

Share The Campaign

The Alas y Voz Campaign

Become a partner in our campaign and help us spread the word.

Here's how you can help:

- 🔥 Like our Facebook and Instagram pages.
- 🔥 Share our content with your friends and tag them (like this: @myfriendsname) so they see your post.
- 🔥 Take a look at our YouTube channel. Share our films and subscribe.
- 🔥 Hold an event in your school, district or community to promote the campaign.

👍 Like 🔗 Share 📌 @alasyvoz 📷 @alasyvoz 📺 Alas y Voz campaign.alasyvoz.org



“The best gift I gave my children was to make sure that they learned to speak, read and write both in English and Spanish in school.”

ADRIANA
Mother

A special thank you to our sponsors:
SOBRATO FAMILY FOUNDATION | WEINGART FOUNDATION
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The Alas y Voz (Wings and Voice) campaign is designed to raise awareness among parents of English Learners about the benefits of speaking, reading and writing in two languages so they may choose bilingual programs for their children.

www.alasyvoz.org



The Challenge

- ✨ For the past 20 years, parents of English Learners have heard that English-only programs are the best option for their children.
- ✨ Many know that bilingualism is important, yet they do not enroll their children in bilingual programs.
- ✨ They often worry their children will get confused or fall behind when learning in two languages.
- ✨ Many believe they can teach their children their language at home, but they learn, after it's too late, that this is easier said than done.

Our Approach

In order to support parents in making a decision about program options for their child, the Alas y Voz campaign utilizes videos, graphics and stories to share the following messages on social media (Facebook, YouTube, Instagram):

- ✨ Bilingualism provides many benefits to English Learners, including the ability to perform better in school, to communicate better with their family and to access better job opportunities in the future.
- ✨ Students can learn in two languages without getting confused and they tend to perform better academically.
- ✨ While some parents can succeed in teaching their children to speak their language at home it is often difficult. Ensuring students become fully bilingual and biliterate (speaking, reading AND writing) requires instruction in school.

The Campaign Website - alasyvoz.org



The Spanish language website (alasyvoz.org) helps parents:

- ✨ Connect with videos, stories and graphics on our Facebook, YouTube and Instagram accounts that show why biliteracy is so important while providing accurate information about language learning
- ✨ Identify bilingual programs in their community
- ✨ Learn how to request a program if there isn't one in their community
- ✨ Share the content of the campaign with their friends

The Toolkit

The online toolkit includes the resources needed to share the campaign and its messages through presentations in schools, districts and community meetings. Find it here: toolkit.alasyvoz.org.

