We know that children who are read to hear as many as thirty million more words than children who aren’t read to.

We know young children who are read to are almost twice as likely to receive top reading scores.

Research shows young children with the highest exposure to reading at home have advantages in spelling and alphabet knowledge through third grade.

Help Us Spread the Message to our community and your employees to Read Early & Often, Every Day, Everything, Everywhere

- Put the “Read early. Read often.” message on your employees’ pay stubs, place signage in strategic areas such as break-rooms and restrooms.

- Share our website on your website, with your employees, on your outdoor sign or social media sites.

  Share one of our 30-second videos at a staff meeting or post it on your company’s social media site.

  https://www.viddler.com/embed/121632e1

- Allow time for staff with young children to hear about the importance of reading to their infants & toddlers at a staff meeting or a specific meeting of your choosing.

- Become a “Read early. Read often.” Champion! A champion is a person and/or a business who gives their time, materials and/or money to support changing the culture of reading in Genesee County.

- Urge your employees to read to the babies, toddlers and preschoolers in their lives!

- Plan to attend Read early, Read often community-wide meetings to learn more! Meetings are being planned and an invitation will be sent to you.

- Furnish employees with a book and Read Early. Read Often. bookmark upon the birth of a baby, or better yet during pregnancy.

- Be a positive influence by talking about the importance of reading early and often and encourage any parents you know to read every day, everything and everywhere.

- Distribute Read early. Read often. signs. At community outreach events share Read early. Read often. brochures to create community awareness.

Do you have an idea to share? Tell us how you are supporting families in our community!

Questions or Comments:
Chandrika Payton, Great Start Collaborative Coordinator, cpayton@geneseeisd.org
Marketing Materials: https://www.readearlygeneseeccounty.org/resources.html