



Shasta Early
Literacy Project

...Begin in early childhood

- **Early Childhood Committee formed**
- **Expertise in brain and child development**
- **How do we combine what we learned with what we already know to make a difference?**

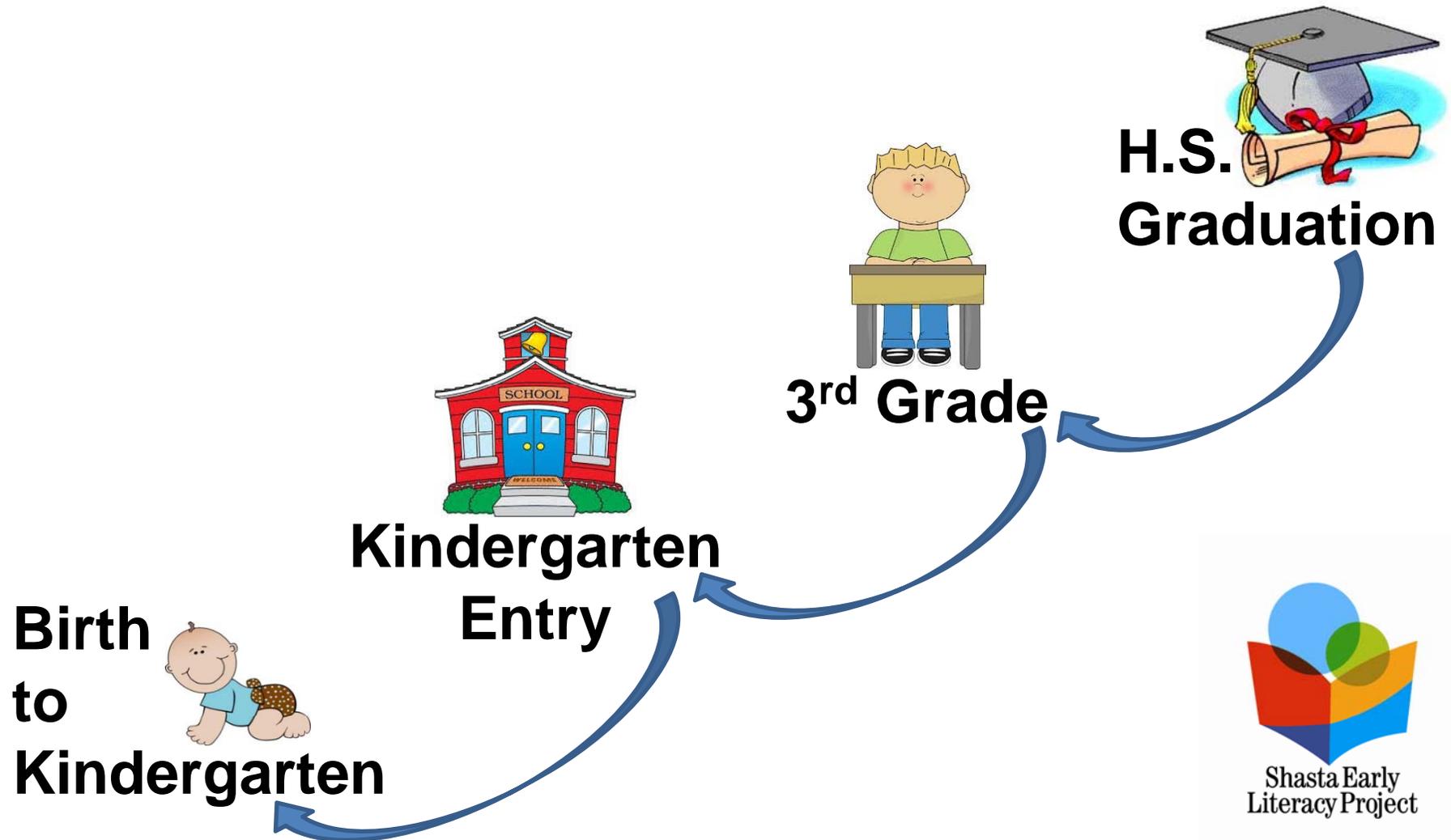


The rest of the story...

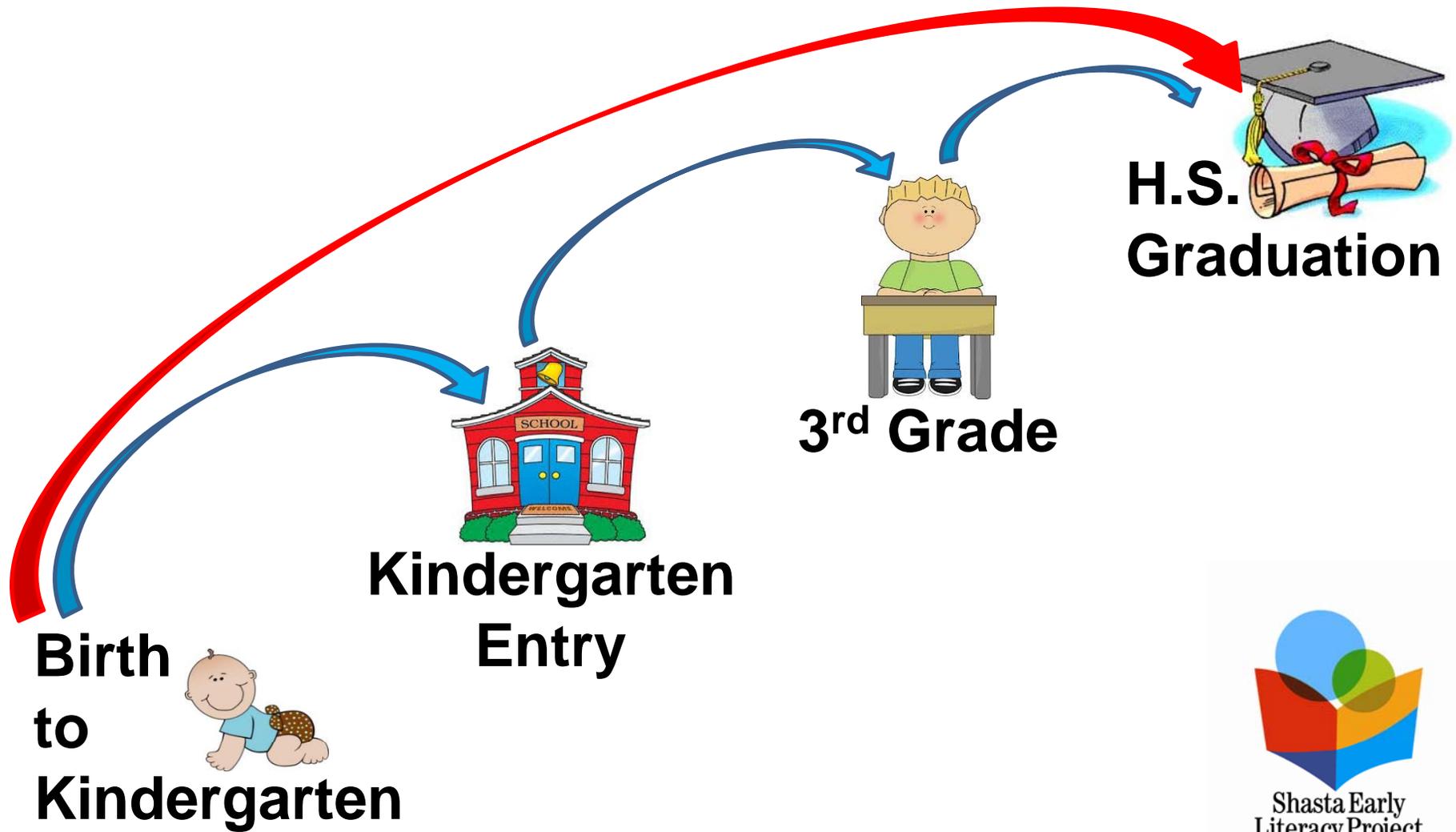
- 3rd Grade Reading Benchmark
- Kindergarten Readiness Achievement Gap
- Power of Parents



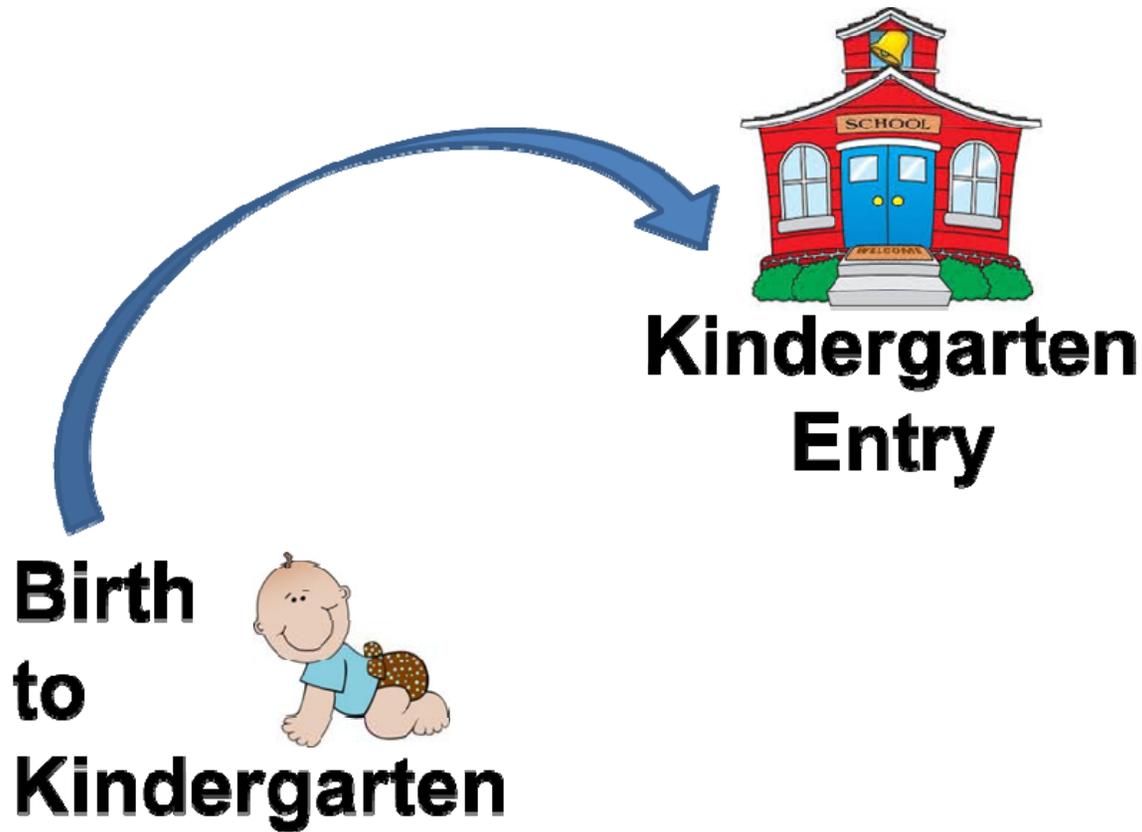
Learning along the life course



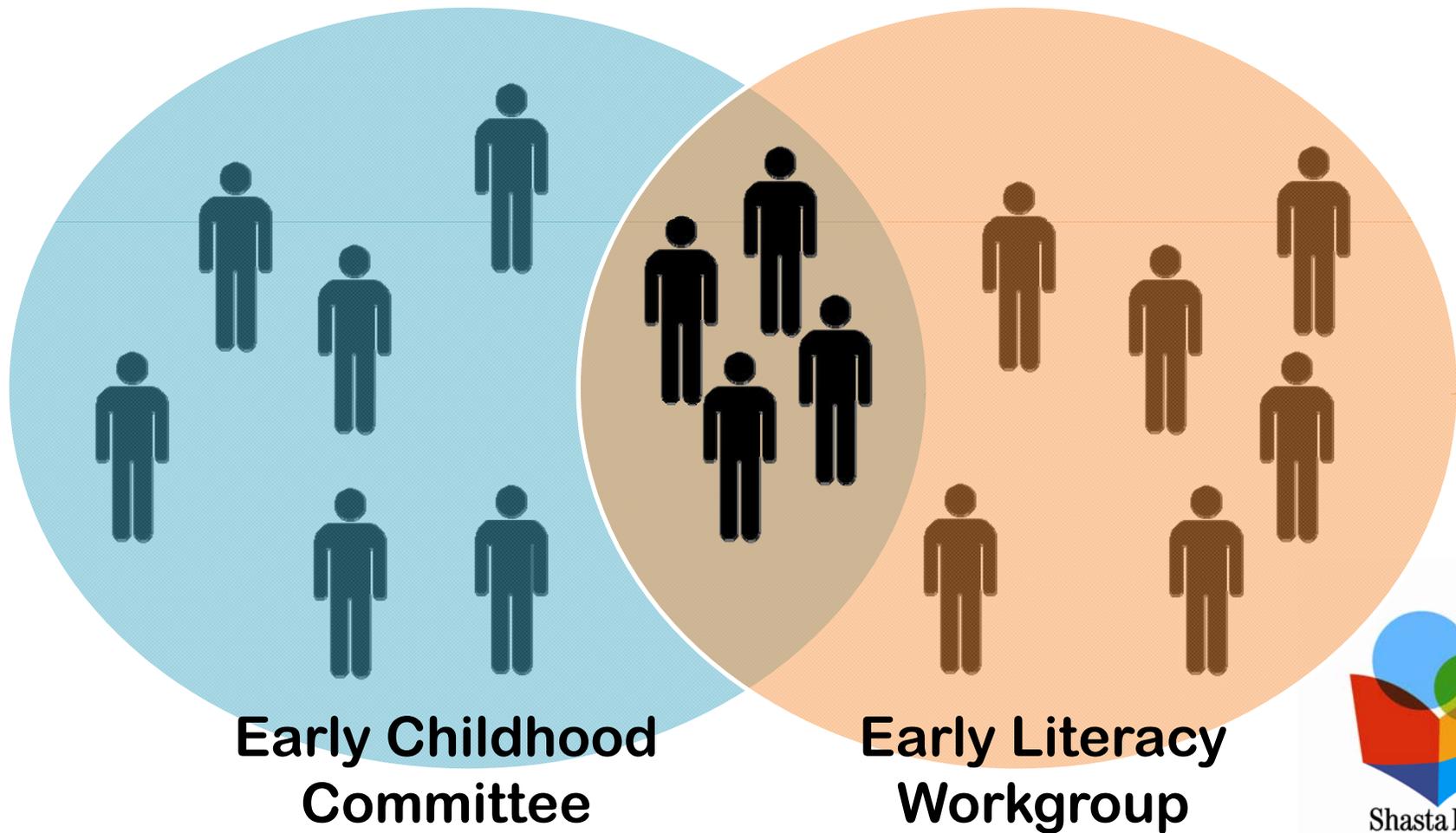
Learning along the life course



Focus: Birth to Kindergarten

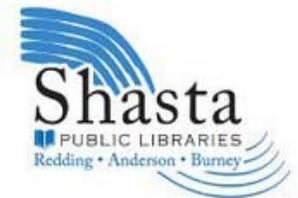
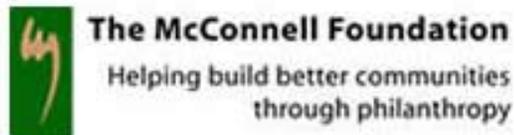


Focus: Build Early Literacy Skills



The Shasta Early Literacy Project

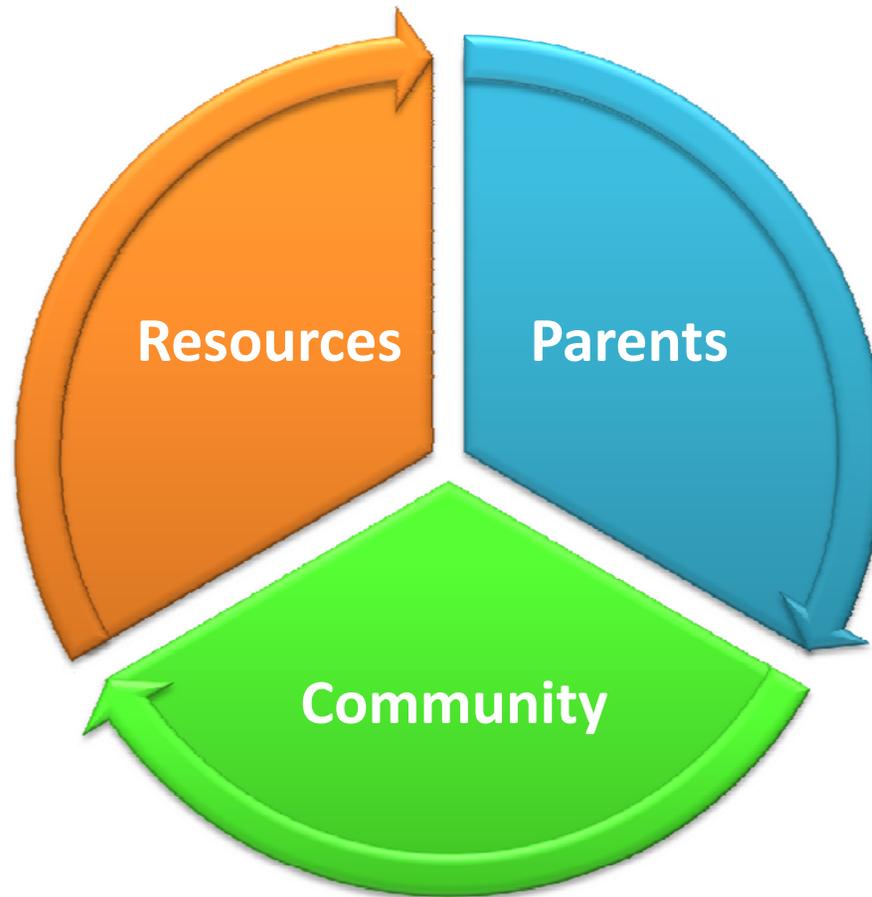
SELP is a community collaborative to help our children enter kindergarten with the language and literacy skills they need to read proficiently by 3rd grade.



Health and Human Services Agency



SELP's 3 pronged approach



What have we done?.....*So far*

- Media and messaging campaign
- Reading events and activities for parents and children
- Book drives and book give-a-ways
- Little Free Libraries
- Engagement of business and civic leaders



Media & Messaging

Take 10 & Do It Again!



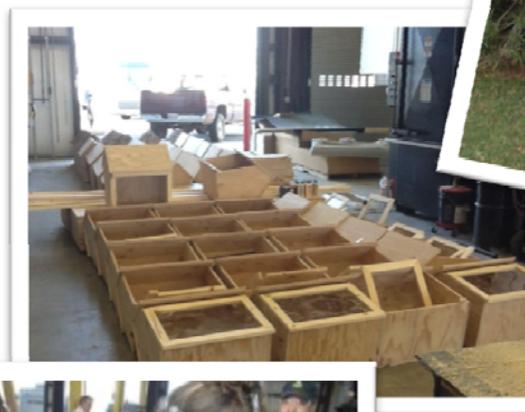
Reading Events/Activities



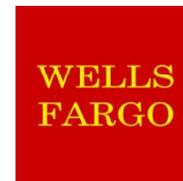
Book Drives/Give-a-Ways



Little Free Libraries



Engaged local leaders



What's next....

- **Multi-sectoral involvement**
- **Change the conversation**
- **Reach Higher Shasta**
 - Early Childhood Sub-Committee/SELP
- **Targeted parent education**
- **Little Free Libraries**



We cannot afford to wait...

**“Change the first 5 years and
you change everything”**

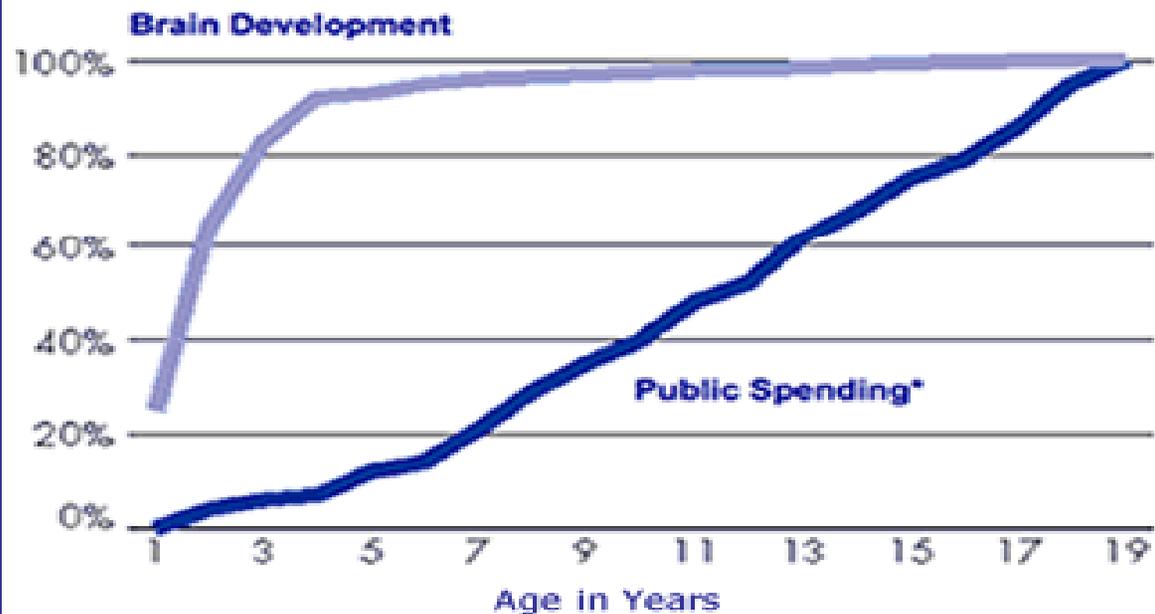




Brain Growth vs. Public \$\$\$

Public Spending & Brain Research: The Disconnect

Source: The Rand Corporation



*Portion of total public investment in children being spent during indicated year in children's lives.



It's called **ILL-literacy** for a reason



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