Why Literacy Matters

Literacy and good health are connected! Below are some ways that reading regularly can help your child grow physically, emotionally, and socially.

- Reading regularly and discussing what was read **raises a child's IQ by 6 points.**
- Spending quality time reading, talking, and listening **strengthens the parent-child bond.**
- Reading for 20 minutes every day can help students score among the top **10% in standardized testing.**
- Reading creates new brain pathways. Readers have better memories!
- Reading for just six minutes can **reduce stress levels by up to 60%** and slow the heartbeat.
- Reading together at bedtime every night tells the body that it’s time to sleep and **relaxes you.**
- Strong readers are **2.5x more likely to earn $850** or more a week.
- Children who read are more likely to make logical decisions. They also have better judgment!
- Reading, especially fiction books, **increases empathy.** Readers know better what it’s like to walk in someone else’s shoes.
- Well-read kids are more likely to “think first” before becoming angry or emotional.
The Top 7 Ways You Can Support Your Child’s Literacy

1. Keep a wide variety of reading materials in your home.
   - Books, borrowed or bought
   - Newspapers
   - Magazines
   - Flyers
   - Brochures
   - Owner’s manuals

2. Talk, sing, and play with your child.
   - Sing songs and recite nursery rhymes
   - Tell family stories
   - Make up stories
   - Draw, make books
   - Play games together
   - Ask questions and listen

3. Let your child know that you believe he or she can be an outstanding reader and student.
   - Write uplifting notes
   - Praise your growing reader
   - Gift books and other literacy materials
   - Ask your child to read to you

4. Show that you believe reading is important.
   - Read daily
   - Read aloud
   - Share your reading
   - Travel with a book

5. Be actively bilingual, if possible.
   - Use both languages
   - Read books in both languages
   - Celebrate your culture
   - Use closed captioning

6. Talk to your child’s teachers.
   - Share details about your child
   - Ask for help if needed
   - Listen and support teachers’ goals and concerns
   - Speak up

7. Visit libraries in your community and online.
   - Apply for a library card
   - Sign your child up for library activities and clubs