

Approved List of Evidence-Based Reading Intervention Programs

Program and Vendor Information

This form contains general information about the approved program and vendor. It is intended to assist districts in evaluating reading intervention programs before contacting vendors for local procurements.

Approved Program and Vendor

PROGRAM TITLE AND PUBLICATION YEAR OR EDITION

Phonics Launch, 1st Edition, 2023

VENDOR

Pioneer Valley Educational Press, Inc. DBA Pioneer Valley Books

Target Audience of Instructional Programming	Reading Components Claimed	Professional Development in Materials Available
Kindergarten, 1st Grade, 2nd Grade, 3rd Grade	Phonics and Word Study	Yes

Vendor Information

VENDOR WEBSITE

<https://pioneervalleybooks.com>

VENDOR CONTACT INFORMATION

CONTACT #1

Tara Wells
Director of Sales and Marketing
taraw@pioneervalleybooks.com
413-341-6348

CONTACT #2

Ashley Fazio
Educational Account Manager
ashleyf@pioneervalleybooks.com
413-341-2349

Program Specific Information

The information below was supplied by the vendor.

PROGRAM

Phonics Launch

PROGRAM SPECIFIC WEBSITE

<https://pioneervalleybooks.com/pages/phonics-launch>

PROGRAM OVERVIEW

Phonics Launch is a research-based literacy intervention for K–3 students that combines the power of systematic phonics with targeted small-group, differentiated instruction. Placement in Phonics Launch is based on the student’s current phonics knowledge determined via a phonics-based diagnostic assessment. Students’ progress is tracked through daily and weekly progress monitoring and unit-level summative assessments. Each level of Phonics Launch contains lesson plans that feature multimodal letter-sound instruction and phonics tools that foster vibrant student learning experiences. The Pre-Launch Alphabetic lessons include read-aloud books, and the subsequent lessons feature decodable Phonics Storybooks that provide opportunities for students to apply new skills to authentic reading and writing experiences.

The Phonics Launch kits align with the phonics continuum:

- Pre-Launch Alphabetic: introduction to letter names, sounds, and formation; early phonological awareness skills; and concepts of print.
- Ready, Set, Go, Sets 1 and 2: reinforcing letter names and sounds and beginning practice in decoding and encoding CVC words and concepts of print, such as one-to-one matching and return sweep.
- On Our Way, Sets 1 and 2: decoding and encoding CVC words, words with initial and final digraphs, and simple words with initial blends.
- Building Up, Sets 1 and 2: decoding and encoding words with final blends, long vowels, and vowel teams.
- Moving On, Sets 1 and 2: decoding and encoding words with more challenging sounds, such as vowel-r combinations, complex blends, and diphthongs, as well as compound and multisyllabic words.
- Lifting Off, Sets 1 and 2: decoding and encoding multisyllabic words with prefixes and suffixes, as well as words with challenging sounds such as vowel-r combinations, vowel teams, trigraphs, and diphthongs.

PRIMARY METHOD OF INSTRUCTIONAL DELIVERY

Teacher-directed instruction

PROGRAM ALIGNMENT WITH THE SCIENCE OF READING AND STRATEGIES FOR EFFECTIVE LITERACY INSTRUCTION

Each element of Phonics Launch includes effective strategies for literacy instruction backed by scientific research that verifies its positive effects on student learning and reading proficiency. Systematic phonics instruction is a crucial aspect of early reading instruction, as it helps students develop foundational skills in decoding and word recognition (Blevins, 2016; Ehri, 2020; National Reading Panel, 2000). Effective phonics instruction teaches students to associate sounds with corresponding letters and letter patterns so that they learn to be flexible word solvers as they encode (write) and decode (read) words (Blevins, 2016; Ehri et al., 2001). Explicit instruction in blending is also critical in helping students learn to read simple words and multisyllabic words (Blevins, 2019; Foorman et al., 2016).

The Phonics Launch kits were designed based on Ehri's (1995) Phases of Reading. All levels of Phonics Launch include systematic phonics instruction with explicit instruction and opportunities to practice blending as well as segmenting words in isolation and connected text. Phonics Launch also contains frequent opportunities to encode words in isolation and authentic writing. An effective approach to teaching phonics involves engaging multiple senses—visual, auditory, and kinesthetic/tactile—to enhance learning and boost memory. Using multimodal tools helps engage students and hold their attention, which can increase their motivation to learn. For more information, please see the Phonics Launch Handbook, Introduction (pages vii-x) and Chapter 1 (pages 1–5), and the Summary of Research (online at <https://pioneervalleybooks.com/pages/research-summaries>).

PROFESSIONAL LEARNING AND ONGOING SUPPORT AVAILABLE FOR DISTRICTS AND SCHOOLS TO AID IN IMPLEMENTATION OF THE PROGRAM

Pioneer Valley Books has built its professional learning around clear demonstration of procedures and processes for educators. Here are some of the ways this is embedded in training sessions:

Pioneer Valley Books' professional learning offerings emphasize active engagement during all phases of training sessions.

- Teachers are further supported by on-demand videos that demonstrate all parts of lesson frameworks and are available at all times.
- All professional learning delivered on-site includes in-class demonstration lessons with debrief sessions.
- Professional learning plans can be adjusted to meet the specific needs of a school or district.

The initial Getting Started with Phonics Launch Lessons session gives an overview of Phonics Launch lessons. Each lesson framework begins with a spotlight on fostering phonemic awareness and phonics skills that are then tightly woven into reading and writing. Participants walk away confident to begin implementing Phonics Launch lessons. Half- or full-day options are available. After this initial session, there is the Digging Deeper: Developing

Phonemic Awareness and Phonics Skills session. Through this session, teachers gain increased knowledge of the theory behind using multiple strategies to build phonemic awareness and phonics skills and how they transfer to continuous text, enhancing decoding and encoding skills. Teachers also deepen their knowledge of delivering effective phonemic awareness and phonics lessons. Additionally, they learn how to observe students, provide corrective feedback, and use anecdotal data and assessments to intensify instruction based on student needs.

After any Pioneer Valley Books' professional learning session, educators receive robust ongoing support and access to resources to ensure the fidelity of the implementation. Support is provided in the following areas:

- Video support (resource website)
- Robust handbook for seamless and effective implementation
- Ongoing live webinars and access to a library of previous webinars
- Open-door email access for literacy support