



Every child. Every parent. Every day.

WHY A NATIONAL CAMPAIGN?

"Because when every child is read aloud to for 15 MINUTES every day from birth, it will change the face of education in this nation."

... STEM readiness ... Job readiness ... Career readiness ... College readiness ... Third-grade reading readiness ... Kindergarten readiness...

We all agree there is a readiness crisis in this country. There are tens of thousands of organizations working to answer the question at its heart:

"How can we prepare our children to make the transition from home to school to career?"

The answer? Start at the beginning.

READ ALOUD **15 MINUTES.** EVERY CHILD. EVERY PARENT. EVERY DAY.

- Reading aloud is the "single most important activity"* parents can do to prepare their child for reading and learning.
- Recent research tells us that by age 3 the gap is showing up in early brain development between children whose parents read to them and those who do not.
- Parents do not understand the power of reading aloud every day from birth. Forty-six percent of parents with children ages 0-5 read aloud to them fewer than five days a week. Eight percent read aloud less than once a week.**



During its 10-year National Campaign, Read Aloud 15 MINUTES will change those figures, and with them, the face of literacy and education in the United States.

*Richard C. Anderson, Efreida H. Heibert, et. al. "Becoming a Nation of Readers: The Report of the Commission on Reading," (Washington, D.C.: National Institute of Education, 1985), 23.

**<http://www.scholastic.com/readingreport/reading-aloud.html>

WHAT WILL MAKE THE 15 MINUTES NATIONAL CAMPAIGN WORK?

Successful campaigns have 4 things in common:



Just as the ADA and Procter & Gamble made daily tooth brushing the norm with their “Look Mom, no cavities” campaign in the 1950s; just as the federal government declared war on smoking in 1973 and drastically diminished smokers’ ranks; just as Mothers Against Drunk Driving made “One for the Road” taboo; just as the Komen Foundation made the pink ribbon ubiquitous and breast cancer research a priority; so too can we turn daily reading aloud for 15 minutes from a recommendation into a parenting “must.”

The 15 MINUTES National Campaign is bringing together a passionate group of partners. Though each has a diverse audience and mission, they are united behind the idea that 15 minutes of daily reading aloud from birth to age 8 can change the face of education in this country. The partners are reaching out to their unique constituencies – community groups, day care providers and schools, businesses, employees, libraries and faith-based organizations – to spread the word. Their goal is to have every American child ready to read when entering kindergarten and continuing to build skills throughout early school years. This is only possible by beginning to read to children at birth.

GET INVOLVED!

SHARE THE 15 MINUTES MESSAGE

BECOME A PARTNER

Join over 10,000 partners across all 50 states who are committed to working with parents and caregivers to help their children achieve lifelong learning success.

We want individuals who work with organizations that reach parents with children from birth to age 8 to become Read Aloud 15 MINUTES Campaign Partners.

It's free! Upon signing up, you gain access to all of the fun visual content, in English and Spanish, that the Read Aloud Campaign creates to help remind parents of the importance of daily reading aloud starting at birth.



Why should you join today?

- To make a difference in the lives of children in your community by sharing our messaging with parents and primary caregivers.
- To help improve children's early brain development and kindergarten readiness.
- To help every parent become their child's first and most important teacher.

What is expected of a Read Aloud 15 MINUTES Partner?

It's easy! All we ask is that you share some of our messaging, through the communication channels you have available to you, to help us reach more parents.

Join all of our partners in spreading the word and become a Read Aloud 15 MINUTES partner today at www2.readaloud.org/becomeapartner!