

# Voice of Literacy

[www.literacysandiego.org](http://www.literacysandiego.org)

(888) 850-7323

[contact@literacysandiego.org](mailto:contact@literacysandiego.org)

*Literacy: The ability to read, write, and do computations to meet an individual's personal and professional needs.*



Greetings fellow literacy advocates!

As the incoming Chair of the Council's Board of Directors I wanted to take this opportunity to introduce myself and outline a few key points for the upcoming year.

I have been fortunate enough to serve on the Board of Directors since November 2019 and have served as Board Secretary for the past two years. As a life-long reader and confirmed lover of all things book related I was drawn to the Council's work to end illiteracy and bring the joy, magic and necessity of reading to all San Diegans.

I believe that the next 12 months represent a critical time for the cause of literacy generally and the Council in particular. As we all emerge from the long shadow of the past three years, we have a unique opportunity to reconnect, reinvigorate and forge new frontiers of community and action for our cause. For the Council I see the manifestation of these opportunities as:

Strengthening our connection to the community and our literacy partners. Simply put we need more people in San Diego to know the literacy challenge our community faces and the many programs and organizations working so hard to end illiteracy.

Relatedly I feel our community and the Council can strengthen our communication efforts reaching learners, parents, teachers, leaders and the community at large with the powerful messages we as literacy advocates know all too well.

Lastly I would like to see a modernization of the Council's approach to forging connections, communication and internal operations.

Ours is a cause that can be achieved and the year ahead builds on the tireless efforts of each of you. I join Jose and The Board in expressing our deepest gratitude for all your work, your dedication, and passion that makes the literacy community in San Diego so special.

Sincerely,  
Frank Wofford  
Board Chair

## Calendar of Events

**Saturday, June 10, 2023**

Latino Book & Family Festival  
MiraCosta College/Oceanside

**Monday, June 12, 2023**

Words Alive "Authors Luncheon"  
The Farmer & The Seahorse  
San Diego/La Jolla

**Wednesday, June 14, 2023**

Viewing of "The Right to Read" literacy documentary  
Coronado Public Library  
9:30 a.m.

**Saturday, June 24, 2023**

Viewing of "The Right to Read" literacy documentary  
Carlsbad City Library on Dove Ln.  
9:30 a.m.

**Thursday, July 20, 2023**

Viewing of "The Right to Read" literacy documentary  
Educational Cultural Complex/San Diego  
9:30 a.m.

**Monday, August 7, 2023**

Book Humans of San Diego  
Winner announced: Friday, September 8, 2023

**Saturday, August 19, 2023**

Festival of Books, The San Diego  
Union-Tribune  
University of San Diego

**Friday, September 8, 2023**

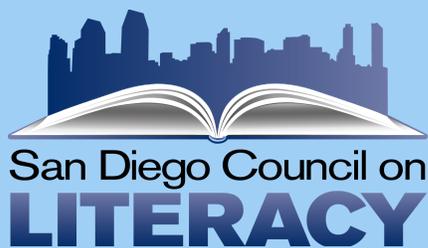
International Literacy Day

**Saturday, October 7, 2023**

Walk for Literacy, Traveling Stories  
Chollas Lake Park

**Wednesday, December 6, 2023**

Literacy Champions Reception &  
San Diego Literacy Hall of Fame Inductions  
(Date is tentative)



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**YOU ARE INVITED TO A  
PREVIEW OF A  
GROUNDBREAKING  
DOCUMENTARY!**

Coronado Public Library  
640 Orange Ave., Coronado  
Wednesday, June 14, 2023  
9:30 AM to Noon

Carlsbad City Library  
Ruby G. Schulman Auditorium  
1775 Dove Lane, Carlsbad  
Saturday, June 24, 2023  
9:30 AM to Noon

Educational Cultural Complex  
4343 Ocean View Blvd.  
San Diego  
Thursday, July 20, 2023  
9:30 AM to Noon

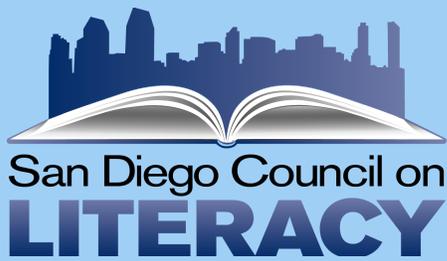
## HOW CAN YOU HELP THE CHILDREN OF OUR COMMUNITY?

This event is to raise awareness of the state of literacy in San Diego County. For more information and to let us know that you will be joining us, please contact us at [contact@literacysandiego.org](mailto:contact@literacysandiego.org)

## Recent SDCOL Achievements

- Supporting the efforts of 35 Affiliated Programs in annually serving 100,000 residents.
- Engaging in literacy advocacy: Instilling the importance of literacy in the community.
- Calculating the state of literacy in San Diego County and in individual cities and communities.
- Engaging in diverse volunteer recruitment promotions.
- Providing referral and information services.
- Expanding the Dollywood Foundation's Imagination Library program: 700+ children receiving books by mail, every month until age five.
- Donating 71,000+ new books to children/adults in the region. These books were donated by Smart Kidz/Ron Berry.
- Replenishing Little Free Library stations in the region with the San Diego County Library: 30,000+ books.
- Distributing a total of 135,000 books to local children in 2022/2023, including books for the Assistance League, Rady Children's Hospital, Crawford High School, Reality Changers, Crown Point Junior Music Academy, the San Diego County Jail and Bowlegged BBQ.
- Distributing Dr. Seuss swag to local children and literacy advocates (...donated by the Boys & Girls Foundation and Dr. Seuss Foundation).
- Presenting the Financial Literacy Superheroes Competition; The awards ceremony took place at the Comic-Con Museum in 2022 and 2023.
- Partnering with *The San Diego Union-Tribune* in the presentation of the "Festival of Books", at USD: The SDCOL has been the beneficiary of event proceeds in every event year.
- Presenting the Book Humans of San Diego Photo Competition (2022 & September 2023).
- Co-presenting the 2023 Walk for Literacy with Traveling Stories: October
- Presenting The Gap Minders podcasts: 60+ episodes w/the United Way of San Diego & Cloudcast Media.
- Hosting the San Diego Literacy Hall of Fame & Literacy Champions Reception.





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## The Basic Literacy Facts

Why we do what we do...



**FAMILY LITERACY:** Children of parents with low literacy skills have a 72 percent chance of being at the lowest reading levels themselves. These children are more likely to get poor grades, display behavioral problems, have high absentee rates, repeat school years, or drop out. Adult education and literacy programs help parents succeed at being their child's first and most important teacher.



**POVERTY:** Of adults with the lowest literacy levels, 43 percent live in poverty, and 70 percent of adult welfare recipients have low literacy levels. People with higher level reading skills are more likely to earn higher wages and be self-sufficient.



**HEALTH LITERACY:** An excess of \$230 billion a year in healthcare costs is linked to low-level adult literacy skills. Nearly half of American adults have difficulty understanding and using healthcare information. Lack of understanding impedes adults' abilities to make appropriate health decisions and increases the likelihood that they'll incur higher health costs. Adult education and literacy programs help adults to be more health literate.



**UNEMPLOYMENT/WORKFORCE:** Individuals reading at the lowest level of literacy have a higher rate of unemployment and earn lower wages than the national average. Low literacy costs the U.S. at least \$225 billion each year in non-productivity in the workforce, crime, and loss of tax revenue due to unemployment. In this additional regard, funding for literacy is a wise investment.



**EDUCATION:** Every year, one in six young U.S. adults—more than 1.2 million—drop out of high school. Nearly 30 percent of adults with household incomes at or below the federal poverty line do not have a high school credential. The key to financial success is a viable career path and adequate education to seek meaningful, family-supporting wages. The value to our economy in additional wages and the reduction in costs for various support programs is estimated at more than \$200 billion a year.

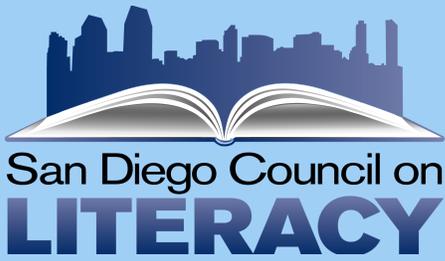


**ELL (ENGLISH LANGUAGE LEARNERS):** About 50 percent of the 2 million immigrants that come to the U.S. each year lack high school education and proficient English language skills. This severely limits their access to jobs, college, and citizenship. It increases their vulnerability to living in poverty. Literacy programs help language learners become proficient in English, opening doors to employment and self-sufficiency.



**CORRECTIONS:** Seventy-five percent of state prison inmates did not complete high school. Many can be classified as low literate or marginally literate. Ninety-five percent of individuals who are incarcerated return to their community. Literacy programming in correctional settings reduces recidivism rates by up to 40%.

SOURCES: ProLiteracy and other sources, available on request



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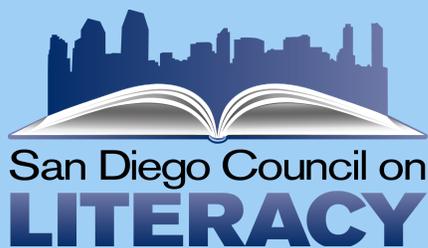
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## Financial Literacy Superheroes Competition Awards Event



This spring, the SDCOL held its second Financial Literacy Superheroes Competition. Youth, ages 4-17, were invited to produce and submit an original comic book cover, or comic book page, or comic book themed poster that teaches a money management lesson. A celebration of the winners and Honorable Mentions took place at the Comic-Con Museum on April 22, 2023. Thank you to our sponsors: Mission Federal Credit Union, California Coast Credit Union, North Island Credit Union, MyPoint Credit Union, the Comic-Con Museum, *The San Diego Union-Tribune*, Nuffer Smith Tucker Public Relations, the San Diego Public Library, Kaiser Permanente, and the Sycuan Band of the Kumeyaay Nation.



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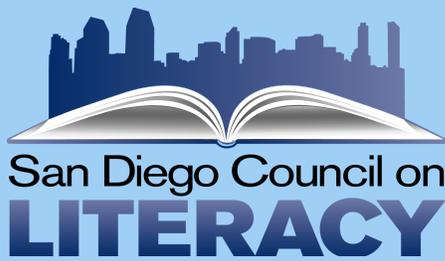
## The Gap Minders Podcast on Cloudcast Media



Since April 2022, the San Diego Council on Literacy and the United Way of San Diego have partnered with Cloudcast Media to produce The Gap Minders podcast. There have been 63+ interviews conducted with local leaders about resource gaps and the role literacy plays in quality of life. SDCOL CEO, Jose, Cruz, and United Way CEO, Nancy Sasaki, are co-hosts of this fun and informative show. [Click here to listen!](#)

### 29 Memorable Episodes:

Dr. Shirley Weber | California Secretary of State  
 Richard Lederer | Linguist, Author, Co-Founding Host of "A Way With Words"  
 Jeff Light | Publisher & Editor, *The San Diego Union-Tribune*  
 Nora Vargas | Vice Chair, San Diego County Board of Supervisors  
 Carlos Cortez | Chancellor, San Diego Community College District  
 Cindy Marten | Deputy Secretary of United States Department of Education  
 Sandra McBrayer | CEO of The Children's Initiative & Founder of The Monarch School  
 Ruben Navarrette | #1 Syndicated Latino Journalist and Author  
 Simona Valanciute | CEO, San Diego Oasis  
 Migell Acosta | San Diego County Library Director  
 Pat Libby | Founding Director, USD Non-Profit Institute  
 Michael Brunner | Inspirational and Visionary Leader  
 Drew Schlosberg | CEO, Xtra Weekly and Community Leader  
 Jesi Gutierrez | Owner, Libelula Books & Co  
 Dr. Paul Gothold | Superintendent, San Diego County Office of Education  
 Mark Stuart | President & CEO, San Diego Foundation  
 Georgeanne Irvine (and Malia Chin) | Director of Publishing, SD Zoo Wildlife Alliance  
 Misty Jones | City Librarian, San Diego Public Library  
 Sen. Toni Atkins | President pro tempore, California State Senate  
 Peter Callstrom | CEO, San Diego Workforce Partnership  
 Luis Cruz | Community Affairs & Public Relations Director, *The San Diego Union-Tribune*  
 Janine Mason | Founder, Fieldstone Leadership Network San Diego  
 Sidd Vivek | President & CEO, Junior Achievement of San Diego County  
 Neville Billimoria | VP. Membership & Community Relations, Mission Federal Credit Union  
 Cindy Dunlevy | Coordinator, Everyone A Reader Program, SD County Office of Education  
 Monica Ball | Board President, UPLIFT San Diego  
 Rachael Orose | Executive Director, Words Alive  
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## Parent Guide - How to Support Your Children with Reading Skills at Home

By Kristin Shea-Thiel, Chair, SDCOL Affiliated Programs

Unlike learning to speak, learning to read is not a natural process. And while some children crack the code easily, many need extra support. There are things parents can do at home to prepare children to be more proficient readers.

**Read to your children (both fiction & nonfiction).** This activity introduces children to richer vocabulary than what is typically used in spoken language. A more robust vocabulary means children will more easily recognize words when they encounter them later in text. It strengthens their listening skills and demonstrates to them what good reading sounds like. Ask follow-up questions to check comprehension.

### Develop their awareness of the sounds in English and any other home language.

To help children develop these skills, there are ways to play with the sounds in words:

- “What’s the first sound in cat?” (/k/)
- “How many sounds do you hear in tooth?” (3)
- “Can you think of four words that start with the /s/ sound?” (e.g., soup, circus, silly, celery). Remember, it’s about the sound, not the letter.
- For younger children, sing songs like “Apples and Bananas” in which sounds are switched throughout the lyrics.

**Help children with letter/sound combinations.** For many children, it’s not easy to learn all possible letter/sound combinations. They often need multiple successful exposures to these spellings before they can remember them.

- When kids are reading, allow them time to sound out words. Instead of telling them the word when they struggle, give them the sound for the particular letter or letters on which they are stuck. Then have them decode the word with the correct sound.
- When kids need help with spelling, ask them to tell you the sounds in that word/syllable.

**Help children build general knowledge about the world.** By exposing them to many topics, you’re building their background knowledge and preparing them to be more competent readers. Having some prior knowledge about a topic allows kids to make meaning out of text, even if they can’t decode all the words.

**Listen to your child read.** Do they make a lot of errors? Do they have confusion with vowel sounds? Are they guessing at the words instead of reading them? Do they read very slowly? Look for clues into areas where they might need extra support.

**Make reading engaging.** Unfortunately, for many kids, reading has become a chore. Instead of forcing it on them, allow your child to select books that they want to read. Bring them to a library or bookstore to let them choose from a wide selection of materials.

**Demonstrate how reading is a part of daily life.** Think of ways to model the daily importance of reading, whether it be for enjoyment, for learning, or for a life utility. Discuss your thoughts about a news article in today’s paper. Read a new recipe to test out.

**Connect with your child’s teacher.** Ask questions. What is done to support students who are struggling? Share any concerns you might have about your child’s reading skills.

# *Voice of Literacy*

## **10 Ways You Can Support Literacy in the San Diego Region!**

1. Volunteer to be a tutor for a child or adult.
2. Read to children at schools, libraries, and other community locations.
3. Read to seniors who may be alone or have vision loss.
4. Read to your children. Ask them to read to you.
5. Dedicate one-hour (or ½ hour) every day to reading.
6. Create incentives for older siblings to read to younger siblings.
7. Donate to a literacy program.
8. Build a Little Free Library in your neighborhood. Restock a Little Free Library near you.
9. Donate new or like-new books for children in low-income communities.
10. [Donate to the San Diego Council on Literacy](#)

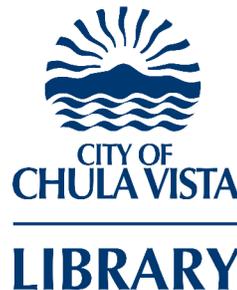
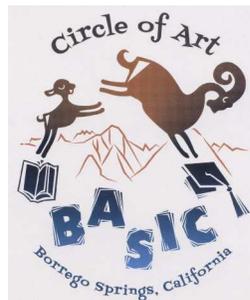
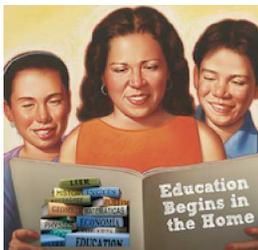
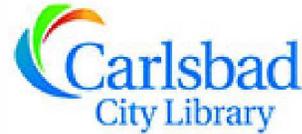
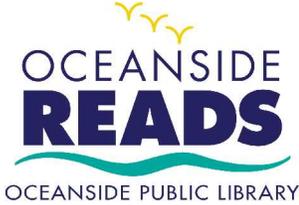
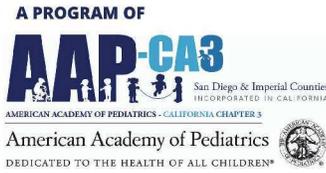


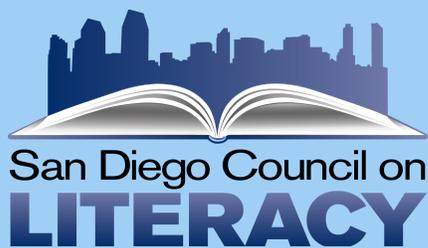


# The 35 Affiliated Programs



SAN DIEGO





San Diego Council on  
**LITERACY**

Spring 2023



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## Contact

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