

About the creators of Read Write Phonics:

Seema was a PA until redundancy in 2010 when she started Dillon's Toybox, an e-commerce wooden toy shop. Now enjoying juggling the house, the website and marketing Read Write Phonics!

Simon is a physics graduate who spent a sandwich year living and working in France and two years teaching physics, chemistry and maths in Ghana with VSO to a range of ages from 11 to 22. CIMA qualified and now working in the telecoms industry.

Why we created Read Write Phonics:

We are parents to a busy four year old who loves books, we are often woken by our son standing at the foot of the bed with three or four books for us to read before breakfast, 11 books chosen at the library is not unusual! The natural step for us was to try and help him learn to read.

As we became aware of the current method of teaching children to read using synthetic phonics, we quickly became aware that teaching him the correct sounds was not straightforward, we needed to ensure we were teaching the pure sounds, 'mmm' not 'em' and 'fff' not 'fuh'.

We bought several different systems, flash cards, books and DVDs'. While some of these played the correct sounds they were not accessible for our son, he could not easily skip the right part of the DVD or replay the sounds he heard.

We checked the App stores and found several "phonics" Apps, but we could not find one that played all 44 sounds correctly, was properly focused on the sounds without distractions, and we could not find anything at all which attempted to demonstrate blending the sounds into words.

We created **Read Write Phonics** to teach all the correct sounds, to be accessible to children and to teach blending words. We also added the Write section; children watch an example and are then graded with stars on their effort at tracing a dotted letter form, always receiving positive encouragement.

We are very happy with the result, the App is clear, focused, very simple to navigate and importantly our son can use the App at his own speed and navigate through it himself. His reading is coming on and he can already blend some basic words. Maybe we will soon get a lie in!

To ensure that our App meets the correct educational standards we have completed a self assessment against the Department for Education's core criteria of a Phonics resource and asked the DfE for an independent evaluation of that assessment. We expect the result around mid June. We are very excited about this because we feel that our App meets one of the core criteria better than anything we have come across: "*uses a multi-sensory approach so that children learn variously from simultaneous visual, auditory and kinaesthetic activities*" Our app is the embodiment of this criteria!

We are hopeful that they will give us a favourable response and we can look at how our App can be used in schools, particularly in preparation for the new Year 1 Phonics screening test.

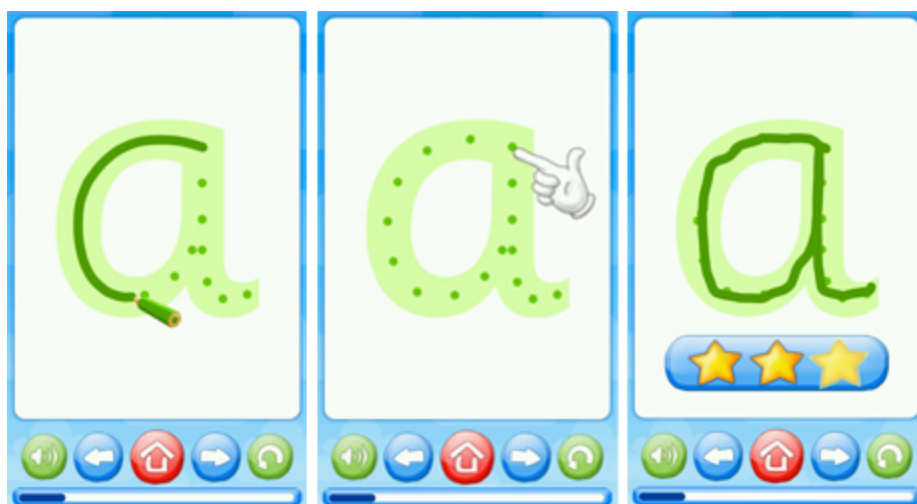
To ensure that children are happy with our App, we have enlisted the help of around 60 mummy bloggers they have all been given our App to try out and will be writing independent reviews of their experiences over the next two weeks. Find the reviews and keep up to date by following us on twitter @readwritephonic

Screen Shots

The Read Section



The Write Section



Screen Shots

The Phonics Section



Google Play Graphics



For more information on us, our motivation on our App please contact:

seema@readwritephonics.co.uk

Find our App at:

<https://play.google.com/store/apps/details?id=uk.co.readwritephonics>

For more information please see our website:

www.ReadWritePhonics.co.uk

For a Video of our App in use:

<http://www.youtube.com/watch?v=i7SzCWsusak>

And don't forget to follow us at:

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