

The Early Literacy Initiative

The Early Years Study - '*Reversing the Real Brain Drain*', co-authored by Dr. Fraser Mustard and the Honourable Margaret McCain, identified the following:

- Early childhood - from birth to age six - is a time of intense development, when the *foundation is laid for physical, social and emotional growth.*
- A child's early attachments have vital influence on their brain development, and everyone who cares for young children such as parents, family, friends, teachers, and child care providers can make a difference.
- Literacy skills begin early in life and are critical to a child's health, behaviour and social success.
- Research has shown that when children enter school ready to learn, major social problems such as literacy, poverty, unemployment, crime and abuse can be substantially reduced.

The goals of the Early Literacy Initiative are to:

- Monitor, support and strengthen early literacy language and development in the community
- Collaborate and partner with programs, agencies and families to deliver workshops and presentations
- Distribute resources that will further develop language and literacy-rich environments for children aged 0-6, focusing on 0-3.



For Parents and Caregivers, Early Literacy Specialists will:

- Improve parent's ability to support their child's literacy and language development
- Improve children's reading readiness when they start school
- Make it easier for children to adjust and succeed in school
- Reduce costs to schools for remediation
- Share learning activities that you and your baby or child can do together.
- Share books, brochures and other ideas to support your baby or child's language and literacy development
- Provide information if needed to improve your skills.

For Practitioners, Early Literacy Specialists will:

- Share learning activities to do with the babies and children in your centre
- Help to identify your program and resource needs to improve young children's language and literacy development.
- Provide books and other materials

For Local Agencies, Early Literacy Specialists will:

- Share learning activities and research findings with your staff and clients
- Help create linkages between your agency and others
- Help to create programs where they are needed.



Ontario Early Years Centres



A Place For Parents And Their Children.

