



Oregon Education Investment Board

Oregon's Statewide Literacy Campaign

“Everyone is a genius. But if you judge a fish by its ability to climb a tree it will live its whole life believing that it is stupid”

--Albert Einstein

“Reading is a discount ticket to everywhere”
--Mary Schmich

The Charge

- Build awareness for the importance of early literacy
- Galvanize Oregonians to support students and families with reaching the 3rd grade reading benchmark

The Approach

Focus on Families

- Engage deeply with families and communities whose children face multiple barriers to reading proficiently by third grade
- Meet families where they are
- Empower parents; bring important skill building into the home and daily life
- Develop strategies for communities to come together in support of families to collectively impact 3rd grade reading

Aligning 3rd Grade Reading Initiatives

- 2013 Reading Proficiency Rate=68%
- Three prominent strategies to support the 32% of students to catch up:
 - Early Learning Hubs
 - Full Day K
 - ODE, K-3 proposed strategic investment
- Campaign is designed to complement state strategies with family & community centric **collective impact strategies**

Theory of Impact

Deep
Engagement in
Focus
Communities

Communication
& Engagement
Practices to
Combat Barriers

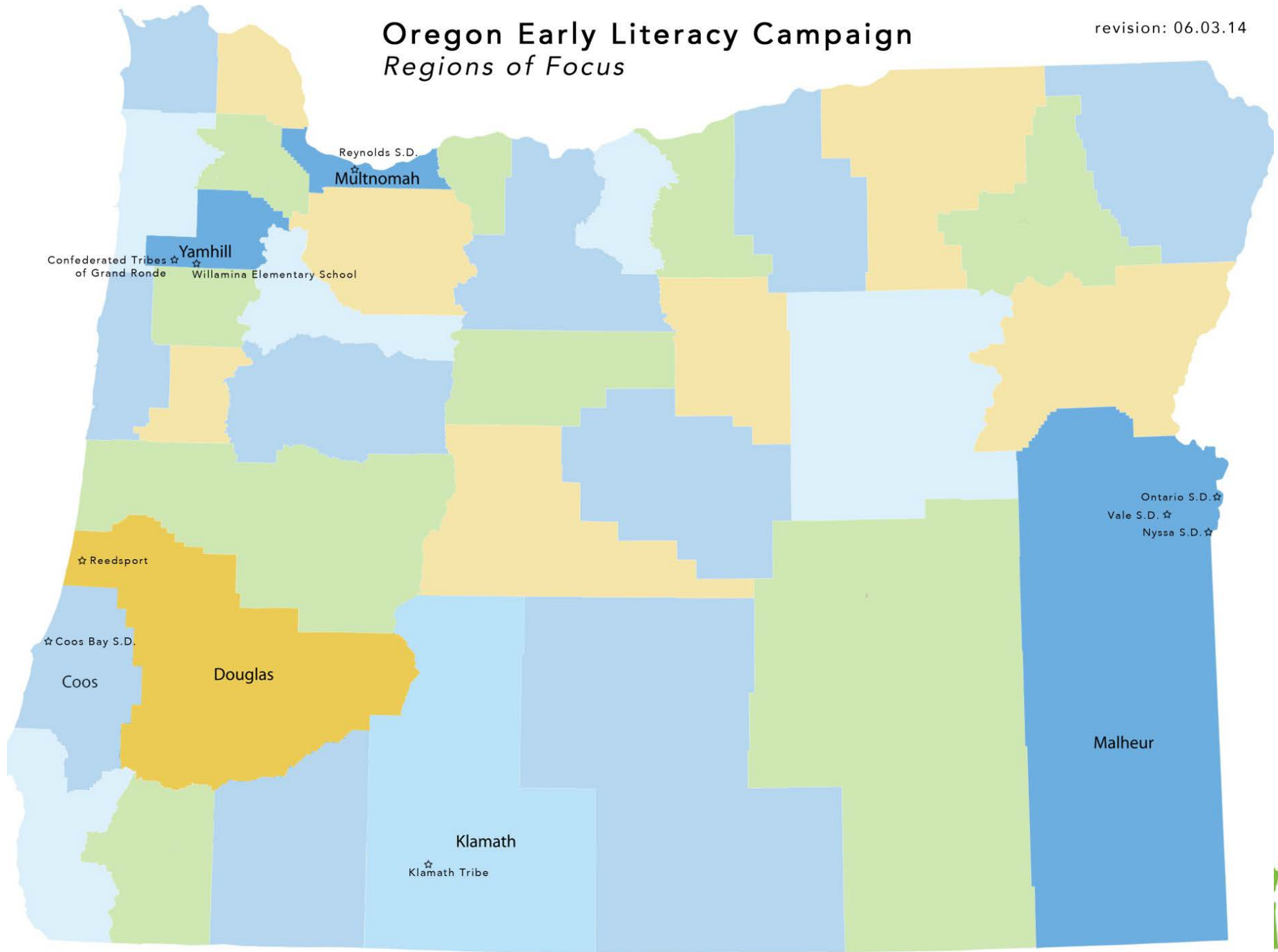
Locally Inspired
Projects &
Partnerships
Drive Collective
Impact

Incubator to
Inform State
Investments &
Policy

Oregon Early Literacy Campaign

Regions of Focus

revision: 06.03.14



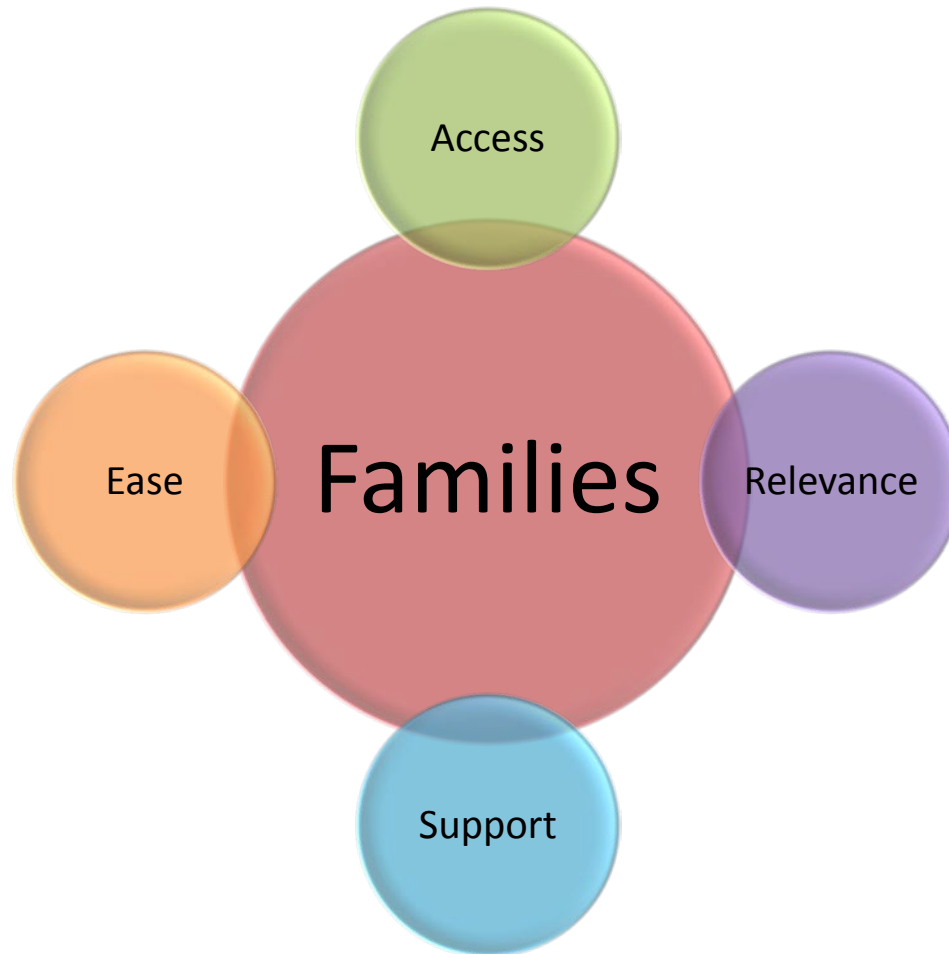
Focus Communities

- The Confederated Tribes of the Grand Ronde and Willamina Elementary School, **Yamhill County**
- Reynolds School District, **Multnomah County**
- Reedsport, North Bend & Coos Bay School Districts, **Coos & Douglas Counties**
- Ontario and Vale School Districts, **Malheur County**
- The Klamath Tribe and Chiloquin Elementary, **Klamath County**

Themes Across Oregon

- Despite good intentions, parents feel that they do not know how to engage their children at home
- Reading to and with their children is intimidating to many parents. Even the word “reading” does not feel inviting to low literacy parents or parents who speak a language other than English
- Belief that reading has to be done in English in order to be beneficial
- In some communities cultural tradition and education in the home are perceived as being at odds
- Barriers to engaging with literacy programs that already exist
- Confusion about what kind of literacy activities are “ok”
- No books at home or lack of culturally specific or relevant books
- Reading takes a backseat to meeting basic family needs

Campaign Values



The Look and Language...



The Look and Language...



PLAY
TALK
SING
READ

every day. everywhere.



Key Message Development

- Parents & Families
- Informal Caregivers
- Formal Caregivers, Community Partners and Schools
- Education or Culture Changers

StORytIME Strategies

Own Locally

Build
Awareness

Create Access
and
Engagement

Evaluate,
Refine &
Replicate



Things to do with kids



Pretend to take an adventure to the moon or the bottom of the sea.



Ask what colors, shapes and pictures they see at the store or on a walk.



Make up words to your favorite music. Sing and dance!



Read anything together in any language, like comic books, cereal boxes and road signs.



Every child in Oregon deserves to be a good reader by third grade. Reading puts children on the path to success in school and in life.

We can all do our part. Every day. Everywhere.

Reading, talking, singing and playing with children are great ways to help them learn.

Oregon's stORYtime helps families find easy and fun ways to add activities that build reading skills into their every day routine.

oregonstorytime.com

We're here to help



Locally Customizable Card/Large Bookmark 8.5 x 3.75





Turn every day, everywhere moments into fun learning activities for your child.



PLAY Playtime teaches children to be creative and helps them explore the world.

Talking helps children grow their words and makes reading easier.

TALK



SING

Singing helps develop sounds, language and memory in a fun way.

READ

Reading, in any language, sets children up for a successful future.



PLAY, TALK, SING, READ every day with your child as you go about your daily activities. Learn more:

oregonstorytime.com

BLANK SPACE for partner info, business info, website or app address)

11 x 17 Poster Locally Customizable

Office of the Chief Education Officer





What made you happy today?



STORY time

every day. everywhere.

What can you do to feel happy tomorrow?



What's your favorite thing that happened today?

Draw it and then act it out.

What was it like where your mom and dad grew up?



Sing a song.

Make up your own song to the same tune. What words could we use?



Pretend you are on the moon. How would you walk? What would you see?



twinkle, twinkle, little star, how I wonder what you are, up above the world so high, like a diamond in the sky, twinkle, twinkle, little star, how I wonder what you are!

Draw a line to connect words that rhyme. Make your own rhyme.

b u g c a k e d o g c a t

--- --- --- ---

t i e s h i r t r u g w o o d

--- --- --- ---

What am I?

I go up and down, but I never move. What am I?



Where does my name come from?



What colors are you wearing today?



Tell me a favorite memory?



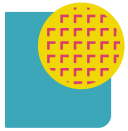
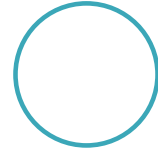
What was your favorite food that you ate today?



visit stORytimeoregon.com for more fun



Placemat/Activity Sheet (11 x 14)



Videos

- Real Oregon families talking about the easy, everyday ways that they talk, sing, play and read with their children.
- Demonstrate to other parents that anyone can help their children build these important skills.
- Activities include: gardening, cooking, hiking, singing, telling stories, arts and crafts, going to the grocery store, doing chores around the house, playing sports or playing in a park, driving in a car and playing games.
- Focus on representing the rich cultural and language diversity in our state as well as the different compositions of a family so that each parent/caregiver can see themselves in a video.

Collective Impact: Become a “StORytime Partner

Every child in Oregon deserves to be an effective reader by third grade to put them on the path to success. We can **all** do our part. Every day. Everywhere.

Become a stORytime partner.




BECOME A PARTNER


ABOUT


BOOK DONATION
PORTAL


STORIES


COMMUNITIES


VIDEO

Turn every day, everywhere moments into fun learning opportunities for children.

Families

Partners

¿En Español?

 PLAY

 TALK

 SING

 READ

Cooking Up a Lesson



See how the story ends...

Measuring Impact

Short Term Campaign Goals

1. Increase awareness-*surveys & focus groups*
2. Increase engagement-*campaign website analytics & surveys*

Long Term Campaign Goals

1. Reduce barriers to literacy building-*survey & focus groups*
2. Build and sharing culturally and regionally specific approaches early literacy development; scale up effective practices and program-*focus groups*
3. **Ensure that each child has literacy rich environments and is reading proficiently by third grade-ODE Report Card 3rd grade scores**

Next Steps

- Phase 1:
 - Launch campaign and associated engagement tools via collaboratively created launch events in each focus community: October 2-December 2nd. Concurrently, launch limited Statewide components and work with partners to share engagement strategies, tools and learnings
 - Ongoing evaluation and refinement
- Phase 2:
 - Expand statewide reach, partnerships and visibility; imbed into, and align with existing regional solutions partnerships: Hubs and RAC's.

Family Engagement Tactics

Go to them

Reach them
where they
are already
going

Provide
immediate
access

Questions?

- How can you *meet families where they are*, empowering them to take an active role in literacy building with their children?
- How can stORytime complement what you are already doing?
- What other tools/resources would be helpful to you and your community?



Website: www.stORytimeoregon.com

Facebook: Storytime Oregon

Twitter: #stORytimeoregon and #TalkPlayReadSing

YouTube: Storytime Oregon