

**PUBLIC
LIBRARIES
& LITERACY**

Toward a National Front
Line Strategy

**Working
Together
Toward
Making Our
Vision a
Reality**

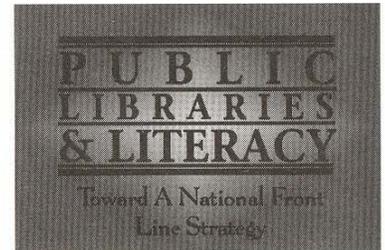
by
Thomas Quigley, Convenor
Canadian Library Association's
Action for Literacy
Interest Group

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***Report of the
Canadian Library Association's
National Working Summit on Libraries & Literacy
Calgary, Alberta
June 14, 1995***

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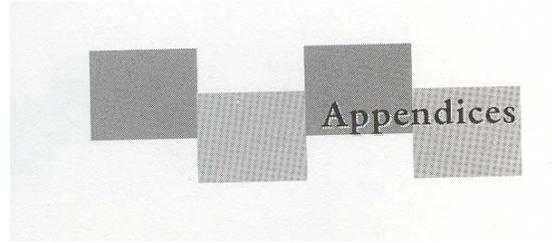
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Leader of the Government
in the Senate and
Minister with special responsibility
for Literacy



Leader du gouvernement
au Sénat et
Ministre responsable
de l'alphabétisation

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Thank you so much for your kind invitation to join with the Canadian Library Association's National Summit on Libraries and Literacy. I regret that, because of Parliamentary commitments, I am unable to be with you during your discussions.

I would like to congratulate the CLA for putting together this forum that will develop a literacy strategy for public libraries. I cannot think of a more appropriate group of people to address this subject than those whose livelihood's are centred around the written word. The Canadian Library Association has already done excellent work in the promotion of adult literacy in Canada and this gathering confirms your dedication to the cause.

Your meeting today with representatives from national and regional literacy organizations and public libraries across the country will, I am certain, be productive. You have a unique opportunity to forge strong relationships through a common bond and a shared interest to ensure that literacy remains high on our nation's agenda. Please be assured that I will assist you with this endeavour.

I strongly support your initiatives and hope I can be part of future developments. Please keep me informed of your progress.

Sincerely,

Joyce Fairbairn

OTTAWA
1995



Canadian Library Association

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October, 1995

The Canadian Library Association, founded in 1946, is a national association dedicated to providing leadership in the promotion, development and support of library and information services in Canada for the benefit of Association members, the profession and Canadian society. Its membership, well over 4,000 strong, is made up of personal and institutional members (from public, school, university and college, business, government and institutional libraries), as well as commercial members from the information industry, including publishers, booksellers, library wholesalers, and information vendors.

CLA members are committed to access to information, and the elimination of illiteracy. Literacy is of major concern to our society, on which it has a social, economic and political impact. People who lack reading, numeracy and computer skills have difficulty in fully participating in their community, as do those who are learning English as a second language.

The success of the National Summit on Libraries & Literacy, which resulted in this publication, sets a direction for libraries in helping people at risk become more active in their communities, and giving them more control over their lives.

Penny Marshall
President, Canadian Library Association

Canadian Association of College and University Libraries
Canadian Association of Public Libraries



Canadian Library Trustees Association

Canadian Association of Special Libraries and Information Services
Canadian School Library Association

To date, each region of the country has developed its own approach to library-literacy service. Unfortunately, there has been little opportunity to share and document these activities, and there has been no comprehensive attempt, at the national level, to achieve consensus on a co-coordinated library-literacy service strategy, in collaboration with other members of the national literacy community.

Unfortunately, libraries have not, until recently, been very good at getting the word out to the general community about themselves and their involvement in the literacy issue. Recent publications in the Canadian library literature⁴ and recent events, such as the British Columbia Library Association's "Libraries and Literacy Summit '94" (Burnaby, 1995) emphasize the importance of good communication and ongoing awareness of library activity in the literacy area, and the necessity of documenting our past and working together to ensure that a process is in place that will lead to the development of a co-coordinated library-literacy strategy in the future.

As a unit of a national library organization with an impressive record of accomplishments in the area of support and services to the literacy community, the CLA Action for Literacy Interest Group is well positioned to play a leadership role in facilitation of a process for developing a national long-term strategy for literacy services in public libraries. By hosting a national summit on libraries and literacy, the Interest Group intended to facilitate a dialogue between national literacy organizations, provincial government library agencies, public library personnel and federal government representatives, that would result in all parties coming to consensus on how to implement that process.

The Objectives of the Summit were:

- ❖ *to review and examine the historical and current cross-Canada activities in library-literacy service at the local, provincial, and regional levels.*
- ❖ *to provide an opportunity for representatives of the library community to meet with representatives of the national literacy organizations in order to raise awareness on the part of both sets of representatives of the other's role in literacy service, and to also exchange information.*
- ❖ *to provide an opportunity for the national literacy organizations to present their perceptions and their assessment of libraries' role in literacy services.*
- ❖ *to begin the process of developing long-term library-literacy strategy and of providing tools to the provincial and territorial library bodies that will enable them to go back to their area and work on library-literacy issues.*
- ❖ *to document the Summit proceedings and to produce a report that will publicly present the recommended development tools for how library-literacy strategy can be enabled at the local level.*

⁴Côté, Camille. "Readers, Libraries and Literacy" Feliciter (5.1994) pp. 14-15

Method

A working group consisting of representatives from the CLA office staff and the Action for Literacy Interest Group prepared an exploratory proposal on the possibility of having this event. It was envisioned that 40 to 50 people would be involved, and that the Summit would be held during the preconference time period of the 1995 CLA conference in Calgary, Alberta. Upon receiving the endorsement of CLA Executive Council, the date and place were finalized, approaches were begun to possible funders and sponsors, and a list of organizations and individuals that we wanted to ensure were invited to attend was compiled. These organizations included all provincial/territorial library associations, all national literacy organizations, and all federal or provincial government agencies relating to libraries or literacy. We purposely did not confine ourselves to the current membership of the Action for Literacy Interest Group.

As delegates came forward, they were asked to prepare a short summary that would highlight their organization's current and/or past activities with libraries, or in the literacy field. Delegates were encouraged to bring materials that they had found particularly helpful to the Summit for a display of literacy "tools." Delegates received a briefing package prior to the Summit that provided an overview of the literacy issue and reports and articles on various historical and current library-literacy activities at the local, provincial, and regional level. It served as a catalyst for discussion and allowed delegates to come to the Summit prepared to explore strategic options with colleagues from the library and literacy world.

A facilitator was selected closer to the Summit itself; he became part of the working group as he helped in the working through and the shaping of the day's agenda.

In the "literacy support services" category, the activities incorporate many co-operative efforts, such as jointly publicizing area literacy services, participating in a literacy coalition, referring persons in need of literacy education to the appropriate providers, and advocating the literacy issue. This role also includes providing library facilities for tutoring, classes and tutor training sessions.

Given different community needs and community services, it is natural that library involvement in literacy will vary. It is not a simple case of a library either being involved or not. Instead, it is understood that libraries, based on their community's need, will emphasize different roles in their literacy services, and may select activities from any of the three categories that best fit their own situation.⁶

⁶Johnson, Deborah Wilcox, Jane Robbins and Douglas Zweizig. *Libraries: Partners in Adult Literacy*. (Norwood, NJ, 1991) pp. 8-9; Quigley, Thomas, Stephanie Kripps and Tim Firth. *Vancouver Public Library Literacy Evaluation Project*. (Vancouver, BC, 1995).

Canadian Library Association and the Literacy Issue: A Timeline

1981 Publication of "Operation Literacy"

1990 Administration of Canada's Literacy Volunteer Awards Program

- National awards program co-sponsored by CLA's two public library divisions (CAPL and CLTA); ASTED and the Government of Canada
- Funding was provided by the National Literacy Secretariat; CLA office space was donated for program administration
- Nominations were co-coordinated through 55 participating public libraries
- Some 1,500 Literacy Volunteers across Canada received awards in the form of a certificate through this program

Publication and distribution of "Your Public Library Welcomes You!/Bienvenue a votre bibliotheque publique"

- Plain language booklet describing basic public library services and programs
- Designed and written by volunteers from CLA and ASTED in partnership with the National Library of Canada and the Canadian Government Publishing Centre
- Distributed widely across Canada free of charge to public libraries and literacy programs (ongoing)

Publication of "A Literacy Celebration"

- A series of three learners' books written by students from literacy programs across Canada

Publication of a special edition of Canadian Library Journal in honor of International Literacy Year

- A full issue of the magazine dedicated to articles about libraries and literacy
- Design and production of a limited edition poster by award-winning illustrator Marie- Louise Gay to celebrate International Literacy Year

1993 Advisory role in the development of the Globe & Mail advertising feature on Libraries and Literacy

Ongoing Action for Literacy Interest Group publishes a newsletter and sponsors an annual conference program

Distribution of ABC Canada poster series promoting family literacy free of charge to libraries and literacy programs across Canada

CLTA Division of CLA annually honors public libraries who have made a significant contribution to literacy in their communities with the presentation of the CLTA Award for Achievement in Literacy

Introductions/"Dreams" and "Nightmares"

Delegates introduced themselves to the group, and at the same time each delegate was invited to express their hopes and their fears for the Summit day.

Some of the "dreams" are:

- ❖ to develop tools to fill the need for an ongoing mechanism for literacy/library work, ongoing mechanism for communication with ourselves, and the literacy community.
- ❖ to talk about, learn about workplace literacy, the impact of technology in the literacy field, and how this gap widens between different literacy skill levels.
- ❖ to hear about new ideas, make new links with other Summit delegates, particularly those who are from outside the library community. Want to go beyond what I already know about, what's happening in "my library".
- ❖ to strengthen and maintain the work already done to have a national library-literacy infrastructure. Want a clear, concrete strategy developed out of the Summit.
- ❖ to establish a realistic process for the sharing of literacy resources between libraries.
- ❖ to hear about very practical, very do-able actions that can be done on a shoestring budget. Want to go beyond the standard topics of collection development, partnerships and working together and the importance of reading.
- ❖ to go away with reasons why libraries, particularly smaller libraries, should be motivated to undertake literacy action.
- ❖ to develop tools and actions that are inclusive and nonprescriptive, and that don't reflect "power plays" in the greater literacy community. Want to "honor our differences" and the many ways we participate in the literacy area, and recognize the importance of developing service that is appropriate to our local community.

Some of the "nightmares" are:

- ❖ that the summit will be "all talk;" there will be no follow-up, no further action taken.
- ❖ that I will hear nothing new at the Summit, that I will have wasted a day.

Situation Review

Delegates moved into break-out groups to share their literacy successes and learning experiences. They looked at what has been happening, what has worked and what has not worked. They looked at how public libraries are perceived in the advancement of literacy.

Delegates were deliberately mixed-up so that they wouldn't be sitting with others from their same region. Common themes from the literacy activities were noted and reported back to the group as a whole.

What makes a successful literacy program?

- ❖ staff who are committed
- ❖ funding
- ❖ administrative support, literacy seen as priority, as part of overall library service
- ❖ staff who have time for outreach to be in community, to develop the service
- ❖ appropriate staffing levels
- ❖ marketing, public awareness, raising profile of what's happening in your library

What hasn't worked

- ❖ lists of collection materials, literacy programs. These go out-of-date quickly
- ❖ work by grantsmanship doesn't develop ongoing continuous service, doesn't lead to development of service, just maintenance of funding
- ❖ current level of communication activity is not adequate: too little, too sporadic, too informal

Lunch Speakers

In an attempt to further discussion on topics not covered in the formal Summit agenda, time was left during the lunch break for short talks by delegates who either were invited to speak or came forward on their own to ask if they could speak.

Colleen Albiston spoke on the work of ABC Canada; Gail Douglas-Brehm spoke on fundraising events for literacy service in libraries; Sylvain Lavoie spoke on libraries and literacy service in New Brunswick; and Linacre Griffiths spoke on First Nations Literacy.

From Vision to Strategy

Reconvening after lunch, the Convenor reviewed the common themes in the morning. The facilitator discussed how strategy is developed from vision. The process was defined as follows:

From Vision to Strategy

Reconvening after lunch, the Convenor reviewed the common themes in the morning. The facilitator discussed how strategy is developed from vision. The process was defined as follows:

Vision	What do we want to achieve, or preserve, or avoid, or correct?
Issues/"Rocks-in-the-Road"	What are the barriers to achieving the vision? (groups could pick no more than 3)
Strategy	A broad statement of intended action outlining how to remove the "rocks" and achieve the vision; "We will", not "they should"
Process	What structure and/or who should be involved in developing the strategy into specific initiatives? What as to happen and by whom as a first step after today?

Break-out groups were composed of delegates from the same region. The groups then worked to develop strategies addressing the questions and issues that arose within the common themes that were defined during the morning's information-sharing session.

- develop guidelines for library-literacy service delivery; guidelines that provide a range of activity levels, range of roles, and include background information and examples. Take into consideration previously done work in this area and build in flexibility at the local community level
- compile a national list of library-literacy resources, including "core" Canadian literature
- develop a method for evaluating library-literacy services. Take into consideration previously done work in this area and build in flexibility at the local community level
- investigate establishing incentives at the national level to encourage library involvement in the literacy issue
- arrange for follow-up meeting with National Literacy Secretariat to review Summit's conclusions; arrange for further meetings with the national literacy groups after this strategy has been firmed up, our vision refined

2. The vision: Every Canadian a Reader

The Actions:

- promote the importance of libraries as institutions that promote the reading experience, as well as institutions that are a vital link in the literacy chain
- develop an ongoing public relations campaign around this theme; one possible model for such a program is the "Read" poster campaign done by the American Library Association
- investigate the potential of this vision becoming a vehicle for the literacy community at large, strengthening our links with the greater literacy community

3. The vision: Communication Network to Disseminate Literacy Information

The Actions:

- establish formal exchanges of newsletters, media releases between CLA and national/provincial/territorial literacy groups. The emphasis is on gathering back ground on the groups and information about their current activities. Establish these materials as resource information for library-literacy work
- review communication channels/vehicles within CLA, especially the communication process to members used by the Action for Literacy Interest Group. Look particularly at timeliness, ongoing nature of process. Review what is communicated
- investigate establishing a national communication network that will link those involved in literacy in libraries
- investigate establishing a national service that will be the place to call for information on libraries and literacy
- develop an information campaign on "where to call" for information on libraries and literacy

4. The vision: Target "Reading at Risk" Segments of the Community

The Actions:

- identify "reading at risk" segments of the population, e.g., youth, pre-school, seniors
- develop model or turnkey programs that maintain and strengthen the reading experience. Take into consideration work already done, currently in use in these areas, and build in flexibility at the local community level

Delegates

<p>Sylvain Lavoie Bibliothèque Père Louis-Lamontagne 300, chemin Beaverbrook, Miramichi, New Brunswick E1V 1A1</p>	<p>Kenda Clark-Gorey CCNB-Edmunston P.O. Box 70, 225 Power Road Edmunston, New Brunswick E3V 3K7</p>
<p>Judy Heron Trustee Saint John Regional Library 105 Scarlet Drive Gondola Point, New Brunswick E2E 1S3</p>	<p>Elinor Benjamin Regional Librarian Western Region Libraries 5 Union Street Corner Brook, Newfoundland A2H 5M7</p>
<p>Patricia Parsons Regional Library Gander Region Libraries P.O. Box 3333 Gander, Newfoundland A1V 1X2</p>	<p>Andrea John Co-ordinator User Services Nova Scotia Provincial Library 3770 Kempt Road Halifax, Nova Scotia B3K 4X8</p>
<p>Gladys Neale Laubach Literacy 84 Main Street Toronto, Ontario M4E 2V7</p>	<p>Colleen Albiston ABC Canada 1450 Don Mills Road Don Mills, Ontario M3B 2X7</p>
<p>Gladys Watson Alpha Ontario The Literacy & Language Training Resource Centre 21 Park Road Toronto, Ontario M4W 2N1</p>	<p>Joan Robinson North York Public Library Adult Literacy Program 5120 Yonge Street North York, Ontario M2N 5N9</p>
<p>Diane Bays National Library of Canada 395 Wellington Street Ottawa, Ontario K1A 0N4</p>	<p>Brenda Livingston Ontario Library Association 1303 Queen Street West Toronto, Ontario M6K 1L6</p>
<p>Cheryl Campbell Literacy Workers Alliance 107 Pulford Street Winnipeg, Manitoba R3L 1X8</p>	<p>John Tooth Manitoba Education & Training 1181 Portage Avenue Winnipeg, Manitoba R3G 0T3</p>

<p>Gail-Douglas-Brehm Learning Centre Supervisor Community Relations, Regina Public Library Box 2311, 2311-12th Avenue Regina, Saskatchewan S4P 3Z5</p>	<p>Nayda Veeman Executive Director Saskatchewan Literacy Network Box 1520, 1130 Idylwyld Drive, N. Saskatoon, Saskatchewan S7K 3R5</p>
<p>Susan Emson ABE/ESL Librarian Information Services Saskatoon Public Library Saskatoon, Saskatchewan S7K OJ6</p>	<p>Roy Bourk Movement for Canadian Literacy SIAST - Kelsey Box 1520 Saskatoon, Saskatchewan S7K 3R5</p>
<p>Belle Auld Alberta Association for Adult Literacy AVC 332 6th Avenue S.E. Calgary, Alberta T2G 4S6</p>	<p>Patricia McNamee Alberta Community Development Arts, Recreation & Libraries Branch 10405 Jasper Avenue Edmonton, Alberta T5J 4R7</p>
<p>Red Feist Alberta Association for Adult Literacy # 510 - 230 5th Avenue S.E. Calgary, Alberta T2G OE4</p>	<p>Donna Lunau Give the Gift of Literacy Foundation Toronto Public Library 40 Orchard View, Suite 2222 Toronto, Ontario M4R 1B9</p>
<p>Patricia Silver Parkland Regional Library Box 1000 Lacombe, Alberta TOC 1S0</p>	<p>Edel Toner-Rogala Prince George Public Library 887 Dominion Street Prince George, British Columbia V2L 5L1</p>
<p>Linacre Griffiths Maskawachees Cultural College Library Box 360 Hobbema, Alberta TOC 1N0</p>	<p>Joy Wickett Yukon Education Public Library Services, Libraries and Archives P.O. Box 2703 Whitehorse, Yukon Y1A 2C6</p>

Association of Professional Librarians of New Brunswick

Bibliothèque Père-Louis-Lamontagne Literacy Activities

1991 Acquisition of documents from *La Fédération d'alphabétisation du Nouveau Brunswick*.

1992 Purchase of a collection of books for literacy purposes after a teacher's recommendation.

L'alphabétisation populaire; Les débutants; La grammaire apprivoisée; L'animation et le vocabulaire; La production de matériel didactique.

Acquisition of a booklet published by the Minister of State (New Brunswick) for *Literacy Community-Based Literacy in New Brunswick*.

Weekly visits from a group of learners and their teacher at our library.

1993 Acquisition of documents from the Association canadienne française de l'Ontario. *Alphabétisation Ontario*.

Weekly visits from two groups and their teacher.

1994 Visits continue.

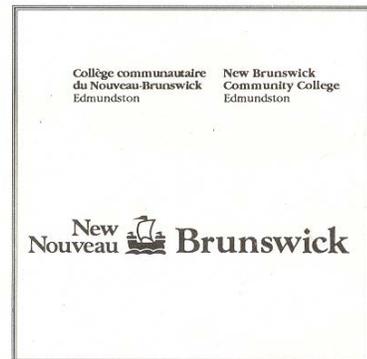
1995 Visits continue.

(Articles were written throughout the years in newspapers to invite people to the library. Invitations have also been made in 1995 on cable TV).

ABPNB/APLNB

Community College of New Brunswick Edmundston Campus

- Each of the nine New Brunswick Community College Campuses has a literacy coordinator.
- Since 1991 teaching takes place in the various Communities rather than at the College for grade levels 1 through 9.
- The program is entitled CASP (Community Academic Services Program).
- The Colleges provide all resource materials.
- Each College library has different level reading material available but because the classes are held in the communities surrounding the Colleges, most teachers borrow reading material from the public library in their area.
- They visit the public library from time-to-time as a class and the teachers encourage their students to visit on their own time as well.
- Once a student completes the program to the ninth level they then can finish the last three levels at the community College. It is at this step that College libraries play a significant role.



1994 International Year of the Family

- Make reading a family affair poster - Provincial launching of a poster featuring a grandparent and child reading together. The idea for this provincial campaign began in our region and the poster was designed by the Saint John Regional Library staff.
- Kids at Risk - One-on-one tutoring sessions during the summer for children having difficulty with their reading.
- Daily Reading Program - For anyone who likes to read or be read to. This program encourages participants of all ages to keep track of their time spent reading.

Ongoing

- Summer Reading Clubs - goal is to encourage children to read throughout the summer so as to maintain or improve their reading skills.
- Library Programs for Children take place at all libraries in the region. The main goal of these programs is to show children the fun to be had reading.
- Saint John Learning Exchange - A library staff member serves on the Board of Directors of this community based adult literacy program.

Newfoundland Provincial Public Libraries

Literacy Activities – Current/Ongoing

1. Establishment of a new Literacy Centre in the Gander Public Library.
2. Establishment of a Literacy Centre in Port Aux Basques Public Library (joint partnership) with West Viking College.
3. Assistance by several branches in the continuation of pre-school literacy projects, over the summer months (libraries take up when schools close in June).
4. Peer Tutoring Summer Programs ongoing, in many branches - teens teaching junior kids reading/writing skills, via Challenge Funding.
5. Library facilities provided for Laubach Tutors/Students.
6. "Learn to Read" literacy tapes deposited in several branches. (Series of 30 video tapes, with workbooks for patrons to use at their own pace).
7. Writers in Residence/Author Visits - Readings by Literacy Students for Learners.

Provincial Public Library System (NFLD) Literacy Projects

1989 Evaluation of Reading Level Public Library Collections

- sponsored by Newfoundland Department of Education and federal Secretary of State.
- conducted an evaluation of grade 5 to grade 9 reading level materials in public library collections.

1990-91 Literacy Coordinator

- sponsored by Newfoundland Department of Education and federal Secretary of State.
- library staff and board members were made aware of literacy needs of Newfoundlanders and the importance of providing library services in this area.



1994-95 Daycare Outreach Project: 1994-95

- This Project was funded by a grant of \$51,000 from the National Literacy Secretariat's Partnerships in Literacy Programme. Over an 18 month period, workshops were developed and conducted for all interested early childhood educators (daycare workers, parents, library staff) in the St. John's area, and additional ones are consisting of books, props, and ideas for presenting them, will be available on loan from public libraries late in 1995. The goal of the Project is to give caregivers of young children aged 2-6 the means and motivation to provide the next generation with the skills needed for literacy.
- Grant funds have been used to hire a storyteller consultant, and purchase books and materials for the storytime kits.

1995-96 Books for Babies Project

This Project is funded by a grant of \$43,000 from the National Literacy Secretariat. The objectives of the project are:

- to encourage an early love of language play, stories and books in children, recognizing that these lay the groundwork for literacy.
- to give parents of newborn babies the means of developing the habits that will help their children acquire the literacy skills essential to success in life.
- to produce materials that will invite participation by parents of varying literacy levels and encourage them to improve their own literacy skills.
- Grant funds will be used to hire a researcher/coordinator, and to procure and/or purchase materials to be distributed to new parents.

Laubach Literacy of Canada

From Laubach Literacy of Canada's Literacy Challenge 2000 Proposal

Development Report Card: 1991 to 1994

LLC Competencies

1. Canadian Publishing Program:
Les Gagnants Canada, Our Country The Team the Tells the Tale
Voice3 Mother to Mother Families
Something You Should Know About Me
2. Two national student/tutor surveys: *A Survey of Learners and Tutors Carried Out for Laubach Literacy of Canada and Interim Report on Laubach Literacy of Canada National Follow-up Study of Previous Participants in the Laubach Program.*
3. *Literacy Connections*, published three times a year, communicating with over 10,000 registered trained literacy tutors, government officials, literacy organizations, libraries, pen pals, donors, etc.
4. Program initiatives to meet special needs groups. Workplace Literacy; Peer Youth tutor Clubs; books for Babies; Parents as Teaching Partners; Tadpole Readers; Summer Reading for Fun.
5. Field Service staff in British Columbia and Newfoundland/Labrador.
6. Field Service training teams to train tutors in remote areas.
7. LLC publicity materials to councils for International Literacy Day, Literacy Action Day and other events throughout the year.
8. A well managed membership database that is updated annually.
9. A financial support program working within the framework of a ten year strategic plan member emphasizing direct mail, member solicitation, corporate and planned giving.



10. Training standards for tutors that are reviewed by a national certification committee. A 12 to 24 month average apprenticeship is part of the certification process.
11. One hundred and forty-two trainers and one hundred and sixty-four apprenticing trainers throughout Canada.
12. Expertise in ESOL, youth, family and workplace literacy training.
13. Numeracy training using the New Readers press series, *Breakthrough to Math*.
14. Numeracy training using LLC's new metric math supplement.
15. Through LLC's Head Office there is a national distribution of high interest-low level books and other teaching materials that cover functional literacy to high school completion, numeracy and science. These are distributed to colleges, school boards and literacy councils. These materials are developed by LLC's Canadian publishing program. New Readers press and People's Publishing Group.
16. Workplace Skills Training programs in Ontario, Prince Edward Island and Nova Scotia.
17. One hundred and sixty-three councils providing basic and functional one-on-one literacy training to adults and older youth.

January to June 1995 Highlights

1. Publications: Handbook of *Cultural Awareness*; *Cooking with Laubach*
2. Project: Creating a Learning Culture in the Home

