



It is well documented that an individual's literacy levels affect their opportunities in life for education, employment, income and wellbeing. Learning to read lays the foundation for future learning.

The early years from birth to age five are critical for building the emergent literacy skills that precede learning to read and write. Research demonstrates that the best way to equip children for their future is by helping them build a solid language and literacy foundation before school.

Let's Read

Let's Read is a national early literacy initiative that promotes reading with children from birth to five years. Let's Read was developed by the Centre for Community Child Health at the Murdoch Childrens Research Institute and the Royal Children's Hospital. The Murdoch Childrens Research Institute (MCRI) and The Smith Family (TSF) have partnered to implement Let's Read with communities across Australia.

Let's Read aims to develop and generate national, integrated early year's literacy promotion and support activities so all children gain the foundation skills for subsequent language, literacy and learning success. Based on the research evidence:

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

In order to continue delivering on this vision, Let's Read has developed a multi-tiered model to engage families, professionals and communities in a range of messages relevant to children's early literacy development from birth to five years.

- 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:



Let's Read is a registered Trademark of both Murdoch Childrens Research Institute and The Smith Family
www.letsread.com.au

The Let's Read community program

The implementation of the Let's Read community program, designed to empower families to read with their children from birth, began in 2005 as partnership between MCRI and TSF. As a result of this partnership, Let's Read has been delivered in over 100 disadvantaged communities across seven Australian states and territories with over 200,000 children participating in the program.

The Let's Read community program has received funding from a range of committed stakeholders, including Shell, Disney, the Telstra Foundation, Boeing, the Miller Foundation, the Australian Research Council, state governments and the individual communities.

The key components of the Let's Read community program are delivered by:

- providing messages and resources to support community approaches to early literacy development
- encouraging and supporting partnerships and initiatives for literacy activities and promotion
- providing professional training about the development and importance of early literacy and the activities that support it
- training for professionals to engage with families and caregivers regarding early literacy
- supporting the Let's Read universal multi-point intervention which is provided by a trusted community professional at or around child ages 4 months, 12 months, 18 months and 3 ½ years
- providing messages, information and resources that support provision of literacy rich home environments
- making high quality children's books available at low cost for use in the home and community
- encouraging the provision of child-focused literacy rich experiences in the community

[Find a Let's Read community program](#)

[Establish Let's Read in your community involved](#)

2012-13 Let's Read National Early Literacy Campaign

In July 2012 Let's Read received significant funds from the Australian Government to support a national early literacy campaign in 2012-13 building on the National Year of Reading 2012. Building on existing evidence-based programs the Let's Read campaign engaged families, professionals and communities to promote high quality early literacy environments for children from birth to 5 years.

The Let's Read campaign had numerous successes, including: vast national media engagement on the importance of early literacy; mass dissemination of new market-tested Let's Read resources to over 10,000 families across Australia, successful completion Let's Read certified services pilot with Goodstart Early Learning and the development of a the new Let's Read eLearning course for ECEC professionals. The campaign established various engagement and support platforms placing it in a unique position to expand its impact across Australia using the broad infrastructure developed through the campaign's achievements. Let's Read will consolidate and build upon these platforms in 2013-14.

[Read more about the 2012-13 Let's Read campaign](#)

[Download the 2013 Reading Tips and Tools for Families](#)

[Learn more about the new Let's Read eLearning course for early childhood professionals - on sale now!](#)

Let's Read 2013-14 – right from the start

Let's Read 2013-14 builds on over 9 years' experience implementing Let's Read in disadvantaged communities across Australia in partnership with TSF, as well as on the success and experience gained from the implementation of the 2012-13 Let's Read campaign. The Australian Government are funding the Let's Read 2013-14 team infrastructure and operating costs. *Let's Read 2013-14* continues to utilize the multi-tiered model of implementation but has a key focus on the development and delivery of a business strategy to leverage current federal funding to ensure the long-term viability of Let's Read as a public health initiative. The *Let's Read 2013-14* objectives are:

- To build the public profile of Let's Read and increase families awareness of importance of early literacy and how they can support their children's emergent literacy development
- To develop and implement professional development programs and initiatives for early childhood professionals in supporting children's emergent literacy and promoting early literacy to families
- To mobilise disadvantaged communities support of families in providing emergent literacy experiences for children
- To develop ongoing sustainability for Let's Read and early literacy promotion across Australia

Stay up to date with Let's Read latest news and resources

[join the mailing list](#)

[visit the website](#)

[Facebook](#)

[Twitter](#)