

Reading is not a natural act. While reading must be taught, the foundation for reading begins being built at birth, as a baby hears loving words from their mother in the womb. From there, the journey to language becomes intertwined with the pathway to reading – which is the foundation for living the life of our own choosing.

Why Literacy Matters



FEEL: With stories, we cross over into characters and develop empathy, improve decision making and ability to process emotions, and we learn how to self-reflect.



THINK: Through deep relationships, we fully engage our brains. Language promotes growth from infancy and through it we develop imagination, knowledge and wisdom.



THRIVE: Those who cannot read face poor health outcomes. Literacy enables us to live longer. It allows us to read prescriptions, understand instructions, select recipes, and take in general information about our health.



We read to become who we are meant to be.



PROVIDE: Literacy opens us to economic opportunity. We can read job descriptions, apply for and secure jobs with living wages and participate in economic decisions.



ENGAGE: A literate community contributes to its growth, acts as informed citizens and works to protect the needs of the community and its members.

Every person deserves the power to seek and pursue opportunities, to become their best self, and to make the most difference in the lives of others.



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Rollins Center
for Language & Literacy

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A Program of the Atlanta Speech School