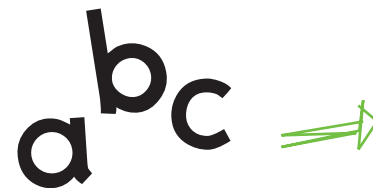




What is Letterland?

Letterland is a unique, phonics-based approach to teaching reading, writing and spelling to 3-8 year olds. The Letterland characters transform plain black letter shapes into child-friendly pictograms and they all live in an imaginary place called Letterland.

Simple stories about the Letterland characters, explain the full range of dry phonics facts so that children are motivated to listen, to think and to learn. These stories build to explain letter sounds & shapes, allowing children to progress quickly to word building, reading and writing.



Abstract letter shapes are transformed into motivating and engaging pictogram characters.



These colourful pictograms provide memory hooks for all the letter shapes and sounds.

What is Phonics?

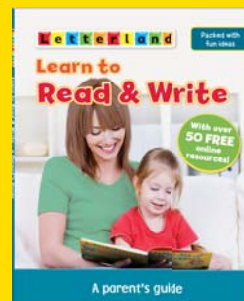
Phonics is the teaching of letter shapes and sounds and how to use them to read and write. English has 44 speech sounds but only 26 letters. So nearly half the sounds are represented by more than one letter.

How can I help my child become a reader?

Read books together from a very young age. From the moment they're born, children love to hear your voice and learn new things. You don't have to be a teacher to be an amazing resource for them!



Harry Hat Man hates noise so much that he hushes Sammy Snake's hiss with a sh sound.



More about how to support your child:

Learn to Read & Write - a Parent's Guide is a clearly written guide that is full of useful and practical advice for helping your child learn to read and write. It will introduce you to phonics and the different stages of literacy and give you fun ideas for things you can easily do to help develop your child's reading and writing skills. It also includes plenty of online resources with free activities that you can download at home and use again and again!



Step 1 – Speaking & Listening

The first step is to talk and listen to your child as much as possible. Developing their confidence with spoken words is an important foundation for learning the written word.

Tips and activities:

- ✓ Make a cosy time each day to read with your child.
- ✓ Look at picture books, read rhymes and sing songs together. Make it lively and fun! Point to the pictures in books and talk about them.
- ✓ Add board books and bath books to their toy collection.
- ✓ Tell them stories and make some up together. Ask questions and use new words.
- ✓ Read yourself! Your child will see there is fun to be found in these shapes on the page.



Step 2 – Shapes & Sounds

Letters are the building blocks for reading words. So the next step for your child is to start to recognise each letter and to learn its sound. It is really important for your child to learn the correct sounds.

Letter names are not the same as letter sounds. In the word **cat** the first letter name is 'see' but its sound is a quiet whispered **c...** sound. Also be careful not to add 'uh' at the end of the other quiet sounds: **f, h, k, p, s** and **t** – say 'fff' not 'fuh', **p...** not 'puh' and **t...**, not 'tuh'.

The Letterland character names really help with sounds, as they start with the letter's normal sound: **Clever Cat, c...** You can also find the correct sounds in Letterland's catchy alphabet songs.

There are handwriting songs too, to help get the letter formation right – making learning all those shapes and sounds both memorable and fun.

"Curve round Clever Cat's face to begin.
Then gently tickle her under the chin."



Tips and activities:

- ✓ Encourage your child to trace letter shapes with their finger on paper, in the air or in sand.
- ✓ Keep crayons and coloured pencils handy.
- ✓ Try making letter shapes out of modelling dough.



Step 3 – Making Words

The key skill for learning to read is called 'blending'. When a child sees a word in print (like **hat**), they sound out the letters, pause between each one, **hhh-aaa-t**, and then smoothly blend them together to form the spoken word, **hat**.

The key skill for learning to write (and spell) is called 'segmenting'. When a child wants to write **hat**, they say its sounds slowly enough to identify which letters to write:

hhh-aaa-t → **hat**.

Many sounds are represented by two or more letters, e.g. the **sh** sound in **shop** is quite different from **s** in **sun** and **h** in **hot**. Each of the vowels **a, e, i, o, u**, also have more than one sound. Learning all these could be tricky. But Letterland uses simple, fun stories and songs that explain everything.

Harry Hat Man hates noise so much
that he hushes Sammy Snake's hiss
with a **sh** sound.



Tips and activities:

- ✓ Read to your child at bedtime.
- ✓ Begin to make and read simple three letter words together.
- ✓ Read the next level of simple books.
- ✓ Be patient as your child learns. No one gets everything right first time!
- ✓ Check with your child's teacher for best supportive activities.



How to order

Letterland products are available from all good bookshops. Alternatively, visit www.letterland.com or contact your local distributor. See www.letterland.com/distributors for a full list.

Letterland at school

Did you know that Letterland also has a wide range of phonics products specifically designed for classroom use?



See www.letterland.com/products for a full list or email info@letterland.com to order a free catalogue.



Sign up to the Letterland newsletter for free downloads, teaching tips and competitions:
www.letterland.com/information/newsletter

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