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Flint & Genesee Literacy Network Launch Campaign to Focus on Family Literacy

FLINT – The Flint & Genesee Literacy Network is launching its “Literacy for Life” communications campaign today, to educate the community on the critical issue of literacy levels and how it impacts our region’s future. “We’re celebrating National Adult Education and Family Literacy Week (September 20 – 26) as we inform our community about this issue and work to pair individuals facing literacy challenges with those who want to help,” said Kathi Horton, President, Community Foundation of Greater Flint.

Genesee County is challenged by a silent crisis of nearly 10% of adult residents living with low literacy skills. “Many are unable to use a bus schedule effectively, calculate change at a restaurant, complete a job application, or read the information on a prescription bottle. This crisis severely limits the region’s potential for future growth and prosperity,” said Dr. Beverly Walker-Griffea, President, Mott Community College.

Sports celebrities, local dignitaries and area families will be featured in the campaign to help create awareness and encourage action. Figures like Dallas Cowboy Brandon Carr, Founder of Carr Cares Foundation, say that “reading and understanding is essential to creating a strong educational foundation that leads to brighter futures.”

“The Flint & Genesee Literacy Network is a coalition made up of hundreds of literacy partners, providers and individuals committed to improving the quality of life for all learners in Genesee County,” said JaNel Jamerson, Director, Flint & Genesee Literacy Network.

Family literacy is a major thrust of the Network. Each year children spend about 900 hours in school versus 7,800 hours out of school. This means family is critical to a child’s education. More families are making family time learning time. Time spent learning and engaged in educational play with your children will give them advantages for years to come. Parental involvement is a more significant factor in children’s academic performance than the quality of their school.

Being able to learn and understand at school, work, the bank and the doctor’s office is key to successful education and bright, healthy futures. Literacy affects all of us and the quality of our lives, so we’re asking area residents and the media to *Learn. Volunteer. Give.* Log onto flintandgenesee-literacy.org or call 810.232.2526 to learn more.

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The **Flint & Genesee Literacy Network** is comprised of numerous community stakeholder organizations, and has launched an ongoing collaboration to align and improve literacy resources and services in Flint and Genesee County. The Network believes that new approaches are required to solve the basic skills challenges facing our county. In line with the strategic components of the recently adopted City of Flint Master Plan, the Network is committed to building on the strengths of community organizations, as well as ensuring that individuals needing to improve their literacy skills have access to sufficient and appropriate information and resources.