Here’s a message you can simply copy and paste - or edit as you wish - and send to parents through your most effective channel.

Email/social media message to send to parents:

**Kids read more when we Turn on the Subtitles.**

**We wanted to let you know how this brilliantly simple, free, small change to children’s existing TV viewing habits can drastically improve their reading skills. Here is Stephen Fry to explain the benefits of turning on the subtitles in more detail.**

[**www.turnonthesubtitles.org/parents**](http://www.turnonthesubtitles.org/parents)

**Based on an academic study of 2,350 children, 34% became good readers with schooling alone. But when exposed to 30 minutes a week of subtitled film songs, that proportion more than doubled to 70% - a copy of the study can be found** [**here**](https://itidjournal.org/index.php/itid/article/download/1307/1307-3628-2-PB.pdf)

**There are lots of studies about the benefits of subtitles. This is just one.**

**Go to** [**turnonthesubtitles.org/research**](http://turnonthesubtitles.org/research) **to find out more.**

Children often watch television between 4pm and 6pm. A text to parents around this time could be a really handy way to remind them of the benefits of subtitles. Here’s one we made earlier:

Text message to send to parents:

**Just a reminder that turning on the subtitles while children are watching TV can greatly improve their reading skills. A quick and simple way to make TV time, reading time.**