

## We Need You: The Functionally Illiterate and Their Unaddressed Need

Americans have had access to a free and publicly funded elementary education since 1918. It is rare that a child is not involved in formal education, public or private, almost 100 years later. Access for further education, however, has seen much variation through the years. Much of this is due to one's race, ethnicity, social class, jurisdiction, and unfortunately, cultural discrimination.

The National Center for Educational Statistics reported that, of the students enrolled in the 12th grade during the 2011-12 school year, and accounting for those across all demographic groups, 80% graduated high school.

Some are not so fortunate however. Disadvantaged kids grow up to become disadvantaged adults with few resources, much stress, and little hope for the American dream. How do they compare? Of the same 2011-12 graduating class, only 72% of those considered to be economically disadvantaged were able to graduate; of those with limited English language skills, 59%; of those who were disabled, 61%. <http://nces.ed.gov/pubs2014/2014391.pdf>

### **So, how does this impact you as a publisher?**

Your clients depend on you so that they can in turn serve their own clients. Right? It is the disadvantaged populations described here that your clients serve. Their clients include children and adults with mental illness, SUDs, disruptive behavioral problems in the school systems, and those in the criminal justice system.

The intervention needs of these population groups include remedial education (i.e. literacy training, GED), anger management training, communication skills training, parenting skills training, SUD rehabilitation, illness education.

### **How can you help?**

Consider whether you are adequately meeting their B2C needs for counseling, educational, and training materials, of your clients. They need your help. I know this because I too worked as a counselor with these population groups for many years. I found myself routinely in needs of adapting materials to meet the needs of the illiterate, for those with little motivation, for those with limited attention span, etc... This is very stressful for your clients as it was for me. It is also very stressful for your client's own clients who are trying to use materials during group sessions, as some clients get bored, others frustrated.

### **How can I help?**

Every copywriting need is different, just as every copywriter is different. As noted, I bring my years of experience as a clinical social worker to you as a copywriter. I understand your B2B client, as I am of the same cloth. I understand Your B2C needs, as I have served this population group directly myself.

If you should be interested in developing a partnership with me to address these needs, contact me.

Regards,