

# READING SUCCESS SUMMIT



## Community Listening Sessions Executive Summary

### Background & Information

The overall goal of the community listening sessions was to hear parents' perceptions on reading, early literacy, and reading proficiency. Nearly 130 parents participated in sixteen community listening sessions held at twelve different locations from April to September 2022. Special effort was made to engage with traditionally underprivileged communities in Brown County: economically disadvantaged families and bilingual families.

### Findings: Major Themes



Children's **lack of motivation** for reading books is seen as a big problem – technology is a distraction - it is easier and more fun for children to play video games or talk to Google

*"Electronics make books seem boring"*

*"How do we turn reading into something cool?"*



Many **parents are tired** and/or overworked supporting the basic needs of their family – making time for reading at home is difficult

*"We are struggling in this economy. It takes two incomes to survive."*

*"My kids don't leave the house or go to the library. They are stuck at home because I am working or sleeping."*



Nearly **90% of the parents reported reading with their children at home.**

*This percentage was the same whether or not the parent(s) had been raised in a home that supported reading.*



**Incentives** for reading, like pizza coupons or little toys, would be a big help

*"If my son read every day, I bought him something. He is motivated to read by prizes."*

*"Bring back the 'Book It' thing for pizza at Pizza Hut."*



We need more **activities for families** to do together that focus on reading

*"There are not enough FAMILY activities to have families get together for reading"*

*"More reading events, more advertising of events, varied locations. Needs to fit my work schedule."*

### Additional Findings

There are additional themes, like the need for more bilingual books in school and public libraries, that surfaced multiple times within the conversations. And there were many unique ideas offered for encouraging reading with children at home and in the community.

You can find all of this detail in the summary report.

[AchieveBrownCounty.org/Collaborative-Action/Reading-For-The-Future/](https://AchieveBrownCounty.org/Collaborative-Action/Reading-For-The-Future/)



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FULL REPORT