



Cuentos y Cultura:

Fostering Early Childhood
Literacy in Roseland



Event Date: April 18, 2025

May 3, 2025

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An Early Childhood Literacy Event

By applying preschool intervention principles, *Cuentos y Cultura* seeks to increase parent & caregiver involvement with young children, to increase families' engagement in literacy skills at home, and share in the joy of reading.



Roseland Community Assessment

- A robust Latinx neighborhood, the community of Roseland is situated in the 95407 zip code, the southwest area of the city of Santa Rosa in Northern California.
- Roseland has the highest concentration of Latinx residents in Sonoma County; Latinx students make up 95% of the public school population.
- Poverty in Roseland (almost 11%) is higher than the national average and affects childhood literacy and student academics across the lifespan.

Community Partners



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LIBRARY**



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Project Development/Implementation

PROJECT GOAL: To increase literacy readiness in children ages 0-5 living in Roseland.

GOAL #1

Increase parent knowledge on how to effectively support their children's literacy.

GOAL #2

Increase parent skills on how to effectively support their children's literacy.

OUTCOME OBJECTIVE #1

Initial/Intermediate

By April 2025, 30 parents will attend a community event in Roseland to gain knowledge on how to promote early childhood literacy.

OBJECTIVE #3

Initial/Intermediate

By April 2025, 30 parents will attend a community event in Roseland to gain skills on how to promote early childhood literacy.

OBJECTIVE #2

Long-term

By April 2026, 60 parents will attend a community event in Roseland to gain knowledge on how to promote early childhood literacy.

OBJECTIVE #4:

Long-term

By April 2026, 60 parents will attend a community event in Roseland to gain skills on how to promote early childhood literacy.

On April 18, 2025, approximately 50 families will attend an early childhood literacy event at Roseland Regional Library in Santa Rosa. This event is projected to be annually supported by the library in conjunction with community partners.

Methods of Evaluation

SKILLS measured by participation in event

- **Loteria Cards**
 - Literacy activities including books (skills practiced)
 - Number of cards (children impacted directly by intervention)
- **Sign-In Sheet**
 - Zip code (geographic scope of intervention)
 - HH size (families represented)
 - Children 0 – 5 represented in each household
 - Families first time visiting the Roseland Library

ABILITIES measured by resources distributed

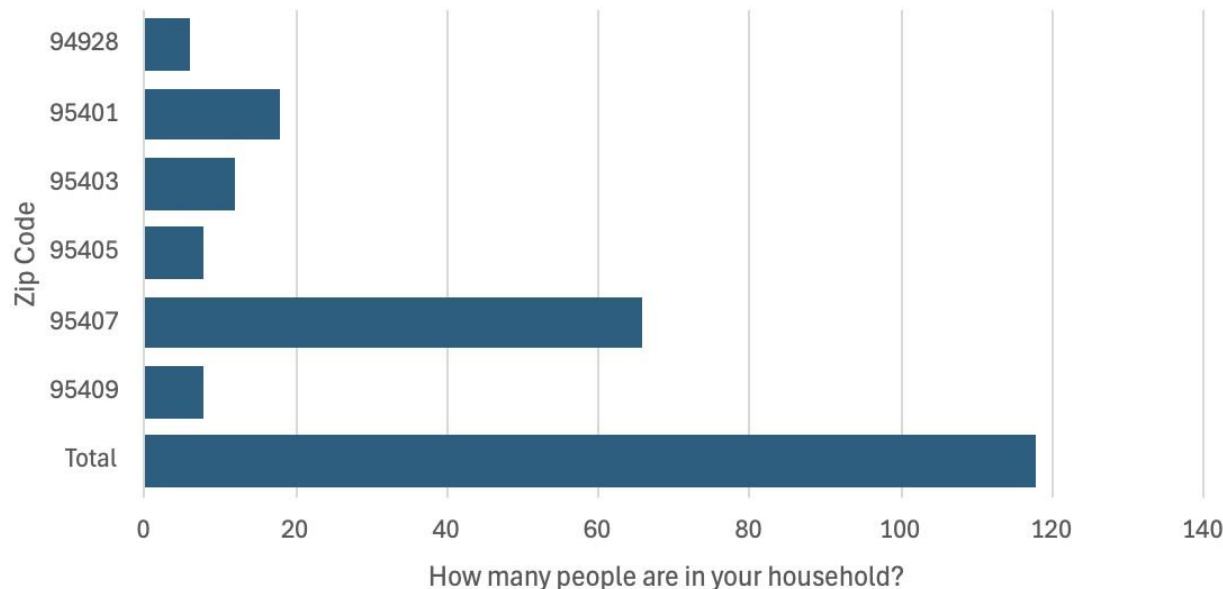
- **Books**
- **Library Cards**
- **Imagination Library Accounts**
- **Savings Accounts**

Evaluation & Summary of Key Findings

Successes of the literacy event: A great turn out, families were engaged

What did not turn out as expected?: limitations around confined timeframes

Household Participants by Zip Code

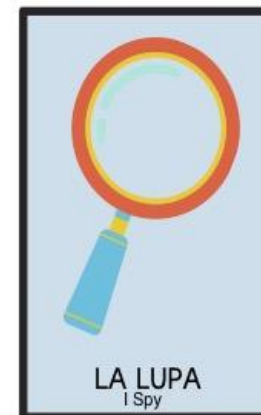
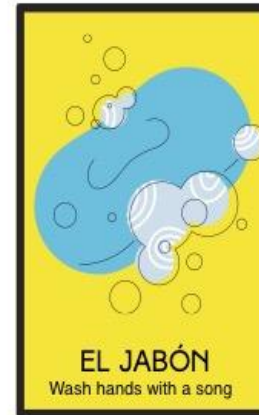
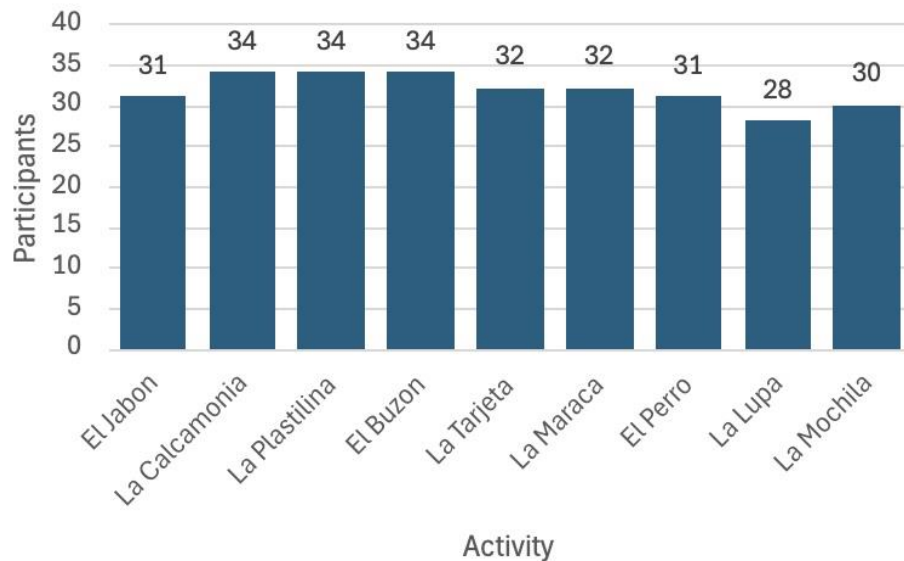


Of the 30 families present, 53% of participants were from the targeted community.

Evaluation Results

A total of 37 children participated in the Lotería Card activity.

'Loteria Card Activity'



Future Recommendations & Implications

- Provide ample time for project development prior to event date.
- Use social media to promote the event a few weeks ahead of the event.
- Use bigger signs for the stations to make them more visible.
- Create a visual map for the activity stations.
- Distribute paper flyers to kindergarten teachers at local schools in advance.
- Clarify photo release agreements of participating organizations.
- Food is not recommended since eating is not allowed in the library.
- Collaborate with local Roseland School District.
- Cuentos y Cultura project is related to practice, policy and research by providing an opportunity for early literacy.



Acknowledgements

Thank you to all of the Roseland community contributors to Cuentos Y Cultura!



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La galería de la alfabetización

La galería de la alfabetización es un sitio web gratuito para adultos que apoyan a los jóvenes en su camino hacia la alfabetización. Ejemplos reales exploran el aprender a hablar, aprender a leer, aprender a escribir y aprender a aprender.
rcowen.com/parents-support-main-page/



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Project Team Members

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References

Datawheel. (n.d.). *Roseland, California*. DATASUN. <https://datasun.io/profile/geo/roseland-ca/>

