



Program Highlights

Funding from First 5 Placer County supports these efforts:

- ◆ **9,987** Informational Brochures distributed
- ◆ **67,493** Web page visitors
- ◆ **256** Child Care Providers receive the Ready to Succeed Newsletter for Professionals
- ◆ More than **1,500** children are reached through newsletter subscribers
- ◆ Nearly **400** parents are served through outreach efforts

READY TO SUCCEED PROGRAM EARLY LITERACY AND SCHOOL READINESS

Ready to Succeed is an early literacy and school readiness program designed for parents of children birth through age five. Parents, as children's first and most important teachers, have the opportunity to help their children succeed in school and reach their fullest potential in life. Our main goal is to provide parents with the knowledge, skills, support, and enthusiasm necessary to help with their children's early literacy development and school readiness. We reinforce that children learn best through their everyday experiences with the people they love and trust and when the learning is fun.

Additionally, Ready to Succeed aims to assist early childhood educators, extended family members, and the community in valuing and embracing their role in fostering children's development and future academic success.

Ready to Succeed is supported in part through funding from First 5 Placer County Children & Families Commission.

- Website ~ with the high number of parents using technology in their search for information, numerous web pages containing up-to-date, research-based information have been created. New this year is an online newsletter for parents that shows parents the simple, everyday ways they can help their child learn.
- Informational Brochures ~ parents and others select from seventeen brochures on topics relating to early literacy development, school readiness, and brain development.
- Ready to Succeed Newsletter for Professionals ~ providing research-based information and published bi-monthly for those caring for children outside the home.





Ready to Succeed Web Pages

Issue

Parents need easy access to current, research-based information about early literacy development, school readiness, and brain development. Many parents seek out information that enables them to foster their child's development.

What Was Done

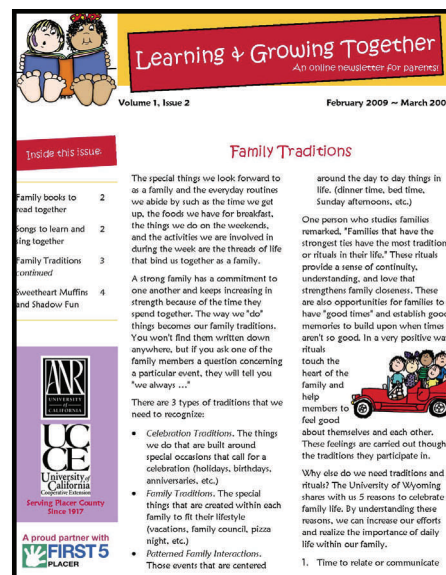
Ready to Succeed has created 19 separate categories of information on the website. The latest web page addition is *Learning & Growing Together* ~ a bimonthly, online newsletter for parents that contains sound information and idea suggestions for beneficial ways of interacting with children.

Hundreds of pages of information for parents and others are included on these topics:

- *It All Begins with a Great Book*: literature-based activities for parents to do with their children.
- *Preparing Your Child for Kindergarten: An Online Tutorial*: parents can respond to questions regarding their knowledge of school readiness and be given feedback based on their responses.
- *Story Book Party*: learn how simple and fun it is to create a birthday party based on a children's book.
- *Types of Books to Read with Children*: explanations of the different book genres and suggested books to read in each category.
- *Show Your Love ~ Share a Book!*: information about the joy in sharing a story with a child.
- *Selecting Books for Young Children*: how to select books for children.
- *Book List by Topic*: fiction books that help children deal with real life issues.
- *Holiday Books*: books to read with children about traditional holidays.
- *Helping Children Deal with Trauma*: resource page with tips for helping children and links to other professional agencies.
- *Articles of Interest*: the latest information about current topics in brain development, early literacy development, and school readiness.

Impact

The *Ready to Succeed* web pages had a total of **67,493** visitors this year. Each year this number grows dramatically. The high volume of hits indicates that visitors are seeking the information offered within the pages.





Ready to Succeed Informational Brochures

Issue

Research indicates that children are starting school less prepared than in previous years and that children are lacking in basic literacy skills. Parent education and opportunities for using language skills have been identified as potentially critical factors in tackling this issue.

What Was Done

To address this matter informally, *Ready to Succeed* created 17 informational brochures for parents, child care providers, and others who have impact with children 0-5 years old. Brochures have been requested for distribution by the Placer County Libraries, Placer Community Action Council, child care centers, family child care providers, family resource centers, doctor and dental offices, and other agencies working with families of young children. Informational brochures have also been distributed at many community events within the county. A PDF version of each brochure is also available online for our website visitors.

The following is a list of the informational brochures written by *Ready to Succeed* and the quantity of each in the more than 9,987 distributed this year:

- Sing a Song...Say a Rhyme (667)
- Learning Tips for Busy Families (673)
- Reading Aloud With Your Child (427)
- Kindergarten? Is My Child Ready? Am I? (640)
- Talk, Talk, Talk With Me (620)
- Healthy Brain Development (716)
- Turn Your Television Off And... (585)
- Early Literacy Stages (670)
- Before Once Upon a Time (600)
- Beyond Happily Ever After (605)
- Catch a New Book Category (598)
- Reading With Infants (554)
- Tips for Reading to Toddlers (616)
- Reading With Your Preschooler (686)
- Tips for Bedtime Reading (642)
- Reading Wordless Books (618)



Mommy & me at Galleria at Roseville is an excellent source for distributing informational brochures.

Impact

The high volume of brochure requests and numbers distributed indicate that people are seeking the information. And because they are self-selecting, they're more likely to act on the suggestions included and make changes in their interaction with their children.



Ready to Succeed Newsletters for Professionals

Issue

While we know that parents are a child's first and most important teacher, an increasing number of children 0-5 are in care outside the home on a regular basis. It is critical that those who are caring for these children have access to current, research-based information on early literacy development, school readiness, and early brain development. With this information they are better able to plan activities that foster healthy growth and development in young children.

What Was Done

Ready to Succeed writes a bi-monthly newsletter for those who work with children ages 0-5. Contents include: articles on child development; recommended book lists; age-appropriate, literature-based art activities; songs; finger plays; poems; games; nutritious snack recipes; and current events.

The newsletter has a worldwide subscriber list, with some receiving their newsletter online and some in the mail.

Impact

The newsletter subscribers impact more than 1,500 children in Placer County.

A summary of the results from an evaluation conducted earlier this year indicates the following:

- 87% Reading most or all of the newsletter.
- 78% Are sharing the newsletter with other adults.
- 74% Are using the newsletter as a reference.
- 96% Are using it as an activity resource.
- 75% Are incorporating more literacy activities into their programs.
- 83% Keep the newsletter to refer to at another time.

On a 5 point scale, child care providers indicated the following:

- 4.22 Literacy development knowledge as increased due to reading the newsletter.
- 4.04 Providers feel better able to support children in their early literacy development as a result of reading the newsletter.

