

[Name of public awareness campaign]

Fact Sheet

[Dates of public awareness campaign delivery]

What

The purpose of this public awareness campaign is to make people aware of our community's literacy needs and solutions. Literacy skills give people more power over their lives. They help people find information, set goals, work with others, solve problems, and make decisions.

The public awareness campaign will encourage people to:

- Tell people the true extent of literacy difficulties in our community
- Tell people about the programs available to help
- Encourage people to think about literacy needs and solutions for themselves or others they care about

Launch

Where: [location]

When: [date and time]

Who: [include list of speakers and the times they are speaking]

Notes: [include information about any other special events that are happening at the launch.]

Bookmarks and draw prizes

Bookmarks will be available at all events and at participating organizations in the community. People who complete and submit the tear-off portion of the bookmarks will be eligible for the following prizes: [List prizes available]

A draw for the winning bookmark will be held:

Date and time:

Location:

Events

For each event: Event name / Date and time / Location

Notes [include any information about special guests, speakers, etc.]

[Note: If you have several events, you may want to develop separate fact sheets listing the event description, date and time, location. Highlight any special attractions such as speakers or photo opportunities.]

Why

Over 20% of adults in Ontario do not have basic literacy skills. A further 24% are not able to read well enough to carry out daily tasks or find and keep jobs.

Research shows that literacy skills give people more choices about their lives, and more control over those choices. They help people find information, set goals, work with others, solve problems, and make decisions. People with literacy skills are also more likely to lead healthier lives, earn more money and help their children be the best they can be. The whole province stands to benefit.

Every year, Ontario's Literacy and Basic Skills (LBS) programs help more than 68,000 adults. This is only a small portion of those who can benefit from help.

Who

The Ontario Literacy Coalition (OLC) is leading the public awareness campaign in partnership with agencies in [list participating communities]. This year's public awareness campaign continues the Ontario Literacy Coalition's public awareness drive begun in 2001.

The Ontario Literacy Coalition is leading the public awareness campaign in partnership with [agency].

The [organization] in [name of community] ... [include brief statement describing the mandate and work of the organization].

The Ontario Literacy Coalition and [organization] gratefully acknowledge the funders of this public awareness campaign: [examples from 2003 campaign] Human Resources Development Canada, National Literacy Secretariat and Ontario Ministry of Training Colleges and Universities.

The following organizations have helped with this year's event in our community:

[List all participating organizations, if possible]

For more information: add your own contact information.