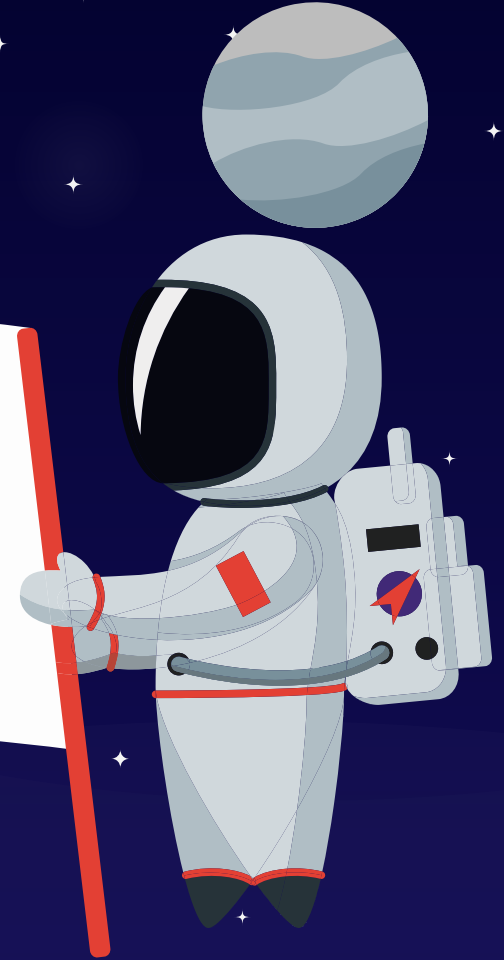
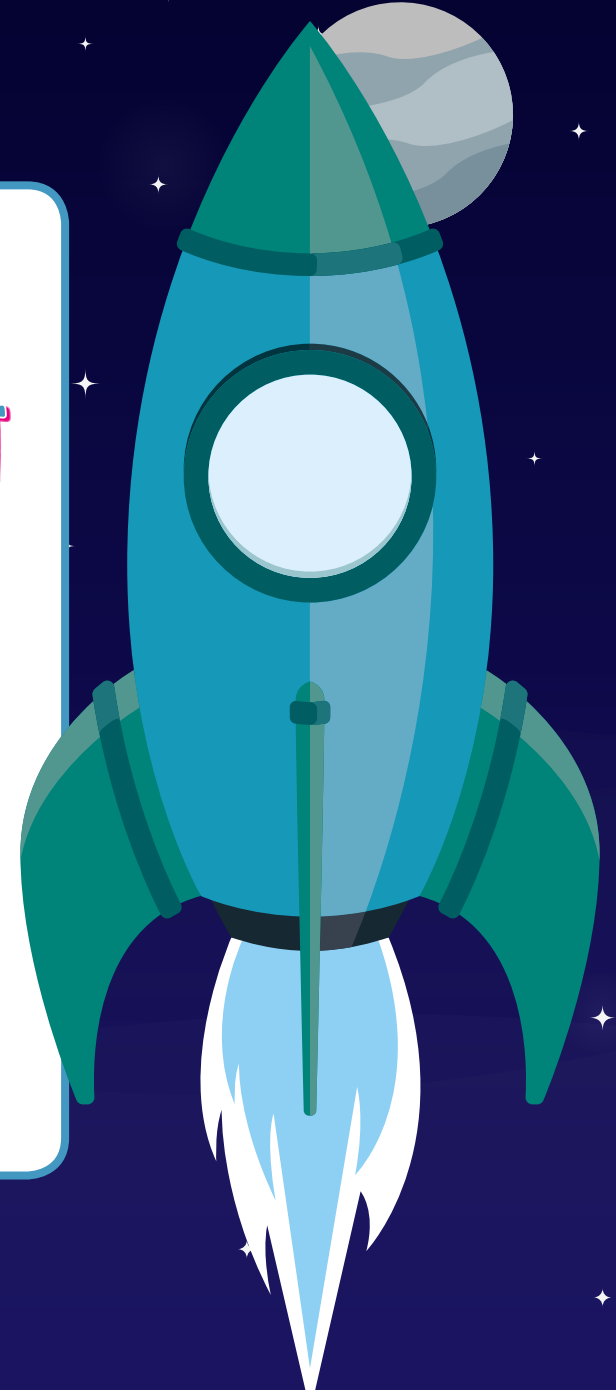


DIGITAL TOOLKIT



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INTRODUCING READ, WRITE, COUNT

READ, WRITE, COUNT IS HERE TO HELP CHILDREN ACHIEVE MORE.

The main aims of the campaign are to:

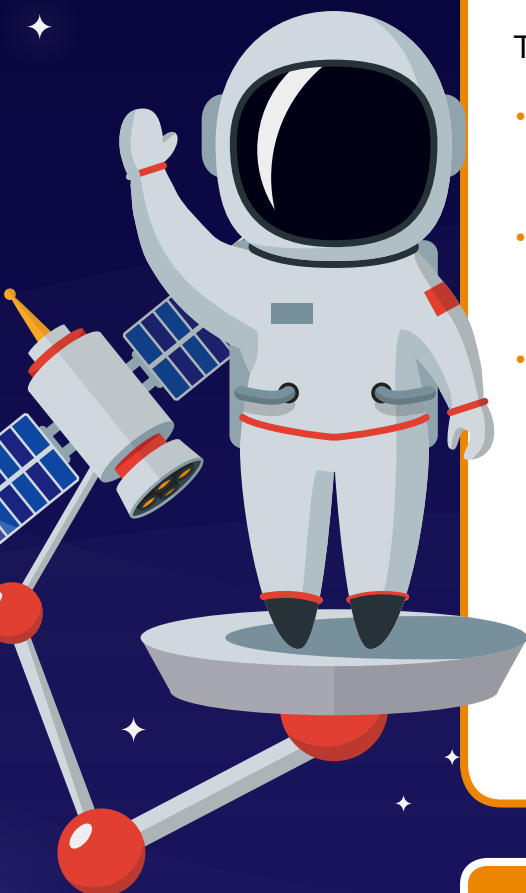
- Improve literacy and numeracy skills by supporting parents/carers of P1-3 children
- Raise attainment for all children and close the attainment gap
- Give parents ways to include reading, writing and counting in their everyday routines.

Read, Write, Count comprises of a website, social channels, activity bag gifting, community outreach projects and nationwide initiatives (like Future Me). The campaign also supports families with children in Gaelic Medium Education.

READ, WRITE, COUNT FOR EDUCATORS

- Find lesson plans with useful Read, Write, Count ideas at scottishbooktrust.com
- Need an activity to send home? Find new ways for parents to use the activity bags from Read, Write, Count at readwritecount.scot/activity-bags
- Find out more about the campaign and discover ways for parents/carers to improve their children's lives now, and in the future at readwritecount.scot
- Spread the word about Future Me and bring it to life in your classroom. (Find out more on the following pages!)

MAKE THE DIFFERENCE. ENCOURAGE FAMILIES TO SHARE THEIR CHILDREN'S DREAMS AT FUTUREME.SCOT



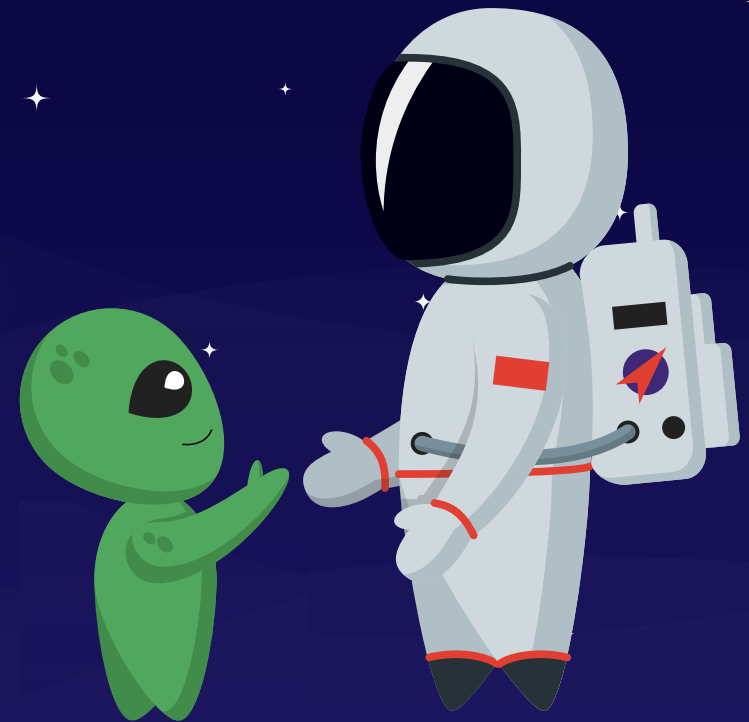
FUTURE ME

BY READ, WRITE, COUNT

FUTURE ME IS A WAY FOR PARENTS AND CARERS TO SHARE THEIR CHILDREN'S DREAMS FOR THE FUTURE. IT'S A PROJECT THAT CELEBRATES OUR CHILDREN'S DREAMS AND GIVES US A SNAPSHOT OF WHAT SCOTLAND MIGHT LOOK LIKE IN THE FUTURE.

Future Me is part of the new confidence growing in the heart of Scotland. It's a project that will engage parents and carers, support our young people, spark the imagination and raise the profile of our country in a new, emerging world context.

The four week campaign nurtures the hopes, dreams and ambitions of all children in Scotland by encouraging parents and carers to ask: 'What are your dreams for the future?'



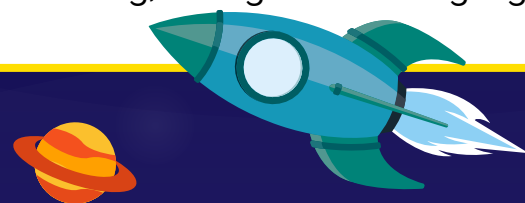
FUTURE ME KEY MESSAGES

FOR PARENTS AND CARERS

- Future Me is a way for you and your child to start conversations about their dreams and aspirations, which can help to improve their lives in the future.
- What's your child's dream for the future? Future Me is a simple and creative way for you and your child to talk about their dreams together – and it's fun!
- Add your child's dreams to the Future Me wall. Together draw their dream in a picture, write it in a letter, or act it out in a video. Visit futureme.scot to join in, today!
- Do you struggle to get your child to talk to you about their day? Get the conversation going by talking about your child's dreams for the future. Find more help and ideas at futureme.scot
- Support your child's dreams for the future by joining in with Future Me together. They'll get a certificate and a place on the wall just for taking part.
- Parents and carers play a big part in helping children achieve their dreams. After all, they can help children learn the essential skills – reading, writing and counting – that will inspire a great future.

FOR EDUCATORS AND COMMUNITY GROUPS

- Future Me is about supporting parental involvement, raising attainment, and a better future for Scotland's children.
- Future Me calls on all parents and carers to find out what their children's big dreams are: 'What do you dream of doing in the future?'
- By inspiring families to start talking about the future, we can help to raise their aspirations, increase attainment and deliver better outcomes.
- Future Me supports Curriculum for Excellence and gives educators, including parents, ways to bridge the gap between school and home.
- Future Me aims to support parents and children to practise reading, writing and counting together.



MAKE THE DIFFERENCE. ENCOURAGE FAMILIES TO SHARE THEIR CHILDREN'S DREAMS AT [FUTUREME.SCOT](https://futureme.scot)

HOW YOU CAN HELP

THOSE WHO WORK CLOSELY WITH CHILDREN AND PARENTS/CARERS CAN SPREAD THE WORD ABOUT FUTURE ME AND READ, WRITE, COUNT. THE ATTAINMENT GAP IS A NATIONAL CONCERN AND YOUR INFLUENCE COULD MAKE THE DIFFERENCE.

We've provided several materials that you can use to spread the word. Along with this pack, there are:

1. FUTURE ME LEAFLET

You could send this out to parents as part of a newsletter, share it at parents' evening or hand it out at school events like fairs and sports days. It's also pretty handy to share with colleagues and other educators who might be able to help.



2. FUTURE ME POSTERS

The Future Me posters can be popped up on a noticeboard, shared through email or put up in community spaces like shops or post offices.



3. SOME SUGGESTED SOCIAL POSTS (SEE PAGE 10)

The social posts can be shared through school or community group pages. They're also great for engaging your own circle of contacts. You'll find loads more to share at twitter.com/ReadWriteCount and facebook.com/ReadWriteCount

MAKE THE DIFFERENCE. ENCOURAGE FAMILIES TO SHARE THEIR CHILDREN'S DREAMS AT [FUTUREME.SCOT](https://futureme.scot)

4. A FUN ANIMATION:

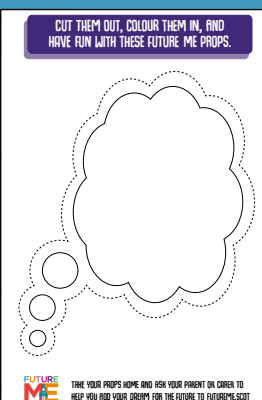
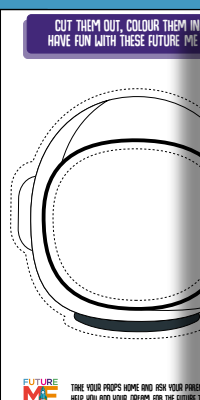
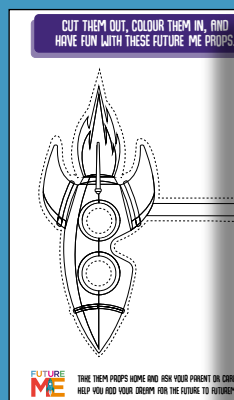
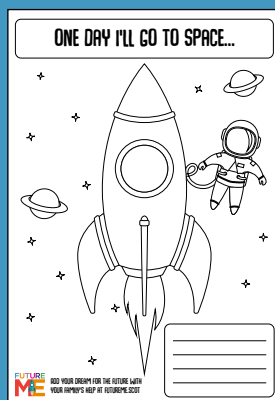
The video is all about imagining where a child could end up, with the support of parents and carers. You could show it to your class, share it at an event with parents or again, send it out via relevant digital channels.

5. IMAGES TO HELP YOU PROMOTE FUTURE ME

There is also a bank of useful images that you can use on anything promoting Future Me or Read, Write, Count. These could work particularly well on social media.

6. AND FINALLY, SOME IDEAS FOR TO HELP YOU BRING FUTURE ME TO LIFE!

Below you'll find some ideas for your class. These are designed to work as small exercises with a group of children. Equally some of these tasks could be sent home as projects for the child to work on with their parents and carers. Full downloadable versions are available.



MAKE THE DIFFERENCE. ENCOURAGE FAMILIES TO SHARE THEIR CHILDREN'S DREAMS AT [FUTUREME.SCOT](https://futureme.scot)

WAYS TO BRING FUTURE ME TO LIFE

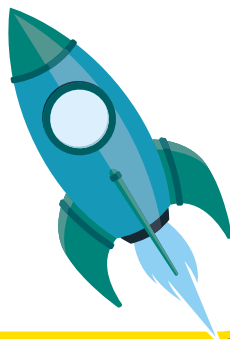
PAGE 8

FUTURE ME IS ABOUT PARENTAL INVOLVEMENT, RAISING ATTAINMENT, SUPPORTING CURRICULUM FOR EXCELLENCE AND A BETTER FUTURE FOR SCOTLAND.

Use these activities to extend it into your classroom. This way, children can start to spread the word and families are fully supported.

ACTIVITY 1.

Design and make a rocket out of egg boxes and plastic cups.

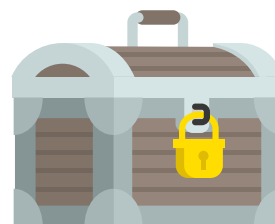


ACTIVITY 2.

Write and perform a class play set in Christmas Day 2080 (using the props*).



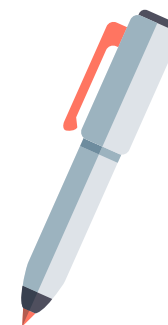
ACTIVITY 3.



Bury a time capsule with letters and artefacts from 2017.

ACTIVITY 4.

Write down something you'd like to do this weekend and share it with the class.



MAKE THE DIFFERENCE. ENCOURAGE FAMILIES TO SHARE THEIR CHILDREN'S DREAMS AT [FUTUREME.SCOT](https://futureme.scot)

ACTIVITY 5.

Invite parents, carers or people from the community to talk about their childhood dreams.

ACTIVITY 6.

Invent a new way to travel to school. Present your ideas in groups of two or more.



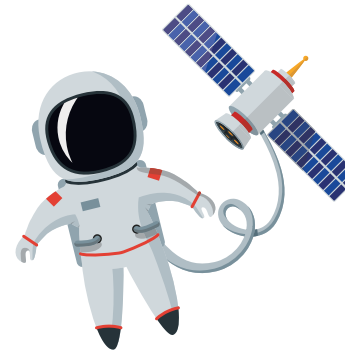
ACTIVITY 7.

Do some research on new inventions together on YouTube share it with the class.



ACTIVITY 8.

Write a sentence to describe your first space exhibition (using the rocket sheet*).



ACTIVITY 9.

Draw yourself flying into space and make a class display (using the rocket sheet*).

ACTIVITY 10.

Encourage children to try 'Imagination Games' at readwritecount.scot/imagination-games with their parents and carers at home.

SUGGESTED SOCIAL MEDIA POSTS

HERE ARE SOME SUGGESTED POSTS YOU CAN SHARE ON YOUR SCHOOL'S SOCIAL CHANNELS. FEEL FREE TO SHARE THEM WITH YOUR OWN FRIENDS AND FAMILY TOO. THE MORE PEOPLE FIND OUT ABOUT FUTURE ME, THE BETTER!

Use these posts for Facebook and Twitter – feel free to add any of the images provided in this pack (along with the videos mentioned in section 4) to support each post. Please tag Read, Write, Count in all Twitter posts.



FACEBOOK 1

What's your child's dream for the future? Join the hundreds of parents and carers who are sharing in their children's dreams together at futureme.scot

TWITTER 1

What's your child's dream for the future? Support them and celebrate it at futureme.scot @ReadWriteCount

FACEBOOK 2

What's shaping our nation's future? To find out what children in Scotland are dreaming of visit futureme.scot.

MAKE THE DIFFERENCE. ENCOURAGE FAMILIES TO SHARE THEIR CHILDREN'S DREAMS AT FUTUREME.SCOT

SUGGESTED SOCIAL MEDIA POSTS

TWITTER 2

Find out what is shaping Scotland's future. View our children's dreams at futureme.scot @ReadWriteCount

FACEBOOK 3

Every child has big dreams. Join Scotland in celebrating our children's dreams for the future and add your child's dream at futureme.scot

TWITTER 3

Join Scotland in celebrating every child's dream for the future and add your child's at futureme.scot @ReadWriteCount

FACEBOOK 4

Have you heard about Future Me? Watch this video to find out how to join in with your child: futureme.scot

TWITTER 4

New to Future Me? Watch and join in: futureme.scot @ReadWriteCount

FACEBOOK 5

Your child has big dreams. Help them achieve them with Read, Write, Count and Future Me: futureme.scot

TWITTER 5

Your child has big dreams. Help them achieve them with Read, Write, Count and Future Me: futureme.scot

MAKE THE DIFFERENCE. ENCOURAGE FAMILIES TO SHARE THEIR CHILDREN'S DREAMS AT [FUTUREME.SCOT](https://futureme.scot)

USEFUL CONTACTS

THE SCOTTISH GOVERNMENT

For more information on Read, Write, Count
and Future Me please contact:

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AND FAIRER MARKETING
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