

Utah Kids Ready to Read!

Outreach Program Suggestions

SCHOOLS

- PTA Meetings
- Back to School Nights
- Literacy or Reading Nights – Title 1
- Book Fairs
- Literacy Fairs
- Parent Teacher Conferences
- Kindergarten Registrations
- After School Specials
- Early Morning Breakfast Program Signups

PRE-SCHOOLS

- Home and Commercial
- State approved child care providers
<http://health.utah.gov/licensing>
On left side of screen – select *Providers*, choose *Public Query Page*
- Child Care Resource and Referral (State training for day care providers)

MEDICAL COMMUNITY

Place UKRTR pamphlets in:

- Newborn take home supplies
- Obstetrics/ Pediatrics offices
- Immunization clinics

GOVERNMENT PROGRAMS

- Head Start programs in Utah –
http://www.justforyouth.utah.gov/pdf/head_start_program_directory.pdf#search=%22head%20start%20utah%22
- Even Start programs in Utah –
<http://www.usoe.k12.ut.us/adulted/evenstart/Documents/EvenStartFundingRecipients10-05.pdf>
- WIC programs in Utah –
<http://health.utah.gov/wic/>

TEEN PROGRAMS

- Visit teen mother high schools
- Teach a session on Emergent Literacy in High School Child Development Classes

COMMUNITY

- Civic organizations: e.g., Kiwanis, Rotary, etc.
- Church organizations
- Festivals, fairs, celebrations
- Partner with Parks and Recreation: Infant Swim Times
- Local PBS Stations (Ready to Learn Program –
<http://www.pbs.org/readytolearn/>)
- Local Businesses

HISPANIC SERVICES: Outreach is a must...as they are hesitant to attend library parent education programs

- Check with United Way for local Hispanic Groups
- See attached list of Hispanic Networking Agencies divided into the Areas of Advocacy, Higher Education, Economic Dev, Services, and State groups organized by counties
- Press Releases in statewide Hispanic newspapers:
 - Hispanic News
 - Mundo Hispanic
 - LavoZ Latina
 - La Prensa
 - El Ogdention

PRESS RELEASES/RADIO SPOTS

- Sample press release to local newspapers and PSA for local radio spots