

# Family Literacy Project



Submitted to:  
Government of the Northwest Territories

Submitted by:  
The NWT Literacy Council

**Name of Project:** Family Literacy Project

**Sponsor group:** NWT Literacy Council

**Goal:** Family literacy providers in NWT communities develop and deliver a wide-range of family literacy programs.

## **Project Summary**

The NWT Literacy Council is a territorial, non-government organization with a mandate to promote and support literacy development in all official languages of the NWT. The objectives and activities are of this project are:

### **1. Promote family literacy in the NWT**

- Develop family literacy public service announcements to be aired on local radio stations for Family Literacy Day.
- Develop family literacy posters that encourage families to read, sing, talk and tell stories to their children.

### **2. Develop culturally relevant resources to support family literacy initiatives in all NWT communities.**

- Develop three *Books in the Home* Kits
- Develop and distribute an annotated list of Aboriginal literature for children

### **3. Provide on-going training to family literacy facilitators in the NWT to help them expand their family literacy initiatives.**

- Develop & deliver a Family Literacy Learning Symposium for 30 - 40 participants from NWT.
- Deliver a Family Tutoring workshop in two communities.

The expected results of the project are:

- Families see and hear information about family literacy that is relevant to their traditions and culture.

- More culturally relevant resources available for family literacy programs.
- Family literacy providers expand their family literacy programs.

We will measure the project through feedback from family literacy providers and through quantitative analysis of our products and services. The project will produce a family literacy poster, one public service announcement about family literacy, a family literacy resource manual, an annotated list of Aboriginal literature, a Family Literacy Learning Symposium and two *Family Tutoring* workshops.

## **Project description**

Approximately 42% of adults aged 16 to 65 have literacy levels below the level they need to function in today's society. This is the same as the Canadian average, but it means 4 out of 10 people face literacy challenges. Although the gap between the literacy levels of the Aboriginal and non-Aboriginal populations is significant. Approximately 69% of the Aboriginal population has low literacy compared to 30% of the non-Aboriginal population. One way to break the cycle of low literacy is through the promotion of family literacy.

Denny Taylor first coined the term "family literacy" in 1983 to refer to the importance of family relationships in literacy development (Shively & Thomas, 2002). Family literacy programs reflect this importance: they "recognize the influence of the family on the literacy development of all its members, and support families in building expertise in language development, reading, and writing" (Shively & Thomas, p.1-8). Family literacy programs take a holistic approach to programming that encourages cross-sectoral collaborations to support families' needs. Rather than taking a deficit approach to literacy, this integrated approach builds creatively on the strengths of families and on existing programs and services. Family literacy is a great way to support children in their literacy development. It also gives parents confidence in their parenting skills and increases their level of comfort when dealing with literacy in their home.

The goal of this project is for family literacy providers in NWT communities to develop and deliver a wide-range of family literacy programs. Building capacity at the local level encourages community development and provides much needed skills for community members.

This project will promote family literacy in the NWT, develop culturally relevant resources to support family literacy initiatives and provide training to family literacy providers in the NWT. We plan to work with local people who are interested in running family literacy programs or those who can incorporate family literacy into their existing program.

The activities for this project are:

- Develop PSAs about family literacy for Family Literacy Day. They will air on local radio stations three times per week for eight weeks prior to Family Literacy Day. We will work with family literacy providers to develop the PSAs.
- Develop and distribute family literacy posters for Family Literacy Day. The posters will be culturally relevant to the people in the NWT. They will encourage parents to read, sing, talk, and tell stories with their children. Posters will be sent out in early January so they can be put up in communities before Family Literacy Day.
- Develop a family literacy resource called *Books in the Home*. We will develop this resource this year and train and distribute it next year. The program will provide family literacy providers with ideas and activities to do with families in their community. A similar program is used widely in Canada. We want to develop a unique program that meets the needs of northern families. The program will be grounded in northern culture and ideas.
- Develop and distribute an annotated list of Aboriginal literature for children, youth and adults. We get many requests for titles of Aboriginal books from family literacy providers. This resource will provide an in-depth look at Aboriginal literature. We will distribute the resource to family literacy providers and all schools in the NWT. We will also post it on our website.
- Develop and deliver a four day Family Literacy Learning Symposium to 30-40 participants. Training will include a variety of family literacy programs, program planning and early brain development workshops. Participants will have an opportunity to share ideas and learn new programs they can use in their community. The training will include the following:
  - Brain Basics – understanding the workings of our brain

- Emergent Literacy
  - Intro to Family Literacy
  - 1-2-3 Rhyme With Me
  - Music and Literacy
  - Building Aboriginal Language Skills
  - Family Literacy Nights
  - Program Planning
- Deliver a *Family Tutoring* workshop in two communities in the NWT. The Family Tutoring program is a program that supports parents to help their children to learn to read and write. The workshop is three days long. We will deliver the training to people interested in running a program. We will also model a workshop with parents.

At the end of this project, family literacy providers will have more ideas and training to implement new family literacy programs in their community. Families will have more understanding of what family literacy is and how they can help their children with literacy at home.

## **Description of Organization**

The NWT Literacy Council is a territorial, non-government organization with a mandate to promote and support literacy development in all official languages of the NWT. We do this through training, research, information sharing, resource development and public awareness activities. A large part of our work involves providing information, resources and support to literacy practitioners, teachers, librarians, early childhood educators and other community resource people. Our current services to the literacy field include:

- Resource development in family literacy and community literacy;
- Research on literacy in the NWT and Aboriginal languages literacy;
- Training workshops on community and family literacy; literacy, language and culture; tutor training; instructional techniques and curriculum

support; plain language writing; program planning, proposal writing, supports for learners with disabilities and evaluation;

- Community outreach and support;
- Literacy lending library;
- Web site – [www.nwt.literacy.ca](http://www.nwt.literacy.ca);
- Electronic conferencing system on North of 60, with links to other literacy conferencing systems;
- Regularly published newsletters distributed widely throughout the NWT and southern Canada;
- Literacy promotion through International Literacy Day/ Adult Learners' Week, NWT Literacy Week, PGI Golf Tournament for Literacy, National Family Literacy Day
- Monitoring and responding to literacy policy on a territorial and national level.

The NWT Literacy Council works with a variety of groups and individuals in our efforts to promote and support literacy development in the NWT. We work directly with family support and early childhood program providers, literacy practitioners and learners, Aurora College, the Government of the NWT, not-for-profit organizations, libraries, Divisional Boards of Education, Aboriginal organizations and other agencies.

**Target Group:** Daycare workers, Aboriginal Head Start program, schools, family support centre, parents, adult educators

**Need for the project:**

Approximately 42% of adults aged 16 to 65 have literacy levels below the level they need to function in today's society. This is the same as the Canadian average, but it means 4 out of 10 people face literacy challenges. Although the gap between the literacy levels of the Aboriginal and non-Aboriginal populations is significant. Approximately 69% of the Aboriginal population has low literacy compared to 30% of the non-Aboriginal population. One way to break the cycle of low literacy is through the promotion of family literacy.

Literacy is an important part of family life. Family literacy is based on the understanding that young children learn literacy in their families and communities through many social interactions that are enjoyable and invite active participation. Family literacy is a natural part of everyday family life and includes many activities that help to “get things done,” and transmit values, culture and language. Family literacy programs recognize the importance of the parents in the literacy development of their children and try to support families in reading activities. There are many types of family literacy projects:

- storytelling
- reading circles
- parenting sessions
- homework clubs
- book bags for parents and their infants
- rhyming programs

The goals of family literacy programs range from a concern for parent-child interactions that promote school readiness, to broader community development goals that aim to support and strengthen families and communities. Family literacy is a way of looking for long-term solutions to social issues in the north. Family literacy builds creatively on existing services and resources. Through partnerships, communities can provide a fully integrated family literacy model, which includes adult education, early childhood education, parenting education and support, and interactive parent-child learning.

This project will provide hands-on training for people interested in running family literacy programs in their community. We hope to build capacity at the community level to develop and deliver family literacy programs.

## Work plan

**Project name:** Family Literacy Project

Objective 1: Promote family literacy in the NWT.

Resources	Activities and timelines	Products	Who is responsible?	Results
Family Literacy Coordinator, family literacy programs	<p>Develop family literacy public service announcements to be aired on local radio stations for Family Literacy Day.</p> <p>To be completed by November and aired for December and January.</p>	<ul style="list-style-type: none"> <li>▪ PSAs play on the radio 3 times per week 8 weeks before Family Literacy Day</li> </ul>	Coordinator and Executive Director. Coordinator works with family literacy programs in some communities to develop message for PSAs.	Families see and hear information about family literacy that is relevant to their traditions and culture.
Coordinator, printing company	<p>Develop a family literacy poster for Family Literacy Day that encourages families to read, sing, talk and tell stories to their children.</p> <p>To be completed by March 31<sup>st</sup></p>	<ul style="list-style-type: none"> <li>▪ Family Literacy poster</li> <li>▪ # of posters printed and distributed.</li> </ul>	Coordinator and Executive Director. Coordinator works printing company to develop poster.	

## Work plan

**Project name:** Family Literacy Project

Objective 2: Develop culturally relevant resources to support family literacy initiatives in all NWT communities.

Resources	Activities and timelines	Products	Who is responsible?	Results
Resource Coordinator, Family Literacy Coordinator, printing company	Develop a family literacy resource called <i>Books in the Home</i> . Write the first draft by Dec  Review with family literacy providers in Jan – Feb Print by March 31 <sup>st</sup>	<ul style="list-style-type: none"> <li>A new culturally relevant resource for family literacy providers.</li> </ul>	Coordinator and Executive Director. Coordinator works with family literacy programs in some communities and works with Yellowknife Films.	More culturally relevant resources available for family literacy programs.
Family literacy coordinator, printing, family literacy providers	Develop and distribute an annotated list of Aboriginal literature for children, youth and adults.  Draft by November – family literacy providers review Completed by March 31 <sup>st</sup>	<ul style="list-style-type: none"> <li>An annotated list of Aboriginal books.</li> </ul>	Coordinator and Executive Director. Coordinator works printing company to develop poster.	

## Work plan

**Project name:** Family Literacy Project

**Objective 3:** Provide on-going training to family literacy providers in the NWT to help them expand their family literacy initiatives.

Resources	Activities and timelines	Products	Who is responsible?	Results
Family Literacy Coordinator, Resource Coordinator, Travel, food and accommodation for workshop. Space, supplies, food and equipment	Develop and deliver a Family Literacy Learning Symposium for 30 – 40 participants from the NWT. Develop workshops by October Workshop delivered in November	<ul style="list-style-type: none"> <li>▪ Family Literacy Training Symposium</li> <li>▪ New workshops</li> <li>▪ Handouts for participants</li> </ul>	Family Literacy Coordinator and Executive Director	Family literacy providers expand their family literacy programs.
Family Literacy Coordinator, travel and accommodations, Space, food and workshop supplies	Deliver a <i>Family Tutoring</i> workshop in two communities. One community in September and another community in January	<ul style="list-style-type: none"> <li>▪ 2 <i>Family Tutoring</i> Workshops</li> <li>▪ Handouts for participants</li> </ul>	Family Literacy Coordinator and Executive Director	

Budget Item	Amount Requested	Other revenue (cash)	In Kind support	Total
<b>Wages for personnel</b>				
✓ Family Literacy Coordinator Salary plus benefits and employer costs	\$72, 000			
✓ Resource Coordinator 1/3 Salary plus benefits and employer costs	\$24, 000			
✓ Administrative Assistant ½ Salary plus benefits and employer costs		\$25, 000 HRDSD		
<b>Travel and Accommodations</b>				
✓ 20 workshop participants from outside of YK – travel and accommodations (\$2, 000 each)	\$30, 000	\$10, 000 HCI		
✓ Lunch and breakfast for 4 days for 45 people	\$10, 000			
✓ Travel to 2 communities for 2 people for 3 days each	\$8, 000			
<b>Materials</b>				

✓ Paper, flipcharts, overheads, other workshop supplies, crafts	\$3,000			\$3,000
✓ Photocopying (material for workshop)	\$1,400			\$1,400
<b>Rent and Utilities</b>				
✓ \$500 per day for 4 days	\$2,000			\$2,000
<b>Resource Development</b>				
✓ Printing cost of Family Literacy Resource	\$8,000			\$8,000
✓ Photocopy costs for Annotated list of Aboriginal books	\$1,000			\$1,000
✓ \$500 for mail out	\$500			\$500
✓ Poster costs (1000 posters)	\$6,000			\$6,000
✓ PSA announcements (recording and costs to air them)	\$13,000		\$3,000 (radio stations)	\$10,000
<b>Total</b>	\$178,900	\$25,000	\$3,000	\$206,900

<b>Evaluation</b>		<b>Project name:</b>	
	<b>Results (from work plan)</b>	<b>Indicators &amp; data to measure results</b>	<b>Sources of data</b>
<p><b>Objective 1</b></p> <ul style="list-style-type: none"> <li>▪ Posters</li> <li>▪ PSAs</li> </ul>	<p>Families see and hear information about family literacy that is relevant to their traditions and culture.</p>	<ul style="list-style-type: none"> <li>▪ Number of time PSAs play.</li> <li>▪ Number of family literacy providers that help write PSAs.</li> <li>▪ Number of posters developed and distributed to communities.</li> <li>▪ Feedback from family literacy providers about promotional material.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Workshop attendance and evaluations.</li> <li>▪ Feedback from family literacy providers.</li> <li>▪ Project records and financial reports.</li> </ul>
<p><b>Objective 2</b></p> <ul style="list-style-type: none"> <li>▪ Family literacy resource</li> <li>▪ Annotated list of Aboriginal literature</li> </ul>	<p>More culturally relevant resources available for family literacy programs.</p>	<ul style="list-style-type: none"> <li>▪ Number of family literacy providers that receive the resource.</li> <li>▪ Number of family literacy providers that receive the annotated list of Aboriginal literature</li> <li>▪ Number of requests we have for both new resources.</li> <li>▪ Feedback from family literacy providers.</li> </ul>	

<p><b>Objective 3</b></p> <ul style="list-style-type: none"><li>▪ Family Literacy Learning Symposium</li><li>▪ Family Tutoring workshops</li></ul>	<p>Family literacy providers expand their family literacy programs.</p>	<ul style="list-style-type: none"><li>▪ Number of participants at symposium</li><li>▪ Number of people who attend the Family Tutoring workshops</li><li>▪ Feedback from family literacy providers</li></ul>
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