



## **Why choose Letterland over other phonics programs?**

Elementary educators know that phonemic awareness, phonics and fluency are essential components of beginning reading instruction. Why is Letterland the best choice for an explicit and systematic program for Pre-K through grade 3? It is the most child-friendly, multi-sensory program available!

### **More Engaging, Fun**

When teachers first see Letterland, they immediately recognize that it is fun and highly attractive to children. Beginning readers build phonemic awareness, phonics, and fluency skills with the help of friendly characters who transform plain black letter shapes into child-friendly pictograms that live in an imaginary place called Letterland. While some phonics programs also use characters to help link sounds to letters, the Letterland characters have deeper, more meaningful stories that provide a more engaging way to learn somewhat “dry” phonics facts. Initially, individual character stories are used to teach basic, single letter-sound correspondences, but the stories become even more engaging as characters interact to represent more complex phonics patterns such as digraphs and double vowels, as well as syllable types and syllable division in grades 2 and 3. As students move through the primary grades, they grow to love visiting Letterland and its meaningful characters.

### **More Multi-Sensory Prompts**

Young students will more readily learn the phonics system if they are provided prompts to learn how sounds associate with letters. Some phonics programs offer minimal or no prompts, and some use character alliteration prompts to help children remember sound-letter associations by connecting a letter to the first sound of the character. For example, a “zebra” might be used to associate the /z/ sound with the letter “z”. Letterland not only provides double alliterative character prompts (e.g., “Dippy Duck” associated with the /d/ sound and the letter “d”). It also provides a more robust prompting system that includes character stories, expanded alliteration activities, gestures and dramatic prompts, and songs that provides a more imaginative and usefully memorable system of letter sound associations.

Letterland also provides multi-sensory prompts to help students blend and segment sounds in words, and analyze multi-syllable words. Some phonics programs incorporate handwriting instruction into lessons, but Letterland does this in a more engaging way. Letter shape clues, stories, and songs are used to teach and reinforce correct handwriting strokes, with a focus on starting points and directionality.

The curriculum includes a significant amount of spiraling back and review of previously learned concepts as students progress through lessons and grade levels.

### **More Options for Developing Language Skills**

The detailed character stories, associated visuals, and decodable text for developing fluency provide more opportunities than most phonics programs for exposure to unique vocabulary and academic language structures. While other phonics programs tend to focus on just phonics concepts, Letterland phonics lessons can be easily extended into language development lessons through read aloud and discussion of the detailed character stories and decodable practice texts (stories, plays, poems, reader’s

theater). Grades 1 and 2 teacher kits include a set of over 900 word cards that can serve as springboards for vocabulary development and classroom discussion.

### **More Complete Materials, Economically Priced**

An economically-priced grade-level pack comes with everything a teacher needs to use the Letterland program in a classroom, including classroom posters. The Teachers' Guide electronic files include any reproducible that will be needed, including assessments and decodable text -- there is no need to purchase costly student consumables. Teachers do not have to spend time generating instructional materials -- all activity materials are included, including sound-letter and word cards, as well as materials for a large number of extension activities and practice games.

For teachers who incorporate technology platforms and digital devices in their instruction, Letterland offers *Phonics Online*, web-based software that includes interactive games, songs, decodable phonics reads that support instruction. Phonics Online is available as a reasonably priced annual subscription service.

### **More Options for Tiered Instruction**

Letterland is designed to be a complete, stand-alone phonemic awareness and phonics program across Pre-K through Grade 3. Because Letterland provides an extensive collection of whole-group, small-group, and intervention lessons, it is an excellent choice to support RtI (Response to Intervention) or MTSS (Multi-Tiered System of Support) initiatives. With most other beginning phonics programs, intervention educators use the same set of core, Tier I lessons for intervention instruction. Letterland offers a more expansive choice of lessons for Tier II supplemental and Tier III intervention that are totally aligned with Tier I lessons.

Tier I Lessons: Grade-level teacher guides include standard, detailed lessons that are used with all students during phonics instruction. The Tier I lessons are sufficiently rigorous to engage students with advanced phonics skills, but are designed to be flexible and differentiated for students on all levels of the phonics learning curve. In classrooms where the majority of students are having difficulty mastering a phonics element, the teacher can “double-dose” with additional lessons for the whole class. Schools that use guided reading for comprehension instruction add Letterland for explicit phonics instruction. Schools that use a core reading program continue to do so for vocabulary and comprehension skills, but replace the reading program’s phonics lessons with Letterland because it provides more explicit, multi-sensory instruction that follows a more developmentally appropriate phonics scope and sequence.

Tier II Lessons: Every standard lesson includes additional suggestions and activities for small-group work that provides more practice and reinforcement of the lesson’s phonics element. These extended activities can be taught by “push-in” support educators and in learning centers during additional time beyond Tier I instruction.

Tier III Lessons in Teacher Guides: In addition to Tier I lessons and Tier II small-group activities, the Teacher Guides include additional, specific intervention sections with lessons for struggling students, including those who are eligible for special education services. Built-in assessments drive instructional decisions based on individual student needs. Unlike most other intervention phonics programs, it is easier for teachers and struggling students to make connections between their intervention and classroom instruction because the lessons use the same character stories and multi-sensory activities.

Tier III Intervention: For intervention educators who work with students in pull-out settings, there is *Letterland Intervention*. This is a set of lessons designed specifically for daily, small-group intervention instruction. The Teacher's Guide provides the choice of "strategic lessons" (25-45 minutes) or "intensive lessons" (45-65 minutes).

### **Practical, Flexible Professional Development**

Some phonics programs offer minimal or no professional development, while others require a commitment to an expensive, one-size-fits-all model of training before the program can be used in a school. Because Keys to Literacy specializes in literacy professional development, we can develop a customized Letterland training plan that meets the needs of your school's teachers and budget. You can draw from several Letterland professional development options:

- Free Videos: Use the collection of 25 free, online videos that demonstrate the activities found in Letterland lessons, plus a longer "kick-off" video for each grade level to get teachers started using the program. Combined with the detailed Teachers' Guides, teachers can begin using Letterland before they have an opportunity to participate in formal training.
- Formal Training: Letterland has designed a practical, friendly day of live professional development for each grade level, where teachers learn how to introduce Letterland and use the instruction materials at their grade level. There is also a one-day training for educators who will use the intervention lessons. Keys to Literacy can provide this training on-site at your school, or individual teachers can attend training sessions offered by Keys to Literacy that are open to the public.
- Peer Coaching: Schools understand that there is more likely to be long-term, effective implementation of a program such as Letterland when teachers are provided with onsite coaching. Keys to Literacy offers two coaching options:
  - Schedule a Keys to Literacy trainer for one or more days to provide Letterland coaching, including support for lesson planning, pacing and assessment data analysis, as well as classroom observation or model lessons.
  - Send teachers to a 3-day peer coaching session to create your own school-based Letterland coaches. Unlike some phonics programs, Letterland does not require educators to complete a lengthy process to become a certified coach.

### **Long History of Success**

Letterland has a longer history of successfully teaching phonics to young children than just about any other phonics program! Since its initial creation in the 1960's in England by Lyn Wendon, Letterland has expanded into 110 countries where reading English is taught, including the U.K., Canada, South Africa, and Australia, and India. Since the launch of the U.S. version of Letterland in 2008, Letterland has been adopted as a core phonics program in over 44 U.S. states as educators have spread the word about how successful the program is for teaching beginning reading, spelling, and handwriting skills.



*Keys to Literacy is the exclusive representative for Letterland in New England.  
Contact us to learn more about the Letterland program and training.*

Phone: 978-948-8511 Email: [info@keystoliteracy.com](mailto:info@keystoliteracy.com)  
[www.keystoliteracy.com](http://www.keystoliteracy.com)