

October 2008

Welcome to RED the Robot's quarterly newsletter



RED blasts into schools!

**New Letters and Sounds resource impresses
Institute of Education**

Interactive resource for schools is a hit!

News this month

Literacy – Ed Balls

announced this week that the government were going to 'redouble their efforts' to make sure that the 20 % of children that don't reach the end of KS2 standards will be given more help with 'cutting edge intensive catch up programmes'. These are continuing from the Letters and Sounds strategy to a new 'Support for Writing' programme and to extend 'Every Child a Reader' and 'Every Child Counts' strategies to stop children from slipping behind.

RED the Robot®, the essential interactive and upgradable Letters and Sounds resource has blasted into schools since being released for sale at Easter. He has been successfully integrated into 70 schools in two local authorities with more schools buying the resource every day. Pilot schemes have been started in a further three local authorities with training and support included in the company's ethos. The team prides itself on providing ongoing support including free resources and lesson plans and training schools and authorities by using qualified teachers. "We believe that schools deserve high quality continuous support after they have bought our products." says Becky the Educational Brand Co-ordinator at Head Start.

RED research a success!

RED the Robot® has been the subject of thorough research earlier this year when Dr Maria Da Costa from the Institute of Education (IoE) investigated how useful RED would be in the teaching of Letters and Sounds in a Primary setting. Three very different schools were chosen to perform the research. Dr Da Costa concluded that RED is "...ideal for reinforcement learning with all children...."

The team at RED are involved in a second research project to monitor how RED the Robot® can be used as a motivational tool in the classroom with the emphasis on reluctant readers.

Teacher tips! Have you tried.... Using RED for guided reading?

Guided reading sessions can be made more exciting and productive by using RED's interactive story books. Children can listen carefully to RED reading stories while focussing on intonation, expression and comprehension. Each page has phonemes and words to listen out for and discuss.

For more information go to our website at redtherobot.com

or call us on 0845 600 1676