

Boots Opticians

Schools Challenge



WHAT IS THE SCHOOLS CHALLENGE?

The Schools Challenge aims to encourage children to look after their eyes and read for enjoyment.

The National Literacy Trust and Boots Opticians are working together because we know that an undiagnosed eyesight problem at a young age could be a huge barrier to enjoying reading, which is a vital part of a child's literacy development.

This year, volunteers from Boots Opticians will visit their local primary schools to deliver special assemblies and classroom events, supported by curriculum-linked resources.

DID YOU KNOW?

1. It is estimated that 1 million children in the UK have an undiagnosed vision problem.¹
2. 80% of the eye's exposure to UV light happens before the age of 18.²
3. Eating fruit and vegetables helps keep your eyes healthy as well as the rest of your body!³
4. If eye weakness is detected at an early age, it can be corrected. If left undetected, it is more likely to be permanent.⁴
5. 80% of a child's learning occurs through sight.²
6. Children who have positive attitudes towards reading are more likely to achieve a reading level above that expected for their age.⁵
7. Reading for enjoyment improves children's cognitive development.⁶
8. Children who read for pleasure make more progress in maths, vocabulary and spelling between the ages of 10 and 16 than those who rarely read.⁶

WHAT'S ON OFFER?

We are offering an assembly or classroom event for pupils aged 4-11 years (although we recommend targeting pupils in Years 1-4).

Volunteers will support literacy through activities which encourage children to read more widely and promote reading for enjoyment. They will also share their expertise on eyes and eye health which will contribute not only to the science curriculum but also to Ofsted's *personal development, behaviour and welfare* measure.

You will also be given posters to display and free bookmarks for your pupils.

ASSEMBLY

Suitable for one year group (or 120 pupils).

Aim

To inspire children to read for enjoyment and look after their eyes.

Content

The volunteer will discuss these questions:

- Why are eyes important to human and animal life?
- What are the links between good eye health and literacy?
- How can we protect our eyes?

CLASSROOM EVENT

Suitable for classes of up to 30 pupils.

Learning objectives

Students will:

- Be able to discuss and evaluate their favourite books
- Understand the links between good eye health and literacy
- Know three ways to protect their eyes

Content

A range of fun games and activities on the topics of science and literacy. We would encourage you to discuss the planned activities with your volunteer to ensure the event is appropriate for your class.

Inspiring children to read
and look after their eyes


Opticians

**National
Literacy
Trust**

WHAT WILL I NEED TO DO?**Before the visit**

- Communicate with your volunteer to decide whether an assembly or a class event would be most appropriate for your school.
- Ensure your volunteer is aware of any SEN or EAL requirements in your class so they can ensure their session is accessible.
- View the session plan to identify any links with your schemes of work.
- Ask your Headteacher or Child Protection Officer to sign the Schools Challenge Media Consent Form so your volunteer can take photos and collect quotes about the day.

During the visit

- Ensure there is a member of staff in the classroom with the volunteer in accordance with your school's safeguarding policy and to support with routines and behaviour management.
- We would be very grateful if you could provide the volunteer with any pens, paper or AV equipment they require. They will let you know what they need before the day.

After the visit

- Your volunteer will provide you with a letter to send to parents, informing them about the event.
- Take a short survey to provide feedback about the visit, which we will use to continuously improve our work with schools.

HOW CAN I GET INVOLVED?

A volunteer from your local Boots Opticians will be in contact with you to arrange a visit.

If you'd like a visit and haven't yet heard from your local Boots Opticians practice, get in touch with them and request a visit.

If you have any questions, please contact the Schools Challenge Project Manager using the details below.



To find more fun activities on reading and eye health for your pupils, see wordsoforlife.org.uk and visionmatters.org.uk/sunbeams.

Schools Challenge Project Manager

E: schoolschallenge@literacytrust.org.uk

T: 020 7587 1842

The National Literacy Trust offers literacy support through CPD, resources, research and more. Find out how we can help you at literacytrust.org.uk/schools

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2. Boots, "Caring for your children's eyes", <http://www.boots.com/en/Opticians/Eye-Health/Caring-for-your-childrens-eyes/> [accessed 04 September 2015].
3. Vision Matters, "A feast for your eyes", <http://www.visionmatters.org.uk/downloads/nutrition-and-the-eye.pdf> [accessed 04 September 2015].
4. Mintz-Hittner, H. A. and Fernandez, K. M. (2000) "Successful amblyopia therapy initiated after age 7 years: compliance cures", Arch Ophthalmol, 118, 1535-1541.
5. Clark, C. and De Zoysa, S. (2011) Mapping the interrelationships of reading enjoyment, attitudes, behaviour and attainment: An exploratory investigation, London: National Literacy Trust.
6. Sullivan, A. and Brown, M. (2013) Social inequalities in cognitive scores at age 16: The role of reading, Institute of Education.