

A decorative graphic on the left side of the slide, consisting of a light green vertical bar and a dark blue horizontal bar that curves at its ends.

Leading Babies and Toddlers to Reading

Becky Reisinger

Children's Librarian

Seward Memorial Library

Language to Literacy



Library programming for babies

Toddler Time



Library programming for babies

Pre-Three



Library programming for toddlers

Pre-three



Library programming for babies

Finger plays for all ages



Library programming for toddlers

Play time encouraging language



Library programming for toddlers

Importance of play



Library programming for toddlers

Of course there's always the parachute





LEADING TO READING

An emergent literacy project,
produced by Seward Memorial
Library and Concordia
University

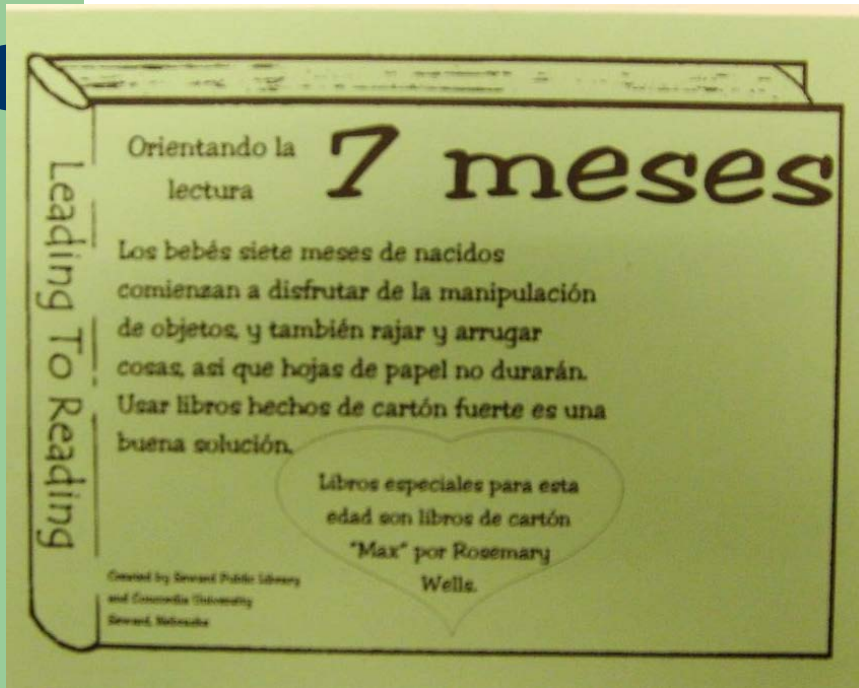
First, just a spark...

- Early 2001 : Jim Trelease, author and motivational speaker, presents at Nebraska Library Association conference
- “20 minutes of reading aloud to any child, raises an IQ 20 points.”
- May, 2001 : Seward Library receives \$1,057 grant for “postcards” with a goal of 120 postcards sent after the first year.

Our postcards take shape

- Library develops activities & book suggestions.
- Design developed
- 6th gr. reading level
- 30-second attention
- Color-coded
- Concordia professors, Roberta Nelson and Leah Serck review & advise on appropriateness

What fits on 4"x6"?



- Age of child
- Landmark in communication & language
- Suggested activity for development of landmark
- Book suggestion strengthening development
- Label - either local or supportive

Back from the printers!

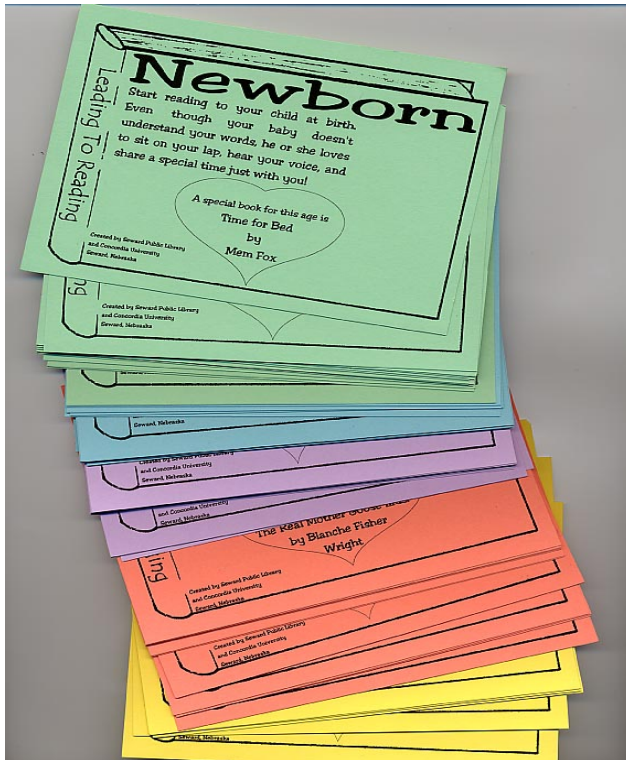
Printing finished by July 30

Frantic assembly by Friends of Seward Library

Plans for in-house organization

How much will they cost?

How to distribute and market?



August 8, 2002

First Event!

Seward County Fair Baby Olympics

Leading to Reading becomes LTR 2.0



2010 - Running low on original cards

- New graphics
- New videos
- New books





New card design has all the same features in an updated format!

Branding our new project



Welcome to
Leading to
Reading



Leading to
Reading

month



This book is recommended for month _____



Leading to
Reading



www.leading2reading.com

www.leading2reading.com



Leading to Reading

Seward Memorial Library



www.leading2reading.com



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Seward County Residents

Sign up for
monthly postcards
delivered in the
mail for free!

Non- Residents

Subscribe to
postcards delivered
monthly or purchase
a complete set of
postcards!

Parents using a public library or bookstore may often be overwhelmed by the number of books now available for children. Because reading aloud to children is so important in their language acquisition, we want to help. Our Leading to Reading program presents developmental milestones for parents to watch for as well as age appropriate book suggestions for children birth to age 5.

Each Leading to Reading set includes 61 postcards, color-coded by year, reflecting a wide variety of authors and genres. Families living in Seward County, Nebraska may register to receive cards mailed monthly, free of charge, to match their child's age. These cards will also include a message about what is happening at the Seward Memorial Library. Full sets and out of county monthly mailings may also



Leading to Reading Videos



Did the spark take?

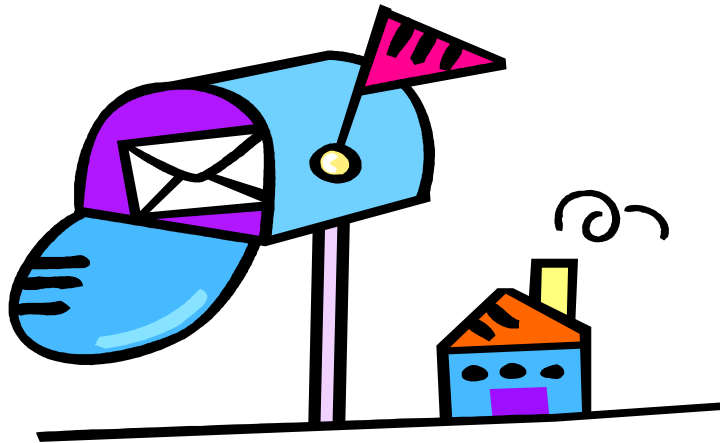
- 1st year: 192 postcards sent monthly
- 2nd year: 221 postcards sent monthly, 37 “graduates”
- Used by several communities in parenting programs
- 15th year: 220+ postcards sent monthly

Did the spark take?

- Free to Seward County residents
- \$25 plus tax for out-of-county (we send to 24 other states!)



Kids love to get mail!



- Card sent to child with THEIR name on it
- “Love note” from grandma/grandpa/aunt/uncle/great friend
- Associate reading with you!
- Contact Seward Memorial Library for more information

Putting it altogether

- Families are the first teachers
- Libraries can inform and instruct
- Leading to Reading can help families with literacy