



## BabyRead Monthly Family Reading Incentive Program

### **Incentive Program Objective:**

Provide a tangible incentive that encourages families to read every day to their babies. This incentive is designed to help families establish a habit of daily reading with their babies and toddlers. Scientific studies show that it takes motivation and positive reinforcement for a new behavior to become a habit. And daily reading is a habit that BabyRead wants to instill with its families.

Since BabyRead's mission is to raise literacy levels of children from low-income families in Oconee County, this program offers an incentive that is meaningful to those who may be struggling to put healthy meals on the table for their families.

### **How the Incentive Program Works:**

This incentive is limited to families who read in person and is capped after a family has received \$300 worth of incentives (~6 months). BabyRead provides each family with a monthly calendar in the form of a refrigerator magnet. Every day that the family reads to their baby, they should mark the calendar. At the end of the month, if the family demonstrates that they have read to their baby at least 20 times, the family is rewarded with a \$50 gift card from Aldi's.

### **What Volunteer Readers Must Do:**

- The first time you pick up books and materials from either Anne F or Sr Joan, you should also receive a BabyRead refrigerator magnet. These represent a generic month and can be wiped clean and reused.
- Deliver the magnet to your family when you meet in person to read.
- Explain to your family the incentive program and what they need to do to qualify for the Aldi gift card.
- At the end of the month discuss with your family their progress. If they were able to read at least 20 times that month, what helped them achieve that? If they were unable to read 20 days in the month, what prevented them from doing so. Offer encouragement for the next month.

Some questions to generate discussion with the family:

- Which books did they use during the month and which one(s) were the baby's favorite?
- Are others in the family, such as older siblings, also reading to the baby?
- Have they noticed changes in their baby's attention span when being read to?
- Does the baby like to be held when read to?
- Is their baby more animated when being read to?
- Are they finding a routine that works best for reading to their baby, at nighttime? after meals?
- Email or text a photo of the completed magnet to Marriann Cole ([marrianncole@gmail.com](mailto:marrianncole@gmail.com) or 630 564 5573). Marriann will then put a gift card into the mail for the successful completion of that month's daily reading results.
- Provide Marriann feedback about this incentive program and its impacts, so adjustments can be made as needed.