



## Communications Toolkit

Read On. Get On. Strategy 2016



HarperCollins



THE PUBLISHERS  
ASSOCIATION

THE  
READING  
AGENCY



Save the Children



TeachFirst

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## Introduction

*Read On. Get On.* was launched in 2014 by a coalition of charities and education organisations committed to improving reading levels in the UK. On 15 November 2016 the coalition is launching *Read On. Get On.: A strategy to get England's children reading*. This Communications Toolkit provides resources and information to spread the word about the new strategy through your various channels.

The *Read On. Get On.* (ROGO) campaign is now at a crossroads. The coalition is proposing a different kind of a strategy, and a new type of campaign, which build on the expertise of teachers and the strengths of early years settings, schools, libraries and the third sector, and which mobilises society.

The new strategy outlines ten steps to reach the ROGO goal of getting all children reading well by the end of primary school by 2025. It will be launched at a joint meeting of the Literacy and Publishing All-Party Parliamentary Groups on 15 November 2016.

Your support will help raise awareness of *Read On. Get On.* and their new strategy to get England's children reading.

If you have any questions about *Read On. Get On.*, email Harriet McCann at [harriet.mccann@literacytrust.org.uk](mailto:harriet.mccann@literacytrust.org.uk).

## Using social media

We have outlined some suggested posts for your social media channels which can be adapted to suit your organisation's tone and audience. Don't forget to use #ReadOnGetOn when posting.

### Twitter posts for launch (from 15 November 2016)

- The #ReadOnGetOn coalition is calling for a consistent measure of children's reading in primary schools: [readongeton.org.uk](http://readongeton.org.uk)
- The #ReadOnGetOn campaign has just announced its 10 step strategy to get England's children reading: [readongeton.org.uk](http://readongeton.org.uk)
- By 2025, the #ReadOnGetOn campaign wants 96% of children to be reading well by age 11 [readongeton.org.uk](http://readongeton.org.uk)
- If poor reading skills are not addressed, it will cost the UK £32.1 billion by 2025 [readongeton.org.uk](http://readongeton.org.uk) #ReadOnGetOn
- Encouraging children's enjoyment of reading is vital – but current assessments don't reflect this [readongeton.org.uk](http://readongeton.org.uk) #ReadOnGetOn

### Facebook/LinkedIn posts for launch (from 15 November 2016)

- The Read On. Get On. coalition is calling for a consistent measure of children's reading in primary schools. Read more about the new 10 step strategy here: [www.readongeton.org.uk](http://www.readongeton.org.uk)
- By 2025, the Read. On. Get. On campaign wants to get 96% of children reading well by age 11. If poor reading skills aren't addressed, it will cost the UK £32.1 billion. [www.readongeton.org.uk](http://www.readongeton.org.uk)

## Images

We will send you some **infographics** for social media before the launch.

You may also want to use or create your own images showing your support for the campaign. We have created a **ROGO placard** that you could print off and take a photo of your Director/CEO holding up. Do you have any celebrity supporters who might be willing to pose with the placard? This would all make fantastic social media content.

## Hashtag

- The dedicated hashtag for the campaign is **#ReadOnGetOn**. Please use this hashtag when posting on social media.

The National Literacy Trust, who runs the secretariat of ROGO, will be monitoring social media closely so please also include **@Literacy\_Trust** when possible.

## Copy for your website

The copy below can be used on your organisation's website to share details of the new ROGO strategy.

### **Read On. Get On. launch new strategy to get all children reading**

The *Read On. Get On.* coalition has published a bold new strategy, which sets out how as a country we can ensure our children enjoy reading and leave primary school with the reading skills they need to succeed. Research shows the substantial impact that poor reading skills have on social inequality and our economy. If not addressed the problem will cost us £32.1 billion by 2025, which equates to over £900 per household in 2020 and £1,200 in 2025.

The new reading strategy outlines 10 steps to achieving the ambitious but achievable campaign target for 96% of children to read well by the age of 11 by 2025. It is built on the following key principles: getting children reading is a job for us all; the work starts at birth; the importance of enjoyment of reading; and the need to have the highest ambitions for all children.

Plans to create a consistent national measure of children's reading are also outlined in the strategy, as variations in assessment data and gaps in effective measures mean like-for-like comparisons of children's reading are currently impossible. While the National Curriculum requires schools to support children's enjoyment of reading, this is not reflected in current assessment. National Literacy Trust research shows that pupils who enjoy reading 'very much' are three times as likely to read above the level expected for their age as those who do not enjoy reading at all.

The Read On. Get On. campaign was launched in 2014 by a coalition of organisations including the National Literacy Trust, NAHT, Save the Children, Beanstalk and Teach First. The campaign aligns with the goals of the Vision for Literacy and the Fair Education Alliance and achieved cross-party support last year. Celebrities and authors who are backing the campaign include David Walliams, Myleene Klass, Joanna Trollope and Cressida Cowell.

To download the strategy visit [www.readongeton.org.uk](http://www.readongeton.org.uk).

## Newsletters and other channels

Your organisation may have other communication channels you could use to spread the word about *Read On. Get On.*

The website copy on page 5 can be tailored for your audience and used across platforms including:

- Newsletters
  - Include copy on the new *Read On. Get On.* strategy in newsletters
- Blogs
  - You could write a blog for your organisation's website about the new strategy
- Subscriber networks, partners and internal comms
  - Spread the word by emailing your partners and subscribers
  - Share details with your colleagues through your internal communication channels

You could also keep a copy of the *Read On. Get On.* strategy in your reception area for visitors to read. Please contact Harriet McCann ([harriet.mccann@literacytrust.org.uk](mailto:harriet.mccann@literacytrust.org.uk)) to arrange delivery of hard copies.

## Key messages by audience

We have created messaging on the new strategy for a range of audiences to help inform your conversations.

### Policymakers

- Reading well involves a range of activities and depends both on children's cognitive (e.g. phonics) and affective (e.g. reading for enjoyment) processes.
- The vital importance of teaching phonics and comprehension in schools therefore needs to be complemented by approaches that help every child to engage with and develop a love of reading.
- Current assessment and measures do not value the whole range of activities that define whether a child is reading well.
- The ROGO coalition wants to work with the Government and researchers to create a new, consistent national measure of children's reading and ways of tracking progress in early language and literacy throughout the early years that reflects both children's cognitive and affective progress

### Schools

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- Every primary school should have a significant commitment to professional development in language and reading for all teachers, drawing on the latest evidence of effective practice.
- Every school should have its own school library and a strong relationship with a local public library (and, where possible, work with a school library service) to ensure teachers are up-to-date on children's literature, and have access to expertise to support approaches that engage children with books and reading.
- The coalition is calling for Government to work with academy chains and trusts, local authorities and school leaders to ensure that all primary schools have school improvement support when local authorities no longer have a duty to supply it.

### Early years practitioners

- Reading well involves a range of activities and depends both on children's cognitive (e.g. phonics) and affective (e.g. reading for enjoyment) processes.
- The ROGO coalition wants to work with the Government and researchers to create a new, consistent national measure of children's reading and ways of tracking progress in early language and literacy throughout the early years that reflects both children's cognitive and affective progress.

- The Read On. Get On. coalition will develop a new integrated, national programme of activities including a further behaviour change campaign to support parenting, early language and reading.
- The coalition is calling for Government to increase investment in the early years workforce.
- The ROGO coalition will promote strong professional development and progression routes for the whole childcare workforce to ensure they understand the importance of, and know how to support, children's early communication and language.
- The coalition will urge Government to publish its planned consultation on children's centres urgently and look at how children's centres can be a vital resource in supporting early language and reading skills.

## Business

- Business have a key role to play in helping to achieve the ROGO goals.
- If illiteracy is not addressed it will cost the nation £32.1 billion by 2025<sup>i</sup>.
- Businesses can sign up to the Vision for Literacy Business Pledge and take practical action to drive up literacy levels and boost social mobility. Find out more at [www.literacytrust.org.uk/businesspledge](http://www.literacytrust.org.uk/businesspledge).

## Libraries/publishers/reading for pleasure groups

- Enjoyment is a vital element of reading well. The vital importance of teaching phonics and comprehension in schools needs to be complemented by approaches that help every child to engage with and develop a love of reading.
- The Read On. Get On. coalition will lead a national campaign and activities to promote reading for pleasure in schools, libraries, at home and in the wider community.
- The easy, free and universal access to books and positive reading environments which libraries offer is essential to reaching the ROGO goals.
- Libraries are recognised as an established, cost-effective and powerful partner in the fight for poverty reduction, economic development and learning for all<sup>ii</sup>.

## Parents

- The vital importance of teaching phonics and comprehension in schools needs to be complemented by approaches that help every child to engage with and develop a love of reading.
- Current assessment and measures can fail to value the whole range of activities that define whether a child is reading well.
- The ROGO coalition wants to work with the Government and researchers to create a consistent national measure of children's reading and ways of tracking progress in early language and literacy throughout the early years.

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<sup>i</sup> Read On. Get On. (2014), *How reading can help children escape poverty*. Published by Save the Children on behalf of the Read On. Get On. campaign, p.17

<sup>ii</sup> International Federation of Library Associations and Institutions (2016), *Access and opportunity for all: How libraries contribute to the United Nations 2030 Agenda*. IFLA: The Hague