



NBCDI
National Black Child
Development Institute

→ Findings

Research shows that children often need to see themselves in books to become strong, avid readers. In a survey of over 2,000 educators from First Book schools and programs in 2015, “90 percent of



respondents indicated that the children in their programs would be more enthusiastic readers if they had access to books with characters, stories, and images that reflect their lives and their communities.”



When children see characters that reflect their own identity in the books they read, they feel validated, gaining a strong sense of confidence and pride in themselves, their experiences, and their culture.

→ Implementation

NBCDI’s Read to Succeed program has been implemented with our Affiliates and partners in:

ALBANY, NY
ATLANTA, GA
CHARLOTTE, NC
CHICAGO, IL
DENVER, CO
DETROIT, MI
FORT LAUDERDALE, FL
HAMPTON ROADS, VA
MIAMI, FL
NASHVILLE, TN
SACRAMENTO, CA
WASHINGTON, DC



About Us: For 50 years, the National Black Child Development Institute (NBCDI) has been committed to our mission to improve and advance the quality of life for Black children and families through education and advocacy. With our National Affiliate Network, we develop and deliver strengths-based, culturally relevant, evidence-based, and trauma informed curricula and programs that focus on health and wellness, family engagement, and literacy. We support increased access to effective education by providing professional development scholarships for early childhood educators. NBCDI, the National Affiliate Network, and our members advocate and inform education policies at the federal, state, and local levels to ensure standards, regulations, and resource allocations support equitable systems for Black children and families.



Read to Succeed

Developed by the National Black Child Development Institute (NBCDI) in 2017, the Read to Succeed program is designed to promote early literacy and language development by supporting families with young children in establishing home libraries with culturally relevant and developmentally appropriate children’s books and supplementary resources. With generous support from the United Parcel Service (UPS) Foundation, the goal of our initiative is to empower Black families with effective and practical knowledge, tools, and resources to equip their young children with the early language and literacy skills needed to ensure their early academic success.

→ Outcomes

Highlighted outcomes from our literacy program include:

- Since 2017, over 9,200 children, parents, and caregivers have been impacted through the distribution of over 200,000 books in partnership with over 100 community and local partners.
- Between 2017 and 2018, Read to Succeed increased its programmatic impact among children and families by 297% and more than doubled the number of books distributed.

According to a 2016 study led by the Steinhardt School of Culture, Education, and Human Development at New York University (NYU):

- Access to print resources—board books, stories, and informational books—early on has both immediate and long-term effects on children’s vocabulary, background knowledge, and comprehension skills.
- While public libraries are critically important in giving families access to books, the presence of books in the home is related to children’s reading achievement.

