



Bringing the Just Take 20 Family Literacy Campaign to Your School

1. Millennial Families= New Tools for You

- a. Fifty years of research links the various roles that families play in a child's education with indicators of student achievement.
- b. Our Millennial Florida Families are B.E.S.T.
 - i. B- Busy family lifestyles
 - ii. E- in Every way diverse
 - iii. S- Socially networked
 - iv. T- Technologically plugged in

2. Dual Capacity-Building Framework

- a. The Dual Capacity-Building framework term for this is "collective capacity". Collective capacity is the ability to successfully implement and sustain relationships between home and school.
- b. Components of JT20 Built Around Framework
 - i. Linked to Learning
 - ii. Relational
 - iii. Developmental
 - iv. Collective-Collaborative
 - v. Interactive

3. Just Take 20 (JT20) Overview

- a. Statewide Family Literacy Campaign
- b. Mission: Promote and establish the value of lifelong literacy for Florida families
- c. Goals:
 - i. ASK: Increase awareness, skills, and knowledge about literacy
 - ii. LIFE: Literacy interaction time increased through family engagement
 - iii. S3: Showcase the mutual benefits for student, school, and state

4. Campaign Key Components

- a. Online Resources
 - i. Parents visit JustTake20.org to access literacy activities that can be customized to fit their family's needs

- ii. Activities by grade band for multiple literacy topics
- iii. All six components of reading represented
- iv. Activities focus on reading every day using everyday materials
- v. English and Spanish
- vi. Teachers and families connect to support student learning
- b. School Toolkits for Family Literacy
- c. Face-to-Face Family Events

5. JT20 School Toolkits

- a. Planning & Implementation, Promotion, and Partnerships
- b. Includes
 - i. School Planning Guide
 - ii. Research Guide
 - iii. Faculty Meeting Digital Presentation
 - iv. Call-Out Phone Script
 - v. Flyers in English and Spanish
 - vi. Media Kit
 - vii. K-12 Monthly Newsletters
 - viii. Partnership Tools
 - ix. REaD Carpet Ready Event Materials

6. JT20 Planning Guide

- a. Elementary, middle, and high school sections
- b. Aligned to academic calendar year

7. Next Steps to Get Started

- a. Visit JustTake20.org
- b. Review the JT20 Toolkits
- c. Form a JT20 team at your school
- d. Review JT20 Planning Guide
- e. Create your unique school plan
- f. Promote parent participation
- g. Follow your plan across academic year
- h. Ask for FDOE support when needed

Just Take 20 Activity Topics

1. **A Brighter Florida** (Florida's Family Literacy Goals to Improve Student Achievement, Schools, and State)
2. **Literacy For The Real World** (English Language Arts Florida Standards)
3. **Practice Makes Perfect** (Effects of Parent Involvement and Time on Task on Literacy Growth and Development)
4. **If You Build It, They Will Read!** (Creating a Print-Rich Environment)
5. **From The Classroom To Your Living Room** (At-Home Literacy Supporting School Learning)
6. **I, We, And You Read Aloud** (Effective Read Alouds)
7. **Reading On-The-Run** (Everyday Real-World Reading Practice Opportunities)
8. **Talk It Up** (Oral Language)
9. **I'm All Ears** (Sounds of Language)
10. **At The Root Of It All** (Phonics, Word Recognition and Analysis)
11. **Vivid Vocabulary** (Vocabulary Development)
12. **Reading Like A Pro** (Fluency)
13. **What's It All Mean?** (Comprehension)
14. **The Write Stuff** (Writing)
15. **Know-It-All** (Building Background Knowledge Needed for Reading and Writing)
16. **Techno-Mania** (Digital Literacy)
17. **Savvy Social Media Use** (Communication via Social Media)
18. **Outsmarting The Tv** (TV Behaviors that Support Literacy Development)
19. **Hassle-Free Homework** (Parent Role in Helping with Homework)
20. **Do Your Best On The Test** (Classroom and Statewide Testing)

Just Take :20

A Campaign to Establish Lifelong Literacy for Florida Families



When families incorporate at-home literacy activities,

increase time spent reading outside of school hours,

and find those teachable moments in their daily lives,

students are more successful in school and life,

establish a love of reading,

and build a brighter Florida with lifelong literacy!



- A home environment that encourages learning is more important to student achievement than family's income, education level, or cultural background
- Within a given year, children spend only **20%** of their waking time in a classroom and 80% in a non-school setting
- Because children develop reading and writing skills as they grow, parents are their child's first teacher



- Reading experts recommend students read a minimum of **20 minutes** outside of school hours to become fluent readers
- Students who read **20 minutes** a day, score better than 90% of their peers.
- **20 minutes** a day, 1.8 million words a year



- Only **20%** of Americans who can read, do read
- Decrease in Florida's 20% illiteracy rate
- The love of reading is formed from rich literacy experiences at home during early childhood



- Success in reading is the gateway to **success** in other academic areas
- Family engagement with older children extends benefits beyond schooling into later career and life decisions



- **20 million** Floridians
- The **love** of reading leads to lifelong literacy



- Family literacy takes place during daily routines in life as parents, children, and family members use literacy at home and in their communities
- The family culture is fluid, ever-changing, and adaptable

- We must provide social and collaborative tools for families to **DO** literacy in their everyday lives
- Family participation in education is **2x** as predictive of academic learning as family socioeconomic status

Learn More!

For more information, please email Info@JustTake20.org or visit JustTake20.org

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