

STRIVE FOR
85

Every Child.
A CONFIDENT READER.

TEHAMA COUNTY READING MOVEMENT

ONE GOAL. AN ENTIRE COMMUNITY.

85%

**OF TEHAMA COUNTY THIRD GRADERS
READING FLUENTLY AT GRADE LEVEL
WITHIN THREE YEARS.**

Our current local baseline is
approximately 45%.

*We know where we're starting.
Now we get to see what's possible
as a community moves in the same direction.*



FROM PLANNING TO A COMMUNITY MOVEMENT.

Nearly a year of listening, learning and building together.



Local
Data



Community
Experiences



Existing
Resources



Research
& Ideas



Relationships

TOMORROW WE MOVE INTO ACTION THROUGH FOUR COMMUNITY-LED ACTION TEAMS:



Early Years
& Families



Attendance
& Healthy Kids



Teaching &
Reading Support



Community Voice
& Engagement

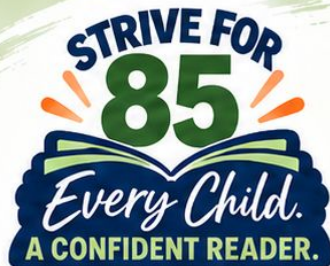
*Our challenge now:
How do we turn a shared goal into something an entire community
knows about, talks about and sees themselves in?*

MAKE READING VISIBLE EVERYWHERE.

SEE IT > TALK ABOUT IT > FIND YOUR PART > JOIN IN

*Small actions.
Big change.*

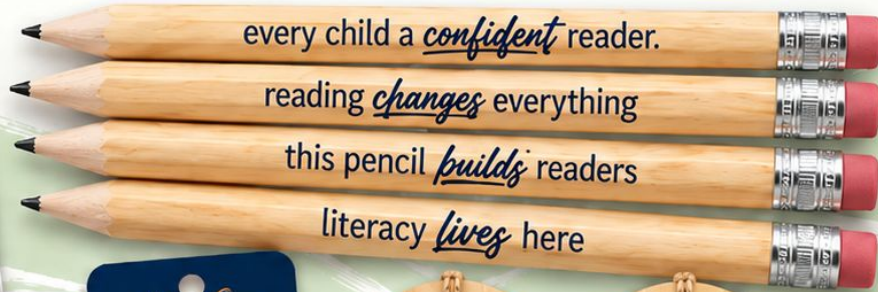
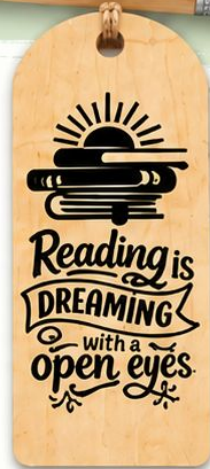
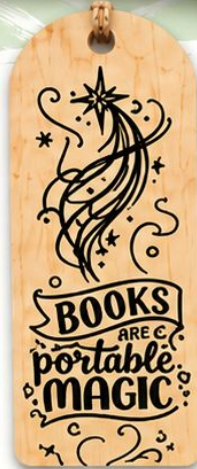
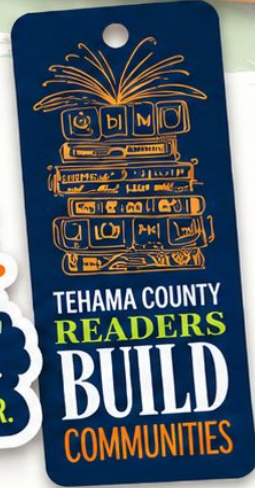
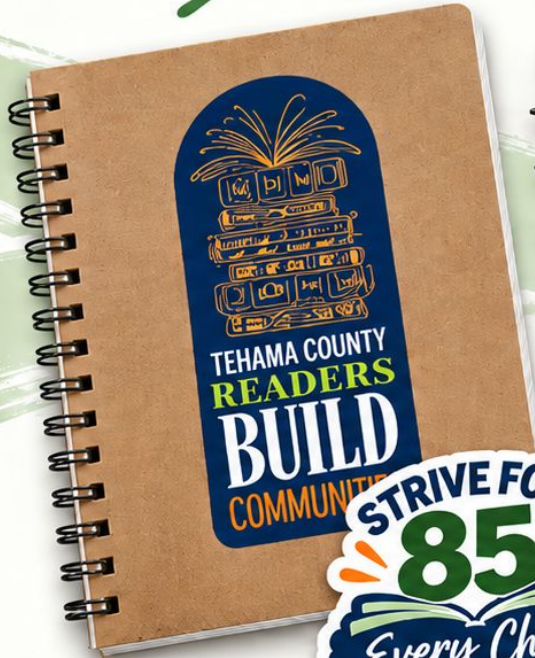
Not one big campaign.
A community movement
built on everyday moments.
A simple belief
that reading matters —
everywhere.



TEHAMA COUNTY READING MOVEMENT

WHAT COULD THIS ACTUALLY LOOK LIKE?

Imagine seeing the message everywhere.



STICKERS

| NOTEBOOKS

| BOOKMARKS

| PENCILS

| AND MORE

EVERYONE CAN FIND THEIR ONE THING.

Different people. Different ways. A stronger tomorrow.



READ

with a child.



TALK

about the
importance
of reading.



GIVE

books or
support existing
programs.



VOLUNTEER

your time
and talents.



SHARE

the message
and encourage
others.



Make the first "yes" easy.

THREE YEARS. ONE SHARED DIRECTION.

A communications campaign that grows with our community.

PHASE I BUILD + MOBILIZE

Now – Spring 2027



- Launch the identity.
- Start conversations.
- Collect community stories.
- Recruit early champions.
- Test materials.
- Make reading visible.

PHASE II EXPAND + IMPROVE



- Listen to what resonates.
- Share community stories.
- Expand business and community participation.
- Grow what works.

PHASE III SUSTAIN + EMBED



- Make the movement recognizable countywide.
- Keep community voice active.
- Celebrate progress.
- Make reading part of Tehama County's culture.

Today's actions. A brighter tomorrow.

IMAGINE TEHAMA COUNTY THREE YEARS FROM NOW...

A child can't go through a day without encountering
a community that values reading.

At home.

At school.

At the library.

At the doctor's office.

At a restaurant.

At church.

At their coach's practice.

At their parent's workplace,

In the businesses they
walk past every day.

*Not another program.
A community culture.*



TEHAMA COUNTY READING MOVEMENT