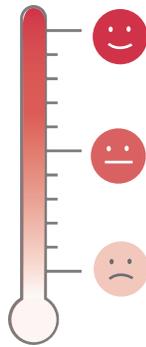
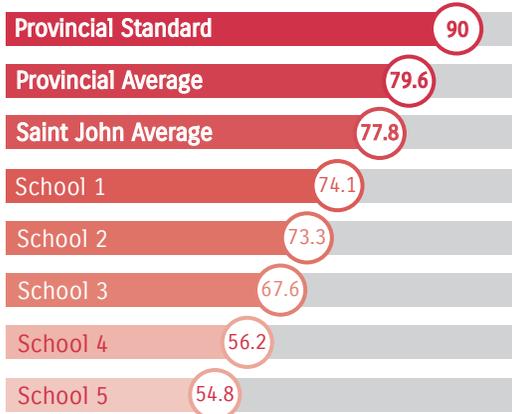


GROWING READERS...ONE CHILD AT A TIME

IN SAINT JOHN, OUR CHILDREN ARE LAGGING BEHIND

Our Inner City Schools Show the Largest Gap

Percentage (3-Year Average) of Grade 2 Students Reading at Grade Level*



*Source: Grade 2 Provincial Assessment Results for NB 2011-2013

Children not reading **PROFICIENTLY** by the end of 3rd grade **ARE 4X LESS LIKELY** to graduate from high school

Source: American Educational Research Association

New Brunswick's Adult Literacy Scores are the **Second-Lowest** In Canada

PERCENTAGE OF POPULATION RANKS BELOW LEVEL 3 LITERACY**

| | |
|----------------|------|
| Francophone NB | 64 |
| Anglophone NB | 56 |
| Canada | 48.5 |

**Level 3 Literacy is the minimum level of literacy required for reading and understanding training and safety materials and prescription drug information. Source: TD Economics, April 2014

IN SAINT JOHN

17% Are Not Graduating From High School.

28% of Children Are Living in Poverty.



WHY WE NEED LITERACY

"Literacy is using printed and written information to **function in society**, to achieve one's **goals**, and to develop one's **knowledge and potential**."

-The National Assessment of Adult Literacy



If Canada increased its literacy rate **by 1%**, it could boost national income by **\$32 billion**.

THE IMPACT OF LITERACY IS LIFELONG.

Early literacy success achieves the **highest rate of return on investment**.



Everyone benefits through:

- reduced poverty rates.
- better health outcomes.
- reduced crime.
- increased workforce readiness and skills.
- strengthened economic capacity and growth.
- increased tax bases and reduced government costs.
- increased civic participation.



Source: TD Economics, April 2014

\$32 billion =

- 929,000 elementary teachers
- 444,000 nurses
- 97,560 doctors

Raising national literacy by one level could create as many as **800,000 additional jobs** - 3.5 years worth of annual job creation.

+1

HOW CAN WE TURN THE TIDE?



We've Made Gains, But Together We Can Do More...

- Early literacy scores in SJ priority schools have increased by 24% since 2008.
- Tutoring, Early Childhood Education & School-Community Partnerships are part of the solution.

YOU CAN MAKE A DIFFERENCE

- Contact your local MLA to make **Early Childhood Literacy** a #1 Priority.
- Get involved in your local school.
- Volunteer & read to a child.



INVEST IN OUR CHILDREN AND THEIR EDUCATION SUCCESS. THE REWARDS TOUCH US ALL.



It is hard to identify one other single issue with such a far-reaching impact.

“Literacy involves a continuum of learning to enable an individual to achieve his or her goals, to develop his or her knowledge and potential, and to participate fully in the wider society.”

- The United Nations Educational, Scientific and Cultural Organization (UNESCO)

Greater Saint John is calling on the New Brunswick Government and all provincial parties and candidates to:

- Make early literacy the #1 priority.

90% of Grade 2 children can and must read at grade level or better.

Literacy is everyone's responsibility. Greater Saint John schools and educators are partnering with parents and neighbourhoods, businesses, community organizations, unions, civic leaders and volunteers from all walks of life to provide our children with the tools they need to be successful in a 21st century workforce.

There is a serious education achievement gap in Saint John. Literacy levels will significantly increase if we pay particular attention to early literacy success. Key strategies must recognize:

- Reading by the end of Grade 2 is fundamental to education and life success.
- Some children, schools, families and neighbourhoods need more assistance than others. The allocation of funding and resources must reflect this.
- Individual teachers require coaching assistance and the right tools to close the gap for struggling students.

How can the Province help?

Agree to these strategies:

- **Reallocate resources for schools with literacy scores below 80%.**
- **Identify individual children who are not meeting provincial literacy standards, give them additional assistance and measure their progress.**
- **Establish a 2014 Saint John baseline and monitor and measure progress to the 90% target.**
- **Create a living lab in Saint John to demonstrate best practices to achieve the 90% target.**