

RAISING READERS OF TOMORROW: A PARENT'S GUIDE TO EFFECTIVE STORYTELLING FOR PUROK ILUGIN

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INTRODUCTION

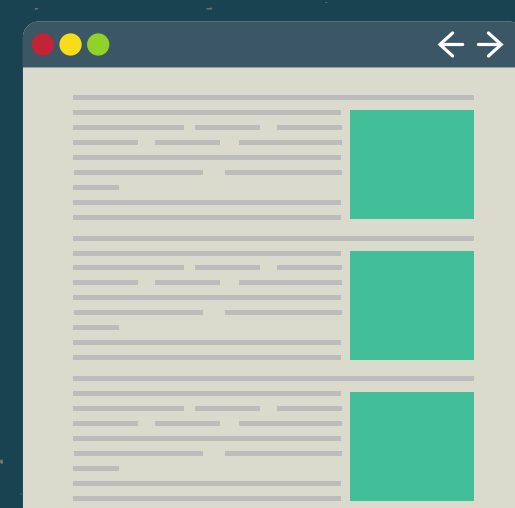
Founded in the United States by Drs. Barry Zuckerman and Robert Needlman in 1989, Reach out and Read (ROR) is a national early literacy organization that promotes reading. The ROR Program has established sites not only in the US but also in various parts of the world including the Philippines, with the Philippine Ambulatory Pediatrics Association Inc. taking the lead to carry out its vision and mission as one of their advocacy programs.

In 2012, the Community Pediatrics Team of The Medical City (TMC) implemented the Reach Out & Read Program in Purok Ilugin, a low-resource urban community. Currently, 41 children are enrolled in the program. Their parents' ages range from 25-29 years old and majority have completed secondary education.







Pre-pandemic, face-to-face reading sessions were held once a month but were then suspended due to the pandemic restrictions imposed by the government. However, book distribution continued on a scheduled basis.

To supplement book reading, free virtual storytelling links were given to parents through the TMC ROR Facebook page. Despite these, the ROR Assessment (RORA) survey done this year showed that there was no regularity in home reading activities. Financial constraints like limited internet access to the reading links and connectivity issues pose as challenges and thus, this project was conceptualized.



OBJECTIVES

-  To provide a useful and easy to understand reading guide for parents
-  To inform parents on what to read, when to read, and how frequent to read to their children
-  To demonstrate to parents how to read to their children using developmentally appropriate books
-  To motivate parents to develop the habit of reading to their children

METHODOLOGY



TARGET POPULATION

41 parents/caregivers of the children enrolled in the ROR program

DATA GATHERING

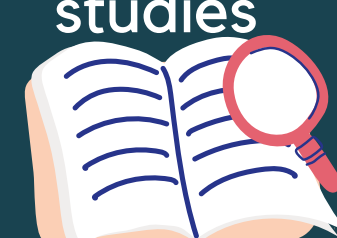
key informant interviews



RORA survey results



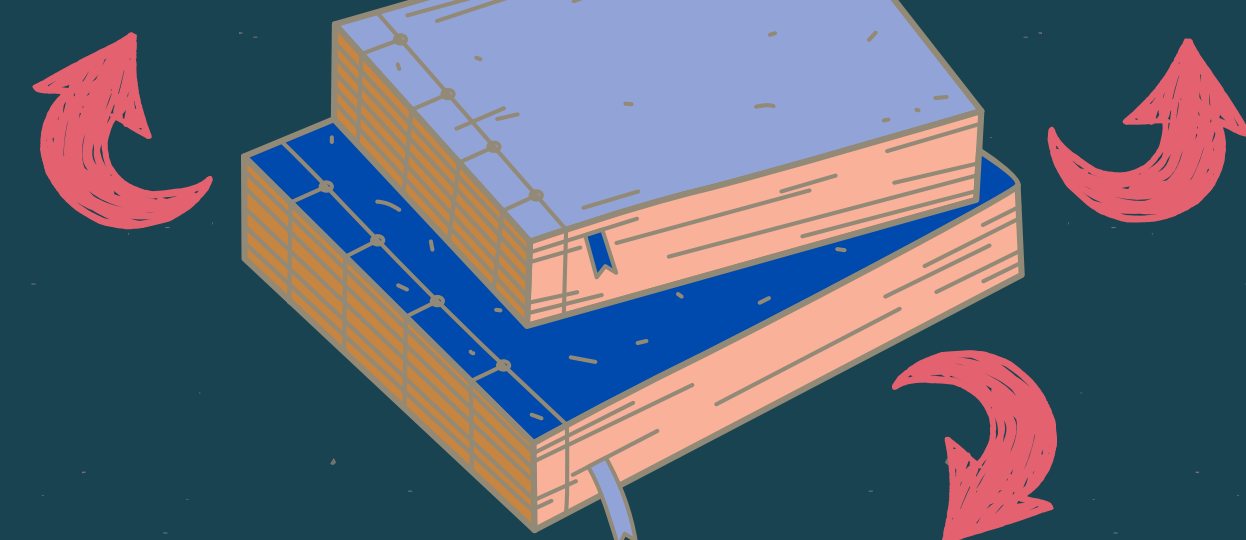
effective storytelling research studies



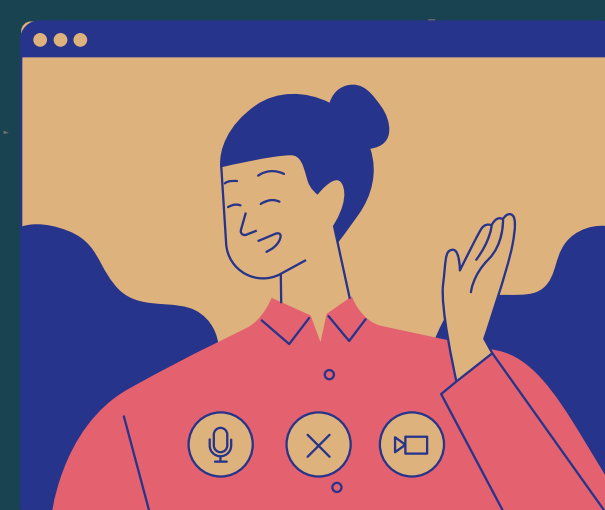
A DIGITAL PARENT GUIDE ON EFFECTIVE STORYTELLING IN FILIPINO

age-based strategies for effective storytelling

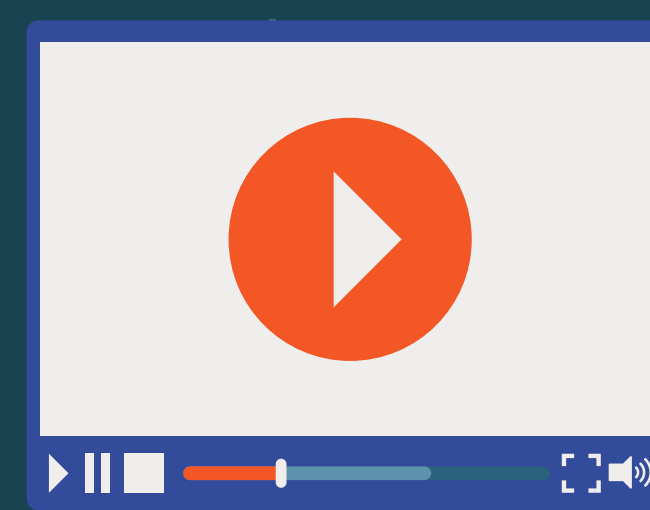
time and frequency of reading



benefits of reading to young children



supplemented with a synchronous live webinar and a recorded video for those with connectivity issues



RESULTS

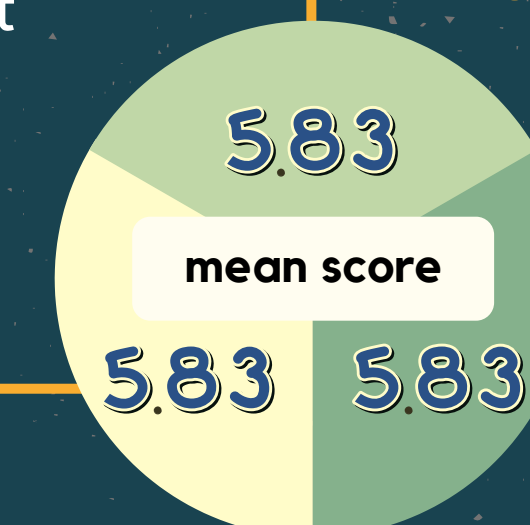


6 parents for the pilot group

Likert scale used
1 - lowest 6 - highest

appropriateness of the webinar platform (Zoom)

booklet evaluation
useful
easy to understand



webinar evaluation
useful
easy to understand

KEY LEARNINGS BY PARTICIPANTS



- recommended frequency of reading: **20 minutes everyday or at least 3 times a week**

- importance of reading as an activity at home



CONCLUSION & RECOMMENDATIONS



The digital booklet guide and webinar are tools that are useful and easy to understand. Parents understood the benefits of reading to their child and learned that they should read to their children at least 3x a week or 20 minutes a day.

- Improve the guide and webinar presentation before December 2021
- Present the webinar and book guide to other enrollees of the program in Purok Ilugin by December 2021
- Do a demo return demo to ensure correct reading techniques of parents
- Do a RORA survey 3 months after exposure to the booklet guide and webinar to determine improvement in the survey results
- Distribute the printed book guide for all enrollees of the program and make the webinar accessible to enrollees in the TMC ROR Facebook page