

The Campaign for  
GRADE-LEVEL  
READING

# Here's What Your City Can Do To Boost Literacy Through Reading

## *You can make a difference*

### Quick Facts:

- 55 percent of Broward third graders read at the proficient level, based on the 2015-2016 FSA (Florida Standards Assessment)
- 61 percent of low-income children have no children's books at home
- Early shared reading promotes brain development and strengthens parent-child emotional bonds
- By age 3, children from low-income families have heard roughly 30 million fewer words than children from middle income or upper income families
- Reading proficiency by third grade is the most important predictor of high school graduation and career success

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For more information about how to become a "Broward Reads" City, please contact:

**Robby Holroyd**  
954-377-1677

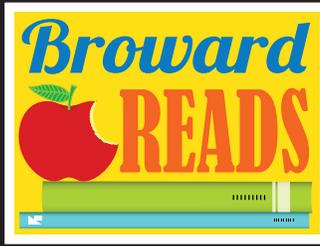
[rholroyd@cscbroward.org](mailto:rholroyd@cscbroward.org)

## As a "Broward Reads" City, here are important steps to take:

- Unite as a city to demonstrate your commitment to achieving third grade reading proficiency for all children.
- Identify a city liaison as a contact for the Broward Reads campaign to increase grade level reading.
- Identify key community stakeholders who can work together to make significant improvements in early literacy in your city (i.e. city council, mayor, libraries, schools, child care providers, business leaders, family groups, nonprofits, etc.)
- Commit your lead public official to supporting the Broward Reads campaign and your city liaison to attending monthly meetings of the Broward Reads campaign.

## Satisfying Broward Reads' 4 Pillars:

- **School Readiness:** What programs do you provide so that children enter Kindergarten ready for success?
- **Chronic Absenteeism:** What programs do you provide to promote school attendance?
- **Family Engagement:** What programs do you provide to promote family activities?
- **Preventing the Summer Slide:** What programs do you provide to enrich children's learning during the summer months?



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City Program	School Readiness	Chronic Absenteeism	Family Engagement	Summer Slide

## City Liaison:

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Phone #: \_\_\_\_\_ E-mail: \_\_\_\_\_

*The City Liaison will attend Broward Reads Campaign for Grade Level Reading's bi-monthly meetings and will serve as the point of contact for facilitating communications between the city and the campaign.*