

# LITERACY NOW BURNABY

Activities to March 2011



# Literacy...



Is more than reading and writing...

It is the ability to communicate; the ability understand social codes needed to participate in society and the economy; and the ability to use technology.

Literacy is the foundation upon which all other skills are built.



Back in 2007, a group of people here in Burnaby got

together to identify literacy initiatives that we, as a community, could support and enhance. Burnaby's **2008 Community Literacy Plan** was the result of those discussions.



Participants in the planning process included representatives from community organizations, the public library, the school district, colleges, universities, labour, business and government.

Front line workers, educators, adult learners, potential learners and parents were also included through interviews and program visits conducted prior to the drafting of the plan.



## Key Elements of the Plan

- Encourage and support what is already happening
- Program Sustainability
- Support for, and enhancement of, programs that provide effective services and intergenerational literacy
- Support for community-based multi-service hubs

# Literacy Now Burnaby Steering Committee Members



Antonia Beck, South Burnaby Neighbourhood House

Sarah Bjorknas, CUPE

Constable David Chang, RCMP

Rana Dhatt, Burnaby Multicultural Society

Darlene Gering, Burnaby Board of Trade

Ayesha Haider, Bill Siksay's Constituency Assistant

Heather Hart, SD #41

Sheila MacTavish, SD #41

Margaret Manifold, City of Burnaby

Gina Nicolli-Moen, SD #41

Joyce Pinsker, Burnaby Public Library

Marilyn Smitshoek, Douglas College

Janey Talbot, SD #41

Edel Toner-Rogala, Burnaby Public Library

Yail Waisman, Burnaby Public Library



# First Year Activities – 2009/10

Literacy Now Burnaby funded eight projects in line with plan priorities

- Boys and Girls Club After-School Program for children aged 6 to 12. Result: 81% of parents reported that their child were now reading more at home.
- Cameray Child and Family Services – Family Literacy Circle – three 8 week programs for children and families





- Burnaby Association for Community Inclusion (BACI)  
– Tutoring Special Needs Elementary School Children. Results: improvements reported and parents noted that they had added skills to help at home.
- Burnaby Family Life – Lending Library of Take-Home Kits in several languages.
- Burnaby Multicultural Society – A Pilot program of ESL Conversation Classes for Newcomer Seniors.
- Burnaby Public Library/South Burnaby Neighborhood House – Adult ESL Reading and Conversation Circle.

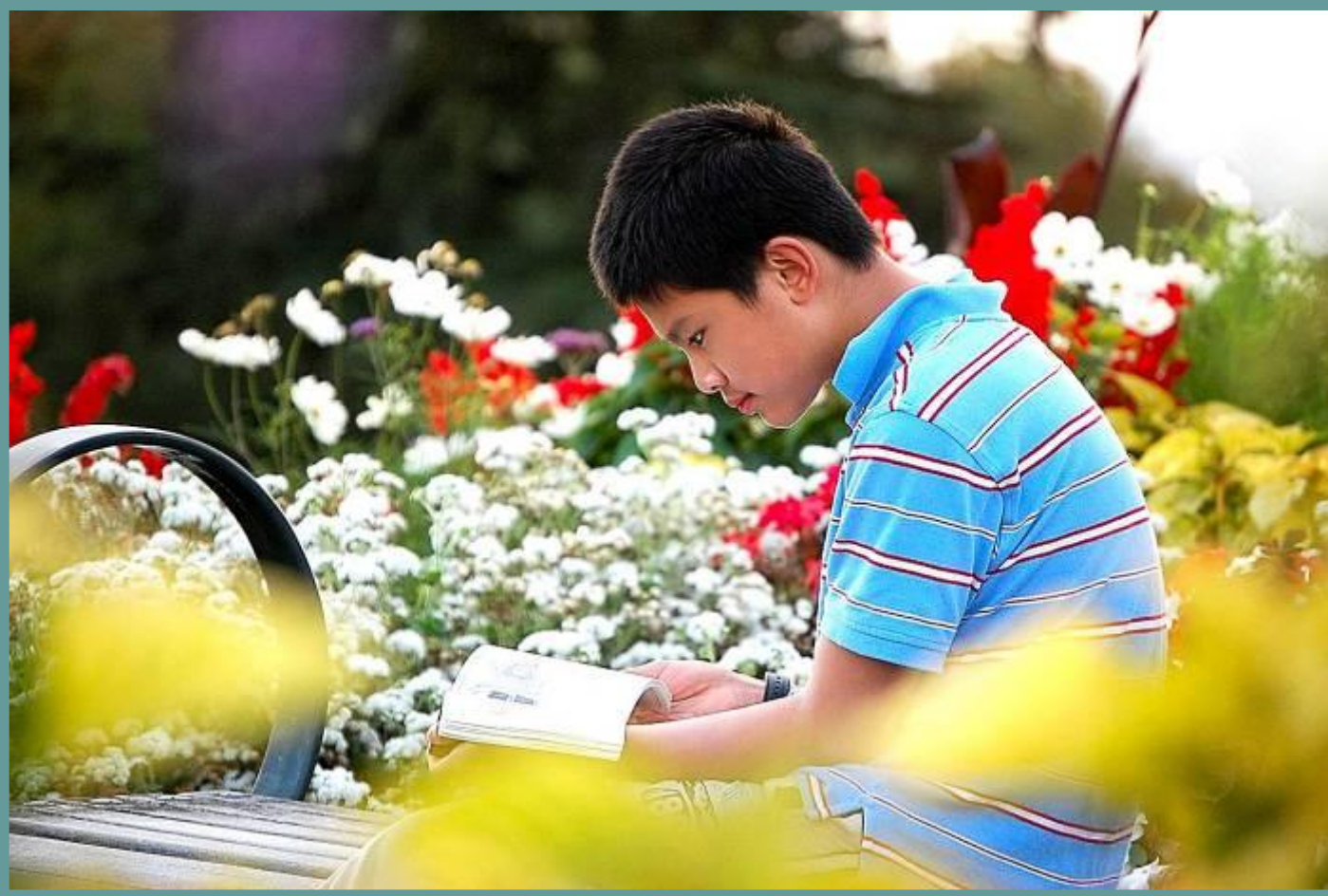






- Douglas College | CARE/ Burnaby Public Library, Kingsway – Learning Table Expansion
- Second Street Community School – A ‘talk” program for children 3-5 years, from homes with a mother tongue other than English and their parents or caregivers.

# Celebrating Reading in Burnaby





# International Literacy Day

- September 8, 2009 proclaimed “Burnaby Reads Day” by Mayor Corrigan.
- “Read In” Events had over 80 people attend with coverage on CBC and in local papers.
- “Burnaby Reads Photo Contest” offered \$100 cash award in each of 8 contest categories all with photos of real people reading in Burnaby locations.

# BURNABY READS

Capturing Burnaby's Best Places to Read



## photo contest

This is your opportunity to share your passion for reading and Burnaby. To celebrate Burnaby Reads Day on September 8, Literacy Now Burnaby is looking for images through to the end of September that help define:

## What Makes Burnaby a Special Place to Read?

*We are looking for your best photos of people reading in Burnaby.  
\$100 cash prizes will be awarded in each of these eight categories:*

- |                       |                      |
|-----------------------|----------------------|
| 1. Most scenic        | 5. Most recognizable |
| 2. Most humorous      | 6. Most unusual      |
| 3. Most urban         | 7. Most comfortable  |
| 4. Most multicultural | 8. Most neighbourly  |

This photo contest is open to anyone who lives, works or goes to school in Burnaby. Individuals may enter up to eight different photos, with a limit of one entry per contest category.

Winners' photos will be displayed at the Bob Prittle Metrotown Branch from January 11 – March 22, 2010.

Photos may be submitted as 8x10 prints or electronically. Each photo must be accompanied by a valid entry form. Entries must be received by 9:00 pm on September 30, 2009.

Entry forms and complete contest rules are available at  
Burnaby Public Library branches or online at  
[www.bpl.bc.ca/burnabyreads/contest](http://www.bpl.bc.ca/burnabyreads/contest)

This contest is sponsored by Literacy Now Burnaby. Literacy Now Burnaby, in partnership with many organizations, raises awareness of the importance of literacy and, with funds provided by Literacy Now, supports literacy programs in Burnaby.



# What Makes Burnaby a Special Place to Read?

# Photo Contest – One of the 120 Entries and Eight Winners



# Community Capacity Workshops Delivered



- Proposal Writing Workshop – May 2009
- Financial Literacy Workshop - November 2009
- Plain Language Workshop - May 2010
- Evaluation Workshop - June 2010

# Health Literacy Collaborative



International Adult Literacy and Life Skills Survey (ALLS) results show that more than 55% of Canadians have less than adequate health literacy skills. For those over the age of 65 the numbers rose to 88%.

Four BC communities participated in the Health Literacy Pilot project, “Patients as Partners” - Hazelton, Victoria and Tri-Cities and Burnaby. Other partners were with Impact BC, Literacy Now & Ministry of Health

The Local team consisted of a medical practice – Doctor and Staff, a literacy learner, Health Department Staff and the Community Literacy Coordinator.



# Health and VOBS - Voices of Burnaby Seniors

Through the Community Literacy Coordinator, we brought health information to Voices of Burnaby Seniors, did presentations to community seniors and developed medical Information in clear language.





# Literacy Coordinator Outreach



The Community Literacy Coordinator participates in the following committees:

- Burnaby Interagency Committee
- Early Childhood Development & Neighbourhood Action Team
- Eastburn Interagency
- Norburn Interagency
- Metrotown Interagency
- Burnaby Intercultural Planning Table & Intercultural Community Forums

# Activities for 2010/11



Funding support for School District 41's  
“Later to Literacy” Program for Youth -

a program to help youth who have not mastered reading skills. It includes daily one-on-one student support from a specially trained teacher at the following locations – Byrne Creek, Moscrop, Burnaby North, Burnaby South, Fraser Park and Alternate Programs.



# Drop Everything and Read (DEAR)

Financial support for literacy awareness in October Events were held at:

- Burnaby Public Library – all branches
- Stoney Creek Community School
- Burnaby Multicultural Society
- Continuing Ed – ELSA 2 – 6 classes
- The Burnaby Hospice Society
- Maywood Childcare
- Eastburn Community Center
- Stride Avenue Community School
- 12 Strong Start Centres



# Capacity Building Workshops Continued



- Program Sustainability Planning - September 2010
- Proposal Writing Workshop - October 2010
- Train the Trainer Plain Language – November 2010
- Project Development – February 2011





# Assessment

Literacy Now Burnaby has been in operation since 2007 and it seemed appropriate to pause and evaluate our success as we prepared to embark on the last year of funding from 2010 Legacies.



## Assessment Goals – To Determine...

- How well has the committee delivered on the original Community Literacy Plan?
- To what extent has this committee reached the community of Burnaby and affected residents and service providers?
- What are Literacy Now Burnaby's next steps?

# Has the Committee Delivered?



- **Yes...**

A strong group was created that has built and sustained partnerships and promoted literacy and learning in Burnaby

- **Yes, for the most part...**

Practitioners in no-profit organizations are feeling more confident in their grant writing capabilities.



## ● Yes, somewhat...

Newcomer families are more aware of learning opportunities and how to gain access to them.

Newcomer parents have demonstrated improved communication and literacy skills allowing them to negotiate tasks at home, school and in the workplace more confidently and effectively.

Programs are working at building financial sustainability and are able to make long-term plans.

Newcomer youth are reporting more comfort, confidence and success at school.

More adults are able to participate and be successful in educational programs.

Homeless people are making use of resources and are more aware of learning opportunities.



# Community Impact



- While about a quarter of respondents were not aware of the committee and its work, among those who know of the committee, the most popular “products” were:
  - Burnaby Reads
  - Capacity Building Workshops
- The Committee was seen to be promoting literacy and helping newcomers with literacy
- The majority of respondents thought that there was currently a good level of collaboration on literacy initiatives, programs and services
- There was an indicated need for more media and political interest



# Overall Themes



- ✓ Be inclusive of all, including age, gender, ethnicity, linguistic capacity and socio-economic status.
- ✓ Support to the entire early learning community - childcare, community centers and schools - equally
- ✓ Place more focus on adults who lack basic literacy skills, whether that's for ESL reasons or other
- ✓ Advocate for and support literacy programs for families and make them more accessible – that includes help with childcare and transportation
- ✓ More programs for newcomers
- ✓ More programs for single parents, poor people, isolated families and transients
- ✓ Sustain the work of Literacy Now Burnaby



# Priorities

- 1 – Programs for newcomers
- 2 – Adults with low levels of literacy
- 3 – Literacy for children and seniors

## Things to consider...

- Understanding and recognition of cultural/social factors which affect literacy
- Book borrowing access for people with no fixed address
- Supporting families

# Next Steps



- Position Literacy Now Burnaby as central place for all literacy information
- Increase Media/Community Relations
  - Find ways to celebrate the literacy that people have
  - More information sharing for frontline staff in agencies on how to access information about literacy programs





- Get learners to the next level (build on learning)
- Provide the next level - increased vocabulary, visiting, field trips, and conversation circles – building literacy through experiences and not just reading a book. Could be offered through community centers.
- Literacy events community newsletter

# Assessment Results were reported out at a Community Literacy Forum in December 2010



Based on the feedback from that meeting, Literacy Now Burnaby will focus on:

- Capacity building for service providers
- Individuals with really low literacy
- Clear/Plain Language use
- Promoting literacy in first language



# 2011 and Beyond



- Refresh the Steering Committee -  
add new members from community agencies
- Refresh the Community Literacy Plan ensuring alignment of community and district priorities/efforts and long term sustainability
- Create new Task Groups with members from various organizations to carry on with the work.
- Link with other Literacy Committees in the region
  - set up a meeting with Tri-Cities Literacy Now

# Questions... Comments...

