

# Let's Read National Early Literacy Campaign 2012–13



44%

Almost half (44%) of Australians over 15 lack the literacy skills they need for everyday life and work<sup>1</sup>



1 in 5

1 in 5 Australian children start school behind — poorly equipped to benefit from social and learning opportunities<sup>2</sup>



**Children are born to learn. The early years from birth to age five are critical for building the emergent literacy skills that precede learning to read and write.**

We believe that the best way to equip children for their future is by helping them build a solid language and literacy foundation before school.

*The Let's Read vision is for all Australian children to share books, stories, songs and nursery rhymes every day from birth with the important people in their lives.*

In July 2012 the Australian Government funded the Murdoch Childrens Research Institute to implement a 12 month Let's Read National Early Years Literacy Campaign. The campaign engaged **families** and **caregivers**, **professionals** and **communities** throughout Australia to promote high quality early literacy environments for children from birth to five years.

Let's Read 'anywhere anytime' is a call to action to share words, rhymes, songs, stories and books every day with children from birth to five years.



Nathan Lovett Murray with sons Nyawi (left) Mara (right) at the Let's Read launch event, April 2013, The Royal Children's Hospital

1 Australian Bureau of Statistics (2013) 4228.0—Programme for the International Assessment of Adult Competencies, Australia, 2011–2012. Preliminary Findings. Released 15/02/2013. Retrieved from <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/4228.0main+features992011-2012>.

2 Australian Government (2013). A Snapshot of Early Childhood Development in Australia 2012—Australian Early Development Index National Report, Australian Government, Canberra.

The Australian Government is working in partnership with the Murdoch Childrens Research Institute and The Smith Family to deliver Let's Read.

Project partners:



Affiliated with:



Some of the Let's Read campaign achievements are below.  
Click on the links to find out more information:

## Increasing families' awareness about the importance of sharing books, stories, songs and nursery rhymes with their children every day from birth

### Who did the campaign reach?

- **21,363** national and international website visitors
- **More than 10,000** families across Australia received Let's Read resource packs
- **Nearly 3,000** mailing list subscribers
- **Over 1,360** Facebook likes in six months
- **An estimated 2,210,844** people saw, read or heard about Let's Read in the media

### How did we achieve this?

- New website, research reports, [reading tips](#) and tools
- National launches and events
- Seamless link and affiliation with [Raising Children Network](#)
- [Nationally released radio ad](#) in English and **21** community languages
- [Promotional video](#) produced
- Social media campaign: [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#) and [Vimeo](#)
- **40+** features in the media, ranging from print, TV and radio



### Who got on board to help us?

- [Two Ambassadors: Jay Laga'aia and Liz Ellis](#)
- [More than 30 champions](#) supporting the importance of early literacy
- [Over 25 collaborations](#) with early childhood and literacy initiatives throughout Australia

## Supporting early childhood professionals to promote early literacy and empower families to read anywhere, anytime with their children from birth

### Training and professional development for childhood professionals:

- [Let's Read certified services](#) — a pilot with 15 Victorian Goodstart Early Learning Centres
- [New Let's Read eLearning course](#)
- Engagement with TAFE providers to work towards accreditation of the Let's Read eLearning course
- 2012 Queen Elizabeth Centre Conference partner
- Four conference presentations and workshops

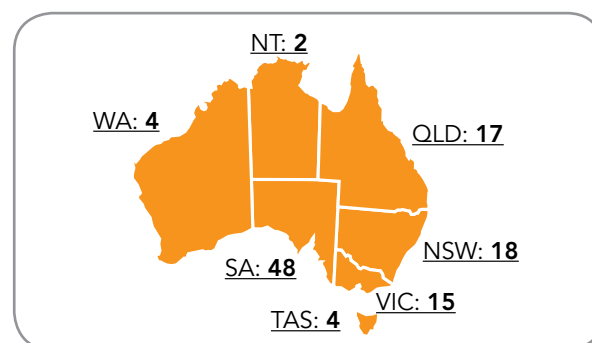
### Some of the highlights:

- **Finalist** in 2013 Victorian eLearning Excellence Awards
- **Winner** at the 2013 International Social Marketing Conference, Toronto

## Mobilising disadvantaged communities to encourage children's language and literacy growth from birth to five years

**200,000+** families have participated in the Let's Read community program since 2004

There are currently 108 Let's Read community programs throughout Australia:



Let's Read resource distribution to disadvantaged communities across Australia from July 2012–July 2013 included:

- **37,077** books
- **30,312** book suggestion lists
- **35,797** reading tip sheets
- **12,009** DVDs
- **22,336** bags
- **12,692** promotional products
- **4,150** community awareness posters

The campaign has made Let's Read resources available free to download for communities throughout Australia.

## Developing ongoing sustainability for early literacy promotion in Australia

In preparing for a sustainable approach to the promotion of early literacy across Australia, the Let's Read campaign established a:

- new advisory group with early childhood and early literacy experts from across Australia
- joint venture with Love2Read and ReadLearnSucceed to work towards a common, national approach to early literacy promotion

### What's next?

In 2013–14 Let's Read will continue to engage families, professionals and communities throughout Australia to promote reading with children from birth to five years. Join us and stay up to date:

[Visit our website](#)

[Sign up to our mailing list](#)

