

WILL THEY BE



FOR SCHOOL



LEARNING
BEGINS
AT
BIRTH





THE BRAIN AT BIRTH

**Children's brains
develop and they learn
more rapidly from birth
to age three than at any
other time in life.**

SOURCE "Rethinking the Brain: New Insights Into Early Development,"
Rima Shore, Families and Work Institute, 1997

Read, Educate and Develop Youth (READY) 2001



FORMING CONNECTIONS

**Beginning at birth,
children's brains begin
to develop connections
called *synapses* based
on their experiences.**

SOURCE "Rethinking the Brain: New Insights into Early Development,"
Rima Shore, Families and Work Institute, 1997

Read, Educate and Develop Youth (READY) 2001



WIRED FOR SUCCESS

The more experiences and learning opportunities -- the more connections are made.

The connections that are used often become permanent. Those that are not are eliminated.

SOURCE "Rethinking the Brain: New Insights Into Early Development,"

Rima Shore, Families and Work Institute, 1997

Read, Educate and Develop Youth (READY) 2001



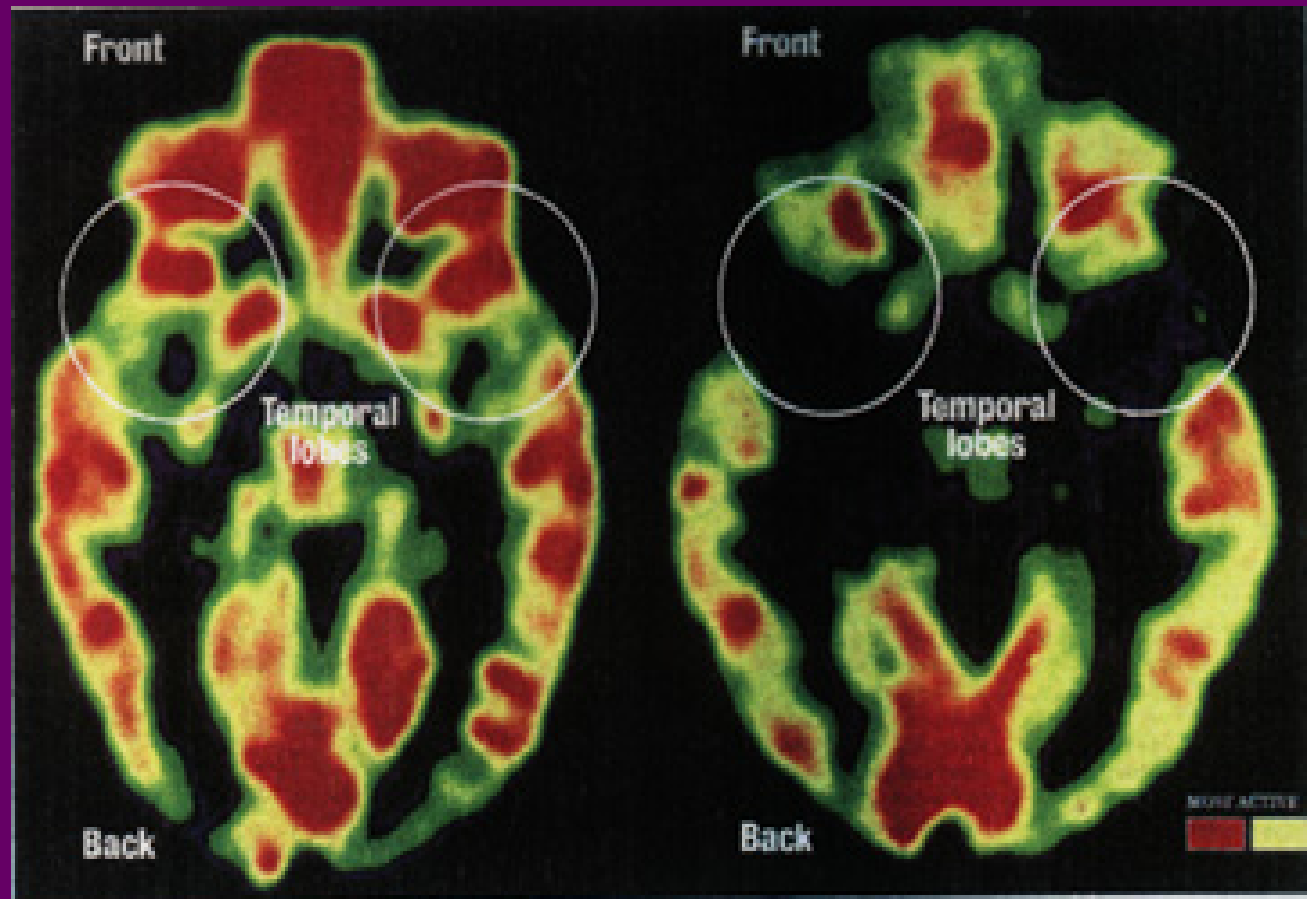
EARLY EXPERIENCES COUNT

Children's early experiences largely determine the way they will learn, think and behave for the rest of their lives.

SOURCE "I am Your Child"

Read, Educate and Develop Youth (READY) 2001

BRAIN ACTIVITY



Healthy Child

Neglected Child

Positron Emission Tomography (PET) Scan

Read, Educate and Develop Youth (READY) 2001

Parents
and
Caregivers –

MAKE
THE
DIFFERENCE



Read, Educate and Develop Youth (READY) 2001

PREPARED FOR SCHOOL?

**ONE-THIRD of American
children enter kinder-
garten unprepared to
benefit from classroom
instruction.**



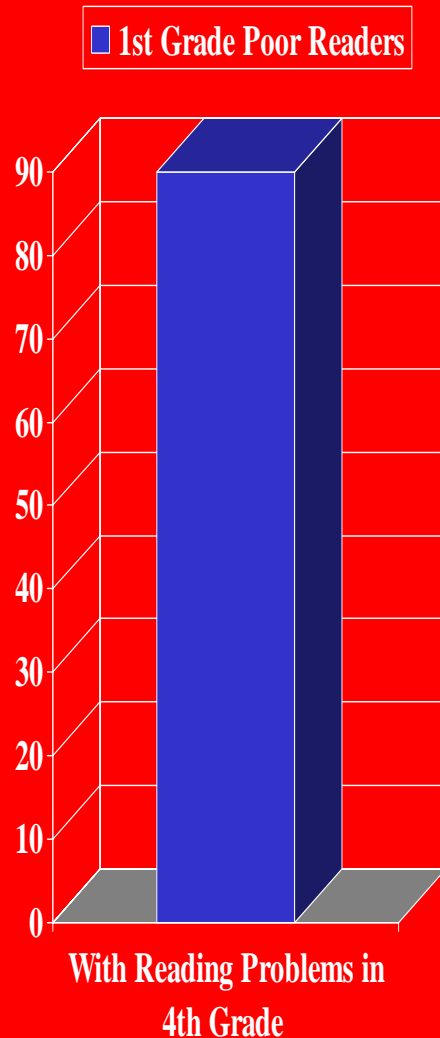
SOURCE "R.E.A.D.Y. to Learn: A Mandate for the Nation,"

E.L. Boyer, Carnegie Foundation for the Advancement of Teaching, 1991

Read, Educate and Develop Youth (READY) 2001

FACT

Studies also show nine out of ten children who are poor readers in first grade have the probability of being poor readers in fourth grade.



Juel, C. 1998. Learning to Read and Write: A longitudinal study of 54 children from first through fourth grades. *Journal of Educational Psychology*, 80, pp. 437-447

Read, Educate and Develop Youth (READY) 2001



Children who enter behind
-- stay behind

**Over 40% of Michigan
4th graders and nearly 50%
of 7th graders received less
than satisfactory scores on
the reading portion of the
MEAP test in 2002.**

SOURCE 1998 Michigan School Report (<http://mde.state.mi.us/reports/msr>)

Read, Educate and Develop Youth (READY) 2001



FACT

**80% of children
labeled "learning
disabled" are
actually "reading
disabled."**

SOURCE Michigan Department of Education, Office of Special Education

Read, Educate and Develop Youth (READY) 2001

Michigan's
dedicated
teachers cannot
do the job alone.

It is imperative
that parents
become more
involved in their
children's education.

CAN WE DO BETTER?

ABSOLUTELY!

**Research shows
that most children
can learn to read.**

SOURCE National Institutes of Health

Read, Educate and Develop Youth (READY) 2001

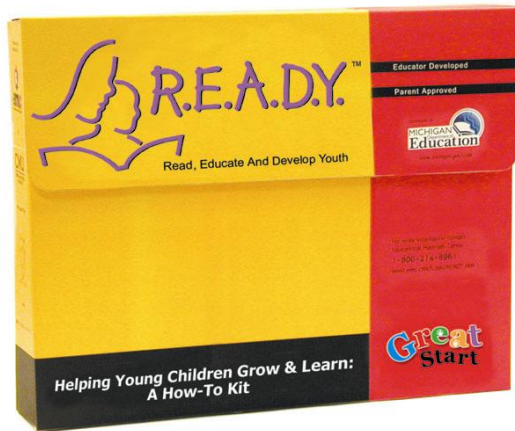
Read, Educate and Develop Youth



Developed by



**was launched by
the Michigan Department
of Education in 1998.**



**The main component
of the R.E.A.D.Y.
program is the
R.E.A.D.Y. kit.**



R.E.A.D.Y's GOAL?

- 1) To increase awareness that children's early years are learning years.



2.) To provide parents and caregivers with information and activities to help children develop the language and literacy skills needed to enter school READY.



3.) To develop a learning partnership that begins at home and continues in school.

**This program is an
important priority of
Governor Granholm's**



**Project Great Start
and the State Board of
Education.**

THE R.E.A.D.Y. Kit
comes prepared
for three age groups

Infants
(0 - 1)



Toddlers
(1 - 2.5)



Preschoolers
(2.5 - 4)





Kit Contents



INFANT KIT



Kit Contents



TODDLER KIT



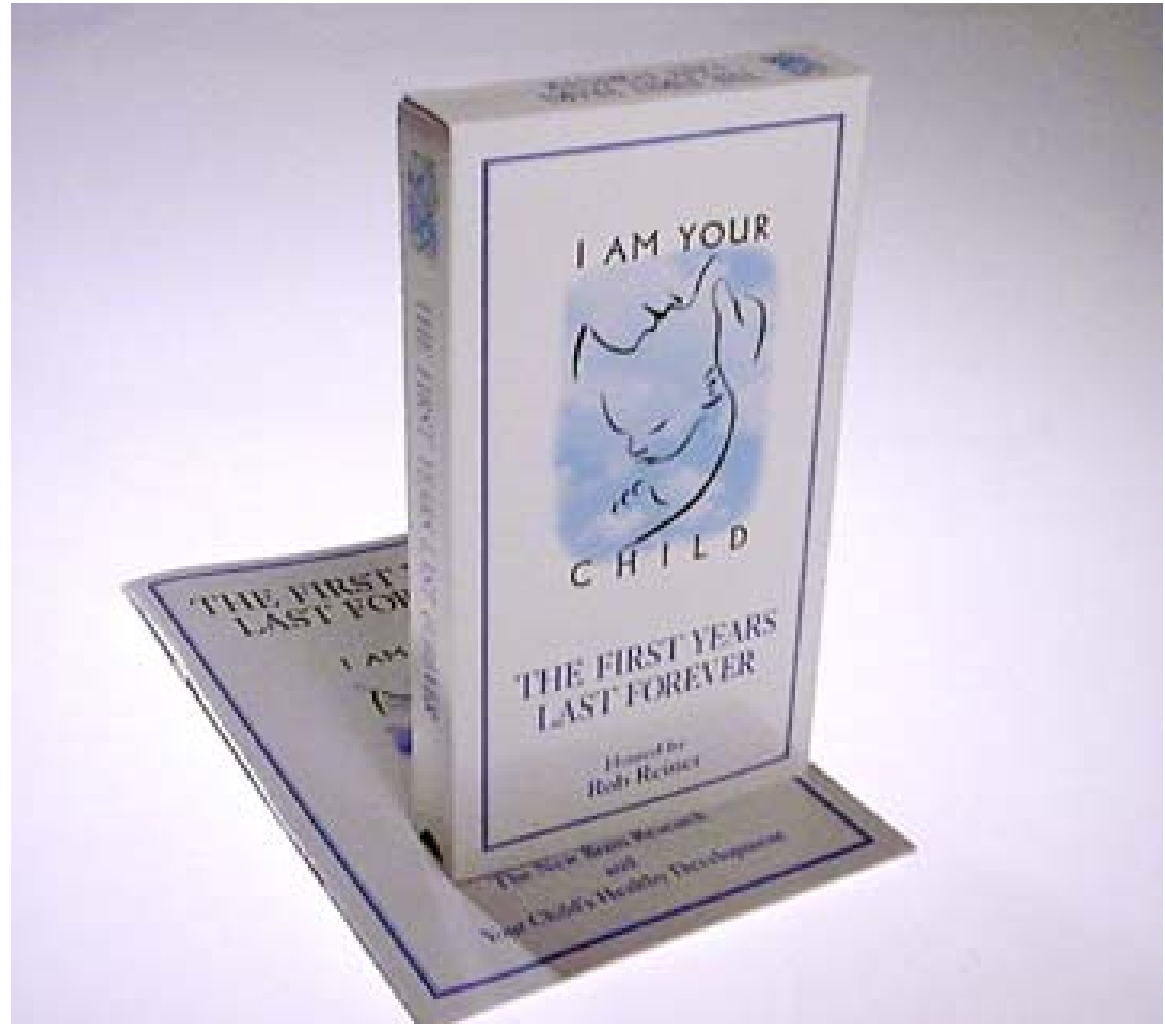
Kit Contents



PRESCHOOL KIT

THE R.E.A.D.Y. KIT
INCLUDES...

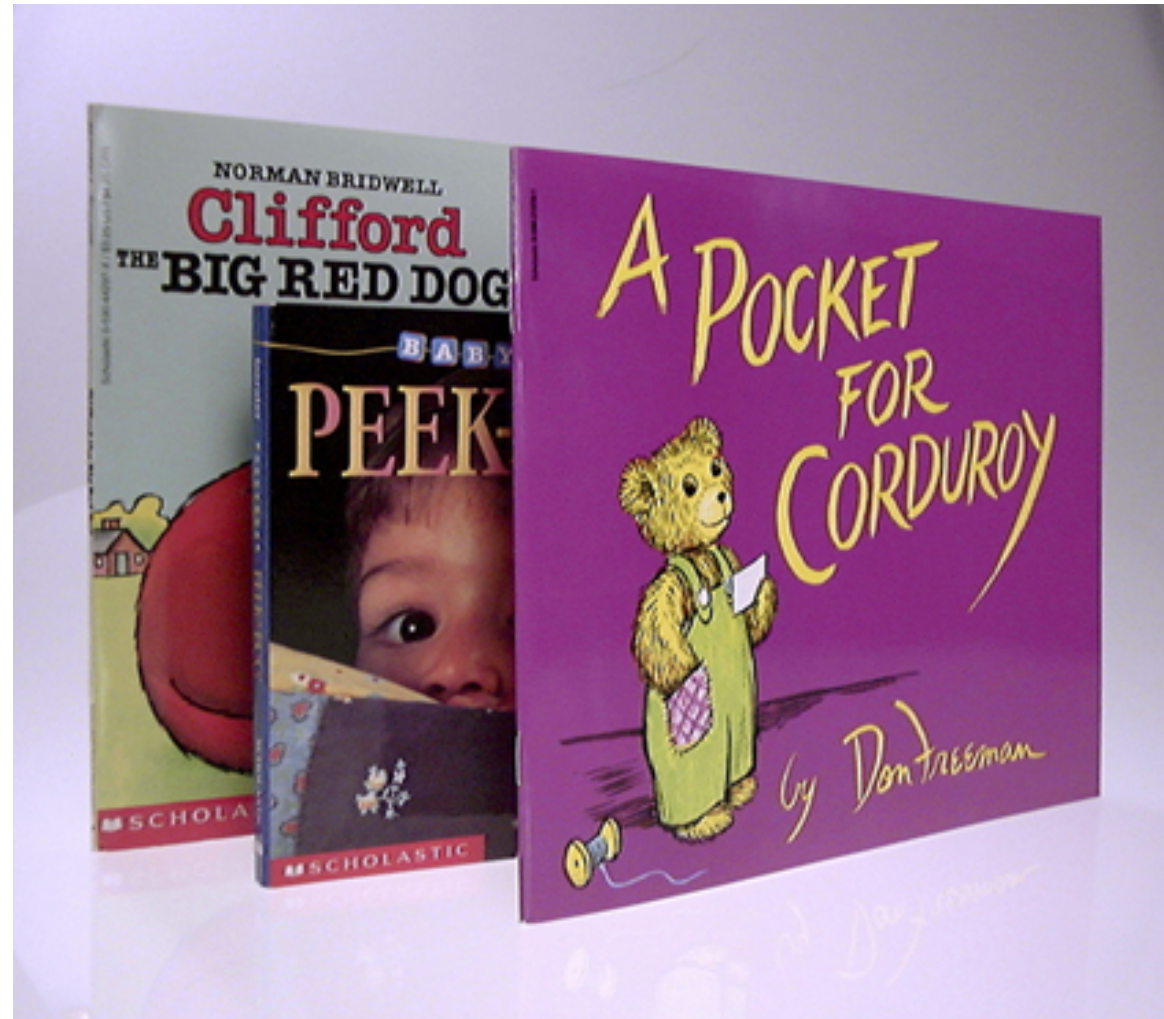
A VIDEO TAPE
AND
BOOKLET -



ALL AGES

THE R.E.A.D.Y. KIT
INCLUDES...

A
QUALITY
CHILDREN'S
BOOK



AGE SPECIFIC

THE R.E.A.D.Y. KIT
INCLUDES...

A



BROCHURE

R.E.A.D.Y.TM
Read, Educate And Develop Youth

Products to Help Young Children Grow & Learn

A How-To Kit
for Parents of Infants

**Because you are
your child's first and
most important teacher**

MICHIGAN
Department of
Education

**Great
Start**
A Great Start Effect

ALL AGES

THE R.E.A.D.Y. KIT
INCLUDES...

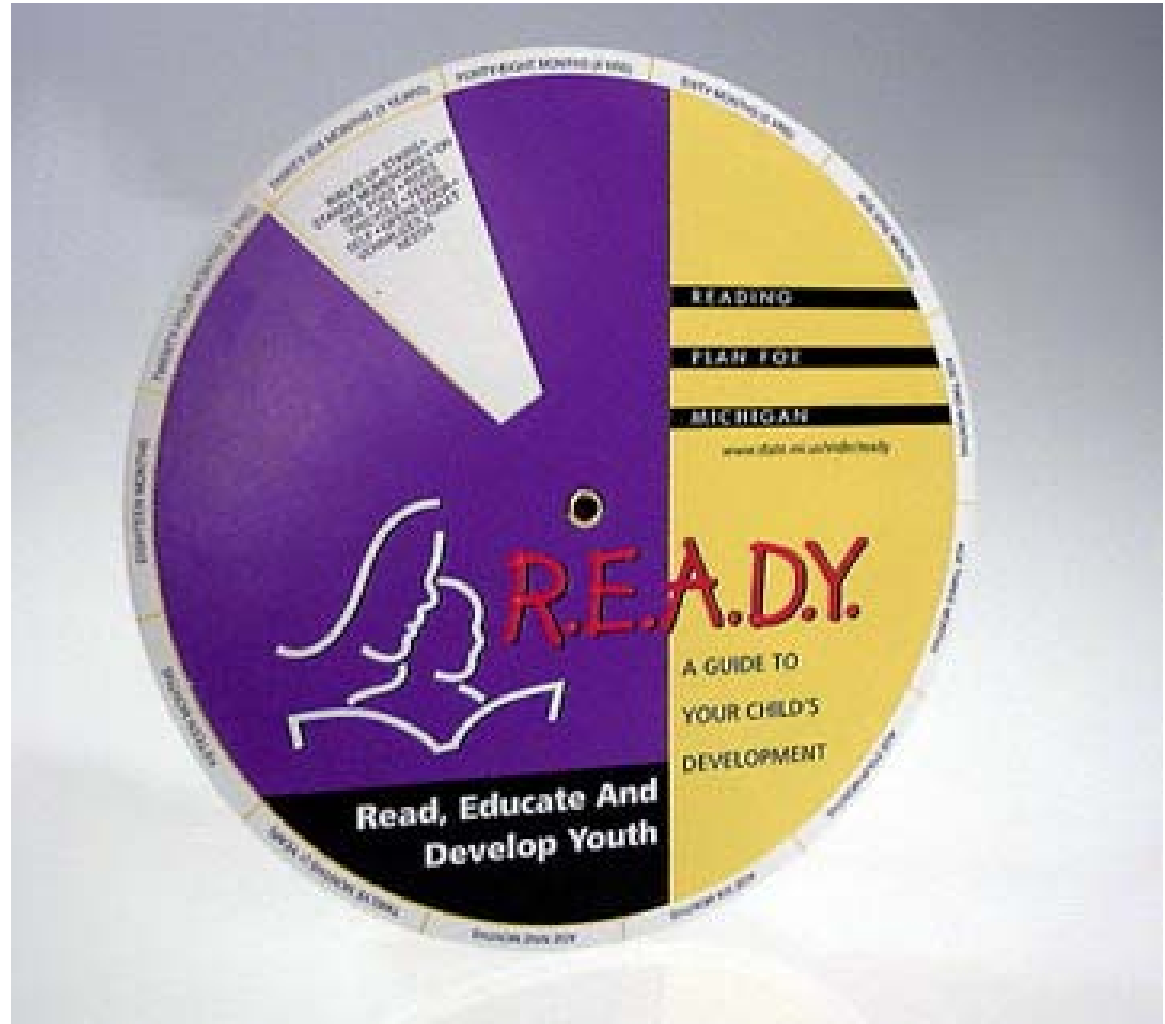
A MUSIC
CASSETTE



ALL AGES

THE R.E.A.D.Y. KIT
INCLUDES...

A CHILD
DEVELOPMENT
WHEEL



ALL AGES

THE R.E.A.D.Y. KIT
INCLUDES...

FOUR EASY
TO FOLLOW
PARENT/CHILD
ACTIVITY
CARDS
and an
ACTIVITY
MAGNET



AGE SPECIFIC

INFANT Activities

TALK to your baby... Babies learn to talk when people talk to them.

READ to your baby... Babies learn to love reading, develop listening skills and recognize sounds.

SING and SAY Rhymes... Repeating words, songs and nursery rhymes help babies recognize sounds.

Listen and Respond... to your baby's talk. This encourages babies to try to talk and helps parents become sensitive to their child's needs.



TODDLER Activities

- 1.) **READ, READ, READ everyday...** Toddlers recognize and learn the sound of words, how to hold a book and listen.
- 2.) **SCRIBBLE•DRAW•WRITE...** Scribbling is the first form of writing and goes hand-in-hand with learning to read.
- 3.) **POINT and NAME...** Toddlers begin to recognize and learn letters and form words.
- 4.) **TALK•LISTEN•CREATE...** Toddlers learn and begin to understand words and their meaning, recognize their thoughts are important and place their thoughts in order.





PRESCHOOLER Activities

- 1.) **TALK all day long...** As children talk, they learn how to use and say words and expand their vocabulary.
- 2.) **PLAY, PRETEND, PLAY...** Children learn by doing and practicing.
- 3.) **LOOK and READ...** Children begin to understand that written words represent things and how reading works.
- 4.) **WRITE and DRAW...** Children learn to read and write together and understand that writing is just talk written down.

WHO
NEEDS
R.E.A.D.Y.?

**R.E.A.D.Y. is for parents,
family members, caregivers,
parenting professionals,
family literacy experts,
preschool and elementary
school teachers -- anyone
who spends time with, or is
important in the life of a
child. "Someone just like
you."**

Other Products

R.E.A.D.Y. Packs

Toddlers
(Age 1 – 2 ½)

Preschoolers
(Age 2 ½ – 4)



Packs include children's book, set of activity cards, refrigerator magnet, resource file and age-appropriate, pocket size booklist.



PERFECT
FOR
PRESCHOOLERS



AND
KINDERGARTEN
ROUNDUP

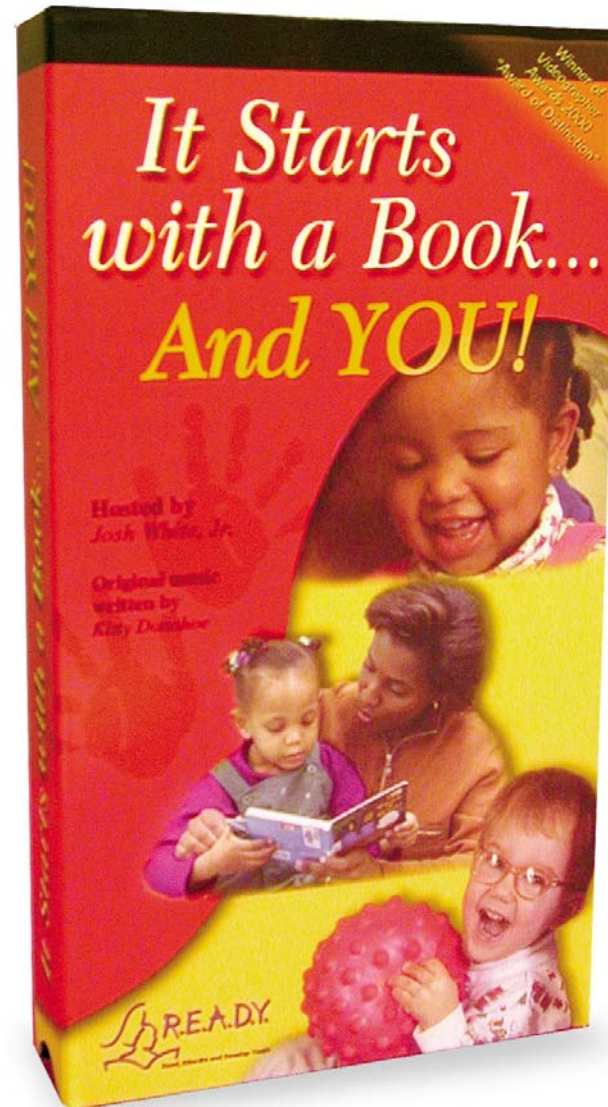
PREPARING CHILDREN FOR SCHOOL

**Ready for School pack is
now available to increase
children's literacy skills
and school readiness.**



AWARD WINNING VIDEO

VIDEO
SHOWS
PARENTS
AND
CHILDREN
DOING FUN
LEARNING
ACTIVITIES





HOW DO WE
KNOW



WORKS?

1998 R.E.A.D.Y. PILOT

Kits were given at:

Birth Hospitals

Health Care Facilities

Head Start Programs

Child Care Centers

Community Health

and

Social Service

Locations

35,000 parents were
provided with
R.E.A.D.Y. kits to
ensure each kit
element was
meaningful.

A photograph of a woman with long, wavy brown hair smiling warmly. She is hugging a young girl with brown hair from behind. The girl is also smiling and looking towards the camera. They are outdoors, with a blurred background of greenery.

R.E.A.D.Y. EVALUATION

**Focus groups and
over 500 detailed
telephone surveys
were conducted.**

R.E.A.D.Y. EVALUATION

**Elementary teachers
and administrators
were also asked for
their input.**



What did
people
say
about the



kit?





PARENTAL RESPONSES

“I couldn’t wait to get it opened - it was like a gift.”

“It provided something educational for me and my child.”

“It should have been done a long time ago.”



PARENTAL RESPONSES

- Each piece of the kit was rated very useful.
- Nearly all parents surveyed said they would recommend the R.E.A.D.Y kit to a friend.



IT WORKS!

**Over two-thirds
of parents said the
kit motivated them
to read and interact
more with their
young child.**



EDUCATOR RESPONSES

“This kit is full of good information, the kind parents need long before their kids are old enough to go to school.”

EDUCATORS
VALUE THE
KIT

EDUCATOR RESPONSES

**“This is excellent –
I wish every parent
in Michigan could
have this kit right
from the start.”**

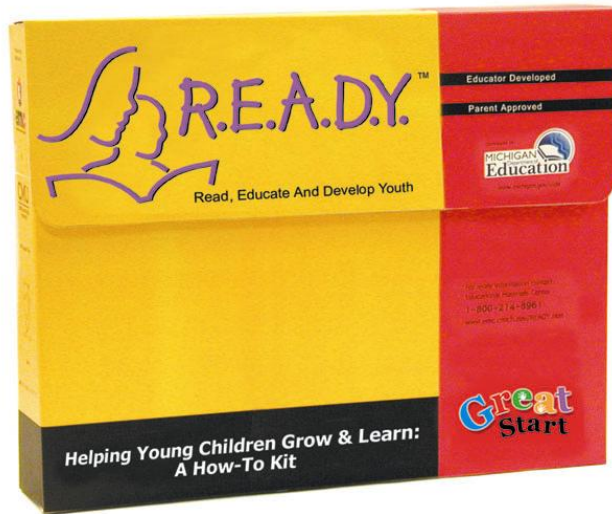


NATIONAL
AWARD
WINNER

**The R.E.A.D.Y. program
has been awarded the
Council of State
Governments' National
Innovation Award.**

R.E.A.D.Y. Distribution

**Over 650,000
kits have been
hand delivered
to parents and
caregivers.**



FINANCIAL
SUPPORT
FOR
R.E.A.D.Y.

**From 1998-2002,
R.E.A.D.Y. was
funded through a
combination of
federal, state and
foundation support.**

R.E.A.D.Y.'S FUTURE

As the result of a slow economy, the program is now supported by foundations and product sales.



FOUNDATION SPONSORS (Past & Present)

Allstate Insurance

Consumer's Energy

Daimler Chrysler

Detroit Edison

Dow Chemical

Ford Motor Company

Harper Collins Books

I Am Your Child

Kmart Corporation

Scholastic, Inc.

Sesame Street

Skillman Foundation

Sony Special Music
Products

United Parcel Service

Wal-Mart

Walt Disney Records

Whirlpool

A SPECIAL GIFT

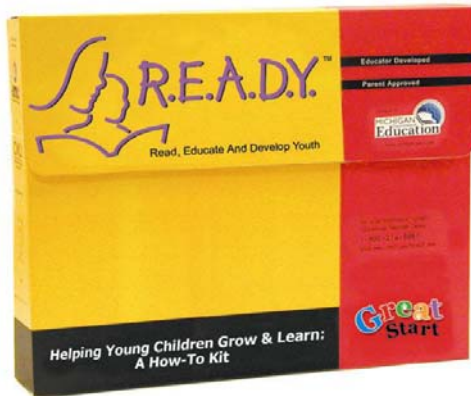


Thanks to strong foundation support, R.E.A.D.Y. kits are available FREE to parents eligible for Medicaid.

Hispanic kits are also available at no cost.

GETTING R.E.A.D.Y.

**Free kits are available
through most
intermediate school
districts and county
health offices.**



**Bulk Pricing
Also
Available**

GETTING R.E.A.D.Y.

**ALL products may be
purchased for a small cost,
either online at
[http://www.emc.cmich.edu/
ready](http://www.emc.cmich.edu/ready) or by calling Central
Michigan University's
Educational Materials
Center at (800)214-8961.**

R.E.A.D.Y. Goes National



Many products are NOW available for purchase nationwide. Revenues generated from national sales are used to provide free kits to Michigan parents.



R.E.A.D.Y. Price List

	Michigan	National
Infant Kit	\$10	\$15
Toddler Kit	\$ 8	\$12
Preschooler Kit	\$ 8	\$12
Toddler Pack	\$ 3.50	\$4.75
Preschooler Pack	\$ 3.50	\$4.75
Ready for School Pack	\$ 3.75	\$5.00
It Starts with a Book And You Video	\$ 6.50	\$8.25

PROGRAM
CONTACT

R.E.A.D.Y. Information

For program information,
contact Jan Ellis,
Michigan Department of
Education at
(517) 373-9391 or visit
the R.E.A.D.Y. web site at
www.michigan.gov/mde.

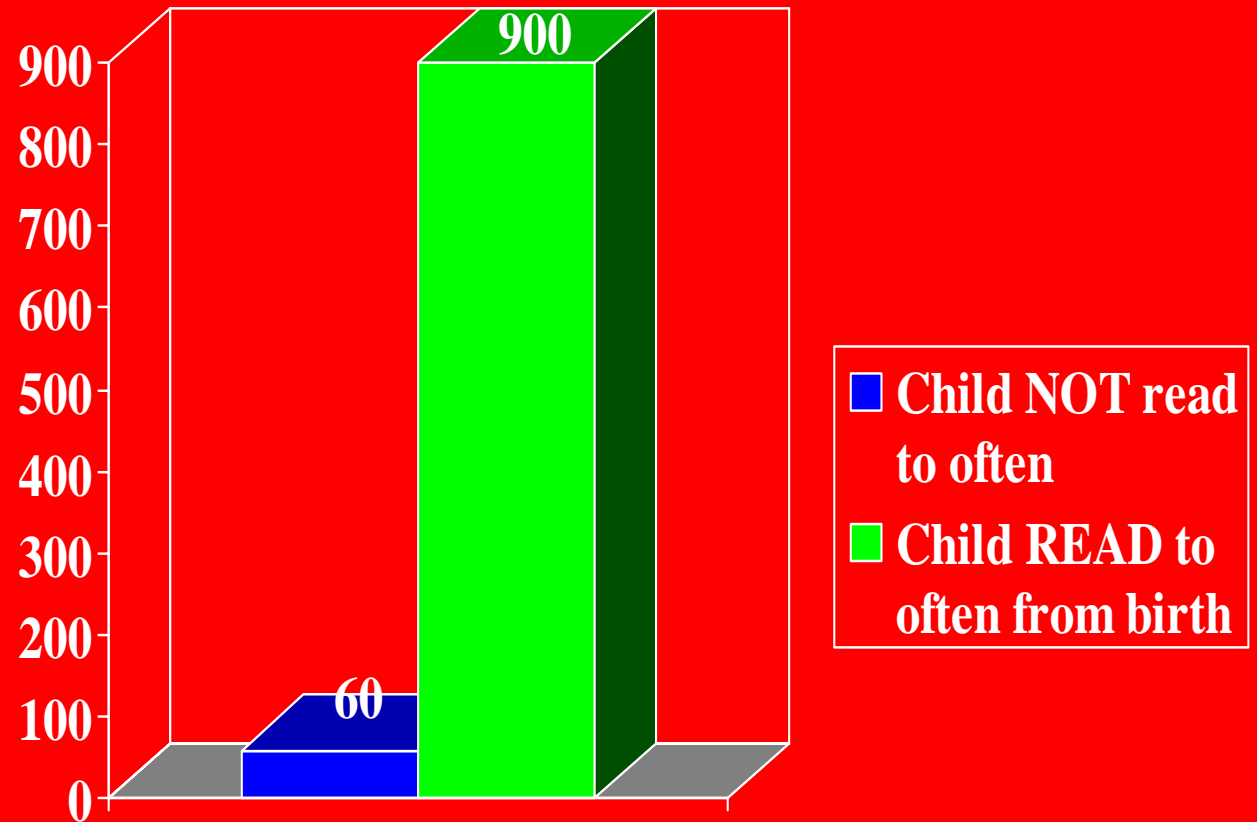
HELPING YOUR CHILD SUCCEED

- Provide a loving and nurturing environment
 - Obtain and use the **R.E.A.D.Y. materials**
 - Do learning activities like reading, talking, playing, and singing with your child everyday
 - Be responsive to your child
 - Encourage safe exploration and play
 - Serve nutritious foods
-


HELPING YOUR CHILD SUCCEED

- **Choose quality child care and stay involved**
 - **Establish routines for your child**
 - **Recognize each child as unique**
 - **Use discipline as an opportunity to teach**
 - **Make TV watching selective**
-

READ, READ, READ



Hours of Literacy Nutrition
Upon Entering School



“The challenge to completely shift our thinking to seize this incredible opportunity is immense.”

Governor Granholm

2003 State of the State Address



“Each child has the ability to learn to read -- and in Michigan with parents, educators, government and business working together – I believe they will.”

Tom Watkins

**Michigan Superintendent of
Public Instruction**

“Show me how this helps teachers teach and children learn.”

MICHIGAN DEPARTMENT OF EDUCATION
DECISION MAKING YARDSTICK
2001

