



The path to third-grade reading begins before kindergarten — at home.

Utah has set a goal: 80% of third-graders reading on grade level by 2030. Classrooms are resourced to reach it; the home — where reading habits are built or lost — is not. Too many children arrive with gaps teachers spend the year filling instead of building grade-level skills. The most powerful lever in early literacy is the parent, and it is the least resourced.

WHAT RINNALLA DOES

Not the one-time family night. **rinnalla** coaches parents through a short daily cycle — **watch, cue, practice, reflect** — that turns ordinary moments into evidence-based literacy practice, personalized to each child, on the parent's phone. Sustained capability, not an event — and nothing for your staff to run.

THE EVIDENCE — MEASURED BY SOMEONE OTHER THAN US

- **6×** — Parents who teach specific foundational skills — not just read aloud — show roughly six times the measurable impact on early reading (*Sénéchal, 2006*).
- **Independently evaluated.** LXD Research (Rachel Schechter, PhD) owns the study's design, analysis, and findings — not **rinnalla** — and their evaluations hold 25 Evidence for ESSA approvals, the standard districts fund by. Results publish regardless of what they show.
- **Built to measure outcomes.** Whether Kindergarten children in participating sites grow more on Acadience Reading than matched comparison schools, and whether parent confidence and at-home routines strengthen. PreK sites are measured on PEEP.
- **Privacy by design.** **rinnalla** collects only the data needed to run the service. A child's reading activity stays on the family's device—never in the cloud—and data is never sold or used for advertising.

WHAT WE BELIEVE — AND ARE STUDYING

When more children arrive ready, teachers build grade-level skills instead of filling gaps, fewer children are identified below benchmark, fewer individual reading plans are written, and children arrive with *confidence instead of fear*. This is the home multiplier. The founding cohort is how we measure impact.

WHAT A FOUNDING SITE JOINS

A place in first-of-its-kind evidence — not a purchase. Research sites join a partnership at founding-cohort pricing — the site's cost for **rinnalla** access for the families it serves. Families are never billed. Sites host one parent-and-child workshop where families begin coaching, and take part in the study. You host and communicate; LXD runs the evaluation.

WHY IT'S SAFE TO BRING FORWARD

For a site, the risk is low. The evaluation is independent, participation includes founding-cohort pricing, and this is authentic parent engagement — not token — with research standing behind it.

If your schools serve PreK–Kindergarten families and you want in on the evidence, let's talk.

Let's talk — schedule a 20-minute conversation: bit.ly/rinnalla-chat

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