Early literacy skill development provides a foundation for later academic achievement. First 5 San Joaquin invests in a number of strategies to increase early literacy in San Joaquin County, including Raising A Reader, Read to Me, Stockton!, and the Talk. Read. Sing. Draw. Play. campaign. This fact sheet presents findings from an evaluation of early literacy programs funded by First 5 San Joaquin in Fiscal Year (FY) 2017-2018.

### Raising A Reader

Raising A Reader is a literacy program that helps families build reading routines through weekly book bag exchanges. In FY 2017-2018, 1,504 families and children participated in Raising A Reader through a First 5 San Joaquin preschool or home visiting program.

**AFTER PARTICIPATION...**

- **9 out of 10** families had more than 5 books in the home
- **7 out of 10** families read books to their child most days or every day

> “Tell the story in Spanish. Talk to your child in Spanish. You can make up a story. Whatever works for you. The important thing is to have the child on your lap, talking to your child, looking at a book.”

### Read to Me, Stockton!

Read to Me, Stockton! mails age-appropriate books to young children living in the 12 Stockton zip codes. In FY 2017-2018, 1,676 children ages 0 to 5 enrolled in Read to Me, Stockton!

- **9 out of 10** families spent more time reading to their child after receiving books from Read to Me, Stockton!

> “A mi hijo le alegra cuando llega un libro en el correo. Le encantan los libros. Muchas gracias por los libros.”

> [“My child gets really happy when the books come in the mail. They love the books. Thank you so much for the books.”]

It’s such a well-designed, beautiful campaign. It really captures your attention and then you remember it.

The Talk. Read. Sing. Draw. Play. campaign materials are used by community partners across the county to integrate early literacy messages into existing programs. Partners include:

- Books for Babes
- Community Medical Centers
- First 5 sponsored community events
- Child Protective Services
- San Joaquin Treatment & Education for Everyone on Teeth & Health (SJ TEETH)
- Women, Infants, and Children (WIC)

Get Involved

Improving early literacy is a collaborative effort, and everyone can play a role in ensuring San Joaquin County children thrive. First 5 San Joaquin encourages parents and caregivers, early childhood educators, and community members to help expand literacy efforts in the county.

Parents and Caregivers
Learn more about early literacy and find resources to support you in being your child’s first and best teacher.


Early Childhood Educators
Explore creative ways to help children develop the foundational skills they need for a successful start at school.

Contact First 5 San Joaquin to learn how to partner with colleagues and parents on early literacy efforts.

Community Members
Help spread the word about the importance of early literacy experiences in a child’s life.

Contact First 5 San Joaquin to learn more about the Talk. Read. Sign. Draw. Play. campaign.

For more information contact:
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