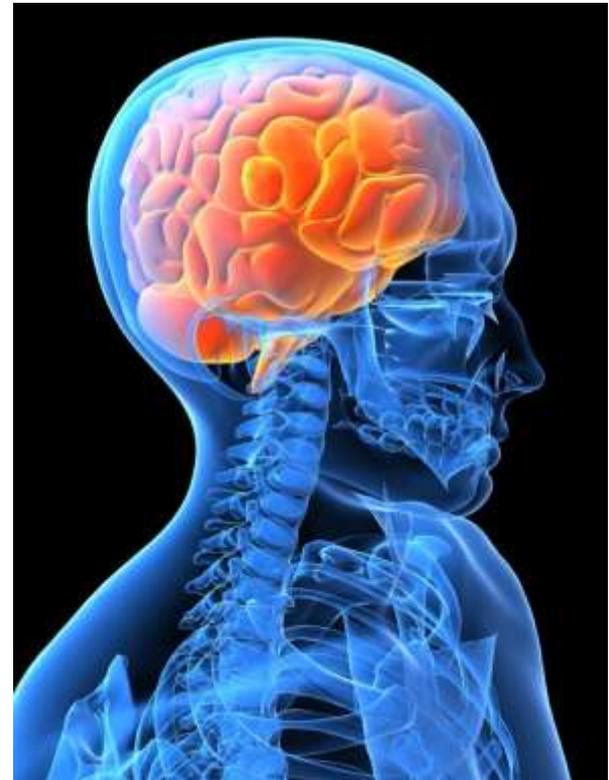


# Why does reading matter to you?



TUCK INTO A  
BOOK!  
FEED OUR  
BRAINS!



READING IS A GIFT TO OUR BRAINS!  
IT IS FOOD FOR OUR BRAINS!

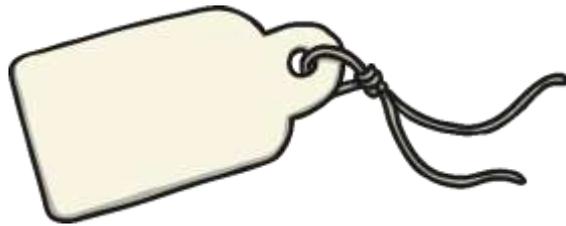


# Reading Matters!

Can you think of situations where being able to read really matters?

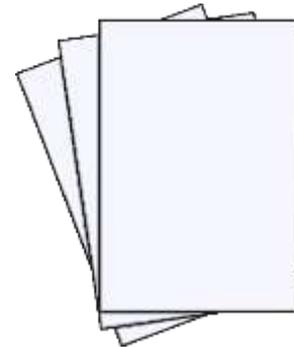


Reading a label on a bottle of medicine.



Reading food labelling.

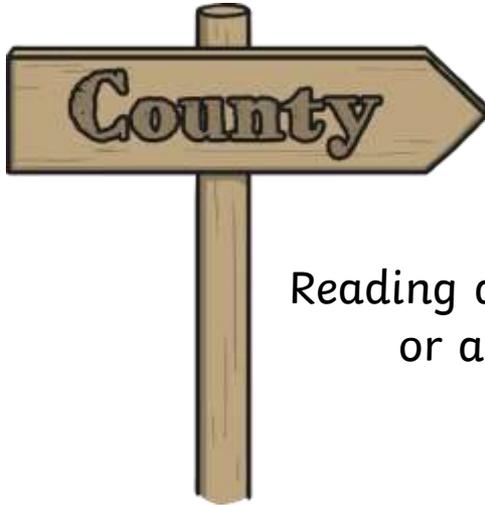
Reading and answering letters, emails and texts at home and at work.



Filling out a job application.

Reading a bank statement.

# Reading Matters!



Reading a road sign  
or a map.

Working out the  
correct change  
in a  
supermarket.



Working out the  
difference in cost  
between two items.



Reading a timetable for a  
train or a bus.

# Are there people who can't read and write?

YES! Illiterate means you can't read or write. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2015, approximately 757 million adults around the world were illiterate and two-thirds of them (504 million) were women. This means 757 million adults don't have basic reading and writing skills to help them every day. The World Literacy Foundation tells us that in 2012, 67 million children were not in primary school education and another 72 million were missing out on secondary school education.



# But why does it matter?

According to the World Literacy Foundation, the cost of illiteracy to the world economy is estimated at \$1.19 trillion or nearly £768 billion.

Illiteracy means:

- People have limited chances for employment and earning money.
- People have a higher chance of poor health.
- People may turn to crime as a way to earn money.
- People may depend on social welfare or charity in order to live.

# So how can we celebrate and show others the importance of National Children's Book Week?

You could:

Organise a 'Bring a book – Buy a book' or have a book swap.

Have a Readathon – how many books can you read on International Literacy Day or during that week? Perhaps someone would sponsor you for every book you read!

Ask someone to come and speak to your class or school about how important being able to read or write is. Who could you ask? You could write a letter or email inviting them to your school!

Design a book cover that would make someone want to pick up a book and read it.



## So how can we celebrate and show others the importance of International Literacy Day?

Invite parents and friends into school to read a book with you, or to show their favourite book.

Find out about favourite stories from around the world.

Read a poem or a story each day that week from a different country in the world.

Invite an author into school to talk about their books and how they write.

Have a book 'Treasure Hunt'; with some used books, make up clues and hide the books around the school. If someone solves the clue, they can keep the book!



## So how can we celebrate and show others the importance of International Literacy Day?

Give someone a book you have read, and no longer want, as a gift. Leave a note in it to say why it's such a great book and why you think being literate is so important.

Write a book about why reading and writing is so important. Do this on your own, with a friend or maybe everyone in the class could make a page.

Design a poster to show how amazing reading or writing (or both) is!



# Why Can't I Skip My 20 Minutes of Reading Tonight?

**Student "A"**  
reads **20 minutes**  
each day

3600 minutes in  
a school year

**Student "B"**  
reads **5 minutes**  
each day

900 minutes in  
a school year

**Student "C"**  
reads **1 minute**  
each day

180 minutes in  
a school year

**1,800,000 words**



*90<sup>th</sup> percentile*

**282,000 words**



*50<sup>th</sup> percentile*

**8,000 words**



*10<sup>th</sup> percentile*

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By the end of 6<sup>th</sup> grade Student "A" will have read the equivalent of 60 whole school days. Student "B" will have read only 12 school days. Which student would you expect to have a better vocabulary? Which student would you expect to be more successful in school...and in life?

(Nagy & Herman, 1987)

- Read often + enjoy reading
  - + read good books =

• *smarter, happier, more successful*

# What is Literacy?

Literacy is all about being able to read, write and understand. If you are literate, you know what written or printed text or numbers mean.

Literacy develops all through your life. Being able to read when you are 5 does not mean you've mastered being literate!

Literacy is a human right. Being able to read and write is a powerful tool for any human being:

- It allows us to learn about many things.
- It means we can make decisions about our health, our work and our lives.
- It allows us to develop the world we live in.

