

**Features, Functions and Benefits of  
101 Tips to Get Kids Reading and Keep Kids Reading  
by  
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<b>Feature</b>	<b>Function</b>	<b>Benefit</b>
101 Tips that encapsulate a wide variety of expert-vetted, practical literacy-building ideas	Enables parents to support children's literacy skills development and provides educators with ideas and content for professional development, family support skills training and family workshops	Puts experts' ideas into parents' and practitioners' hands in a straightforward, user-friendly way
Tips written in short, sound-bite format	Provides concise statement and explanation of each idea	Allows user to find and choose tips easily
Research- and evidence-based suggestions and explanations	Tips contain both the "whys" and the "hows"	Clarity of intent and purpose motivates users by helping them understand the benefits they are accomplishing
Wide range of activities across all age levels	Provides a smorgasbord of options	Users can pick and choose from a variety of literacy-building activities to meet children's moods and needs
Non-technical language and non-threatening tone	Uses everyday words to translate educational concepts into common-sense practices	Makes literacy education accessible to users across an array of social, cultural and educational backgrounds
Booklet Format	Fits easily into standard #10 envelopes, literature racks, pockets and pocketbooks	Easily mailed, displayed, carried, stowed and shared
Tips divided into five comprehensive categories (see below)	Matches tips with everyday circumstances	Enables users to quickly find appropriate options based on situations
<i>Great Beginnings</i>	Introduces ways to initiate advantageous literacy habits at any age	Excites children of all ages about reading, writing, storytelling and wordplay

<i>Do's &amp; Don'ts</i>	Addresses tricky circumstances and questions	Gently guides users to create encouraging and enjoyable literacy experiences
<i>Out and About</i>	Integrates literacy with daily routines and activities outside of the home or classroom	Puts a smile on outings, takes the stress and sting out of waiting and helps to redirect bored and cranky children
<i>General Tips</i>	Gives basic building blocks for integrating literacy with home-based and afterschool activities	Gives users a new perspective on enhancing reading time and making the home reading-friendly
<i>Cheering on Reluctant Readers</i>	Gives users practical problem solvers for the child who balks at or fights reading	Rekindles the joy of reading in children who are losing interest