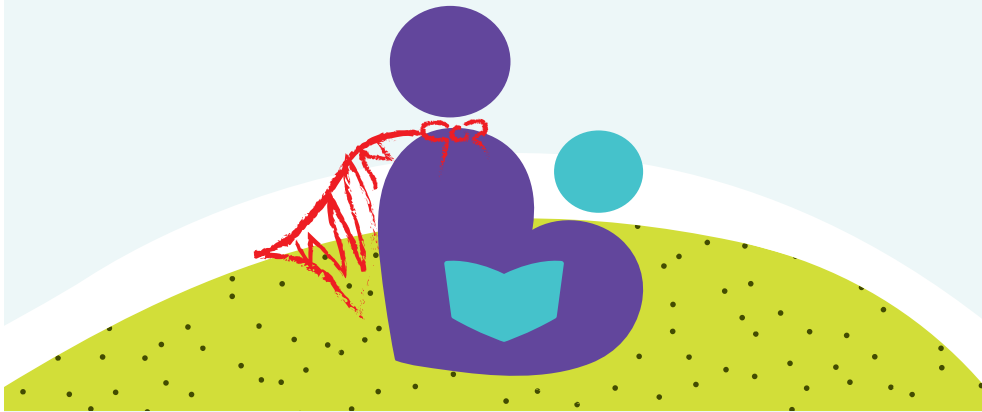


Rewriting Philadelphia's early literacy story takes more than one author.
Real change happens together.

BECOME A READING HERO



Ideas for **EVERYONE**

including families, volunteers, pediatricians, faith leaders, neighborhood businesses, CDCs, and nonprofit and corporate partners.

Champion early literacy.

Stress with families the importance of each child becoming a strong reader by 4th grade. Explain why reaching this milestone is critical, as classroom instruction changes from learning how to read to reading to learn new subjects. Connect families to resources through the Read by 4th website and social media.

Applaud families for their children's school success.

Whether it's for monthly perfect attendance, reading at or above grade level or progress on report cards, recognize families during gatherings, on community notices and through social media. Award children for their achievements (e.g., book giveaways, certificates, discounts).

Encourage families to register for free school readiness tips.

Encourage them to turn everyday moments into teachable ones with Ready4K text program or the Vroom app.

Become a Reading Captain or host a Reading Captain training.

Connect families you know to important information so their children can become great readers.

Sponsor/host a book club or Read by 4th book nook.

Make more books available to children citywide with book nooks in unexpected, popular family-gathering places (e.g., hair salons, laundromats, cafes, etc.).

Join the Read by 4th partnership network.

Get involved in one of our Six-Bold-Ideas committees.



For more information:
215-814-4111
Readby4th.org
Follow us @Readby4th

MORE IDEAS FOR BECOMING A READING HERO

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For Parents and Families



- **Make a “Reading Promise” to your child.** Enjoy active reading as a part of your family routine. Ask questions. Build vocabulary. Connect what you’re reading together with your lives.
- **Sign up to get free tips for turning everyday moments teachable ones.** Check out the Ready4K text program or the Vroom app.
- **Encourage early literacy skills through drawing and writing.** Ask your child to draw pictures with captions or write the family’s shopping list.
- **Partner with your children’s school and teachers to support their attendance and reading success.** Keep track of their attendance and set perfect attendance as a monthly family goal. Talk with your teacher about your child’s reading progress.
- **Find books your children love to read after school and during summer.** Your local librarian can help.

For Community Volunteers



- **Become a reading mentor or tutor for a young reader.** Ask us which programs fit your schedule and interests.
- **Become a Reading Captain.** Connect families you know to important information so their children can become great readers.
- **Make children’s books available in your neighborhood.** Hold a book swap. Help manage/restock Read By 4th book nooks.

For Pediatricians



- **Give away books as a part of a new family’s first visit.**
- **Talk to families about developmental milestones tied to reading.** Keep children on track for reading success with regular check ups on vision, motor skills and language acquisition.
- **Create more times for doctor’s visits after school and on the weekend.**

For Nonprofit Partners



- **Leverage your networks, channels and relationships.** Help get the collective Read by 4th messaging to families.
- **Explore with us ways we can further strengthen early literacy efforts in Philadelphia through the power of our partner network.**

For Corporate Partners



- **Support on-time perfect attendance.** Allow for more time flexibility with your employees.
- **Make incentives available through cash or in-kind donations.** Help give educators the resources they need to energize perfect attendance for the whole class.
- **Encourage volunteering with Read by 4th partner organizations or as Reading Captains.** Ask us for ideas.