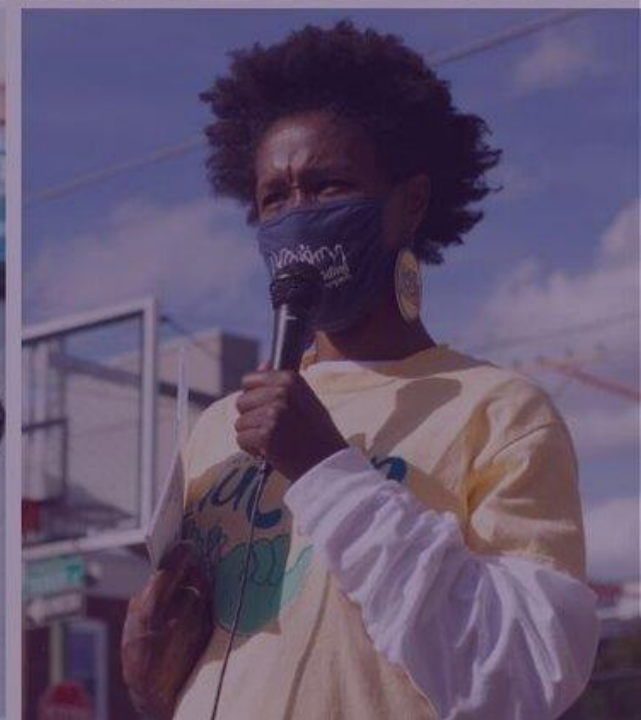
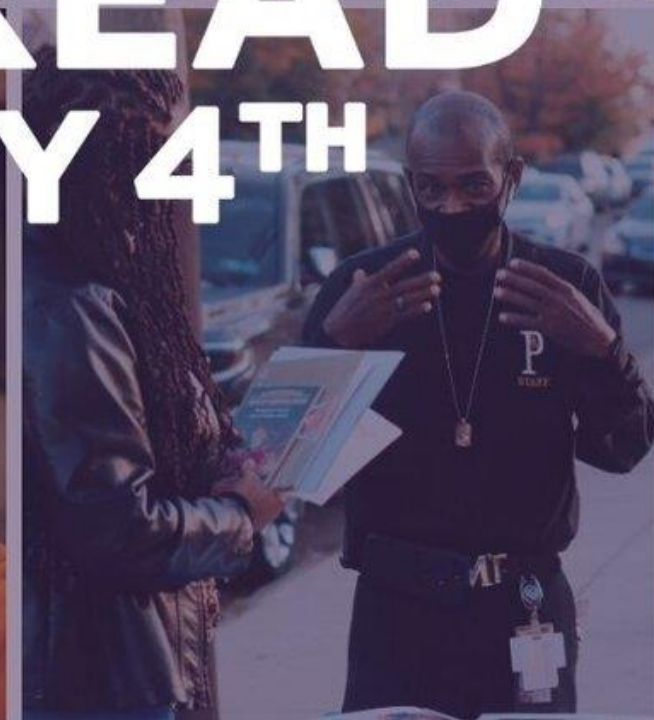
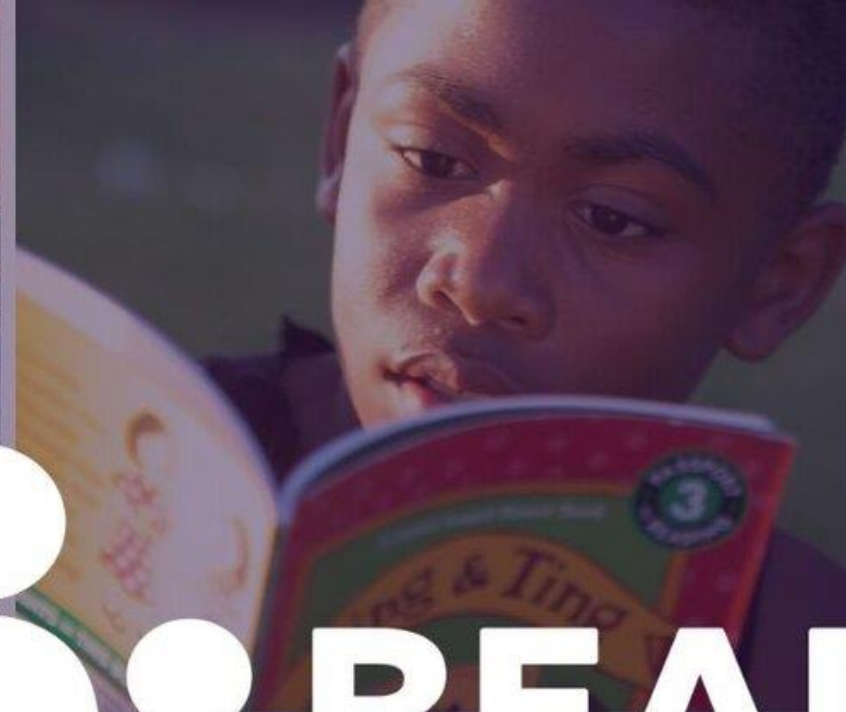
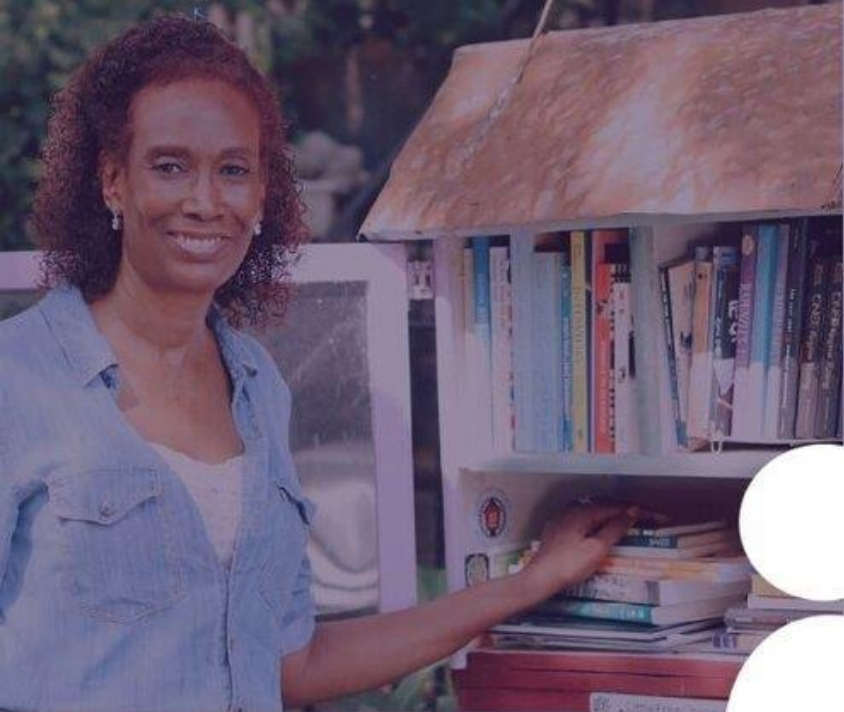




# Core Content: 5 Emergent Conditions + What Funders Can Do

*Philadelphia as a Literacy-Rich Environment: Unlocking Potential and Creating Change*

- **Five Emergent Conditions for City-wide Approaches to Creating and Scaling Literacy-Rich Environments**
  - Be inclusive of all the potential places and people that can contribute to a literacy-rich ecosystem
  - Activate literacy-rich environments in the places and spaces where children and their caregivers naturally are and want to be
  - Co-create literacy-rich environments with family and community members
  - Embrace a broad range of outcomes
- **5. Maximize collaboration, networking, and shared learning**
- **What Funders Can Do (recommendations)**
  - Rethink traditional approaches to grantmaking to allow for meaningful community engagement
  - Invest and engage in community-centered evaluation
  - Think systemically about the constellation of grants across a city to create a literacy-rich environment ecosystem
  - Educate stakeholders on the value of play
  - Embrace a theory of change that recognizes the multi-faceted nature of supporting literacy



# READ BY 4<sup>TH</sup>

**~68%**

of Philly's children are not reading at  
grade level by the time they enter 4th grade.

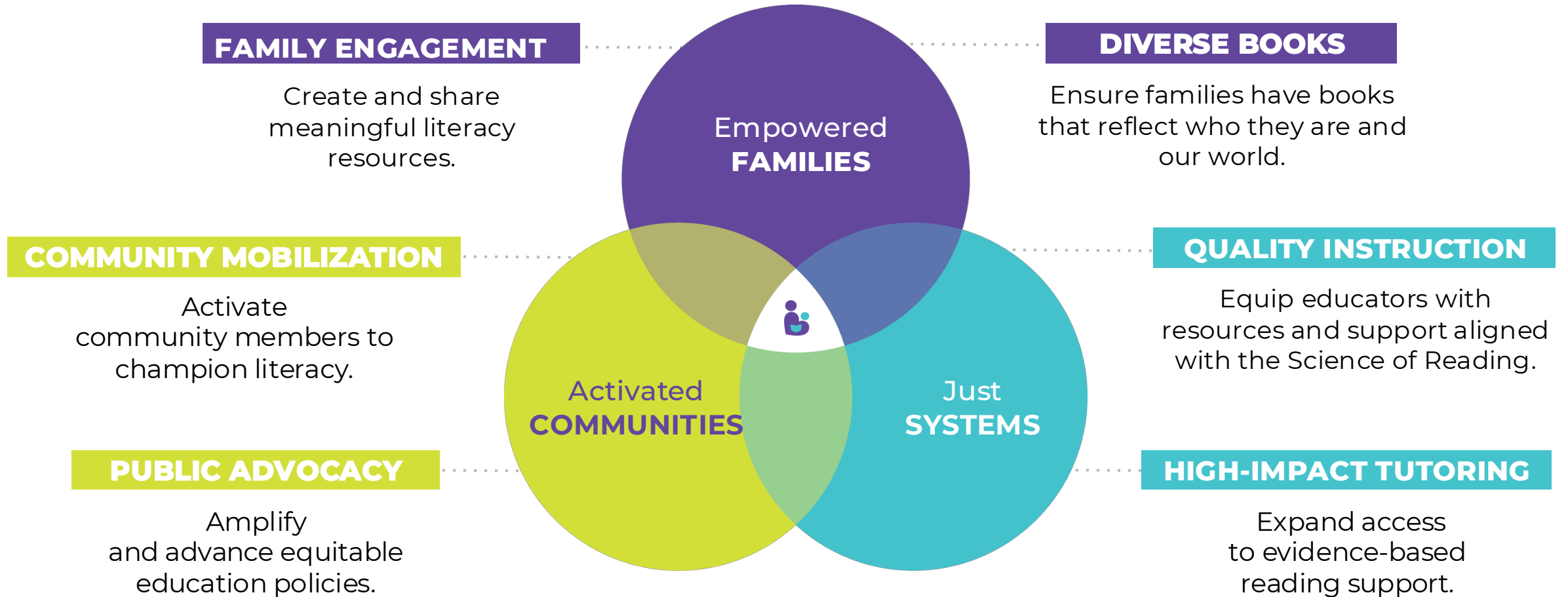




**But we can change this.**  
In fact, we already are.



# Everyone has a role in growing strong readers.





We have roles and responsibility to collectively design and create spaces and activities that integrate Playful Learning into them, so all families have equitable access to educational play.

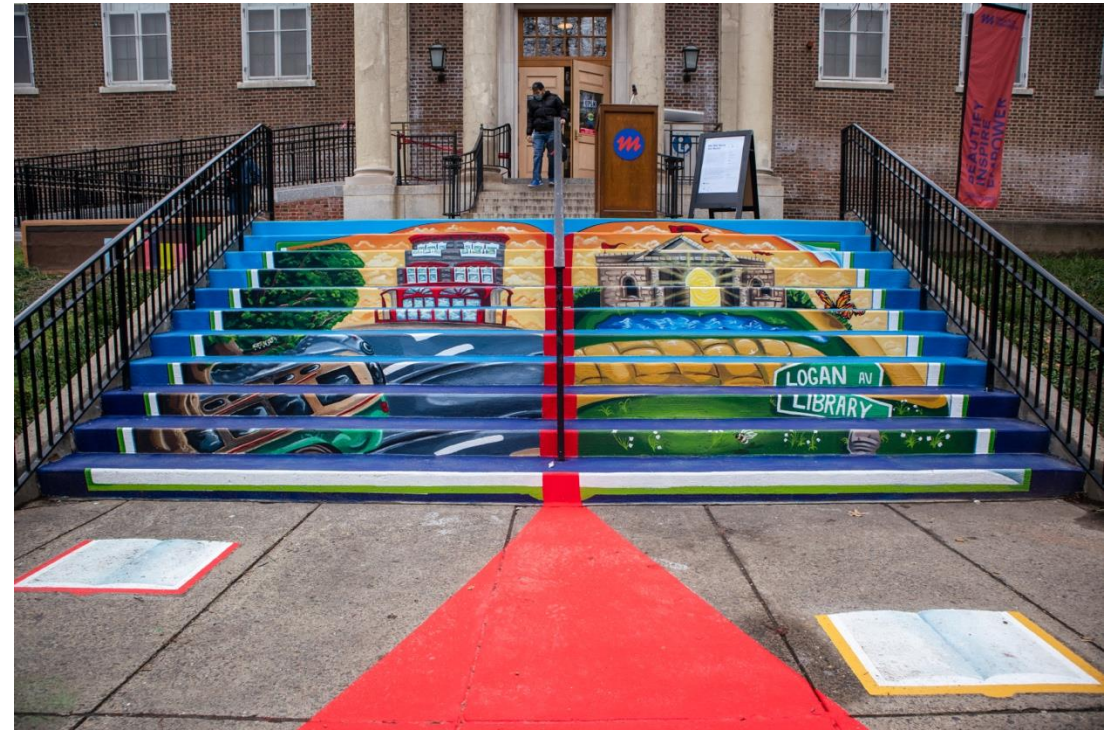
Urban Thinkscape  
40<sup>th</sup> & Lancaster, Philadelphia, PA



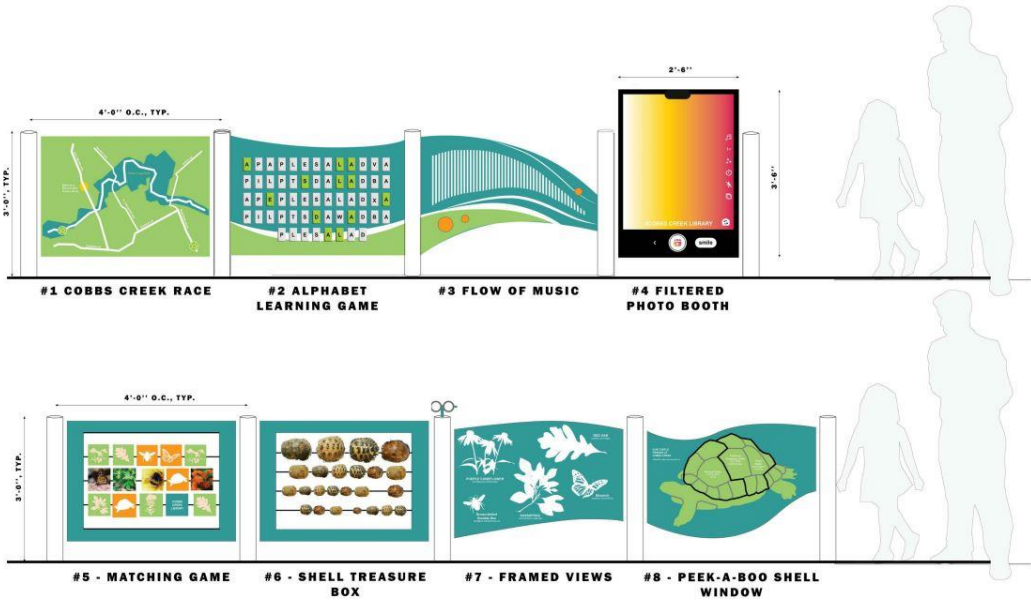




# Free Library of Philadelphia: Logan Library



# Rebuild: Playful Learning Pods



BLANCHE A. NIXON / COBBS CREEK LIBRARY CUSTOM PLAY PANEL CONTENT DEVELOPMENT



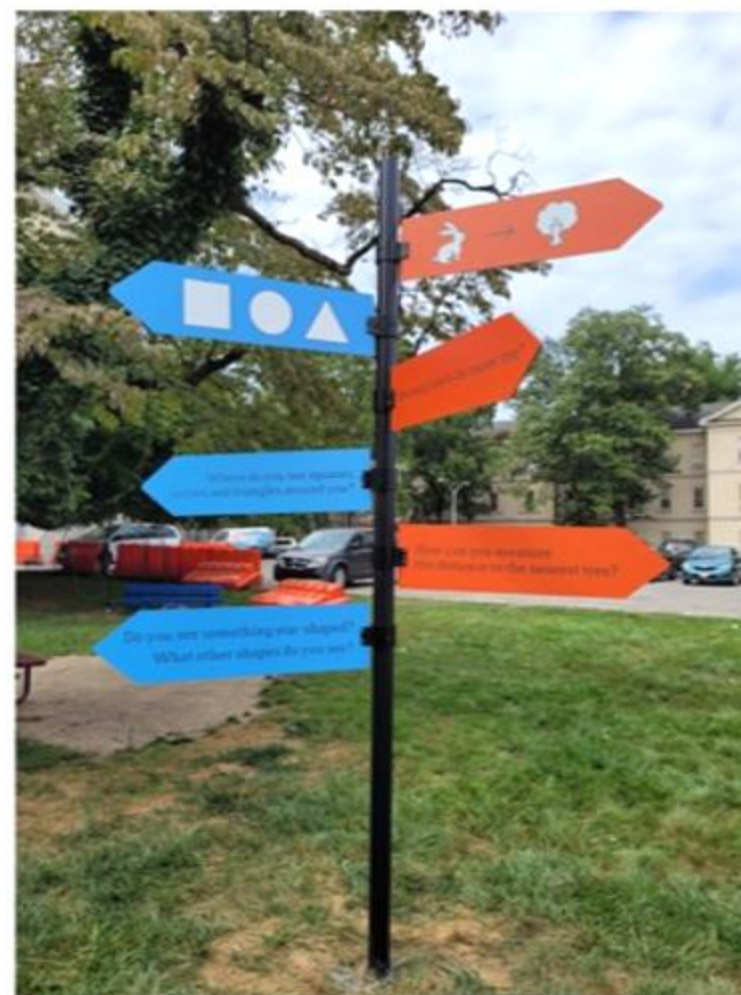
BLANCHE A. NIXON / COBBS CREEK LIBRARY CUSTOM PLAY PANEL CONTENT DEVELOPMENT



Blanche A. Nixon Library, West Philadelphia  
**Winter 2024!**

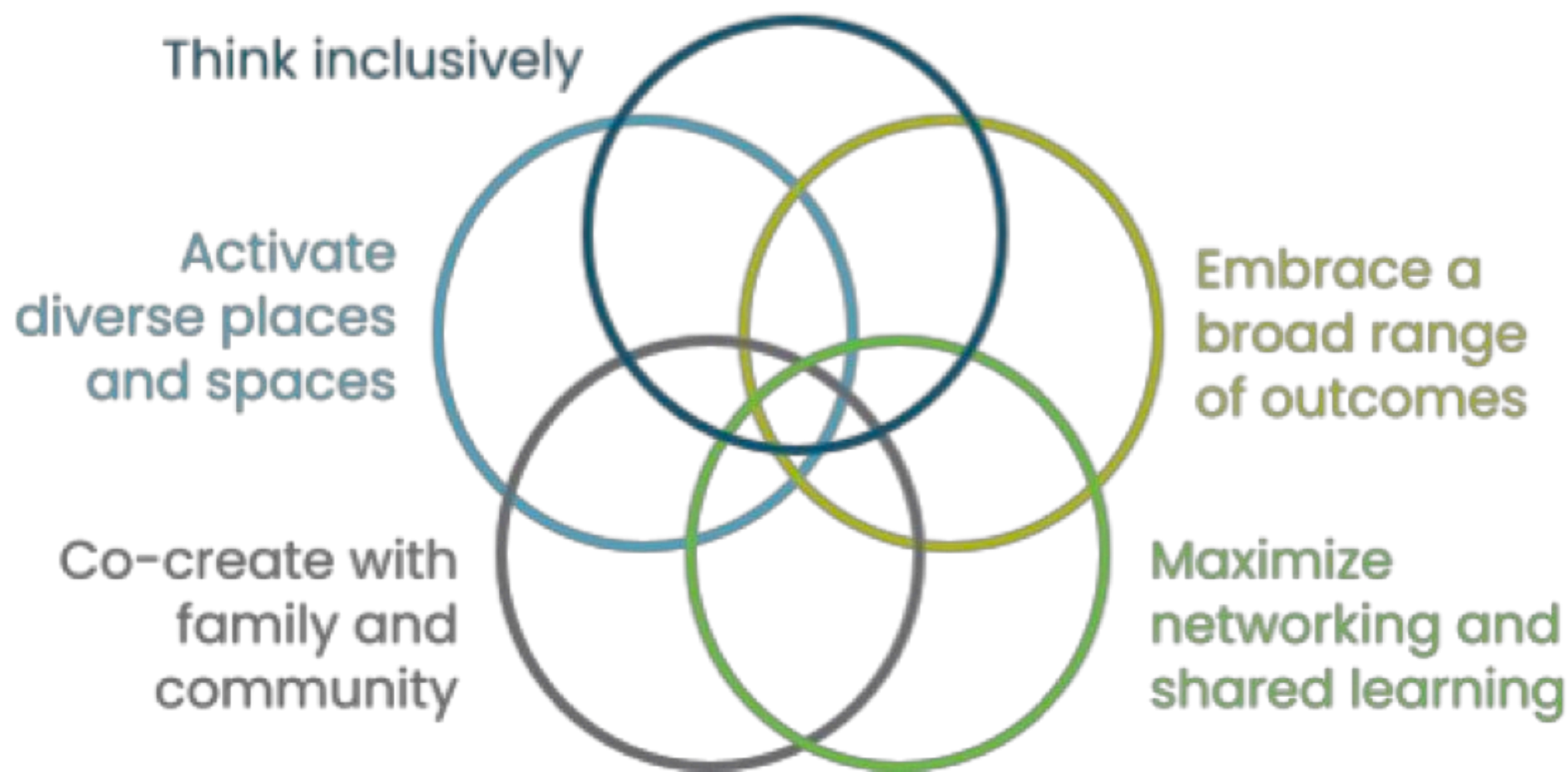


# HopePHL: Playful Learning i-spy Murals and Wayfinding





# Insights: Conditions Needed to Create and Sustain Literacy-Rich Environments





# How can we design a city where reading is everywhere?








**Philly ABCs**  
Pop-up Playground Installations

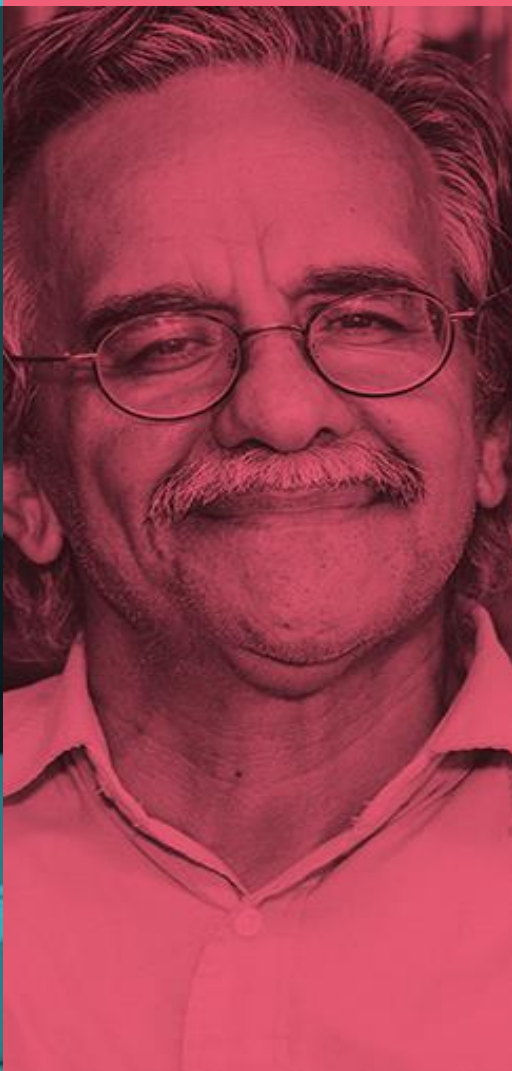


A close-up photograph of a young boy with short, dark hair, looking intently at an open book. The lighting is warm and focused on his face, with a soft glow on his forehead. The background is a blurred green, suggesting an outdoor setting. The book he is reading has a red cover with a green circular logo containing the number '3'.

readby4th.org

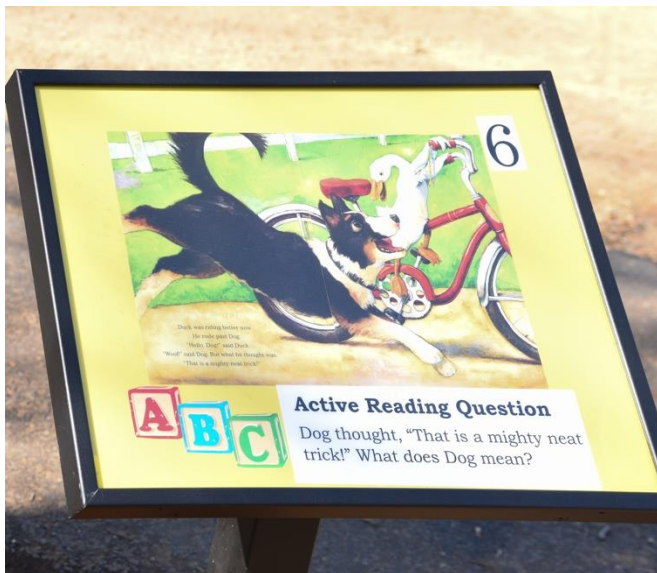
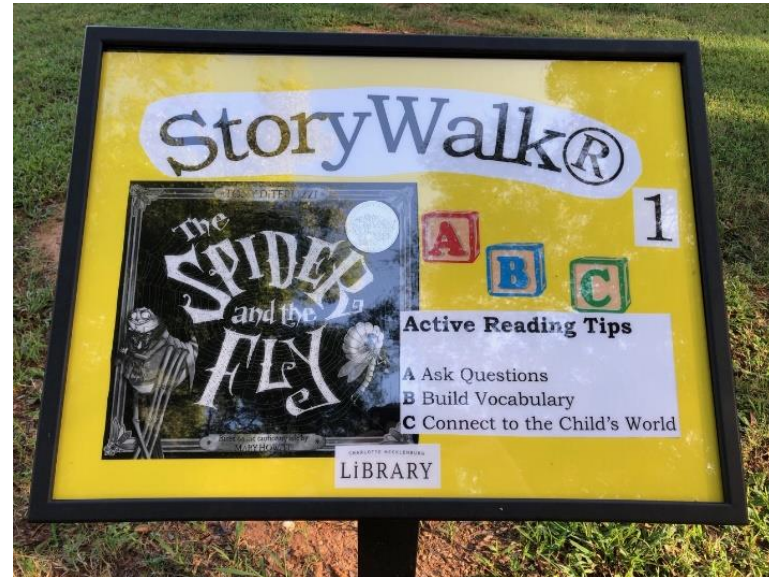
**Protecting every  
child's right to read.**

CHARLOTTE MECKLENBURG  
LIBRARY





# StoryWalks® in five parks throughout Mecklenburg County



Our Partners:  
Read Charlotte  
Mecklenburg County Park and Recreation  
Pineville Parks and Recreation  
Town of Matthews Parks, Recreation & Cultural Resource  
Institute of Museum and Library Services

#cmlibrary | cmlibrary.org



# Barbershop Books



## Participating Locations in Charlotte

- **Fourth Ward Barber & Hairstyle:** 516 Graham St. #G
- **Lucky Spot Barber Shop:** 3240 Wilkinson Blvd Suite 3
- **KD's Barbershop:** 8824 Bellhaven Blvd A
- **Prostyle and Barber:** 4016 Wilkinson Blvd Suite D
- **Boss Lady Blendz:** 6932 North Tryon Street
- **Touch of Precision School of Barbering:** 2734 Freedom Drive Suite A-1
- **Just For You Barber/Styling Academy:** 5108 Regan Drive
- **Rhodie's Barber and Styling:** 5741 N Graham St
- **Mar'Cutz Barbershop:** 602 W Sugar Creek Rd #3

# Community Bookshelf Program

The Community Bookshelf is a program designed to provide literacy enriched areas in community centers for children and youth. This initiative includes community awareness, book distribution and opportunities for families to strengthen their literacy skills together. We place free bookshelves in high traffic communities with little resources. Children are able to take home and keep a book that they find on the community bookshelf, to help start or build an at home library.

Our Community Bookshelves are located at the following partner locations:

International House (1817 Central Ave. #215)

Atrium Rehabilitation Pediatrics Speech Therapy (427 N. Wendover Rd.)

Charlotte Family Housing Plaza Place ( 2410 The Plaza)

Charlotte Family Housing-St. Johns Baptist Church (300 Hawthorne Lane)

The Relatives On Ramp (2219 Freedom Dr.)

Safe Alliance (2 Locations) (601 E. 5th Street Ste 400)





# Learning Together

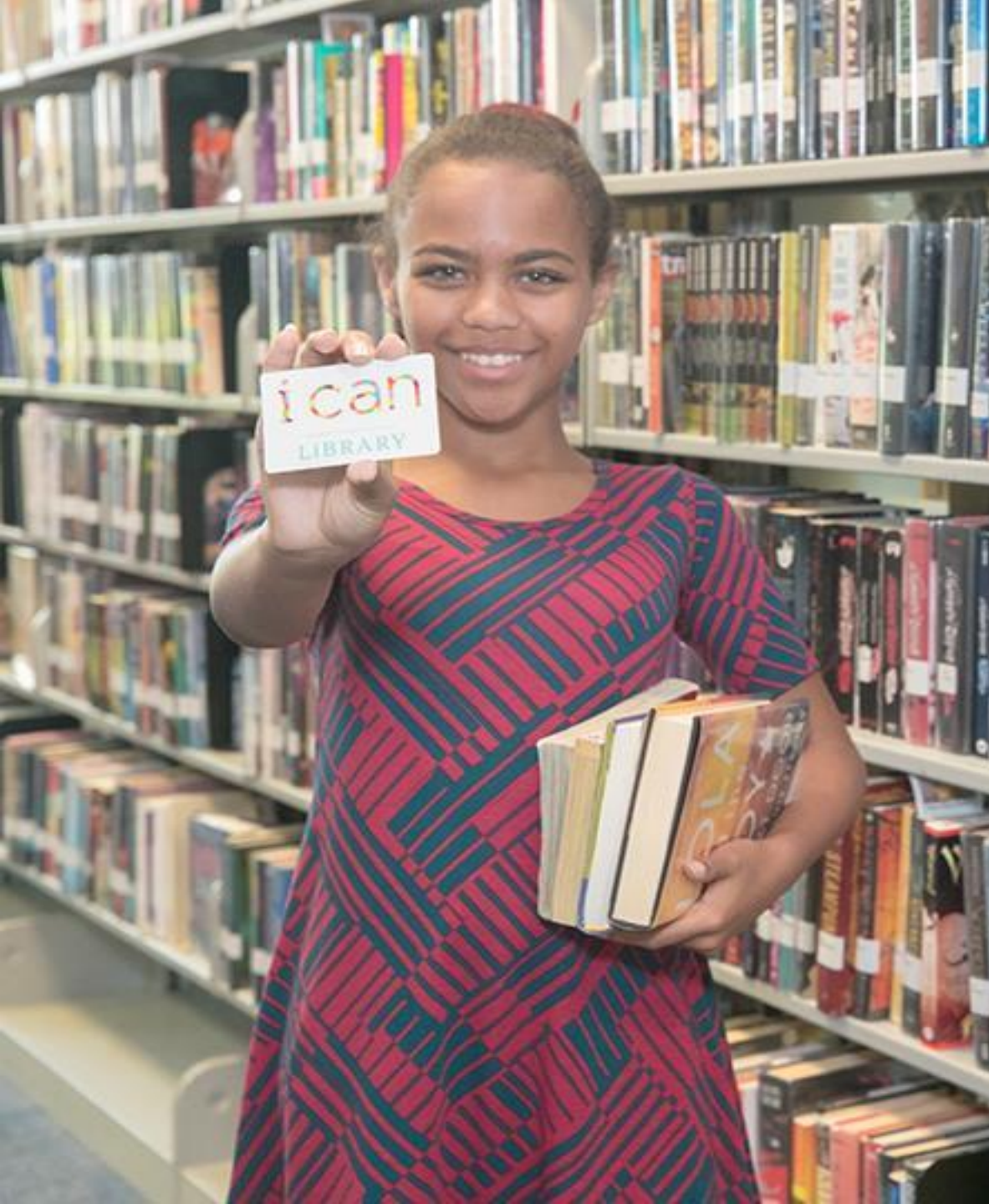
Weekly literacy program serving lower income Hispanic and Latino Families with infants to four year olds

## The Alphabet Around Us!

Aa 	Bb 	Cc 	Dd 	Ee 
Ff 	Gg 	Hh 	Ii 	Jj 
Kk 	Ll 	Mm 	Nn 	Oo 
Pp 	Qq 	Rr 	Ss 	Tt 
Uu 	Vv 	Ww 	Xx 	Yy 
Zz 	Read the words you already know and hear the letter's sound!			







Charlotte Mecklenburg Library offers: Reading Buddies, Active Reading Workshops and Storytimes, Reading Together Workshops, Outreach programs including Reading in Color, in-house programming at library locations, and much more.



# City of Milwaukee "PopSpot" installation in partnership with the Housing Authority





Awareness Campaign

# Mighty Small Moments

Preparing a child for 4K, let alone for a lifetime of learning, can seem like a daunting task. But the truth is, little things can have a huge impact and set them up for success. Talking, singing, playing, and even gentle touch are small things parents and caregivers can do to help babies and toddlers develop mentally and emotionally. So let's take this opportunity to let them know how mighty even the smallest of moments can be.





Awareness Campaign

# Kids Are Sponges

*Kids absorb everything.* From words and phrases, to colors, shapes and noises - they're basically little human video recorders taking it all in and trying to assess every little detail that comes their way in this ever-stimulating world.

With this campaign, we highlight the fact that babies are sponges—quite literally. With a humorous approach, we'll replace babies with sponges in everyday scenarios and visually represent how quickly babies process and integrate information. We'll drive home the importance of curating feel good moments via touch, song and dance and remind parents that even a little bit goes a long way when it comes to raising their Sponge Kid. (™)





Experiential

# National Barbershop Books Partnership



**Milwaukee barbershop now part of national program to build reading proficiency**

**BY ALLY MOULTON**  
PUBLISHED 10:59 AM CT SEP 16, 2023

**MILWAUKEE** — A national program to get more kids reading is now in Wisconsin. It's called Barbershop Books, and it's seen positive outcomes in states across the country.

**What You Need to Know**

- Barbershop Books is one of P's Classic Kutz, and the latter is a national program that provides free haircuts to children.
- Barbershop Books believes the key to creating more readers is through books.
- Representatives for the local partners of Barbershop Books, LLC are not professed to reading.





Experiential

# Leap For Literacy Event

## Learning space unveiled at local laundromat during 'Leap for Literacy' event

By: CBS 58 Newsroom

Posted: Feb 29, 2024 7:33 PM CDT

[Facebook](#) [Twitter](#) [Email](#)



MILWAUKEE (CBS 58) — Children can now learn and play at a local laundromat! The "Read, Play, and Learn" space was unveiled at the Leap for Literacy event on Thursday, Feb. 29. The City of Milwaukee Office of Early Childhood Incentives created a new learning zone to address the literacy gap in our community. So, while you do laundry, kids have access to books and other learning material.



# YOUR TURN! Share your ideas in the Padlet!

- **Open the Padlet:**  
<https://padlet.com/esamose/glr-crucible-of-practice-11-12-24-literacy-rich-cities-svj6xie9z2t3di2v>
- **Click on the “+” sign under each question to add your responses to the questions.**
- **Be sure to add your name with your comments!**



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# Discuss What You Shared in the Padlet!



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## Upcoming GLR Learning Tuesdays Webinars:

### KINDERGARTEN MATTERS

“The First 10 Framework: Exploring Best Practices and Community Innovations ”  
Tuesday, November 12, 3:00 - 4:30 pm ET/12:00 - 1:30 pm PT

### FUNDER-TO-FUNDER

“Maximizing Impact: The Critical Role of Philanthropy in High-Impact Tutoring”  
Tuesday, November 19, 12:30 - 2 p.m. ET/9:30 – 11 a.m. PT

### PARTNER WEBINAR

“Collective Caregiving: Talking About What Kids & Families Need to Thrive”  
Tuesday, November 19, 3:00 - 4:30 p.m. ET/12:00 - 1:30 p.m. PT

### PARTNER WEBINAR

“The Day Care Myth Part 2: Creating Better State Systems for Children”  
Tuesday, November 26, 3:00 - 4:30 p.m. ET/12:00 - 1:30 p.m. PT

