

# Literacy Newsletter



District 7810

Rotary Literacy Newsletter, Winter Edition 2019-2020

Questions? Contact [literacy7810@sussexrotary.org](mailto:literacy7810@sussexrotary.org)

## WELCOME TO THE WINTER EDITION DISTRICT 7810 LITERACY NEWSLETTER!



We are very pleased to share with you the literacy work accomplished in District 7810.

What is your club doing? What would your club like to do? What need do you see in your community?

Please reach out and let us know what your club is doing and how we can help support your club's efforts.

In this newsletter, you will learn:

- 1) The role of the District Literacy Committee.
- 2) How to pick the right literacy program for your club and community.
- 3) Two Literacy Programs spearheaded by the Woodstock Club and close to the hearts of many Rotarians and community members.

***Is your club active in literacy work or wanting to get involved?***

### We Need You!

District 7810 needs a regional Literacy Rep for our U.S. Clubs! If you are an advocate for Literacy and interested in supporting the U.S. region, please contact us today!


[literacy7810@sussexrotary.org](mailto:literacy7810@sussexrotary.org)

### AREA OF FOCUS: SUPPORTING EDUCATION

In 2015 the District 7810 Literacy Committee was reinstated. Two major projects undertaken in those early years were a survey of club projects and the development of a literacy resource document. The committee has grown, and the structure has expanded to include 3 other initiatives.

- 1) Attract Literacy Regional Representatives
- 2) Collect, Prepare and update the 7810 Literacy Resource Document
- 3) Prepare District 7810 Literacy Newsletters

The committee has been attracting Rotarians who are passionate about literacy to act as Regional Representatives with the district.



*“More than 775 million people over the age of 15 are illiterate. Our goal is to strengthen the capacity of communities to support basic education and literacy, reduce gender disparity in education, and increase adult literacy.” - Rotary International*

## WHAT IS THE MANDATE OF THE REGIONAL REPRESENTATIVE?

To advocate for Literacy activities, to collect and share club literacy activities and information with the District Literacy Committee, to collect and share District Literacy activities and information with the clubs and to support clubs through resources offered internally by the District Literacy Committee and externally from other organizations promoting Literacy.

## WHAT ARE THE TASKS OF THE REGIONAL REPRESENTATIVES?

1. Identify club literacy activities.
2. Identify club literacy needs.
3. Learn about and become familiar with literacy information and resources available from the District Literacy Committee, Rotary International and other external organizations to be able to share this knowledge and information with their area clubs.
4. Advocate for more literacy activities to be sponsored and facilitated by their area clubs.

## WHO ARE THE 7810 LITERACY REGIONAL REPRESENTATIVES?

**Valerie Carmichael** - North-Western NB - Woodstock and North to and including Edmundston on NB side of the border.

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**Sharon Campbell** - North Eastern Maine - Houlton - Fort Kent

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**Audrey Ronalds** - North Eastern NB - Campbellton to Miramichi

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**Lisa Gallagher** - South Eastern NB - Bouctouche to Shediac

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**Ian Franklin** - Greater Moncton Area - Dieppe – Moncton

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**Clair Ripley** - Greater Fredericton Area - Gagetown - Oromocto and Fredericton area.

Email: clairripley@gmail.com

**Angie Cummings** - Sussex, Hampton, Rothesay

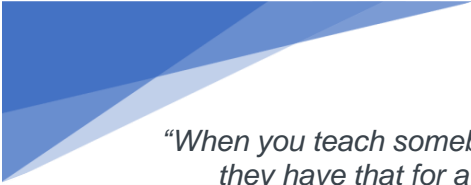
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**Susan Ballantyne** - South-Western NB - Grand Manan - St. Stephen and Saint John

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**Genie Coates** - Port Elgin and Sackville

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*“When you teach somebody how to read, they have that for a lifetime. It ripples through the community, one by one.” – Mark Wilson, Rotary Member*

## CHOOSING A LITERACY PROJECT

There are many things to consider when choosing a literacy project for your Rotary Club. Club projects are just like other things; they need to be evaluated with regularity to ensure they still are the best value for dollars spent.

The points below address only a few of the things we, as club members, must consider when allocating money to literacy projects.

1. *What group is our proposed project targeting and is there a need for the project within that group?*

Literacy needs exist within the preschool, school-aged and adult populations. Assess where there is greatest need and consider less served groups and see if there is something Rotary can do for those populations.

2. *Is there an opportunity to partner with another service provider in the area to increase the effectiveness of the project?* Sometimes the expense and administration of a project make it imperative to involve other members of the community. In addition, this often allows expanded awareness, which will assist in alerting target groups and spread knowledge of the program.

3. *Is there an opportunity to serve a group that is often forgotten?* Some groups that are often not considered for service include, for example, the Elizabeth Fry Society, Correction Services, the Visually and Hearing Impaired.
4. *Is this project currently valid or has technology reduced its usefulness?* Literacy support resources have changed with the rapid increase of technology in the learning environment making traditional resources less engaging and useful.
5. *Does the project consider the cultural background of the targeted group?* There needs to be an awareness of the cultural practices, values and sometimes income levels of the targeted group.

This short list of things to consider is meant to promote thoughtful analysis of the projects supported by Rotary Clubs.

As George Bernard Shaw said:

*“The only man who behaves sensibly is my tailor; he takes my measurements anew every time he sees me, while all the rest go on with their old measurements and expect me to fit them.”*

Evaluation is essential.



## WOODSTOCK ROTARY SUPPORTS CLASSROOM LIBRARIES

This project provides books to students in grades 6,7 and 8 of the Meduxnekeag Consolidated and Townsview schools, a total of some 400 students.

The project's goal is to support creating life-long readers. We know that the more a student reads and also the more they talk about the books they are reading, the greater the chance they will become hooked on reading. Choice is a highly motivating factor, so all students will be able to choose the book they would like to read. When they have finished reading their book, they can tell other students in their class about the book. Books will be placed in a classroom library. Students can borrow and read other students' selections so that students can potentially read several books.

The project's objectives are:

1. To make books more accessible to middle school students;
2. To help low-level readers increase their interest in reading and reading skills; and,
3. To get grade 6, 7 and 8, students excited about reading

The project benefits:

4. *Students whose home contains few, if any, books.* Our club knows from its literacy work in the community that books are in very short supply in a significant number of households. Being given a quality book that is appropriate and interesting to his/her age group can be a

powerful incentive for the student to do more reading.

5. *Low-level readers.* About 25% of the students are reading below their grade level. The project will engage and assist low-level readers by teachers and Rotarians reading passages from the books and by the Peer Reader program where a student helps a classmate with reading.
6. *All grades 6, 7 and 8 students.* The project is expected to increase their enthusiasm for reading.

The annual cost of this program is in the \$4 to \$5 thousand range. For the past several years, the project has benefited from a Rotary Foundation District Grant.



## ROTARIANS REACHING OUT TO READ (RROTR) PROGRAM

### PROGRAM RATIONALE

- Early exposure to books a key determinant of adult literacy
- The key success factors for encouraging reading at an early age:

- Advice on the importance of reading/tips on reading
- Gift of a high-quality book
- The target is the 25-30% of families where children are at risk of not being read to

## PROGRAM TARGET

- At-risk families as identified by the Public Health Healthy Families/Healthy Babies Program Assessment

## GOALS

- ✓ Public Health (PH) Staff Include Literacy Promotion Best Practices in Family / Client Relationships
- ✓ Families Read More Frequently to Very Young Children
- ✓ Increase Reading opportunities

## PARTNERS

**Woodstock Rotary Club** – Purchases high-quality board books for distribution

**Talk with Me Program** – Helps select age-appropriate, developmental books for each age; provides a tip sheet and talking points for each book on how best to read the book to the child

**Public Health - Healthy Families/ Healthy Babies Programs** – PH nurses deliver books, explain the importance of reading to young children and provide support, advice and encouragement to parents

## ACTIVITIES

- PH Staff encourage families to read
- PH Staff support families' access to adult literacy support as necessary

- PH Book Delivery: Prenatally, 3, 6, 9, 12, 15, 21, 24 Months – Low Literacy / High Literacy Books, (coordinated with Dept of Health's "Born to Read program" which provides books at birth and 18months)
- Visiting PHNs Evaluate families' progress in reading to the child
- Promote and Support expansion of Rotarian Reaching Out to Read Program to other areas

## EXPECTED OUTCOMES

- ✓ PH Staff have increased knowledge of Literacy and Community Resources
- ✓ Healthy Families Healthy Babies Program Client Families have increased opportunity to read together
- ✓ Increase in Healthy Families Healthy Babies Program Client Families utilization of Community Literacy Resources
- ✓ Expansion of Rotarian Reaching Out to Read Program to other areas of New Brunswick

## PROGRAM STRENGTHS

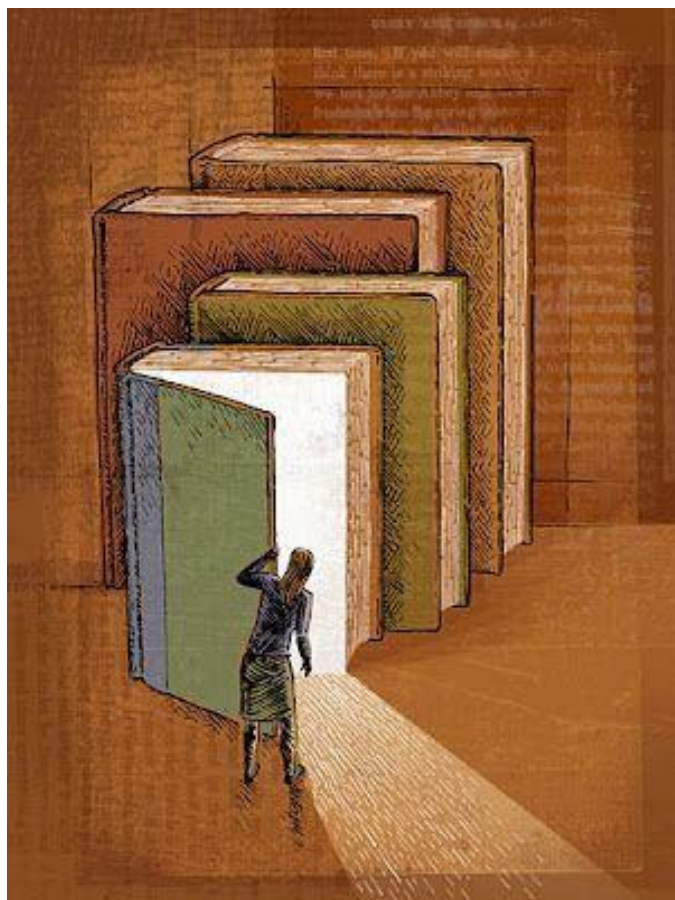
- Improved access to books for families who don't have the discretionary funds to purchase books or take advantage of community literacy resources
- Service comes right to their door, key because many of this target group do not have transportation to the local library or family resource centre.
- Based on mutual regard and trust – nurses are in the home every two weeks as part of the HFHB program and can build a rapport and gain the parents' confidence



- Allows reinforcement of messages and guidance
- Child compiles their very own library of books to read and enjoy long past the program's completion. This step is key because hardly any of the existing early childhood literacy programs, provide free books- fills a crucial gap in existing programming

## **EXPANSION OF PROGRAM TO OTHER AREAS OF THE PROVINCE**

The value of this program can be seen in the way those interested in improving literacy have adopted the program. From its beginnings in the Woodstock area in 2014, it has expanded to Fredericton and area (2015), where the major supporter has been the City of Fredericton Foundation, to St Stephen (2016), with the support of the Rotary Club of St Stephen-Milltown, to the Perth-Andover Plaster Rock region (2016) with the support of the Rotary Club of Perth-Andover and most recently in 2018 to the Sussex area with the support of a two year grant from the local Family Resource Center.



***Got a story for us? Send us your Club's Literacy Project information for an upcoming issue of the Literacy Newsletter!***

**EMAIL US AT  
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