

Turning the Page COVID-19 Programming



As school systems moved to distance learning in response to COVID-19, Turning the Page (TTP) is implementing a comprehensive plan to increase access for families to tools and strategies that support overall student success and drive engagement while in isolation.

The Need

There is a lot being asked of parents right now. They are taking on the role of teachers on top of working and fulfilling basic needs. It's an enormous ask of parents, as it requires them to create routines, provide support and feedback for their children, and keep kids engaged, motivated, and inspired. Parents in low-income communities generally have less access to resources and the current "stay at home" orders exacerbates the challenge of access to families. The amount of information on the Internet is overwhelming and hard to choose from. Multiple barriers prevent parents from being able to efficiently access online resources.

Additionally, we well know that "[Summer Learning Loss](#)" drastically affects students for the few months they are normally out of school – third-graders lose nearly 20% of their school-year gains in reading; in math the number is 27%. With schools being closed throughout March and April, and now May and June, these numbers could skyrocket. There is an urgent need for parents to step in now and know that they have the support system required for their children's success.

The Response

Turning the Page has a three-pronged response:

1. [Digital Hub](#) – We are disseminating online resources through digital platforms in a way that is manageable, predictable, and digestible with low barriers to engagement. We are creating content that is visually engaging and is accessible for parents across individual educational levels – we are sharing this content daily with parents.
2. [Mobile Meetings](#) – There is an unprecedented demand on parents, and TTP is uniquely situated to engage personally with a vast network of parents from all of our [partner schools](#): we have formed in-person relationships and have built trust over time. Now, our groundbreaking initiative [First & Forever](#) parent partnering program has transitioned to a phone-based model. These sessions include identifying educational and basic needs, tailoring resources to individual families to support at-home learning, and creating predictable structures and routines for kids which are proven to be essential for kids to thrive and succeed.
3. [The Family Room](#) – TTP is hosting online events to maintain strong parent communities and help break down feelings of isolation during this exceptionally isolating time. In these events, TTP also grants exclusive access to community resources and partners even when the physical sites are unavailable. Events feature “in the room” conversations with authors and museum educators, as well as virtual parent meetings for peer connections and resource-sharing. These videos will also be archived and available to view at a time convenient for parents.

The Expertise

Turning the Page is one of the few groups that [focuses on parents in such a dedicated and intimate way](#). We have been working with parents and developing robust and high-outcome at-home learning habits for over 20 years in the highest-need communities. We understand parents’ needs, their capacity, what resonates with them, what is and is not helpful. Our content is created for parents, whereas much of what exists otherwise focuses on kids. With TTP’s content, we create strong educational partnerships that benefit families virtually and create a cadre of comprehensive tools that parents can draw on consistently throughout this challenging time. The latest reading and educational research is embedded into our interactive platforms, which enables parents to more effectively support their children’s educational development both in collaboration with experts and with each other.
