

"Edubrain is designed as an affordable investment for parents into their children's futures by developing their reading and therefore also their learning competency," says Du Plessis. She developed the programme in conjunction with Dr Zelda Garcia, a medical doctor whose interest is neuroplasticity. Neuroplasticity is the brain's ability to physically change as a result of learning.

The programme provides an effective solution that aims to empower parents to teach their young children to read, as well as help both children and adults overcome moderate to severe reading difficulties in the comfort of their own homes.

According to du Plessis, the reason the programme is so effective is because it does not just focus on reading; it teaches underlying cognitive skills that are the foundation of good reading. "The programme places the emphasis on developing things like form perception, processing speed, visual, auditory, sequential and working memory, and so on," says Du Plessis. "These underlying skills must function well in order for someone to read efficiently and easily."

"We've been through several different reading programmes, reading schools, occupational therapists, speech therapists, one-on-one tutoring....name it, and we have tried it, says Dr Anina van der Bijl whose son was seemingly unable to read. "Great was my surprise to stumble upon a proven, much published method of teaching reading. My son now even reads for relaxation - it remains a miracle to me!"

Several programmes to be launched

The Edubrain Reading Programme is the first in a series of seven programmes to be launched by Edublox in the coming months. Others include the Edubrain Spelling Programme and Toolkit, as well as Handwriting, Maths and School Readiness Programmes.

"We anticipate that the new programme and toolkit is going to make a huge difference to literacy levels," says Du Plessis. "The feedback received about its predecessor has been phenomenal, with reports of children's general grades improving, children finding enjoyment in reading for the first time in their lives; parents seeing a huge improvement in their child's self-esteem, and much more wonderful feedback."

"The new programme has been updated and repackaged to makes it more interactive and affordable than before," says Du Plessis. "The fact that it can be worked through at home, at the child's own pace is an added bonus".

Because the Edubrain Reading Programme has four levels, with carefully graded activities within each level, it is suitable for all ages and appropriate for children with developmental and special needs, as well as high achievers.

For more, go to www.edublox.co.za

** Zimmerman, L. 2010. The influence of schooling conditions and teaching practise on curriculum implementation for Grade 4 reading literacy development. [Online] Available at <http://upetd.up.ac.za/thesis/submitted/etd-05252011-133034/unrestricted/02chapter3.pdf>*

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