

21-Day Challenge: National Literacy Campaign Urges Parents and Caregivers to Read Aloud to Children Daily



*15 Minutes of Reading Aloud to a Child for 21 Consecutive Days
Will Kick-Start a Positive Reading Habit for Life*

Each year, as many as 3.4 million babies miss out on a basic building block for early brain development: They aren't read aloud to beginning at birth.

Reading aloud from birth plays a vital role in a child's brain development, cultivating the language and literacy skills necessary for school and learning readiness. Only 15% of parents read aloud from birth, however, and only 8% report doing so for 15 minutes a day, according to a survey conducted by YouGov for Read Aloud 15 MINUTES.

Throughout October, national literacy organization Read Aloud 15 MINUTES hopes to change those statistics with its 21-Day Challenge. Read Aloud is partnering with children's book authors and grassroots allies such as United Ways, schools, libraries and health care providers, to challenge parents and caregivers to include 15 minutes of reading aloud in their daily routine for 21 days straight.

Guidelines for the 21-Day Read Aloud Challenge:

- 1) Accept the challenge by posting a photo or video of you reading aloud to your child on Facebook, Instagram or Twitter. Please tag @ReadAloud and #21DayReadAloud.
- 2) Challenge three more parents with a child from birth to age 8 to accept the #21DayReadAloud Challenge and pass it on.
- 3) Continue to post on social media, using the tags @ReadAloud and #21DayReadAloud, during your own 21-Day Challenge.
- 4) Keep track of your progress on the 21-Day Tracker and post tips from our 21-Day Content Calendar available at www.readaloud.org/21daychallenge.html.

To learn more, or to participate in the 21-Day Challenge, visit www.readaloud.org

- The 21-Day Read Aloud Challenge; who should get involved and how to measure success.
- Key findings and statistics on benefits of reading aloud to children from birth.
- Tips for parents on best practices for reading aloud to kids.
- Where people can go to learn more, how to participate in the challenge and online resources.

About Read Aloud

Read Aloud 15 MINUTES is a non-profit organization that is working to make reading aloud every day for at least 15 minutes the new standard in child care. When every child is read aloud to for 15 minutes every day from birth, more children will be ready to learn when they enter kindergarten; more children will have the literacy skills needed to succeed in school; and more children will be prepared for a productive and meaningful life after school.

Contact

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