

# CINCY READS!

## **From Minutes to Momentum: The Cincy Reads Impact**

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## **The Why**

- Early literacy predicts long-term success
- Many children are not reading at grade level
  - Opportunity to change outcomes together



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## **What is Cincy Reads?**

- Citywide reading challenge during National Reading Month (March)
  - Tracks minutes read
- Engages families, schools, partners
  - Builds daily reading habits



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## How It Works

- Beanstack + paper trackers
- Supported by organizations, schools & libraries
- Incentives and engagement strategies



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## The Impact

- Total minutes read:

**605,518**

- Participants: **1900+**
- Growth: Last year minutes read:  
**420,657 1300 participants**



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## **Community Power**

- Schools
- Libraries
- Healthcare partners
- Community organizations



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## **Real Stories**

- Behind every number is a story
- Child discovering joy in reading
- Family building reading routines



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## **What's Working**

- Accessibility
- Consistency
- Community-wide messaging
  - Trusted messengers



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## **What's Next**

- Expand reach
- Increase equity
- Strengthen partnerships
- Sustain momentum

## **Food for thought:**

This was accomplished with NO funds!



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## **Call to Action**

- Continue prioritizing literacy
- Support schools & families
- Invest in what works

