



Launchpad to Learning: An Innovative Literary Oasis to End Book Deserts

OpenIDEO Challenge Research & Rationale: Early Childhood Innovation Prize

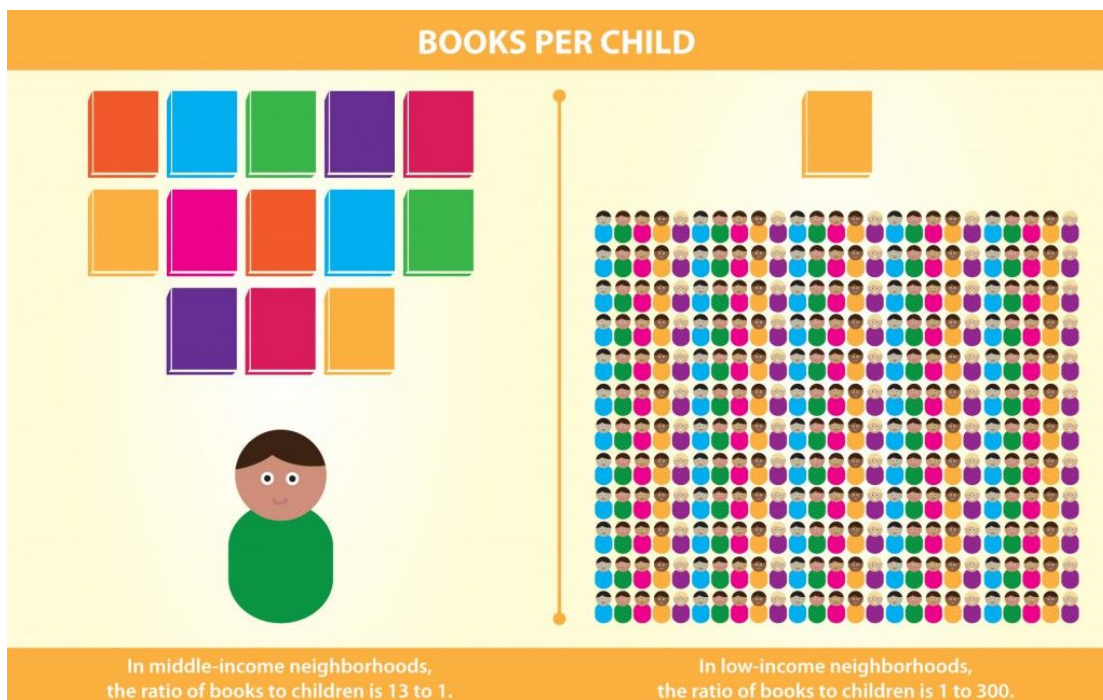
Prepared by The Conscious Connect, Inc.

The Challenge

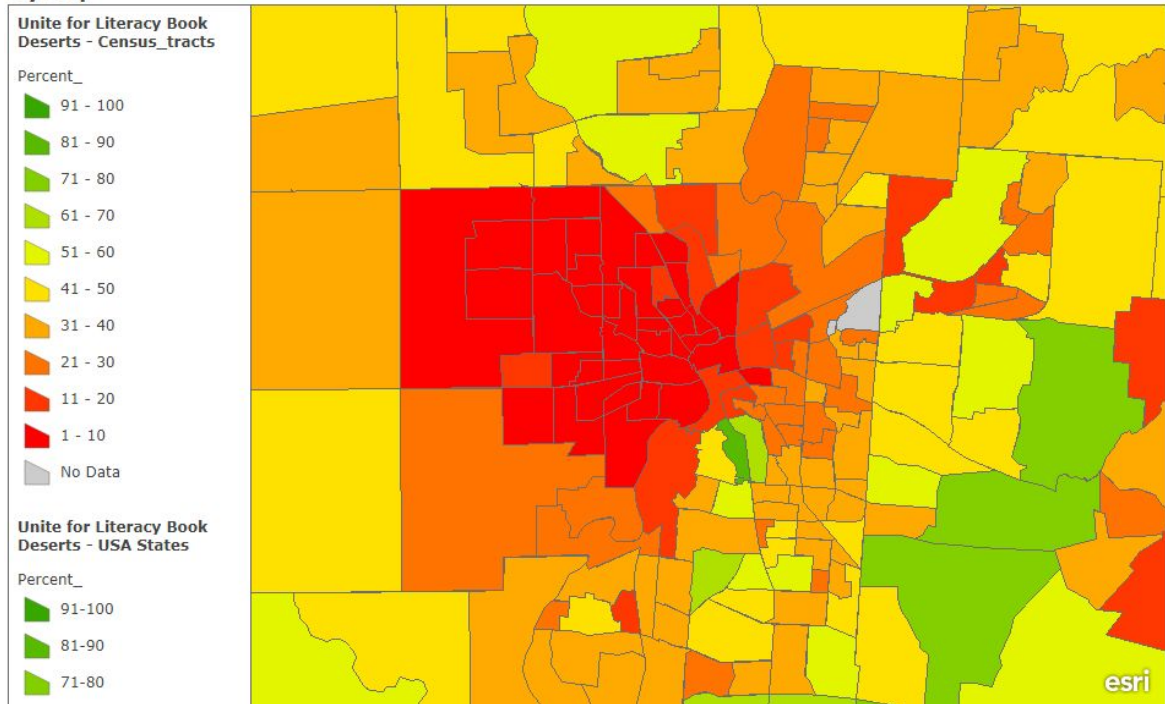
Given that many students lack access to high-quality, affordable and print-rich literature opportunities, the 30 million word gap continues to widen. This issue is exacerbated by a lack of diverse children's and youth literature. These ultimately have adverse implications on health and quality of life.

I. Book Access: #EndBookDeserts

- [Book Deserts The Consequences of Income Segregation on Children's Access to Print](#)
- [NYU Study Identifies "Book Deserts" – Poor Neighborhoods Lacking Children's Books – Across the Country](#)
- [Where Books Are All But Nonexistent](#)
- [Book Deserts Leave Low-Income Neighborhoods Thirsty for Reading Material](#)
- ['Book Deserts' Leave Low-Income Kids With Nothing to Read](#)

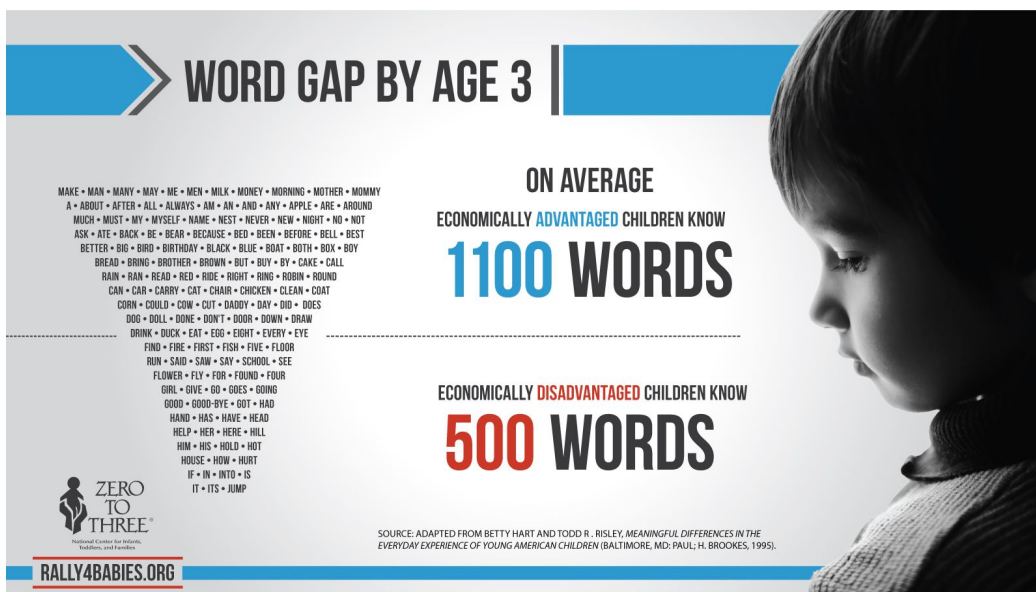


My Map



II. Word Gap:

- [The Early Catastrophe: The 30 Million Word Gap](#)
- [The Word Gap: The Early Years Make the Difference](#)
- [Bridging The Word Gap](#)
- [The Thirty Million Word Gap](#)
- [Closing The 'Word Gap' Between Rich And Poor Facebook Twitter Flipboard Email](#)
- [The famous 'word gap' doesn't hurt only the young. It affects many educators, too](#)



III. Culturally-Relevant Books: #WeNeedDiverseBooks

- [Why More Diversity in Children's Literature Is Absolutely Necessary](#)
- [We Still Need Diverse Books](#)
- [Learning Through Literature That Offers Diverse Perspectives : Multicultural and International Literature](#)
- [Representation and Book Selection: How Children's Librarians Can Impact Diversity](#)
- [The Effects of Multicultural Literature in the Classroom](#)
- [The importance of multicultural literature](#)

Diversity in Children's Books 2015

Percentages of books depicting characters from diverse backgrounds. Based on the 2015 publishing statistics compiled by the Cooperative Children's Book Center, School of Education, University of Wisconsin-Madison. ccbc.education.wisc.edu/books/pststats.asp



0.9%
American
Indians/
First Nations

2.4%
Latinx

3.3%
Asian Pacifics/
Asian Pacific
Americans

7.6%
African/
African
Americans

12.5%*
Animals, Trucks, etc.

73.3%**
White

Illustration by David Huyck, in consultation with Sarah Park Dahlen & Molly Beth Griffin
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* About a quarter of the total children's books published in 2015 were picture books, and about half of those depict non-human characters, like animals & trucks.

** The remainder depict white characters.

IV. The Effects of Place & Space on Health:

- [Mapping Life Expectancy](#)
- [First Food Deserts, Now Book Deserts, Deprive Poor Students, Study Finds](#)
- [How Do Neighborhood Conditions Shape Health? Making A Case for Linking Community Development and Health](#)
- [Why Place & Space Matter: Building A Movement for Healthy Communities](#)
- [The Effects of Exposure to Better Neighborhoods on Children: New Evidence on the Moving to Opportunity Experiment](#)
- [Summarizing the Landscape of Healthy Communities: Executive Summary and Environmental Scan](#)

- [Neighborhood Adversity, Child Health, and the Role for Community Development](#)



Your **ZIP Code** shouldn't predict **how long you'll live** – but it does. Because where we live, affects how we live. Staying healthy requires much more than diets and doctors. We need **#OneHealthyFresno** with better parks for all. To learn more visit: www.fresnobhc.org



The Opportunity

The aforementioned challenges have created a wealth of opportunities to create innovative safe spaces of accessibility that redesign neighborhoods and communities using design thinking.

I. Books in Barbershops: Where's the Beauty Salons?

- [US Department of Education: Barbershops Cutting Into the Achievement Gap](#)
- [Harlem Nonprofit Turns Barbershops Into Reading Centers For Young Boys](#)
- [Choose A Book And Read To Your Barber, He'll Take A Little Money Off The Top Listen](#)
- [Can Reforming Barbershops Improve Black Boys' Literacy?](#)
- [Pastor puts books for kids in barbershops](#)
- [Barbershop teams up with DeKalb library to get books in the hands of young boys](#)
- [Library puts books in barbershops to shrink achievement gap](#)
- [City pushes for books in beauty salons](#)
- [Flint Public Library teams with barbershop for 'Read While You Wait' program](#)
- ['Read While you Wait' new trend to get kids hooked on books](#)
- [Meet Courtney Holmes, the barber who gave kids free haircuts for reading to him](#)
- [Youngblood places books in Northwest Philly barbershops to combat illiteracy](#)
- [Effort to get children's books in barbershops](#)

- [The unexpected place where the White House wants your kids to read](#)
- [HuffPost Honor Roll: Barbershop Outreach Gets Black Boys Reading](#)
- [How Barbershop Books is getting young boys excited about reading](#)
- [Librarian starts books-to-barbershops initiative](#)
- [NYC Barbers Partner in Unique Venture to Get Black Boys Reading](#)
- [How do you get young boys interested in reading? Put books in barbershops](#)
- [Barbershops Get Stocked With Books for Boys, Thanks to Ala. Attorney](#)
- [Tackling children's literacy in a Harlem barbershop](#)
- [Getting African-American Boys to Read With 'Barbershop Books'](#)
- [Can Reforming Barbershops Improve Black Boys' Literacy?](#)

II. The Movement of Little Libraries: Not All in Agreement

- [Read Up On The World's First Little Free Library Neighborhood](#)
- [Detroit Public Schools seeks Little Free Libraries for all 97 schools](#)
- [Minneapolis police, Little Free Library launch mobile book-sharing program](#)
- [The Question of Little Free Libraries](#)
- [Against Little Free Libraries](#)
- [Little Free Libraries raise questions about privilege and philanthropic intention](#)
- [The Danger of Being Neighborly Without a Permit](#)

III. Book Bikes: Riding for Reading

- [Public Library Book Bikes: History and How-To](#)
- [See Ednita Kelly's Totally Inspired and Award-Winning Book Bike](#)
- [Custom Library Book Bikes Roll Out Across US](#)
- [Monroe County Public Library Invests In Sustainable Book Bike](#)
- [Librarians on Bikes Are Delivering Books and WiFi to Kids in "Book Deserts"](#)
- [Park District Responds To Book Bike Brouhaha](#)

V. Literacy at Low-Income Housing Areas

- [A nationwide effort launches to turn 'book deserts' into literary oases](#)
- [The National Book Foundation Launches the Book Rich Environment Initiative](#)

VI. Book Clubs

- ["Book Deserts" Are Real. Here's What Schools Are Doing to Help Kids Who Live in Them](#)
- [Seeding Book Deserts with Diverse Books](#)

VII. Book Vending Machines

- [A Novel Idea: Fostering Literacy by Eliminating Book Deserts](#)
- [The 'word gap' and 1 city's plan to close it](#)

Desired Outcomes, Measurement and Assessment Results

******Desired Outcomes:**

Outcome 1: Increased number of literary access points in low-income neighborhoods.

Outcome 2: Increased book distribution in low-income neighborhoods.

Outcome 3: Increased civic involvement in low-income neighborhoods.

Outcome 4: Increase literacy efficiency, self-esteem and cultural competencies.

******Activities to Support Outcome:**

Outcome 1: The creation and promotion of literacy access points and avenues will increase the amount of literary access points in low-income neighborhoods.

Outcome 2: Ensure that there are at least 100 books in every House of Knowledge at the beginning of every month to increase book distribution within the community. Continue to launch new locations of The Root and routinely use Words on Wheels at community events.

Outcome 3: Increase civic involvement of multifaceted organizations, agencies, businesses and residents to address blight and/or unactivated properties through the development, planning, installation and programming of Houses of Knowledge and Reading Parks and Reading Gardens.

Outcome 4: Increase literacy access points, reading programs and cultural initiatives to assist families with literacy skills, reading comprehension and cultural affirmation.

******Measurement Tool**

Outcome 1: Calculate walking distance from every residential home in the target neighborhoods to the nearest literacy access point.

Outcome 2: Observe behaviors, interactions and usage of the literacy access points.

Outcome 3: Registering new volunteers and on-board new partners.

Outcome 4: Conduct self-assessments and partner with local preschools, daycares and school districts in partnering neighborhood to evaluate program effectiveness for academic, social, behavioral and cultural outcomes.

******Desired Results**

Outcome 1: Over 85% of residents in target neighborhoods will be in walking distance of a literary access point.

Outcome 2: Between The Root, House of Knowledge, Reading Parks, Reading Garden, and Words on Wheels we will distribute more than 10,000 books annually.

Outcome 3: Through volunteerism and oversight, civic involvement in the target neighborhoods will increase by 20%.

Outcome 4: We will see a 15% increase in how children, youth and families view potential for themselves and the communities they live.