

Special Initiatives

Special initiatives promote family involvement through coordinated activities involving networks of organizations. For example, they include public service campaigns to increase parent involvement in children's learning, and literacy and foundation funded initiatives that include parent involvement as a key ingredient in improving children's educational outcomes.

SPARK (Supporting Partnerships to Assure Ready Kids) is a national initiative to help communities unite resources to better prepare children for school. SPARK supports 5-year implementation plans of grantees in seven states and Washington, D.C., to smooth the transition to school and align preschool and elementary school settings. In addition, SPARK sites will support parents through skill building and providing parent partners or learning advocates. www.sparkkids.org

National PTA partnered with the Ad Council to launch Know More. Do More.—a series of public service advertisements that encourage parent involvement in school (www.pta.org/documents/annualreport.pdf). Aired in 2004, the ads also include three Spanish language campaign spots (www.pta.org/spanish/psa.pdf).

The **W. K. Kellogg Foundation** sponsors two special grant initiatives that support family, school, community partnerships to support academic achievement and school readiness.

Reading Is Fundamental has a national campaign to promote early childhood literacy among Latino families called *Un Futuro Brillante Empieza en un Libro* (A Brilliant Future Begins With a Book). The campaign emphasizes ways that Latino families can incorporate literacy into everyday family activities. The campaign includes public services announcements, a 30-minute parent video, and a Spanish-language website with literacy resources and activities and bilingual book lists. www.rif.org/leer/barrio/apoye_esta_iniciativa_english.msp

For information about family involvement in Alabama or to learn about the Alabama PIRC Academy for Parent Leadership and Engagement, contact the Alabama PIRC at 334-567-2252 or visit us online at www.alabamaparentcenter.com.

Taking a Closer Look: A Guide to Online Resources on Family Involvement was compiled by [Heather B. Weiss](#), Kelly Faughnan, [Margaret Caspe](#), Cassandra Wolos, M. Elena Lopez, and [Holly Kreider](#), Family Involvement Network of Educators (FINE), Harvard Family Research Project (HFRP), September 2005.