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**LITERACY PROS  
JACKSONVILLE:  
#YREAD  
SOCIAL JUSTICE  
INITIATIVE  
PRESENTATION**

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# WHO WE ARE




LITERACY PROS JACKSONVILLE  
WAS FOUNDED IN 2003.



APPROVED FLORIDA NON-PROFIT.



OUR MISSION IS TO ERADICATE  
ILLITERACY IN OUR COMMUNITY.

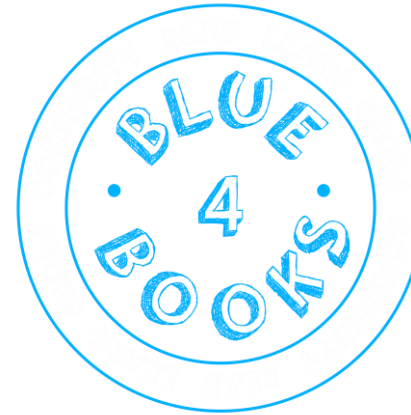
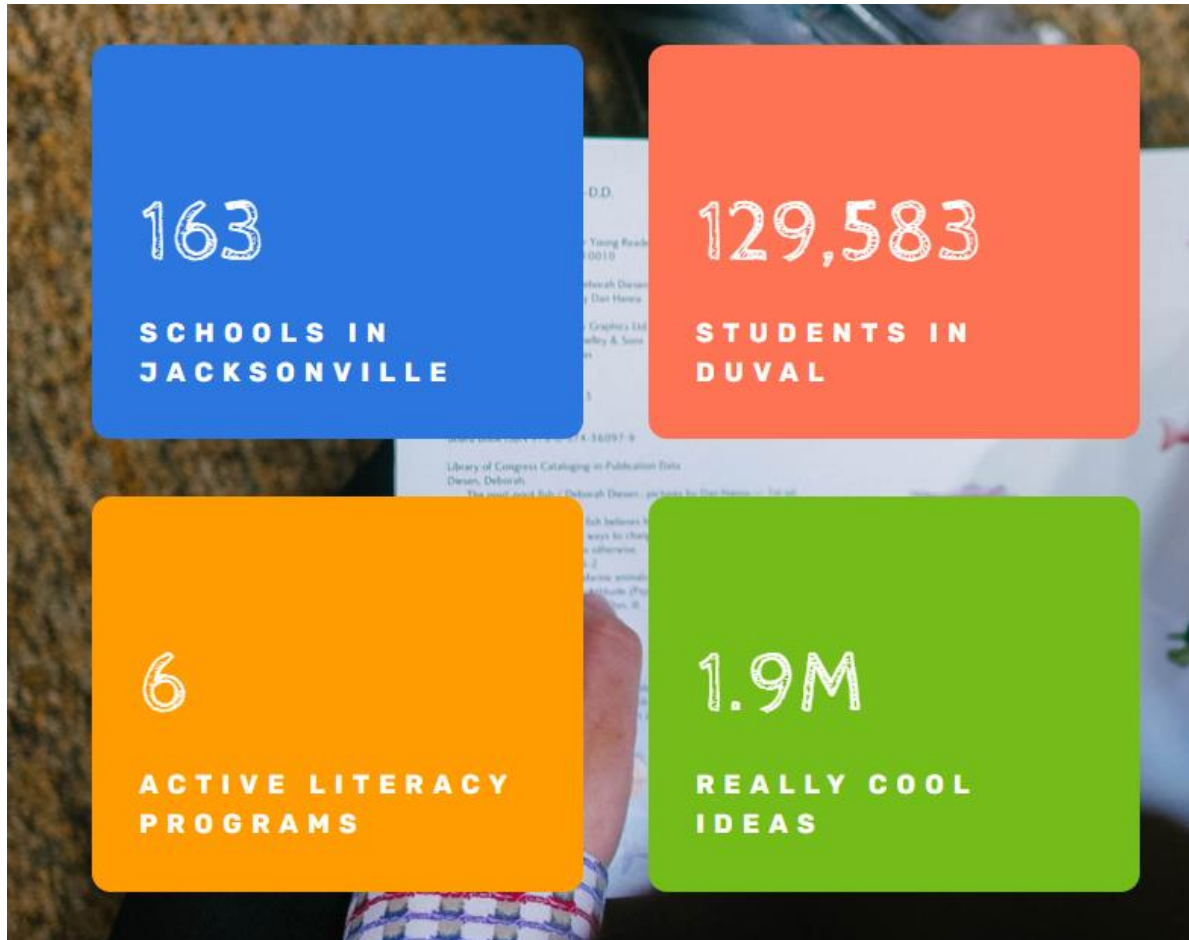


A Working  
Community  
Board

# OUR LEADERSHIP TEAM



# OUR IMPACT & PROGRAMS



LITERACY TUTOR TRAINING

INMATE TUTOR TRAINING

TEEN READ2LEAD

YOUTH LEADERSHIP COUNCIL





**LITERACY PROS JACKSONVILLE  
YOUTH LEADERSHIP  
ADVISORY COUNCIL**

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# THE “Y” OF #YREAD

- 70% of all incarcerated adults cannot read at a 4<sup>th</sup> grade level.
- 85% of all juveniles who interface with the juvenile courts are functionally low literate.
- Most incarcerated youth lag two or more years behind their age peers in basic academic skills, and have higher rates of grade retention, absenteeism, and suspension or expulsion. For example, a national study found that more than one-third of youth incarcerated at the median age of 15.5 adolescents read below the 4<sup>th</sup> grade level.

## OUR INITIATIVE: #YREAD



Literacy Pros Jacksonville

- Encourage youth of all ages to consider reading
- Provide visual affirmation of positive reading behaviors
- Showcase positive youth leadership
- Celebrate youth achievement
- Promote healthy decision making
- Create a culture of literacy, agency, and advocacy throughout Jacksonville



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# #YREAD

- Citywide
  - Posters
  - Billboards
  - Events
- Teen Reading Ambassadors
- Leadership & Literacy







# #YREAD

- Include other students | groups
  - Academics, Music, Art, Fashion
- Create reading engagement
- Increase literacy
- Decrease youth crime
- Prevent drop-out
- Promote academic & career planning

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**#YREAD**

**PARTNERS:**

- DCPS & Private Schools
- Florida Ballet
- Community Based Organizations







**#YREAD**







#YREAD



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# METRICS

- **# of billboards**
- **% of students aware of campaign**
- **# of students featured**
- **# of students engaged**
- **Pre and post assessment**
- **% of juvenile crimes committed in the area of the billboards or activities**
- **# of partner organizations**

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# BUDGET

- Billboards in 32209, 32208, 32210, 32206, and 32218
- Posters in community centers, libraries, and afterschool programs
- Free books for teens (14-18 year olds)
- Literacy focused events

**\$20,000**



# THANK YOU FOR YOUR CONSIDERATION

