LET'S READ NATIONAL EARLY YEARS LITERACY CAMPAIGN 2012-13

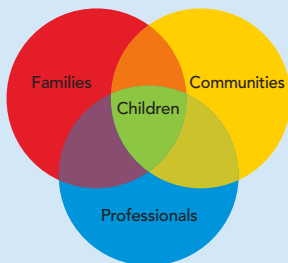**Let's Read 0–5 years**

Our vision is for all Australian children to share books, stories, songs and nursery rhymes every day through their relationships with the important people in their lives.

The Hon Peter Garrett MP, Minister for School Education, Early Childhood and Youth will officially launch the Let's Read campaign at the International QEC 15 November 2012.

For more Let's Read campaign information and resources for early years professionals, join our mailing list: www.letsread.com.au

Let's Read supports Australian children to gain the foundational skills for language, literacy and learning success.

Building on existing evidence-based programs, the **Let's Read National Early Years Literacy Campaign** engages families, professionals and communities to promote high quality early years literacy environments for children aged 0-5 years. A multi-tiered and ecological approach will be implemented to generate a range of literacy promoting messages relevant to the developmental phases of children aged 0-5 years.

We know that:
• around 7 per cent of children under 3 are rarely read with and up to 20 per cent are only read with 1-2 times per week
• nearly 25 per cent of children arrive at school developmentally vulnerable
• almost half of Australians over 15 lack the literacy skills they need to meet the demands of everyday life and work.

The foundations of literacy are laid in the early years, well before school entry. Children who are read with early in life grow to enjoy books and are much more likely to become fluent and enthusiastic readers. Sharing books, stories, songs and nursery rhymes with children in the early years can protect them from developing language and literacy problems later in life.

The Let's Read campaign is supported by the new Let's Read website **www.letsread.com.au**

Contact: **letsread@mcri.edu.au**

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:

Murdoch Childrens Research Institute
Healthier Kids. Healthier Future.

The Smith Family
everyone's family

The Royal **Children's** Hospital Melbourne

raisingchildren.net.au
the australian parenting website