



A joint program of



Dear Friends:

For the second year, the Nebraska Foundation for Children's Vision (NFCV) and the Nebraska Library Commission are proud to partner with you in promoting **See to Read** @ your library®.

The NFCV, a 501(c)3 charitable organization, strives to make sure that every child in Nebraska is visually prepared to succeed in school and in life. In order to develop great readers by an early age it is imperative that they are capable of seeing and interpreting their "visual" world correctly. The goal of **See to Read** is to bring awareness to parents, family members, friends and educators about the link between vision and reading. We have put together a multi-dimensional "campaign" to insure that Nebraska's kids "see" a bright future unfold for them.

The **See to Read** project is designed to bring awareness to the vital link between vision and reading. Our intent is that parents will learn more about this link when they bring their children into the library this summer. For those parents with younger children, they may then be motivated to take advantage of the NFCV's free See To Learn vision assessments for 3-year-olds; and will take their child to an eye care professional for a school vision exam before entering school for the first time.

We are asking libraries across Nebraska to join us in promoting **See to Read**.

## Ideas for promoting See To Read in your library:

- Hand out a *See to Reader* newsletter (included in this mailing) to library customers.
- Go to [www.nechildrensvision.org/SeeToRead.html](http://www.nechildrensvision.org/SeeToRead.html) to download other resources, including:
  - The *See to Reader* newsletter to print additional copies
  - The **See to Read** poster
  - Optical illusions
  - Links to valuable resources on vision
  - Links to internet vision games
  - And more!
- Create a **See to Read** display area utilizing:
  - The enclosed newsletters
  - Books on vision from the recommended book list (on the *See to Reader* newsletter).
  - More resources from the website
- Include links on your library websites to resources on the **See to Read** web page: [www.nechildrensvision.org/SeeToRead.html](http://www.nechildrensvision.org/SeeToRead.html)
- Ask your local eye doctor to volunteer at the library as a guest reader/speaker
- Share the information with local daycares
- Contact community news access channels to promote the program
- Contact your local radio station to promote your entire summer reading program - ask them to play the public service announcement posted on the **See to Read** web site
- Promote **See to Read** on your library marquis
- Include in church bulletins

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Nebraska Foundation for Children's Vision

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for Children's Vision

&

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Library Commission

## Promotion by the NFCV & Nebraska Library Commission:

- **Public Service Announcements** sent to Nebraska radio stations
- **NFCV Web Site** – A special “See to Read” web page on the NFCV web site to include pertinent resources and materials: [www.nechildrensvision.org/SeetoRead.html](http://www.nechildrensvision.org/SeetoRead.html)
- **A See to Read Fan Page on Facebook**
- **Promotion on NFCV’s Facebook Group**
- **NFCV Quarterly Newsletter** – *The Carrot* – The June issue will include information about the program and links to the web page.
- **Email** – A viral email campaign will be developed and disseminated.
- **Conferences** – NFCV will exhibit at the Nebraska School Nurses Conference in June, and will share information there. We will also be presenting at the Nebraska Kindergarten Teachers Conference in July, and will promote See to Read there as well.
- **Article in “What’s Up?”** – NFCV writes a periodic column in this electronic newsletter published by the Early Childhood Training Center in collaboration with the Nebraska Department of Education. See to Read will be promoted in our summer column
- **Promotional ideas to Nebraska Optometrists** - We will share ideas with Nebraska Optometric Association members to use to maximize the publicity of the See to Read program.
- **Press Release statewide** – The Nebraska Library Commission will send a press release throughout Nebraska to promote the program

This is a wonderful and exciting time for everyone to become “reading advocates” for children. If, through this endeavor, we can help bring awareness to this most vital link between visual health and reading, then many new eyes will be “opened” to the great potential that lies not only within the walls of a library, but in the world around them. What could possibly make for a better summer?

Thanks for your help and support of See to Read 2009!

Mary Lauritzen  
President  
Nebraska Foundation for Children’s Vision

Rod Wagner  
Director  
Nebraska Library Commission