

# Every Child Ready to Read: Effective Training & Marketing

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**Austin Public Library**

Thursday, April 16, 10:00 – 11:50 AM

Texas Library Association 2015 Annual Conference



# What we'll cover today

- Marketing and Partnership Strategies
- FREE STUFF you can use at your library!
- Teaching Tips & Presentation Skills
  - Caregivers
  - Parents
- Hands on time with our marketing & training materials



# Effectively Marketing ECRR

# Partner Possibilities



- Daycares
- Workforce Solutions
- [your]ISD Parent Support Specialists
- AVANCE / new immigrant support orgs
- Teen Parent Programs @ HS
- Shelters or Support Agencies
- Your local jail



ECRR has come a long way from...



**Narrative Skills**

**Vocabulary**

**Print Motivation**

**Print Awareness**

**Letter Knowledge**

**Phonological Awareness**

Ahh... much better!



Every **CHILD**  
Ready to **READ**<sup>®</sup>  
@ your library<sup>®</sup>

 **Talking**

 **Singing**

 **Reading**

 **Writing**

 **Playing**

# Why ECRR doesn't work for us



## Their handout

**Every CHILD Ready to READ**

### Getting Ready to Read at Home

**Places to Talk**

Talking with your child is one of the best ways to help develop language and other early literacy skills. Conversations help a child explore thoughts, learn what words mean, and gain an understanding about the world. Use places that are fun to talk with your child. All you need is to take the time and spend one-on-one time. Ask your child what your child sees, names, questions, and why. Ask questions, and listen to their answers. You don't have to be doing the talking.

Shopping locations	During household chores
In the car	At the store
Waiting for a car	During bath time
Bedtime story	During bedtime
During meals	On a walk

**Places to Sing**

Singing helps children learn the sounds of words that make up words. This is an important early literacy skill. Songs also teach new vocabulary and introduce new ideas and concepts.

Try with your child to use rhymes and other fun lyrics in the kitchen, bath, and while in the car. Make simple stories and play rhymes to use any. All you need is to sing with your child. You don't have to be doing the singing.

**Places to Play**

Children learn to express themselves, the meaning of words, and other early literacy skills by playing. Play requires children to use words, play with words, and use imagination and imagination. Use simple toys, blocks, and other toys to play with. Use simple toys, blocks, and other toys to play with. Use simple toys, blocks, and other toys to play with.

**Places to Read**

Shared reading... is reading books together... is the single best way to help children develop early literacy skills. Read together every day and talk about the books you read.

Use a special spot for your child to look at books. Have a comfortable chair or pillow and a small table or basket for books. Books can be read to your child to sit together and use your child's imagination without reading. Use books to read to your child to sit together and use your child's imagination.

Have a special spot for your child. Have a lot of books to look at. Use the space of a table or chair especially when you are reading. Write down what you read to your child in the one way that the library can be used to read to your child's interests.

Have your child read to you. It's important to let your child know that you are reading to them.

**Places to Write**

Reading and writing go together. Writing activities help children learn to write and read. Writing also helps children understand that writing words represent ideas, places, and events.

Make it easy for your child to write throughout the day. Set up spaces where your child can write. Use fun and interesting materials. Use the pencil, paper, or markers of different colors to your child to write with. Use fun materials. Use fun materials. Use fun materials.

Use examples of your writing. Use letters, words, and sentences. Use your child's own writing. Use your child's own writing. Use your child's own writing.

**Places to Play**

Children learn to express themselves, the meaning of words, and other early literacy skills by playing. Play requires children to use words, play with words, and use imagination and imagination. Use simple toys, blocks, and other toys to play with. Use simple toys, blocks, and other toys to play with. Use simple toys, blocks, and other toys to play with.

## Our handout

**Write with me**  
Write with me

### Writing Together

**Ideas for Writing with your child**

- Make a bag of writing materials (a pencil bag for an available (and addressed) writing surface)
- Write your child's name on a piece of paper and let them describe it
- Help your child sign all their artwork
- Have your child tell you the story of what their picture is about, and then write it at the bottom for them

**Resources for Writing with Children**

- Check out the Austin Public Library's Recommended Reading List for Parents Books List of Writing
- Learn the 5 stages of writing from Jane Yolen
- Discover how writing leads to writing, from reading to publishing
- Read and Write with Me: A Guide to Writing with Children by including writing materials, inspired that book

**Our Top Five Picture Books for Young Readers About Writing**

**Read Write Sing Talk Play**

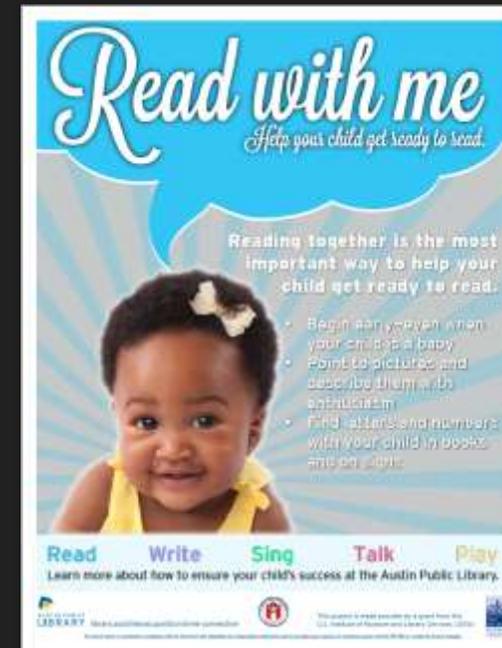
Austin Public Library  
Library.austintexas.gov/storyline-connection

# Why ECRR doesn't work for us

Their poster



Our poster



# Why ECRR doesn't work for us



Their videos

Our videos

**FREE STUFF** you can use





*The Austin Public Library can help you ensure your child's success!*

## Get ready to read!

For **Educators**, please visit the [Workforce Solutions](#) site to sign up for Play Read Grow training.

For **Organizations**, request for Play Read Grow training for groups.

For **Parents**, register for Play Read Grow training at the Library.

### Downloads

#### Organizations

You can download more of our promotional and training materials on our [shared resources page](#).

#### Parent Activity Guides

Fun free learning activities that you can do with the children in your life!



Visit [library.austintexas.gov/storytime-connection](http://library.austintexas.gov/storytime-connection)

If you see it on this website, you can use it at your library – for free!



**POSTERS!**

**TRAINING PLANS**

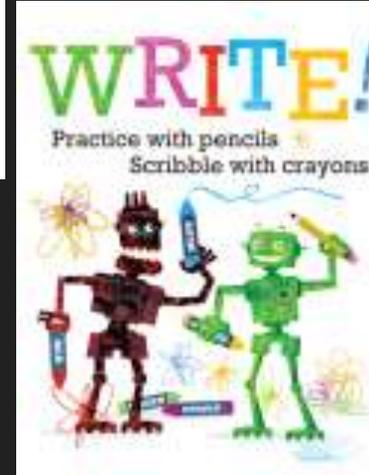
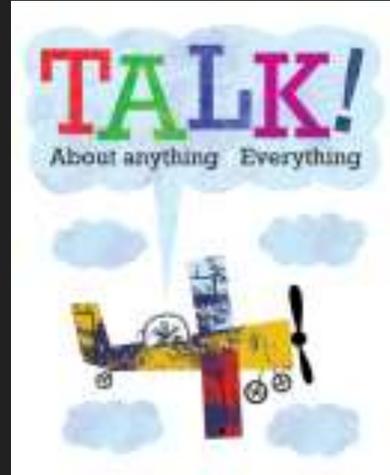
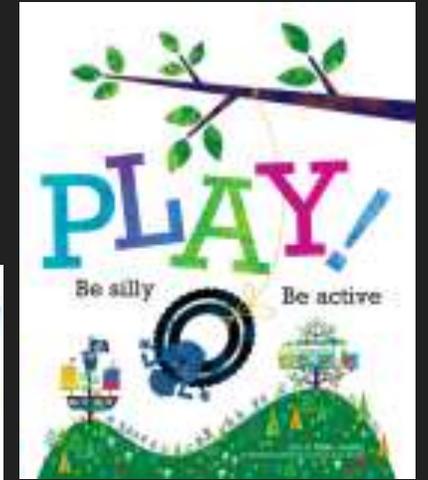
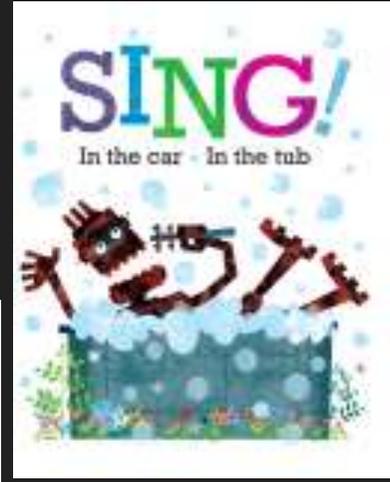
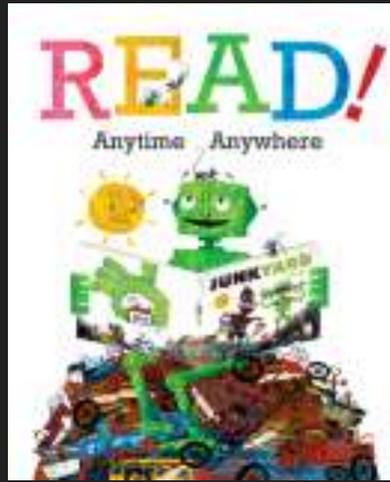
**SHOPPING LISTS!**

**VIDEOS!**

Shared Resources has it all!

Everything you need to get started!





We even point to awesome stuff from *other* libraries!

Like these terrific new posters from Multnomah County Library illustrated by *Junkyard* author, Mike Austin!



# Effectively Teaching ECRR

# How do you teach?



# Effective Teaching Strategies



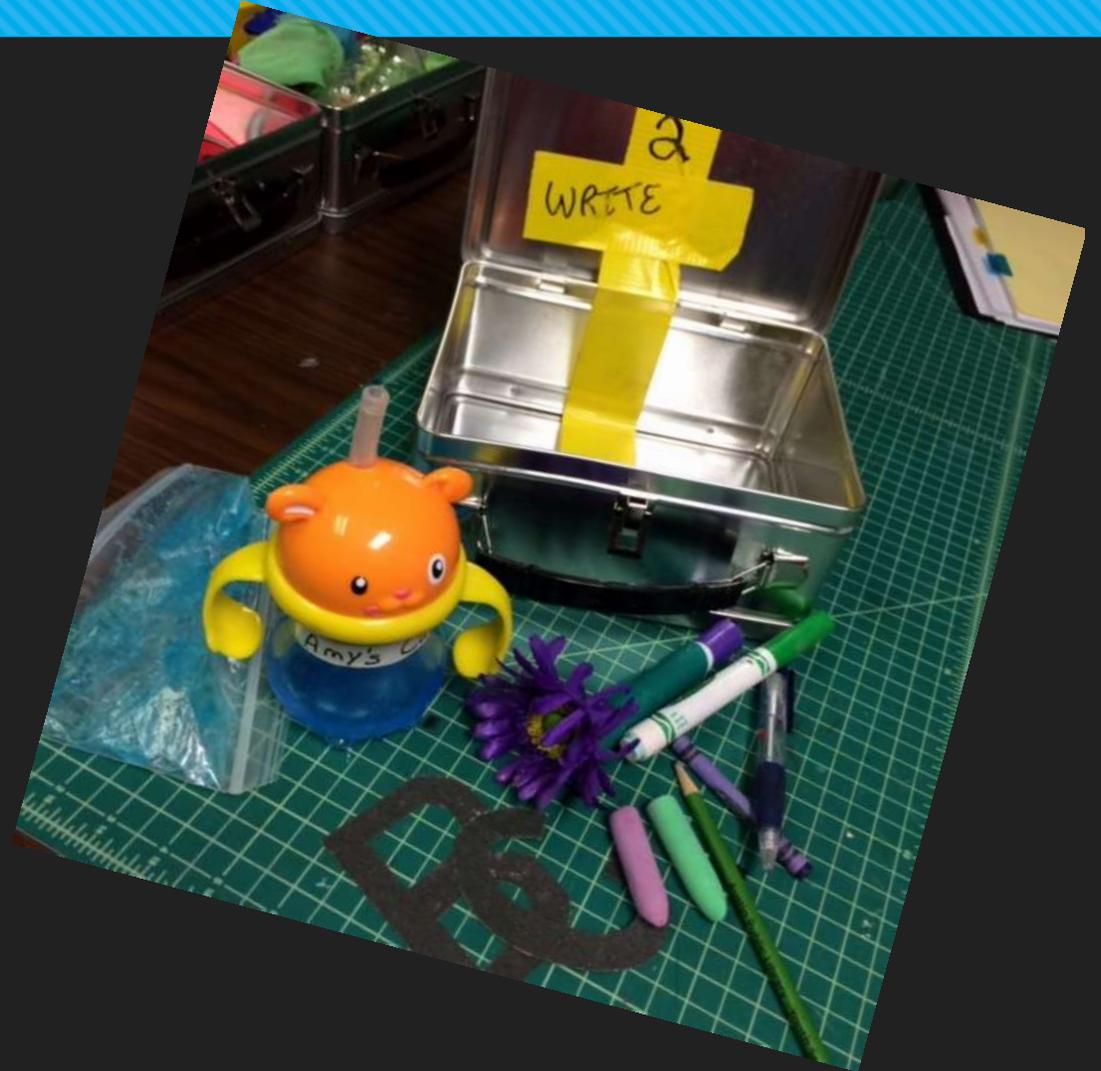
## Large Groups

- Visual PowerPoint
- Ice breaker
- Talk *with* not *at*
- Interactive
- Question based
- Reward bravery
- Hands on for every segment
- Validation

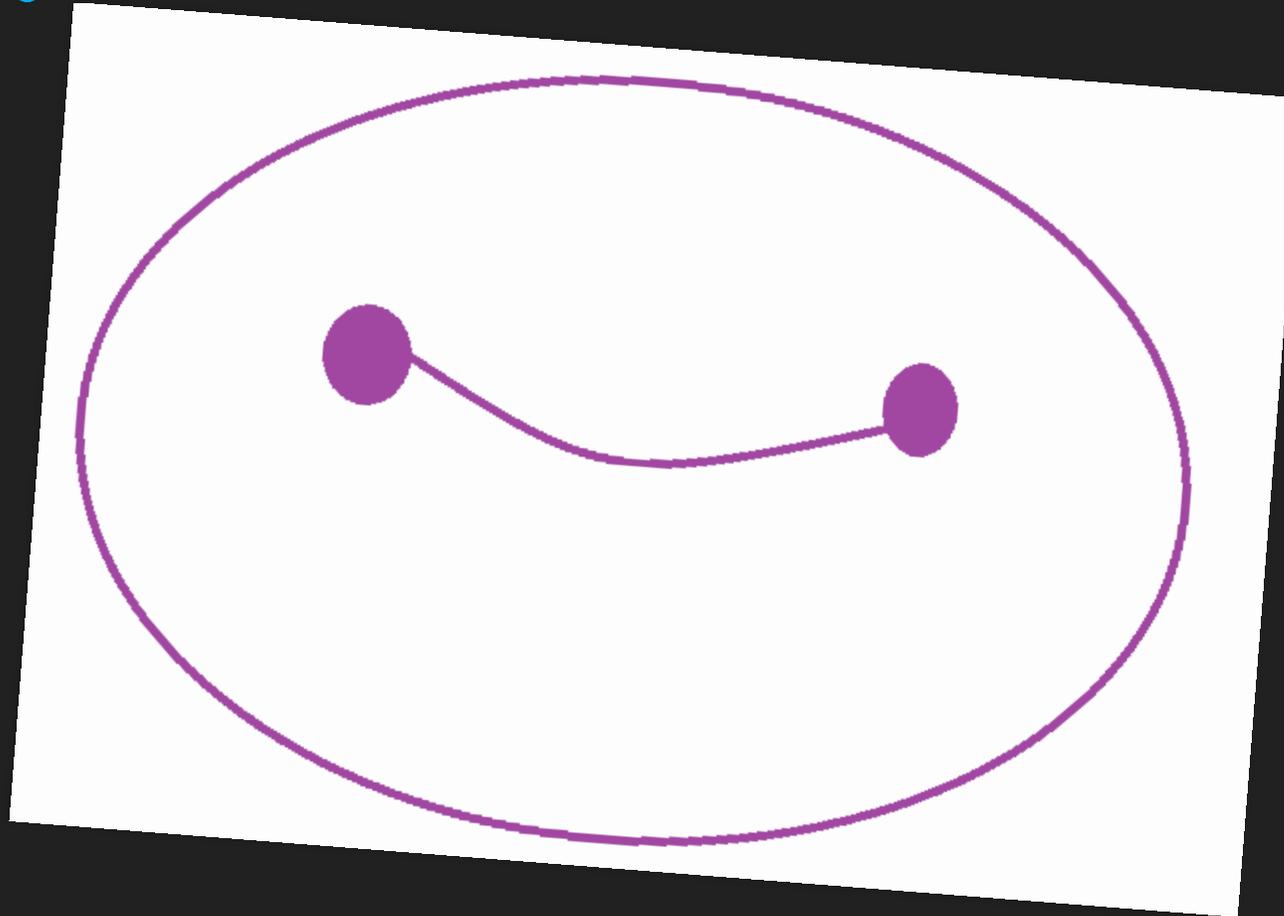
## Small Groups

- Props as focal points (NO POWERPOINT)
- Encourage silliness (sing together)
- Talk *with* not *at*
- Interactive
- Question based
- Reward bravery
- Hands on for every segment
- Validation

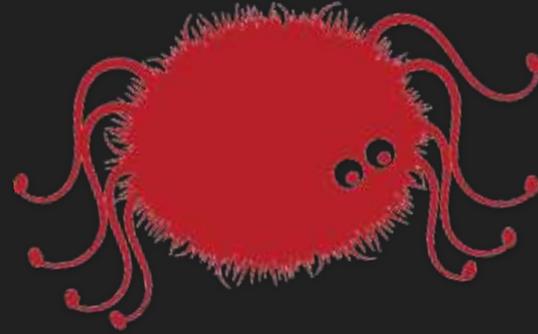
# Presenting With Props: 101



# Making Brain Development Sexy



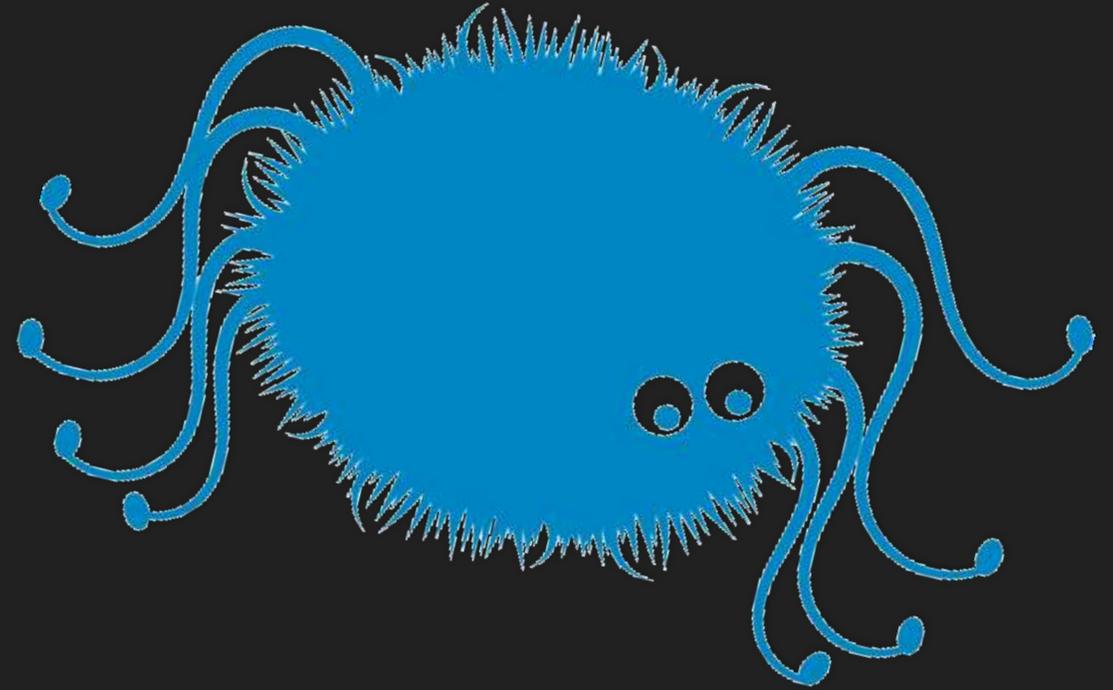
# Itsy Bitsy Spider



The Itsy Bitsy Spider  
Went up the water spout  
Down came the rain  
And washed the spider out  
Out came the sun  
And dried up all the rain  
And the itsy Bitsy Spider  
Went up the spout again!

## Big Daddy Spider (deep voice, big moves)

The Big Daddy Spider  
Went up the water spout  
Down came the rain  
And washed the spider out  
Out came the sun  
And dried up all the rain  
And the Big Daddy Spider  
Went up the spout again!



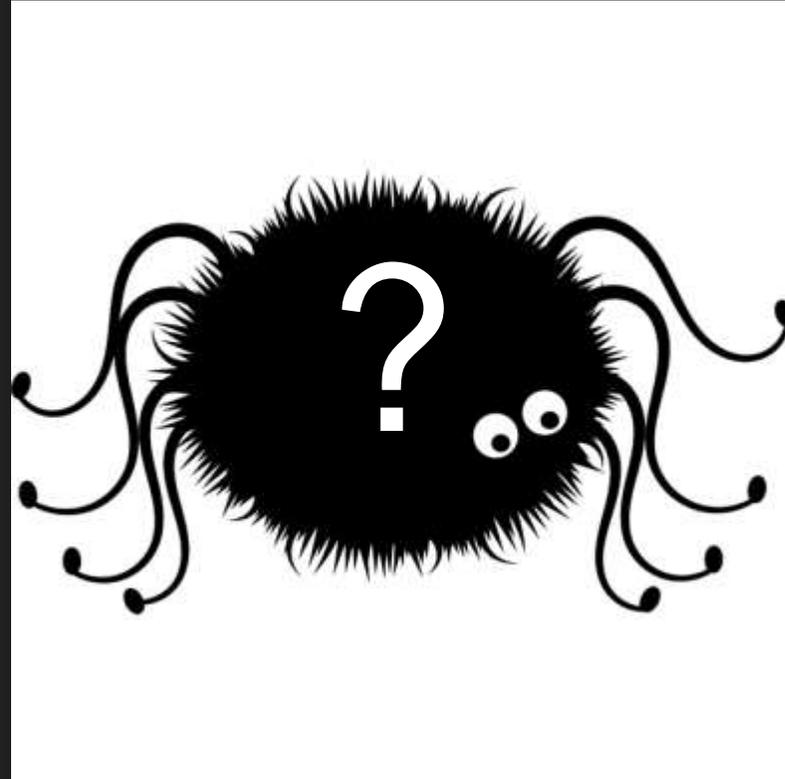
## Teensy Weensy Spider (high voice, super fast)

The Teensy Weensy Spider  
Went up the water spout  
Down came the rain  
And washed the spider out  
Out came the sun  
And dried up all the rain  
And the Teensy Weensy  
Spider  
Went up the spout again!



**Your turn!**  
**[blankity blank]**  
**spider**

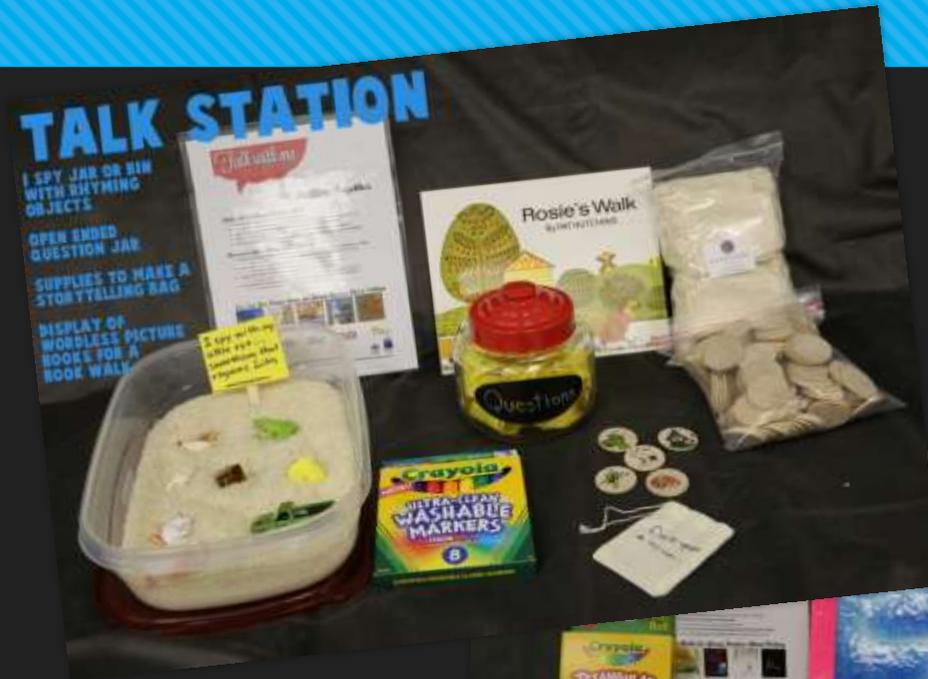
The \_\_\_\_\_ Spider  
Went up the water spout  
Down came the rain  
And washed the spider out  
Out came the sun  
And dried up all the rain  
And the \_\_\_\_\_ Spider  
Went up the spout again!



# Teaching to Parents

○ Teach to the senses:

- Hear it
- See it
- Smell it
- Say it / Sing it
- Do it!



Questions?

# Take a look at our materials on display

- Posters
- Handouts
- Videos
- Lunchbox Training
- Station activities



**Visit our website to download materials  
library.austintexas.gov/storytime-connection  
click on “shared resources”**

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