



Early Literacy Awareness

National Reading Month Partner Toolkit

March 2020

- Fact sheet for partners
- Sample social media posts
- News release of announcement
- Additional materials available at: <http://ohioaap.org/early-literacy/>



February 18, 2020

Thank you for your interest in raising Early Literacy Awareness with the Ohio Chapter, American Academy of Pediatrics (Ohio AAP) during National Reading Month in March 2020! We are excited that you will partner with us to give children increased lifelong opportunities by raising awareness of the many positive impacts of early exposure to books and language.

During March 2020, the Ohio AAP will be sharing messages to raise awareness of how all caregivers can be part of early literacy and learning for the children in their life. Reading aloud is widely recognized as the single most important activity leading to literacy acquisition, and as trusted sources pediatricians, other healthcare providers, and community organizations can help share this with families in a unified message.

Early Literacy Awareness Key Messages

1. #BooksBuildBrains – Reading aloud is widely recognized as the single most important activity in helping children begin to learn to read.
2. #BooksBuildBrains – Reading with your child grows your relationship, and we know healthy relationships build strong emotional connections in the developing brain.
3. Reading with your child can be fun and easy! Even a few minutes a day of reading aloud to a child improves school readiness.
4. Discussing early literacy can be incorporated into many different interactions – as anticipatory guidance in visits with families, as a best practice with colleagues, or as a tip with friends and other caregivers for the children in your life.

Early Literacy Awareness Partner Actions

1. Distribute this toolkit to everyone in your network
2. Share the messages in this toolkit on social media, using #BooksBuildBrains
3. Talk with the children, parents and families in your life about the positive impacts of reading

These actions require very little commitment of time or resources, but have potentially high impact on the long-term success of children in Ohio. If all advocates for early literacy shared these messages throughout March, millions of families could easily be reached. Today we are asking you to commit to spreading the word to help #BooksBuildBrains by taking the 3 partner actions described above. The materials in this toolkit will make your involvement as simple as possible.

If you have questions about Early Literacy Awareness, National Reading Month, or the Ohio AAP, please contact Hayley Southworth at hsouthworth@ohioaap.org or (614) 846-6258.



Early Literacy Awareness Partner Fact Sheet

***Do you want to increase a child's chances for lifelong success?
YOU CAN – Share how #BooksBuildBrains with the Ohio AAP!***

How Partners Can Raise Awareness for Early Literacy

- March is National Reading Month, and the Ohio AAP is participating by raising awareness of the importance and impact of Early Literacy.
- All partners can promote reading with families and children – even a few minutes a day of reading increases a child's language knowledge.
- Early Literacy discussions can be incorporated into other interactions, like well-child visits.
- Partners can share the importance of early literacy on social media using: #BooksBuildBrains
- More resources are available at the Ohio AAP's website: <http://ohioaap.org/earlyliteracy>
- Contact Program Manager Hayley Southworth at (614) 846-6258 or hsouthworth@ohioaap.org with questions, ideas, or updates on Early Literacy Awareness activities.

Ideas to Share with Families

- Reading aloud is widely recognized as the single most important activity in helping children begin to learn to read.
- Reading together builds your relationship with your child. We know healthy relationships lead to healthy development of the social and emotional parts of the brain.
- A child's brain grows to 80% of its full size by age 3, so reading to children – even babies – can help with lifelong success.
- Reading with your child can be fun and easy! Use funny voices and animal noises. Do not be afraid to ham it up! This will help your child get excited about the story.
- If your child asks a question, stop and answer it. The book may help your child express thoughts and feelings, and help learn to solve their own problems.
- Public libraries are a great source for free access to books and other reading activities.
- Families may find free books online through apps, including on Amazon.
- Many families may qualify to have a book mailed to them through the Imagination Library – families can check eligibility and register at: <https://imaginationlibrary.com/>

About the Ohio AAP's Early Literacy Program

- The Ohio Chapter, American Academy of Pediatrics has a long history of supporting Early Literacy as a part of pediatric care and childhood health.
- As the state organization for Reach Out and Read in the early 2000's, the Ohio AAP oversaw the distribution of more than 2 million books to Ohio's children.
- More recently the Ohio AAP has continued to encourage pediatricians, other healthcare providers, and community organizations to share the importance of early reading with families.
- Early Literacy has been incorporated into other programs of the Ohio AAP, including programs on parenting, injury prevention, and nutrition/physical activity.

Resources for Families and Providers are available in English and Spanish:

<http://ohioaap.org/earlyliteracy>



Social Media Posts: Early Literacy Awareness in National Reading Month

Hashtag: #BooksBuildBrains

Ohio AAP Social Media Handles:

Twitter:

@OHPediatricians

<https://twitter.com/ohpediatricians>

Facebook:

<https://www.facebook.com/aapohio>

Sample Twitter Posts:

- Reading aloud is widely recognized as the single most important activity leading to literacy acquisition – join the Ohio AAP to help #BooksBuildBrains during National Reading Month. Get resources at <http://ohioaap.org/early-literacy/>
- A child’s brain grows to 80% of its full size by age 3, so reading to children – even babies – can help with lifelong success. #BooksBuildBrains
- In the first few years of life, a child’s brain builds 700 connections per second – take advantage and read aloud with children everyday! Resources to help #BooksBuildBrains available at <http://ohioaap.org/early-literacy/>
- @OHPediatricians remind you that reading together builds your relationship with your child. We know healthy relationships lead to healthy development of the social and emotional parts of the brain. #BooksBuildBrains
- @OHPediatricians knows that reading to a child in an interactive style raises a child’s IQ by 6 points. #BooksBuildBrains this National Reading Month - <http://ohioaap.org/early-literacy/>
- 48% of children under 5 in the US are read to each day – help the Ohio AAP raise this number with Early Literacy Awareness at <http://ohioaap.org/early-literacy/> - #BooksBuildBrains
- Keep reading to your child even after she learns to read. A child can listen to and understand stories that are too hard to read on her own. Find more tips from @OHPediatricians at <http://ohioaap.org/early-literacy/> - #BooksBuildBrains
- 1 in 6 children who are not reading proficiently in 3rd grade do not graduate from high school – a rate 4 times greater than that for proficient readers. Early Literacy is key to lifelong success! Find resources at <http://ohioaap.org/early-literacy/> and join the Ohio AAP in helping #BooksBuildBrains.
- Children with even 25 books in the home complete an average of 2 more years of schooling than those with no books – more proof that #BooksBuildBrains. Join the Ohio AAP to increase Early Literacy Awareness during National Reading Month at <http://ohioaap.org/early-literacy/>
- Reading with your child can be fun and easy! Use funny voices and animal noises. Do not be afraid to ham it up! This will help your child get excited about the story. Find more tips at <http://ohioaap.org/early-literacy/>, and help share Early Literacy Awareness with the Ohio AAP. #BooksBuildBrains
- #BooksBuildBrains when you read to a child. If your child asks a question, stop and answer it. The book may help your child express her thoughts and feelings, and help learn to solve her own problems. Find out more about Early Literacy Awareness at <http://ohioaap.org/early-literacy/>

Early Literacy Awareness Focus of National Reading Month for Ohio AAP

Columbus, OHIO – The Ohio Chapter, American Academy of Pediatrics (Ohio AAP) is participating in National Reading Month in March 2020 by raising awareness of the positive impacts of early literacy for children. Reading aloud is widely recognized as the single most important activity leading to literacy acquisition, and children can benefit from being read to beginning at birth.

“In the first few years of life, a child’s brain builds 700 connections per second. Families can take advantage of this growth by reading aloud with children every day,” said Melissa Werve Arnold, CEO, Ohio Chapter, American Academy of Pediatrics. “Sadly, we know that less than half of children under five are read to each day, but we want to increase that number by raising awareness of the amazing impacts of reading with families in Ohio.”

To raise Early Literacy Awareness the Ohio AAP is reminding families that:

1. Reading with your child can be fun and easy! Even a few minutes a day of reading aloud to a child improves school readiness.
2. Families can discuss early literacy in many different interactions with others – at work with colleagues, with extended family members, or with friends.
3. Join in the conversation on social media using #BooksBuildBrains

The Ohio AAP encourages all pediatricians, other healthcare providers, and caregivers for children to incorporate early literacy activities into their daily routines. Families and providers can access many resources to assist with early literacy at their local library or by visiting <http://ohioaap.org/earlyliteracy>.

The Ohio Chapter of the American Academy of Pediatrics (Ohio AAP) promotes the health, safety and well-being of children and adolescents so they may reach their full potential. The Ohio AAP works to accomplish this by addressing the needs of children, their families, and their communities, and by supporting Chapter members through advocacy, education, research, service, and improving the systems through which they deliver pediatric care. For more information, visit www.ohioaap.org.

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