

30 MILLION WORD GAP

THE IMPORTANCE OF DEVELOPING LITERACY
FROM BIRTH

IMPORTANCE OF READING

- Every day, we read....
 - Newspapers
 - Recipes,
 - Labels
 - Captioning
 - Books for learning
 - Books for fun
 - Billboards
 - Filing out job applications
 - Getting your driver's license
- Emails
- Text messages
- Mail
- Catalogs
- Fliers
- And the list goes on...



FIRST 1,000 DAYS OF LIFE

- By the time a child reaches 2 years of age, their brain is 80% of its adult size.
- Quality of experiences during the first 1,000 days of life establishes the foundation for everything else.

A LOOK AT POVERTY IN ONEIDA COUNTY

- Population: 233,558

- Race & Poverty:

- White: 13.7% (26,296)
- African American: 42.5% (4,908)
- Hispanic/Latino 44.8% (4,529)

- Living in Poverty

- Individuals 17.1% 37,760
- Children (under 18) 27.4% 13,412
- Adults 25+ 13.1% 20,098
- Senior Citizens 65+ 8.7% 3,231



EDUCATION and POVERTY

- Educational Attainment – Adult Population 25+: 153,547
 - No Degree – 17,711 (11.5%), 5,951 (33.6%) living in poverty
 - High School -50,339 (32.8%), 7,620 (15.1%) living in poverty
 - Associate's Degree – 48,852 (31.8%), 5,320 (10.9%) living in poverty
 - Bachelor's Degree or higher – 36,645 (23.9%), 1,207 (3.3%) living in poverty

COMPARISON OF RESOURCES BASED ON INCOME

Child of Average Low Income Family	Child of Average Higher Income Family
1 book in the home	54 books in the home
25 hours of 1:1 reading	1,000-1,700 hours of 1:1 reading
13 million words heard by kindergarten	45 million words heard by kindergarten
Recognizes 2 letters of the alphabet by kindergarten	Recognizes all 26 letters of the alphabet by kindergarten

STAGGERING STATISTICS

- 2/3 of students who cannot read proficiently by the end of 4th grade will end up in jail or on welfare.
- More than 70% of America's inmates cannot read above a 4th grade level.
- 1 in 4 children in America grow up without learning how to read.
- Students who don't read proficiently by the 3rd grade are 4 times more likely to drop out of school.
- 53% of 4th graders admitted to reading recreationally "almost every day" while only 20% of 8th graders could say the same.
- Nearly 85% of the juveniles who face trial in the juvenile court system are functionally illiterate.
- 75% of Americans who receive food stamps perform at the lowest 2 levels of literacy
- 90% of high school dropouts are on welfare.
- Teenage girls between the ages of 16 to 19 who live at or below the poverty line and have below average literacy skills are 6 times more likely to have children out of wedlock than girls who can read proficiently.

GOALS TO SHOOT FOR....

- By KINDERGARTEN, children should be well on their way to learning 4,000 WORDS.
- Kids who READ for at least 20 MINUTES a day are exposed to 1.8 MILLION WORDS every year.
- It's NEVER TOO EARLY...the benefits of reading kick in whenever you start, even during pregnancy.



Benefits of reading to your children

- 📖 Reading aloud to a child at least 15 minutes a day helps brain development, vocabulary, and future success in school and life.
- 📖 Critical component of creating self-esteem or positive self-concept.
- 📖 Teaches valuable lessons from stories.

MAKING TIME FOR READING

- When your infant, toddler or child, need to calm down, pull out a book and cuddle up with them.
- 30 minutes before bedtime is a great time to read.
- Turn off the TV and pick up a book to read.

WAYS TO GET BOOKS INTO THE HANDS OF FAMILIES



- Make sure every family of a newborn gets a welcome baby gift which includes a library card and a few good children's books
- In lower socioeconomic neighborhoods, establish a “free library of books” stand.
- Develop partnerships with various companies

POSSIBLE PARTNERSHIPS

- UPS Store Life through Literacy program – created in conjunction with Marine Toys for Tots Foundation, 100% of each dollar donated at The UPS Store locations is used to purchase books for less fortunate children in local communities across the US.
- Book Mobile
- Build a library in elementary schools
- Dolly Parton’s Imagination Library – mails free books to children from birth to age five in participating communities within the US, United Kingdom, Canada and Australia. They mail over 1 million free books each month to children around the world.
 - How to get connected:





REFERENCES

- http://nyscommunityaction.org/PovReport/2016/Poverty%20Report_2017_Master%20Doc.pdf
- <https://www.aft.org/sites/default/files/periodicals/TheEarlyCatastrophe.pdf>
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