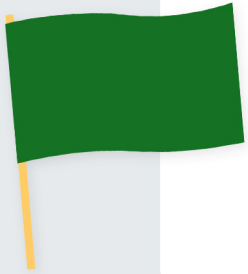




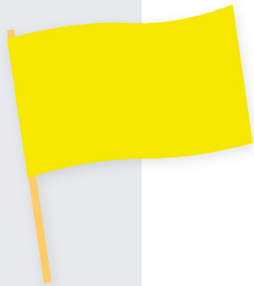
THE **READ
ALoud** 500

Gear up and read your way to readiness. These flags give tips to help you steer toward success and avoid the pitfalls that can put the brakes on your progress.



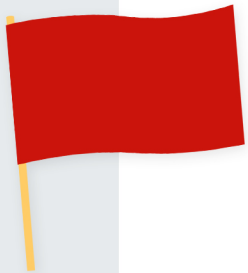
START

It's the start of your child's learning journey! Reading aloud for 15 minutes daily from birth fuels brain development, builds language skills, and sparks a love of learning. You are your child's first and most important teacher.



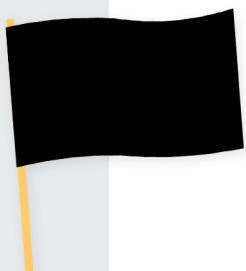
CAUTION

Busy days, distractions, and noise can throw kids off course. A few calm minutes to slow down with a book can help them refocus and reconnect.



STOP

Racing stops for safety, and so should we. Protect your child's development by limiting screen time and choosing reading, play, and conversation instead.



LEAVE TRACK

Too many children in the US arrive at kindergarten unprepared, setting them up for early struggles. Without strong early language skills, children risk falling behind quickly. Reading aloud early and often builds the foundation they need to stay on track and succeed.



- Approximately 36.4% of U.S. children aged 3–5 were not fully on track for school readiness, indicating a need for greater support in early language, social, and motor skill development.
National Survey of Children's Health, 2021–2022 (HRSA NSCH Report)
- 78% of U.S. teachers reported that children are less prepared to start school than they were a few years ago.
Theirworld and Hall & Partners Global Teacher Survey, 2024
- Only 30% of 4th graders scored at or above the NAEP Proficient level in reading in 2024, down from 40% in 2019, reflecting challenges linked to early readiness gaps.
National Assessment Governing Board, 2024





MOVE TO OUTSIDE

Just like racers move at their own speed, kids learn to read in their own time. Reading aloud each day builds confidence and curiosity with no pressure, just steady progress. Let your child choose books that feel just right for them, so reading stays fun and engaging.



FINAL LAP

As kindergarten nears, it's time to finish strong. Reading aloud together helps build daily habits like taking turns, speaking one at a time, and sitting and paying attention closely. All are key skills for the road ahead.



END OF RACE

A checkered flag marks victory!
Let's get every child across the finish line, ready to learn and thrive.

Join us at [ReadAloud.org](https://www.readaloud.org)
and share this powerful message:



Read Aloud
15 MINUTES
Every child. Every parent. Every day.

