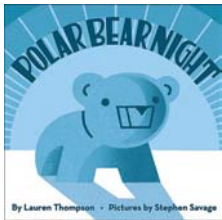




Raising
Readers™

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Polar Bear Night



The new 18-month book, **Polar Bear Night**, will begin shipping sometime in April. It replaces *The Runaway Bunny*, the temporary fill in for *Clap Your Hands*.

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Raising Readers Update

Have Fun Reading Aloud to Your Children Often

This simple message is the premise behind Raising Readers. Share these quick tips with parents and help them establish the read aloud habit.

- Have a regular story time, such as bedtime.
- Turn off the TV when you are reading.
- Have a special cozy spot for reading.
- Let your child see you reading and writing.
- Pay attention to your child's cues and clues – talk about what they're interested in.
- If a child wants to stop before the story is done – stop.



Books + Encouragement = Shared Reading

Primary healthcare providers are often a consistent source of professional advice for parents of young children; and play an important role in helping parents understand the importance of reading aloud to their children from infancy. A few encouraging words from a provider as a book is given to a child can go a long way!



Barriers Parents May Face

It's important to think about early literacy in the context of family literacy – parents may themselves have low literacy skills, or may have negative associations with books and reading. If this is a problem, consider these strategies:

- Talk about “looking at books” rather than reading.
- Emphasize the value of storytelling, of looking at pictures together and talking about what's happening.



Adults often seek help with their own reading skills because they want to help their children learn. Refer interested parents to the Adult Learning Opportunities Hotline at **1-800-322-5455**.