



This toolkit is designed for:

- Child care centers and providers,
- Pediatricians,
- Schools,
- And others who work with parents or who love reading.

The goal is to get more parents in Arkansas to commit to reading to their children, especially younger children, at least 10 minutes every day. We need you to help us spread that message.

### Why 10 minutes?

This amount of time is very doable for every parent. It doesn't seem daunting or overwhelming, and it is a good place to start building a habit of reading with children.

We at the Arkansas Department of Human Services Division of Child Care and Early Childhood Education are asking that you share the flyer with the parents you work with and know. Also, please share the social media graphics on your social media channels. DHS will begin sharing messages on our social media channels. DHs also will release several videos of Arkansans – some you may recognize – reading a children's book.

**EVERYONE HAS 10 MINUTES**

To find free books and other resources,  
visit [ar.gov/10minutes](http://ar.gov/10minutes)

