

# Why a National Campaign?

**Because 15 minutes of reading aloud each day can change the face of education in this country.**

We all agree there is an education crisis in this country, beginning with kindergarten readiness. There are tens of thousands, if not hundreds of thousands, of organizations working on the problem — yet the solution remains elusive.

**Imagine** if those talents and energies were united behind one key strategy to improve U.S. education.

**Imagine** if community leaders, employers, day care providers, preschools, schools and civic and faith-based organizations echoed that same message.

**Imagine** if parents and caregivers across the country repeatedly heard one clear and straightforward directive on how to improve their child's readiness to learn.

**Imagine** if we all united behind one simple and powerful message: **Read Aloud 15 MINUTES Every child. Every parent. Every day.**



**FACT:**

Parents are a child's first and most important teacher.

**FACT:**

Reading aloud is the single most important thing a parent or caregiver can do to improve a child's readiness to read and learn.

**FACT:**

By making 15 minutes of daily reading aloud the new parenting standard, we *will* change the face of education in this country.

# What Will Make the 15 MINUTES Movement Work?

Successful campaigns have four things in common

A national readiness

Passionate leadership across a cross-section of influencers

A campaign strategy with meaningful milestones

A clear and concise visual message



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 Movement 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.



## Brain Development

Babies are born learning. From birth to age 3 are critical years for the development of language skills that are foundational for future learning success.

Parents are a child's first and most important teacher.

## Language

The number of words that a child knows when he or she enters kindergarten is the most important predictor of a child's success or failure.

Reading aloud grows your child's vocabulary and introduces many words and concepts that you might not use in everyday conversation.

## Knowledge

Books are a pleasure, yes, and they are also informative. You and your child can learn something new when you read aloud.



## Why Read Aloud?

### Love of Reading

Parents that read aloud demonstrate that reading is important, that reading is pleasurable, that reading is valued.

### Bonding

Is there anything better than sharing a good book with a child in your lap?

### Literacy Skills

Vocabulary. Phonics. Familiarity with the printed word.  
Storytelling. Comprehension.  
Reading aloud is invaluable for building literacy skills.

# 40

million  
children

will be born in the U.S.  
over the  
next decade

## WITHOUT CHANGE

# 15

million children

will not be  
kindergarten ready



# Get Involved!

## Support the 15 MINUTES message

### Become a partner

Partners, such as large non-profit organizations and corporations, support the 15 MINUTES campaign during the three pulses each year. The 15 MINUTES movement links its partners and leverages their reading aloud resources. Partners report their “touches” and celebrate each others’ successes.

### What is expected of a Read Aloud 15 MINUTES partner?

- Designate an organizational contact person who will work with the campaign.
- Join in message support three times a year for month-long campaign pulses over the next decade.
  - Read Aloud Month (March)
  - Arresting the Summer Slide (Mid summer)
  - Supporting a Parent Dialogue (October)
- Distribute Read Aloud 15 MINUTES messages during each campaign pulse to your audiences through your communication channels. Messages are designed for sending as email and as jpeg files for use in intranet, social media, blogs, and website display.
- Report on the communication channels used and the frequency of the communication at the end of each month-long campaign pulse period. By collecting metrics from the beginning, we will be able to share the growing impact of the campaign with each of our partners, sponsors, and the media.



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