



DEPARTMENT OF EDUCATION URGES FAMILIES TO *JUST TAKE 20*

~ Launches literacy campaign to help families read 20 minutes a day ~

TALLAHASSEE, Fla., September 3, 2015 – Today, the Florida Department of Education launched the *Just Take 20* literacy campaign to support K-12 Florida families with practical, easy-to-implement activities to add 20 minutes of reading to their day. Research says that children who read at least 20 minutes a day outside of the classroom do better in school and in life. *Just Take 20* gives families tips and activities to integrate reading easily into daily life.

“Parents play a critical role in their child’s literacy development,” said Education Commissioner Pam Stewart. “Providing families with strategies to make the most of teachable moments and infuse reading into busy schedules can increase student literacy and help Florida students succeed now and in the future.”

The centerpiece of the campaign is an interactive website that prompts families to practice reading at home using a customizable literacy plan tailored to their child’s grade level and needs. Each family can build its own family profile, score points and earn badges while having fun with various reading and writing activities. Activities include tips for struggling readers and many of the resources are provided in Spanish and Haitian-Creole. Online activities and materials are easily accessed on any smart phone, tablet or computer.

The campaign includes a portal for educators where they can participate in virtual learning courses, download materials to engage students and families in literacy learning, and track online reading progress if a family chooses to connect with them for more support.

The *Just Take 20* campaign is available free to all Florida families and K-12 public schools. In addition to the online web app, districts will also receive printed toolkits that will help them continue literacy engagement with families throughout the year. The toolkits will include event and activity guides, monthly newsletters and other communication materials.

For more information about the *Just Take 20* family literacy campaign, visit JustTake20.org.

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