

Going Beyond Talk Read Sing

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Participants will learn about:

- The partnership of University of the Pacific and First 5 San Joaquin
- The history of UOP and First 5 in this process
- The successes
- The challenges
- Ideas to bring back to work



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- Partnerships
- History
- Rationale
- Material Design



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Break Out Session #1 –Strategic Partnerships:

- Restaurants
- WIC
- Public Bus System
- Child Support

Questions to Answer:

What challenges and successes do you anticipate working with these groups on literacy efforts?



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Contextual Messaging -
Different Places/Different
and Same Messages:

- Grocery Stores
- Deaf Community



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Break Out Session #2 – Contextual Messaging

- Same Groups
- What are the key messages?





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