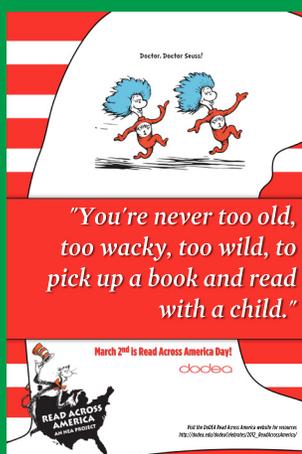


Oh the places you will go!



**DOWNLOAD A
READ ACROSS
AMERICA POSTER!**

Not just on Read Across America

Day, but during the other 364 days in between. When you read a book you use your imagination to explore places you would have never thought you could travel to. Whether you're exploring life on Mars, looking for pirate treasure on deserted islands or traveling to the bottom of the ocean in search of the lost city of Atlantis--the adventures are endless when you read a book!

Inside this toolkit you will find helpful resources to help you get started on your journey.

BEGIN PLANNING NOW!

NEA's Read Across America Resource materials offer numerous opportunities for involvement in children's reading throughout the year. The only thing you need to do is plan how, where, and when you will read to a child or teen in your life - everyday. Don't forget to join the Read Across America Fan page and Cause page on Facebook and check out the Read Across America Channel on Schooltube.com for videos.

In this Toolkit

These documents have been formatted to work as stand-alone fliers that can be reproduced for teachers or families.

- *Read Across America Fact Sheet*
- *Background of Read Across America*
- *Favorite Suess Quotes*
- *Ideas for the School and Community to Celebrate*
- *Craft and Lesson Plan Ideas*
- *Decorate Your Classroom Door Ideas*
- *Web Resources for Schools*
- *Web Resources for Families*
- *Public Affairs Tools*

DODEA READ ACROSS AMERICA WEBSITE

Visit the Read Across America website to find many other resources such as a poster, certificates, and a marketing kit.

DODEA READ ACROSS AMERICA INTERSECT GROUP

Visit the Read Across America intersect group to share your celebration ideas! Your ideas could be featured in next years toolkit!

Did You Know?

NEA's Read Across America is an annual reading motivation and awareness program that calls for every child in every community to celebrate reading on March 2, the birthday of beloved children's author Dr. Seuss.

The purpose of RAA is to motivate children to read. Research has shown that children who are motivated and spend more time reading do better in school.

Read across America is spearheaded and sponsored by the National Education Association (NEA) at the National Level with support from more than 50 national nonprofit and association partners. Locally, everyone—from schools to libraries to community centers to churches to hospitals to bookstores—is invited to host local events to celebrate and promote children's reading.

Read Across America Background

WHAT IS NEA'S READ ACROSS AMERICA?

NEA's Read Across America is an annual reading motivation and awareness program that calls for every child in every community to celebrate reading on March 2, the birthday of beloved children's author Dr. Seuss.

NEA's Read Across America also provides NEA members, parents, caregivers, and children the resources and activities they need to keep reading on the calendar 365 days a year.

In cities and towns across the nation, teachers, teenagers, librarians, politicians, actors, athletes, parents, grandparents, and others develop NEA's Read Across America activities to bring reading excitement to children of all ages. Governors, mayors, and other elected officials recognize the role reading plays in their communities with proclamations and floor statements. Athletes and actors issue reading challenges to young readers. And teachers and principals seem to be more than happy to dye their hair green or be duct-taped to a wall if it boosts their students' reading.

THE BEGINNING

In May 1997, a small reading task force at NEA came up with a big idea. "Let's create a day to celebrate reading," the group decided. "We hold pep rallies to get kids excited about football. We assemble to remember that Character Counts. Why don't we do something to get kids excited about reading? We'll call it 'NEA's Read Across America' and we'll celebrate it on Dr. Seuss's birthday." And so was born on March 2, 1998, the largest celebration of reading this country has ever seen.

Read Across America Background

THE PURPOSE OF READ ACROSS AMERICA

Motivating children to read is an important factor in student achievement and creating lifelong successful readers. Research has shown that children who are motivated and spend more time reading do better in school.

READ ACROSS AMERICA SPONSORS

At the national level, the National Education Association sponsors and spearheads the program with support from more than 50 national nonprofit and association partners. Locally, everyone—from schools to libraries to community centers to churches to hospitals to bookstores—is invited to host local events to celebrate and promote children's reading.

READ ACROSS AMERICA PARTNERS

In addition to the 3.2 million elementary and secondary teachers, higher education faculty, education support professionals, school administrators, retired educators, and students preparing to become teachers who make up NEA membership, some 50 national organizations and associations give their support.

GET INVOLVED!

Contact your local school, NEA local association, library, bookstore, or local chapter of NEA's Read Across America partner organizations about events that are taking place in your community. Explore this Web site fully for information, ideas, and resources.

Favorite Quotes

The more that you read, the more things you will know. The more that you learn, the more places you'll go.

You have brains in your head. You have feet in your shoes. You can steer yourself, any direction you choose.

Because, after all, a person's a person, no matter how small.

Today is gone. Today was fun. Tomorrow is another one.

You oughta be thankful a whole heaping lot For the people and places You're lucky you're not.

How you can Celebrate!

COMMUNITY

- There are a number of things you can do to celebrate Read Across America Day in your community. Visiting your local library is a good way to start. Many libraries have story hour for younger children and bookclubs and reading groups for older children and adults.

<http://publicprograms.ala.org/orc/pdfs/one-bookguide.pdf>

- Connect Your Kids At Your Library:

<http://atyourlibrary.org/connectwithyourkids>

SCHOOLS

- Encourage reading in your school during Read Across America Day! Choose a Dr. Seuss book and build the day's theme around it! This year the National Education Association (NEA) is focusing on "The Lorax", but any of Dr. Seuss' books could be a theme. Hosting a day or evening of family reading at your school could also be fun for students and parents. Have paper hats ready for parent volunteers!
- Choose one Dr. Seuss book and build the day's theme around it! This year NEA is focusing on "The Lorax", but any of the books would be suitable.
- Host a day or evening of family reading at your school. Have paper hats ready for parent volunteers!

Crafts and Lesson Plans

LESSON PLANS FOR READ ACROSS AMERICA

Do you have your own lesson plan or resource that you'd like to share? Send us your lesson plans and you might see them in our Read Across America Toolkit for 2013.

<http://www.scholastic.com/teachers/lesson-plan/creating-reading-community-your-classroom>

<http://www.readwritethink.org/classroom-resources/calendar-activities/read-across-america-celebrates-20455.html>

ARTS AND CRAFTS

There's more than one way to read with the Cat! Create a Dr. Seuss hat or your own garden of truffula trees!

- Pop up Hat Craft! <http://stuff-by-ash.blogspot.com/2011/03/cat-in-hat-hats-from-tp-rolls.html>
- Simple Paper Cat in the Hat - Hat <http://rootsandwingsco.blogspot.com/2010/03/happy-dr-seuss-day-quick-and-easy-ideas.html>
- Or a more advanced Paper hat <http://www.education.com/activity/article/cat-in-hat-inspired-hat/>
- Make Truffula Tree Pencils! <http://zakkalife.blogspot.com/2012/02/get-creative-with-lorax-truffula-tree.html>

Decorate your Door!

Oh the Thinks You can Think! Cut think bubbles out of white paper and have the children draw a picture of their imaginative thoughts.

Hats off to Dr. Seuss! Puts a photograph or student drawn self portrait on the face of the cat in the hat.

Fun with Things 1-xx! "http://www.seussville.com/activities/CAT_CatCatHat_0.pdf". Use the linked printable Thing 1 and Thing 2. Put a photograph or student drawn self portrait as the face and the student can draw blue hair.

School Web Resources

TEACHERS

Teaching children to read and enjoy what they are reading is one of the greatest things a teacher can do for a child. Our toolkit contains lesson plans, games, and a number of other activities to help you in your quest to get your students excited and focused on reading.

http://www.dodea.edu/dodeaCelebrates/2012_ReadAcrossAmerica/

<http://www.nea.org/grants/886.htm>

- Find printables & activities, lesson plans, and other great resources.

<http://www.seussville.com/>

- Education.com hosts a read across america page with many Suessatinal Activities!

<http://www.education.com/seasonal/read-across-america/>

- Plan a virtual visit with an author to your classroom or a school assembly.

<http://skypeanauthor.wetpaint.com/>

- The Lorax Project

<http://origin-www.seussville.com/loraxproject/>

- Read Across America Schooltube Channel

<http://www.schooltube.com/channel/nearead-acrossamerica/>

Web Resources for Families

FAMILY

In addition to enjoying the whimsical and of Dr. Seuss books with your child you can also start their day off with some green eggs and ham or why not try a fun fishing game while you read One Fish Two Fish, Red Fish Blue Fish!

- Visit Suessville for games, videos, and many other fun resources for the whole family.

<http://www.seussville.com/>

- United Through Reading - USO program for military families

<http://www.unitedthroughreading.org/military-program/how-it-works/>

- Have a green eggs and ham breakfast! Use this recipe for added nutrients (or just add some green food coloring if you're short on time!)

<http://www.education.com/activity/article/seuss-green-eggs-ham-brooks/>

- Create and play a Fishing game after reading "One Fish Two Fish Red Fish Blue Fish"

<http://www.education.com/activity/article/seuss-fishing-game/>

- Make a Suess Sleep Book with Nonsense Creatures!

<http://www.education.com/activity/article/dr-seuss-sleep-book-nonsense-creatures/>

Public Relations Tools

MEDIA WORKPLAN

The objective of the media work plan is to increase awareness of your Read Across America program and obtain media coverage of events and activities. Key Messages, Op-Ed pieces, newsletter articles, media advisories, press releases, and public service announcements are the focal points of your work plan. Get more tips at <http://www.nea.org/grants/886.htm>.

KEY MESSAGES

Limit your key messages to three or four. Too many messages can get lost in the conveyance and become ineffective. Try to localize messages and tailor them to your community when possible.

Message Points to Consider:

- (Name of your school) joins schools across (Name of DoDEA District/Area), DoDEA Schools around the world, and schools across the United States in Read Across America to celebrate reading and build a nation of readers.
- Reading opens the door to the future for our nation's students. It is the catalyst for academic success and spans all curriculum areas. Our school is committed to providing the highest quality education for all of our students to ensure their success and help them achieve their highest potential. That's why we're participating in Read Across America 2012.
- Our community is dedicated to working together to create confident, caring and connected citizens who are informed and aware. That's why we're celebrating Read Across America 2012 – to encourage reading and foster appreciation and respect for the power of reading. Reading opens the door to the future for all of us!

OP-ED PIECES

Share your point of view about children's literacy in your community by writing an Op-Ed or Opinion-Editorial for your community newspaper. Consider having your school principal or district superintendent write the piece to emphasize the importance of your Read Across America program.

Most Op-Eds are 500-800 words in length. Tailor the piece to your community and show the importance of reading to the newspaper's audience.

**SAMPLE
PROCLA-
MATION**

**SAMPLE
OP-ED
PIECE**

Public Relations Tools

MEDIA ADVISORY/PRESS RELEASE

Media advisories and press releases alert people to upcoming events. Send them out to media outlets in your community, on and off the installation, on a periodic basis, beginning several weeks before your celebration right up until event day. Be sure to coordinate with your installation or military community public affairs officer, your school's communications officer and the area public affairs officer prior to sending out the media advisory or news release.

**SAMPLE
MEDIA
ADVISORY**

NEWSLETTER ARTICLE

Newsletter articles are great public relations and marketing tools for reaching specific groups that publish newsletters. Consider this sample:

**SAMPLE
NEWSLETTER
ARTICLE**

PUBLIC SERVICE ANNOUNCEMENTS

Be sure to contact your local AFN affiliate or installation cable access station in advance to arrange to record and place a radio public service announcement (PSA). Some stations may use their own on-air talent or offer you the opportunity to record the PSA. For optimum effectiveness, consider using students to record your PSA.

**SAMPLE
PSA**