

IMPACT REPORT

# Summer Reading Stations

Moore County, NC



## Funding Partners

Dollar General

Toys for Tots Foundation

United Way of Moore County

Central Electric

**THANK YOU!**

2022





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## About

# Growing Moore Readers

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## Moore County's Campaign for Grade Level Reading (CGLR)

### WHAT WE DO

Growing Moore Readers unites families and community partners to make every moment a brain building moment for children in our community. We work together to ensure all children in Moore County achieve the most important predictor of long term success – grade-level reading by the end of the third grade.

For up-to-date information on our efforts, visit our Facebook page.

### COMMUNITY SOLUTIONS ACTION PLAN

Want to learn more about the history and work of Growing Moore Readers? Take a look at our Community Solutions Action Plan.

### YOU HAVE WHAT IT TAKES

New science tells us that children's first five years are when they develop the foundation for all future learning. All the cooing, toe-counting, and eye-gazing is brain fertilizer, and every time we connect with children, it's not just their eyes that light up – it's their brains, too! Growing Moore Readers recognizes that parents and other caregivers are the "secret sauce." Visit our Campaign Parent Resources to learn about ways to nurture young children's growing minds.

### OUR PRIORITIES AND GOALS

We focus on strategies in three areas that have real potential to drive improvements in early literacy and grade-level reading: school readiness, school attendance, and summer learning. Click here to learn more about our focus areas, strategies and goals.

### OUR IMPACT

We are tracking our progress. Visit our Clear Impact Scorecard to learn more about the state of the child in Moore County, local literacy initiatives, and progress toward our Campaign goals.

### OUR COMMITTEES

While all Growing Moore Reader partners understand and work towards a common agenda, we have created subcommittees to focus on implementing the strategies and tactics outlined in our Community Solutions Action Plan. All activities by subcommittees mutual reinforce one another and are directly tied with the greater vision of all children in our community achieving grade-level reading proficiency. Click here to learn more about our subcommittees and the work they are doing.

### OUR HISTORY

In 2012, over 20 community partners created Southern Pines Grows Great Readers. After much hard work and success in increasing literacy for children from low-income families in Southern Pines, the group was honored with a 2015 National Pacesetter Award, one of the highest distinctions presented by the National Campaign for Grade-Level Reading. Now, we are taking their efforts to scale and moving this successful city-level initiative county-wide.

### WE NEED YOUR HELP!

This work is based on the belief that children, families, and schools cannot succeed alone. Click here for more information on our current partners and ways to get involved.



**GMR**

# Member Agencies

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## **LEADERSHIP**

CARE Group, Inc.

Partners for Children and Families

## **MEMBERS**

Katherine Boyd Library, Sandhills Community College

Moore County Public Library

Southern Pines Public Library

Given Tufts Memorial Library

Moore County Public Schools

Northern Moore Family Resource Center

Boys and Girls Club of the Sandhills

Sandhills Pediatrics

Kiwanis Club of Southern Pines



# Program Summary

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GMR established 15 pop-up outdoor reading stations in Moore County over the summer of 2022, for a total of 12 days. Children age 0–13 were offered hundreds of book titles chosen by Family Literacy Specialists. Every child who attended was able to select a new, age-appropriate book each time they visited. Children were encouraged to read their books at the reading station, or be read to by the attending caregiver or station volunteer/ staff. Each child had the opportunity to choose up to 12 new books for their home library.



## Primary Purpose

To combat the summer/COVID reading slide for children from pre-K to grade 8 in Moore County, by getting books in their hands, reading to them, and providing STEAM enrichment activities.



## Secondary Purpose

Create easy access for families by being in as many parts of the county as possible, where children and families are known to gather.



## Tertiary Purposes

Provide 20–25 paid summer intern positions to local teens, including Moore Buddies Mentoring participants; staff the reading stations with over 70 volunteer readers contributing over 1,000 community service hours; build awareness of socio-economic disparities in Moore County through volunteerism and social media presence.

# Measurements of Success

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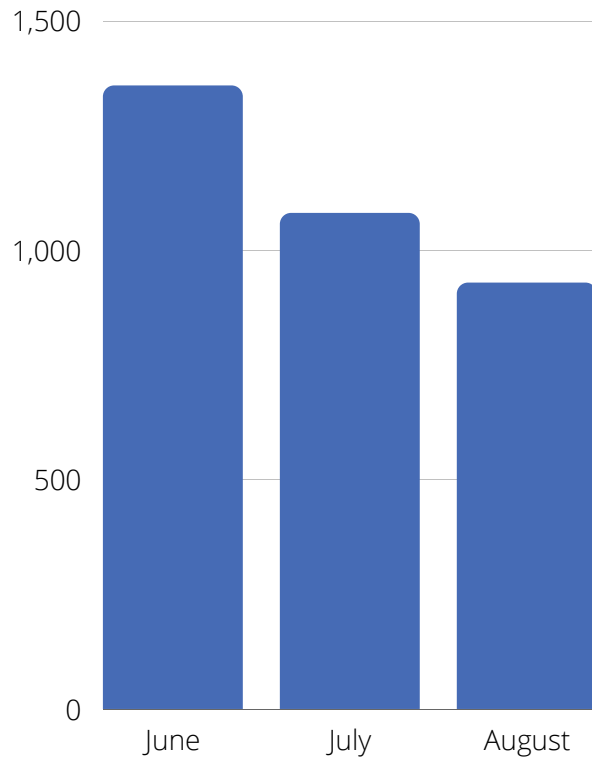
**It has always been the goal for the reading stations to be more than just a program that hands out books. We want to help build readers.**

- We strive to engage visitors by encouraging them to stop and read at our stations. We have passionate volunteer readers who read with children who visit the sites if a caregiver is not able to do so. Our goal is 100%.**
- We encourage parents/caregivers of pre-readers age 0-5 to enroll in the Dolly Parton Imagination Library as well as two mobile reading apps, Vroom and Make Way for Books.**
- We provide STEAM (Science, Technology, Engineering, Arts, Math) activities for older kids to explore at home to spark curiosity to read more about it.**
- We distribute parent resources including Brain Building Activities, as well as flyers for Motherread/Fatheread,<sup>®</sup> Book Buddies, and other GMR and related reading programs. We diligently invite families to return and read with us as often as possible.**

Our student interns working at the reading stations maintained daily records that captured the children's names and ages each time they visited the station. They also recorded registrations for the Dolly Parton Imagination Library, Vroom mobile reading app, and/or Make Way for Books online library. Additionally they tracked whether a book was taken, if the child was observed reading or being read to, if they took a STEAM Activity Pack, and whether food was distributed,

## Total Reading Station Visits

Includes count of each visit, including repeat visits by the same participants.



### Total Station Visits 3,369

- In total 15 Reading Stations were active over the summer
- Program dates were June 13-16, July 18-21, and August 15-18\*
- Stations were open from 11:00 am - 1:00 pm for the majority of sites with some adjustments for certain areas.

\*Run dates for some stations varied depending on availability of staffing, and presence of children and families.

# 1,123

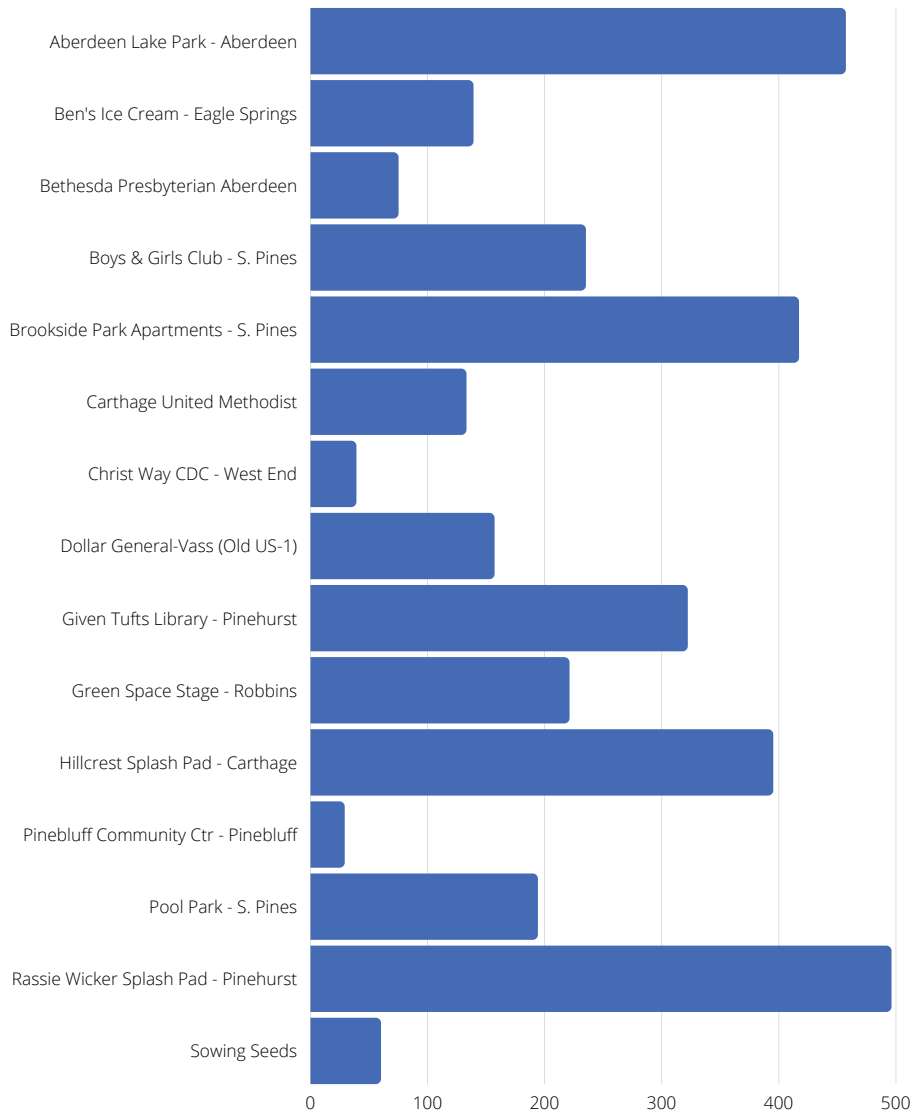
## Average Visits Per Month





# Total Visits by Site

Includes count of each visit broken down by site, including repeat visits by the same participants.



## Most Visited Sites

**Rassie Wicker Splash Pad**  
**496**

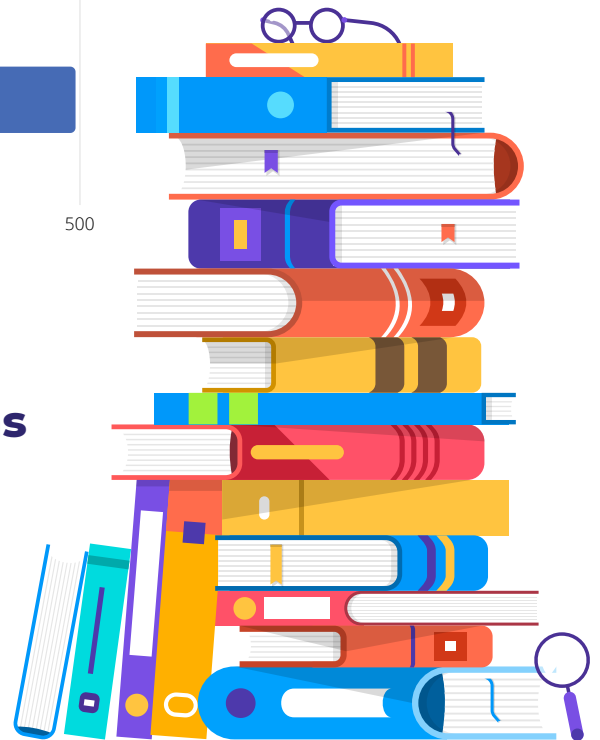
**Aberdeen Lake**  
**457**

**Brookside Park Apartments**  
**417**

**Average Per Site**  
**225**  
**Median**  
**194**

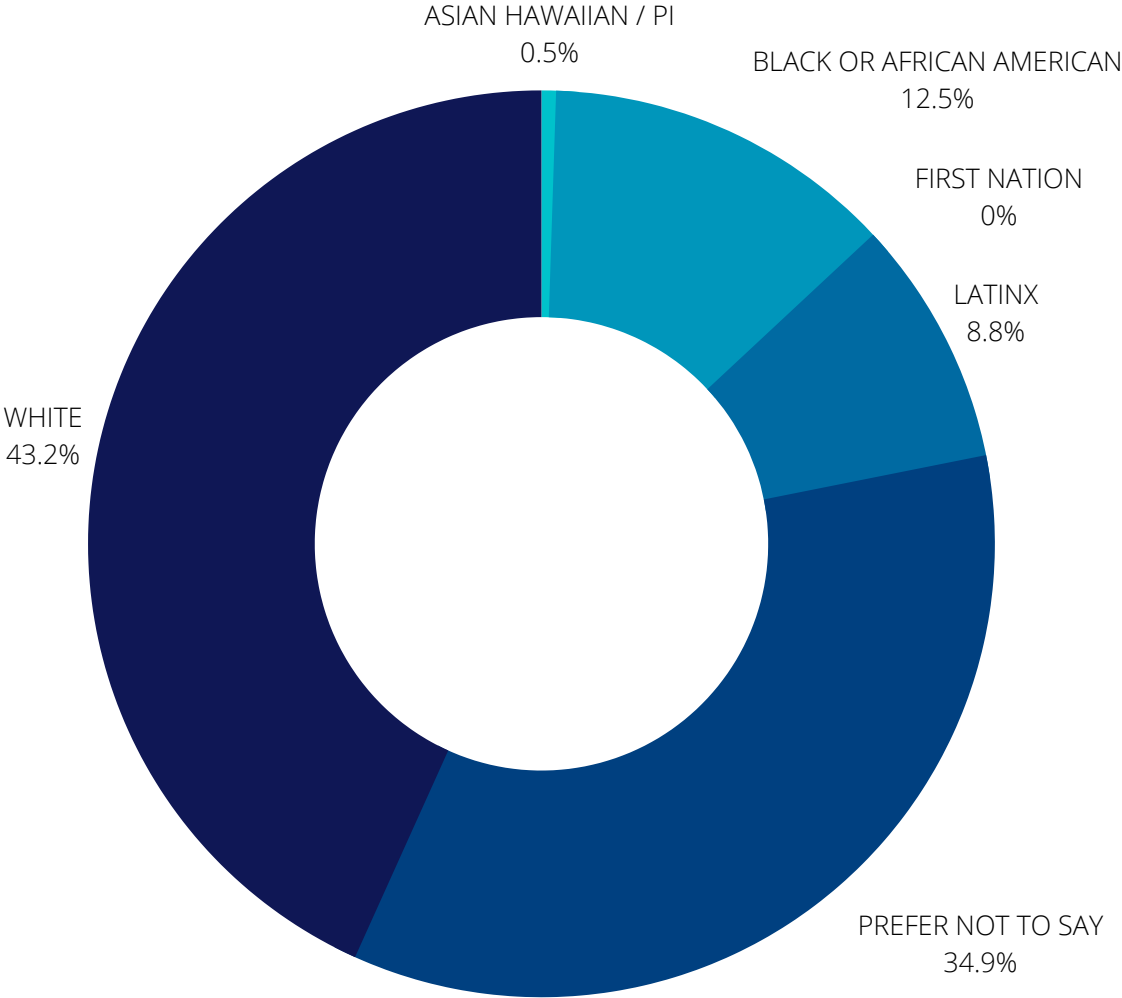
## 2,328 Unique Participants Attended the Reading Stations

Of those unique participants, 692 were observed reading a book or being read to by an adult. Almost all participants reported reading their books at home.



# Population Served

To capture race/ethnicity, participants were asked to self identify.



## Summer Reading Stations

# Photo Gallery



## Summer Reading Stations

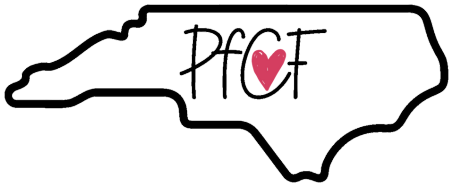
# Photo Gallery

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GMR Reading Stations

# Community Partners



**C.A.R.E. Group, Inc.**  
Connecting Available Resources for Education



**Christ Way Deliverance  
Child Development Center**



**BOYS & GIRLS CLUBS  
OF THE SANDHILLS**



**EMMANUEL  
EPISCOPAL CHURCH**



**Aberdeen**  
Parks and Recreation