Parents play the most powerful and influential role in their children’s lives. As their children’s first teacher, brain builder, tech navigator, advocate and coach, parents set the stage for success in the early years and early grades. Parents can best ready children for school, establish good school attendance habits and prevent summer learning loss.

The Campaign for Grade-Level Reading recognizes that parents are the secret sauce! Without parents, it is unlikely that we can make progress on the Campaign’s three community solutions areas — readiness, attendance, summer — or, ultimately, on third-grade reading. This is why a focus on supporting parents should be integrated across all of our work in Campaign communities across the country.

To assist communities, the Campaign has developed a framework — depicted in the infographic on the next page — that identifies nine essential competencies that communities can help parents strengthen in order to best promote their children’s readiness, attendance and summer. The competencies are supported by science, research and what the field is learning about the important responsibilities and roles parents play in helping their children succeed.

As a companion to the framework, the Campaign has produced three Supporting Parent Success Resource Guides, one for each Campaign community solutions area. The guides flesh out why the competencies matter; share proven and promising programs, tools and resources including implementation examples documented in Campaign-produced Bright Spots and Innovation Briefs; highlight other inspiring community efforts; and offer ways to measure the impact of community work.

The programs, tools and resources in these guides were selected because they align with the Campaign’s priorities; can be readily implemented by a local GLR campaign and implemented to scale throughout the Campaign Network; and respond to communities’ requests and concerns.

No one program, tool or resource is a magic bullet. But when a community makes a targeted effort — choosing and bundling the right strategies and supports for specific populations — and takes the effort to scale, this can have a population-level impact.
GLR FRAMEWORK ON SUPPORTING PARENT SUCCESS

School Readiness
Engage in nurturing and affirming “back and forth” interactions

School Attendance
Recognize and address health needs and environmental hazards in the home
Monitor absences and seek support at the earliest signs of attendance issues

Summer Learning
Engage children in enriching summer activities at home or in the community

Track and assess progress toward early developmental milestones

Establish an expectation and a plan for daily school attendance, even when families move

Use technology to facilitate ongoing learning, especially during the summer months
Encourage, support and model healthy eating and fitness

First teacher and brain builder
Best advocate and coach
High-touch and high-tech manager
Most important role model
The guides are intended to be continuously updated as more is learned from GLR communities, the field and science. Your input is welcome! Use the guides’ thought-provoking questions to weigh in on how to build out the guides and do more to support parent success.

**START OR ADD TO A CONVERSATION ON THE HUDDLE!**

Click on the links below for the School Readiness and School Attendance Guides.

*School Readiness: Supporting Parent Success Resource Guide*

- Engage in nurturing and affirming “back and forth” interactions
- Enrich their child’s vocabulary and promote a love for reading
- Track and assess progress toward early developmental milestones

*School Attendance: Supporting Parent Success Resource Guide*

- Recognize and address health needs and environmental hazards in the home
- Monitor absences and seek support at the earliest signs of attendance issues
- Establish an expectation and a plan for daily school attendance, even when families move
Decades of research confirm that students lose ground academically when they are out of school during the summer — a phenomenon known as “the summer slide.” This most affects children from low-income families, who lose the equivalent of two months of reading skills over the summer while their middle-class peers tend to gain skills. The effects of summer learning loss are cumulative and both widen achievement gaps and increase the likelihood that children from low-income families will drop out of high school.

Many parents are not aware of the summer slide. They think of summer as a time when children get a break from school and have fun. But recent focus groups reveal that when parents know about the summer slide and its impact on school success, they want their children to have learning opportunities, as well as fun, during the summer. This was affirmed in a recent America After 3PM study indicating that: “While 33 percent of families reported enrolling a child in a summer program, 50 percent would have enrolled a child if a program had been available. Three-quarters of parents surveyed agree that it is important that children have summer activities that help them maintain academic skills and learn new things.”

And when parents take part in their children’s learning during the summer months, learning outcomes improve, suggests the RAND Corporation report, Making Summer Count: How Summer Programs Can Boost Children’s Learning. It found that quality summer programs featuring individualized instruction, parental involvement and small classes can boost student achievement.

Finally, because summertime is a high-risk time for children’s fitness and nutrition, particularly for children from low-income families, ensuring that children can participate in summer activities that promote exercise and healthy eating is critical and supports ongoing learning.
Bottom-line, any effort to increase third-grade reading proficiency should maximize the summer months as a time to catch up, stay on track and remain healthy. Equipped with the right information, tools and supports, parents can make sure their children have healthy and enriching summers.

The Campaign for Grade-Level Reading is committed to reducing the summer slide by 2016. To achieve our 2016 Summer Learning Progress Indicators, parents must be enlisted as key partners — and supported in this effort.

To make progress on summer learning, the Campaign encourages communities to focus on helping parents strengthen three competencies: 1) engage children in enriching summer activities at home or in the community; 2) use technology to facilitate ongoing learning, especially during the summer; and 3) encourage, support and model healthy eating and fitness.

To get started, a community should determine which competencies it wants to focus on, select strategies and practices, set measurable goals and target efforts to meet the goals. Ideally, the focus will be on all three competencies since they all contribute to preventing the summer slide.

To explore each competency, click on the competencies at the top of the previous page.

The Campaign’s indicators of progress on summer learning for 2016 are:

- More children from low-income families participate in summer programs that meet their academic and social needs.
- More children from low-income families maintain or increase their reading levels over the summer.
- Fewer children from low-income families experience summer as a high-risk period with major challenges to good nutrition and fitness.
ENGAGE CHILDREN IN ENRICHING SUMMER ACTIVITIES AT HOME OR IN THE COMMUNITY

WHY IT MATTERS:

• Low-income children lose the equivalent of two to three months in reading achievement over the summer, while their higher-income peers tend to make slight gains.¹

• By fifth grade, cumulative years of summer learning loss can leave low-income youth 2.5 to 3 years behind their peers.²

• High-quality summer learning programs have been shown to improve reading and math skills, school attachment, motivation and relationships with adults and peers.³

High-quality and enriching summer activities help students retain what they have learned during the previous school year and help them succeed during the next school year. Such programs, including home-based activities, provide experiences that challenge children, develop their talents, keep them engaged and expand their horizons. Increasing parent access to enriching summer activities can help children limit their summer learning losses.

Children who attend high-quality and enriching summer programs often do not experience significant summer learning loss and even make academic gains compared with those who do not participate in enriching summer activities, as discussed in the report Making Summer Count: How Summer Programs Can Boost Children’s Learning.
Summer activities at home also can prevent summer learning loss. Studies show that even providing more books in the home during the summer months limits summer learning loss among low-income students.4

To prevent summer learning loss, the Campaign suggests below some of the most effective and promising summer programs, tools and resources for parents and their children.

What does the research say about making summer reading effective?

One of the most important strategies to encourage and sustain summer reading is to provide books that match children’s reading level and interests.

Engaged and encouraging adults supporting children’s reading habits should apply the ABCs of Improved Reading to help make summer reading effective: Access to books. Books that match reader’s abilities and interests. Comprehension. Adults should be able to ask questions and guide kids to better understand what they are reading. (Adapted from: Research in Brief: Making Summer Reading Effective)
PROVEN & PROMISING PROGRAMS, TOOLS AND RESOURCES

**BELL (Building Educated Leaders for Life)** is a full-day summer learning program operating in many communities that combines academic instruction with fun, hands-on enrichment activities, field trips and service projects. It includes READy Scholars, which is designed to boost the grade-level reading skills of elementary school students. Check out this Bright Spot.

**Freedom Schools**, created by the Children’s Defense Fund, provides a six-week summer reading enrichment program for children who might otherwise not have access to books. Its Integrated Reading Curriculum includes conflict resolution and lessons promoting social, cultural and historical awareness. Check out this Bright Spot.

**Horizons National** is a community-centered summer program designed to close achievement and opportunity gaps for low-income children, who join the summer before kindergarten and return each year through 12th grade. Students attend a six-week summer program on the campuses of independent schools, colleges and universities, and receive additional support throughout the year. The curriculum focuses on reading, STEM and art.

**Springboard Collaborative** developed Springboard Summer, an intensive five-week summer literacy program for pre-K through third-grade students and their families. Through home visits, family workshops, coaching, learning bonuses and teacher instruction, Springboard works to help close the achievement gap by coaching teachers, training family members and incentivizing learning.
Summer Advantage USA partners with schools and school districts to provide summer learning programs for elementary and middle school students that maximize learning time, include instruction and mentoring, focus on parental involvement, teach from a skill-based curricula and also include fun activities.

Camp Wonderopolis is a free online summer learning resource from the National Center for Families Learning, especially targeted for children in grades 2 through 8. It provides lessons on topics ranging from sports to health that include informational text, interactive vocabulary study and recommended reading lists.

RESOURCES

The Lexile Framework for Reading matches readers with appropriately challenging texts, according to their ability. It also provides a way to monitor progress toward college and career readiness.

National Summer Learning Association (NSLA) offers parents tip sheets with summer learning ideas at home and in the community. Available in English and Spanish.

Start with a Book! offers parents, caregivers, summer program staff and librarians engaging ideas to get kids hooked on reading, exploring and learning during the summer and beyond.

WHAT OTHER PROVEN & PROMISING PROGRAMS, TOOLS AND RESOURCES WOULD YOU LIFT UP? click here to post your ideas
Vroom makes the brain science accessible to parents, building awareness that the first five years are when children develop the foundation for all future learning — and that parents are their children’s most powerful brain builders. The free Daily Vroom app offers parents daily tips to turn shared moments into brain-building moments. To roll out Vroom in your community, check out the Tools & Resources section of JoinVroom.org where you can download free Vroom materials and tools, including a how-to playbook. Check out this Innovation Brief.

click here to see the video
Albuquerque, New Mexico. *Launch to Learn* is a summer initiative in Albuquerque. Students of all ages visit museums, libraries, exhibits, camps and other enriching places to continue learning over the summer. Students receive a passport which is stamped by the places they visited or activity in which they participated.

California. *The Re(a)d Zone* is a philanthropic initiative to provide summer programs promoting reading proficiency to children from low-income families in the greater San Francisco Bay Area. It is an initiative of the 50 Fund, the philanthropic arm of the San Francisco Bay Area Super Bowl 50 Host Committee and co-developed with the GLR Campaign. Check out this *Bright Spot.*

Delray Beach, Florida. To assess the extent of summer learning loss, the city’s grade-level reading coalition developed a data-sharing agreement between the city and the county school district. Delray Beach also supported development of literacy-rich summer learning programs. Check out this *Bright Spot.*

Kansas City, Missouri. In 2015, a two-year-old effort by Kansas City, to increase the availability and quality of summer learning programs for young children provided free summer learning programs for nearly 16,000 children in 20 elementary schools and other sites in the Kansas City Public Schools (KCPS) — over twice the 2014 enrollment. Check out this *Bright Spot.*

Los Angeles, California. *Passport to Success,* a summer program sponsored by Families in Schools, provides Los Angeles families with a learning kit and online resources to explore libraries, museums and cultural events. Families are eligible to receive prizes, participate in weekly scavenger hunts and receive learning tips online.
Pittsfield, Massachusetts. Pittsfield Promise, the local grade-level reading coalition, reaches students through summer programming offered in schools, the library, city and parks department, and local summer camps. Each site implements a set curriculum including reading materials, Magic Tree House books and nonfiction companion books. Check out this *Bright Spot.*

Quad Cities, Iowa and Illinois. Three area school districts designed and implemented a summer enrichment program that includes curriculum and pre- and post-assessments. Two other districts implemented a summer reading program using myON Reader. Check out this *Bright Spot.*

Tampa, Florida. The Summer Care program began as an effort to bolster low-income families’ financial stability. Now, it works to help those families’ children improve their reading proficiency over the summer. Check out this *Bright Spot.*

Waukegan, Illinois. In the northern Illinois city of Waukegan, grade-level reading campaign partners developed a full-day summer learning program — available to hundreds of young children — by combining two already available part-day offerings. Check out this *Bright Spot.*

**WHAT OTHER INSPIRING COMMUNITY EFFORTS WOULD YOU LIFT UP?**

*click here to post your ideas*
USE TECHNOLOGY TO FACILITATE ONGOING LEARNING, ESPECIALLY DURING THE SUMMER MONTHS

WHY IT MATTERS:

• Technology can be a helpful ally in literacy development during the summer, particularly when parents and young children use technology to strengthen their interactions with each other and to improve children’s familiarity with sounds, words, language and knowledge.

• Connected and engaged parents are crucial to children’s success. Parents do not have to be strong readers to make important contributions to their children’s cognitive development and later reading success. Parents who spend time with their children talking and learning, using traditional and digital media, make a difference.

• To ignore technology is to miss opportunities for delivering new content and better teaching to the children who need it most, inadvertently allowing digital divides to grow wider.5

During the summer months, students with access to technology benefit from ongoing learning that helps them stay on track or catch up if they are behind. Fortunately, technology is more readily available — at home, local libraries, community organizations and even in public housing — through digital devices including computers, tablets and smartphones. And today’s digital world is filled with online literacy programs, apps and games that promise to increase children’s literacy skills.
Developing this competency begins by communicating with parents to dispel myths about screen time, particularly for infants and toddlers; to stress the importance of parents interacting with children when using digital media; and to help them identify digital tools that best help children read proficiently by the end of third grade.

Below are proven and promising programs, tools and resources, including apps and mobile-based technology, web-based technology, digital libraries and resources and links to identify proven digital tools and community programs in action.

Helpful starting points for GLR communities include: 1) sharing the new framework to identify educational apps, developed by researchers with expertise in the science of learning, and 2) tips to help families access online materials.

LOCATE PROGRAMS ACROSS THE COUNTRY THAT ARE EMBEDDING NEW TECHNOLOGIES TO PROMOTE LANGUAGE DEVELOPMENT AND EARLY LITERACY

click here to see interactive map

What does work is when parents and families understand the importance of the first few years of brain development, how back-and-forth, serve-and-return interactions promote learning and how parents helping children make sense of what they are seeing and doing with media provides an early boost.

Helping parents understand that all learning is interactive — and guiding parents to research-informed apps and other technology-based programs — can help boost children’s early literacy development.

Screen Sense: Frequently Asked Questions
The New Co-viewing: Designing for Learning through Joint Media Engagement
Tap, Click, Read: 3 Ways Digital Media can Effectively Boost Literacy
With over 80,000 educational apps in the market and no universal rating system, it is difficult for parents and families to decide which app is appropriate for their children. Researchers have devised a simple way for parents to tell which apps are legitimately educational and could benefit their children.

The four pillars of learning provide a framework to identify educational apps. The four pillars, or principles, to help parents and families judge apps are:

1) **Active involvement**: The app must require active thinking and intellectual participation, not mindless scrolling.

2) **Engagement with learning materials**: The app should have responsive interactions, immediate feedback and channel a child’s unique abilities. The app should also be free of distractions, such as pop-ups or advertisements.

3) **Meaningful experiences**: The quality and quantity of experiences within the app should connect with the broader experiences the child may have.

4) **Social interaction**: The app should feature back-and-forth responses with the child using the app, such as character responses to choices that the child makes.

Apps with these four pillars, paired with a learning goal for the child, would be the foundation of a truly educational app. This framework was developed by six researchers led by Kathy Hirsh-Pasek at Temple University. Read more in this blog post on the Tap, Click, Read site.
HELPING FAMILIES GAIN ACCESS TO ONLINE MATERIALS

Some families do not have Internet-connected computers at home or cannot afford data plans on their smartphones that allow for unlimited video or other electronic materials to be downloaded. To overcome this hurdle, community leaders can:

• Support and coordinate services for free Internet stations in public libraries and community centers

• Spread the word about the availability of Internet access in public libraries and community centers

• Pilot the use of loaner programs for e-readers, tablets and other devices

• Advocate in state and local budgets for more equitable access to high-speed Internet in low-income neighborhoods
PROVEN & PROMISING PROGRAMS, TOOLS AND RESOURCES

APPS AND MOBILE-BASED TECHNOLOGY

*Let’s Play*, from the nonprofit group Zero to Three, is a free parenting app that helps parents turn routine daily activities — from commuting to bedtime and bath time — into learning opportunities for children up to age 3.

*PBS Play & Learn* is PBS’s first app designed specifically for parents, including bilingual (English/Spanish) parents. Winner of a Parents’ Choice Silver Award, it offers theme-based interactive games and simple hands-on activities that parents play with their kids to turn everyday experiences into teachable moments building literacy and math skills.

*ReadyRosie* is a digital parent engagement tool intended for a school district or community-wide initiative. Parents — and other adults caring for children — receive a daily message that contains a short video demonstrating a learning activity to do with a child during regular daily routines. Activities are targeted for literacy and language acquisition and are aligned to state learning standards. Videos are available in English and Spanish and messages are delivered via email, text or app notifications. Check out this *Bright Spot* and *this resource* to learn how GLR communities are funding Ready Rosie.

*WordGirl Superhero Training* is an app with four mini games (with 30 levels each) designed to help children ages 6 to 8 build vocabulary, critical thinking and language skills. It is based on the PBS KIDS series, “WordGirl” and has an embedded vocabulary curriculum.
WEB-BASED TECHNOLOGY

**ABCmouse.com Early Learning Academy** — available on computers, tablets, and smartphones — is the leading and most comprehensive online learning resource for children ages 2 to 7 years old and includes 7,000+ standards-based learning activities covering preschool, pre-k, kindergarten and 1st grade. Large-scale research studies assessing the effectiveness of this award-winner have concluded that ABCmouse.com accelerates learning and helps children make significant gains in phonics, vocabulary, literacy and numeracy. ABCmouse is free to public libraries, public housing, teachers and early education providers, foster parents, and other community organizations that work with low-income children.

The **Khan Academy** app offers educators and students a K–12 curriculum in the sciences, math, humanities, finance and more. It includes videos, research articles and tools to track a user’s learning progress.

DIGITAL LIBRARIES

**myON** provides anytime, anywhere access to a library of more than 8,000 enhanced digital books with multimedia supports, real-time reporting and assessments and embedded close reading tools. It encourages students to read closely and engage with digital texts in new ways. Check out this **Bright Spot**.
ADDITIONAL RESOURCES

I-LABS modules from the Institute for Learning and Brain Sciences, at the University of Washington, offer easy-to-understand activities built on the science of how young children learn from interactions with adults.

InTEL (Integrating Technology in Early Literacy) is an interactive map showing more than 30 parenting and early education programs across the country that are embedding new technologies to promote language development and early literacy. The map gives users the ability to search for programs that are experimenting with new tools such as text messaging, apps, remote chat, and video recordings to augment existing initiatives or catalyze new ones.

Pioneering Literacy in the Digital Wild West is a GLR Campaign report that surveys the marketplace of digital products designed to teach young children to read and shares promising programs and practices.

Tap, Click, Read provides an update to the GLR Campaign report, Pioneering Literacy in the Digital Wild West, explaining how technology can help children learn to read if they are surrounded by adults who know how to help and if they are introduced to media that promotes, rather than undermines, literacy.

The Harvard Family Research Project has an App Resource Guide that offers suggestions for app tools that are fun and support learning.

WHAT OTHER PROVEN & PROMISING PROGRAMS, TOOLS AND RESOURCES WOULD YOU LIFT UP? click here to post your ideas
OTHER INSPIRING COMMUNITY EFFORTS

Arizona. *Read-On Arizona’s Summer Reading Program* engages children to read during the summer months. It encourages families to read with their children for at least 20 minutes every day and to visit their local library and tap into the free digital library myON.

Arkansas. *Arkansas Out of School Network (AOSN)* works to expand access to high quality after-school and summer learning programs statewide. At the community level, AOSN and its partners advocate for using existing revenue for quality summer learning, including nearly $200 million in state education funds through the National School Lunch Act (NSLA). Check out this *Bright Spot.*

Maine. *Comienza en Casa/It Starts at Home,* integrates technology (iPads) into a curriculum that provides parents of migrant preschool and Kindergarten children in Maine with activities and information to promote their child’s school readiness at home. Families use the iPad with children to document activities, create new publications and learn using the various apps and resources provided.

**WHAT OTHER INSPIRING COMMUNITY EFFORTS WOULD YOU LIFT UP?**

click here to post your ideas
ENCOURAGE, SUPPORT AND MODEL
HEALTHY EATING AND FITNESS

WHY IT MATTERS:

• When school doors close for the summer months, many students lack access to healthy meals and safe places to play outdoors.6

• Research shows that young people’s health may decline in the summer, compared with the school year, due to contributing factors such as lower levels of engagement in physical activity and lack of access to healthy meals.7

• Parents play an influential role in encouraging and modeling healthy eating and fitness. Parents with healthy habits tend to have healthier children. Parents’ views on exercise and healthy eating also affect their children’s health.8

Studies consistently show a connection between a child’s health and learning outcomes. A decline in health and fitness over the summer can threaten children’s academic gains during the next academic year. The National Summer Learning Association’s Healthy Summers for Kids report highlights the importance of health during the summer months in greater detail.

Parents have enormous influence over their children’s nutrition and physical activity. During the summer months, parents can seek out programs that provide opportunities for healthy eating and physical activity for their children, such as Lunch at the Library. Parents also can model good fitness and nutrition in their daily routine and participate in programs that get the whole family involved, such as physical activity programs that have parents and children being active together.

WHAT OTHER STUDIES OR REPORTS WOULD YOU SHARE?

click here to post a suggestion
PROVEN & PROMISING PROGRAMS, TOOLS AND RESOURCES

Action for Healthy Kids®, which fights childhood obesity, undernourishment and physical inactivity by helping schools become healthier places, also provides parent engagement, training and resources including Parents for Healthy Kids.

SUMMER MEALS PROGRAMS

Lunch at the Library sites across California address both summer hunger and summer learning loss, with public libraries serving children free nutritious meals and providing literacy activities to children and teens during the summer months. Evaluation results indicate that families appreciate the meals provided at the library, and develop a stronger connection to their local library. Check out this Bright Spot and Innovation Brief.

draft
RESOURCES

FRAC The Food Research & Action Center (FRAC) offers information on federal nutrition programs that provide meals to children during the summer.

Let’s Move! — an initiative to combat childhood obesity launched by Michelle Obama — includes many resources to encourage parents to help their children eat healthy and get physically active.

National Summer Learning Association (NSLA) offers parents a tip sheet with ideas to keep their children active and healthy during the summer. Also available is a two-pager on the connection between summer meals and summer learning.

Ways to Enhance Children’s Activity & Nutrition (We Can!), a National Institutes of Health effort to help children ages 8 to 13 maintain a healthy weight, offers parents and caregivers tools, parent tip sheets and activities to encourage healthy eating, increased physical activity and reduced time sitting in front of a television or computer screen.

WHAT OTHER PROVEN & PROMISING PROGRAMS, TOOLS AND RESOURCES WOULD YOU LIFT UP? click here to post your ideas
Albuquerque, New Mexico. Launch to Learn is a summer initiative for students of all ages and their families in Albuquerque, designed to reduce summer learning loss by providing fun and educational activities. It incorporates health and wellness efforts including free dental and vision screening, Medicaid enrollment and information on community health resources.

WHAT OTHER INSPIRING COMMUNITY EFFORTS WOULD YOU LIFT UP?  
*click here to post your ideas*
ENDNOTES


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