



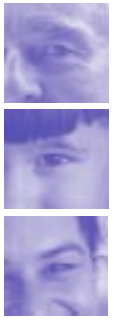
Literacy Partners of Manitoba

WRITE ON!

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PGI Raises \$30,000 for Literacy



Cathy Bain, Helen Delaine, Cynthia Selley and Larry Leiter from Boeing Canada Technology (photo: Winnipeg Sun)

The annual Peter Gzowski (PGI) Golf Tournament for Literacy held this year at Elmhurst Golf & Country Club on June 22 was another rousing success.

"The PGI is a great event for people to gather and enjoy friendship, live music, poetry and great golf," said Chair **Kerry Thrasher** of Canada Post Corporation. "It was the most successful in my experience," commented registration director **Jasmin Singh**.

The Texas scramble PGI tourney was won by the team of **Paul Sigurdson, Luciano Viselli, Fred Mazepa and Paul Adams**.

With 151 golfers, this year's event netted a whopping \$30,000, which goes to Literacy Partners of Manitoba to support the Adult Learner Bursary and LEARN Helpline. The PGI is the largest fundraising vehicle for adult and family literacy in the province and has

contributed in excess of \$120,000 to literacy since its inception in Manitoba.

Thanks to Sponsors

Thanks to our national sponsors: **Air Canada, Epson, Canada Post, Petro-Canada, The Co-operators, and Great-West Life/London Life**; our national supporter **The Royal Bank Financial Group Foundation**; and all of our local sponsors for their contributions to this year's tournament.

We would like to welcome our new sponsors: **Fort Garry Brewing Co. Ltd., Employment Projects of Winnipeg Inc., Boston Pizza, Boeing Canada Technology, WAL-MART, Winnipeg Free Press, Health Trek, Oakwood Golf Course, Jazz Golf, Laura, and Legacy Travel**.

The PGI Organizing Committee would like to say a special thank you to the following

people: **Joe Evans, Magic 99.9 FM; the Bob (Moose) Jackson Dixieland Band; Jazz Duo Jason Munroe and Brian Zimmerman; Ron Robinson, CBC Radio; local artist George Welbanks; and Anne Lavack and co-chair Marv Doerksen!**

Learner Achievement Award

Congratulations to **Sherry Campbell** from the **Open Doors Literacy Program** who won this year's Learner Achievement Award. Thanks to the Cooperators for sponsoring this award.

Future Golfing Events

Join us on **June 26, 2002**, at Elmhurst Golf & Country Club for the **12th Annual PGI Golf Tournament for Literacy**, and on **September 13th, 2001**, at PGX Short Game Golf Training Centre 1380 Taylor Avenue for the **1st Annual Chip-In for Literacy Event** sponsored by Red River Co-op and Kitchen Craft, with proceeds going to Literacy Partners of Manitoba, Stevenson Britannia Adult Literacy Program and St. James Rotary Club. For sponsorship or information on these events, please call LPM at 947-5757.



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President's Report

by Sylvia Provenski

As I write this report it is a warm, sunny First of July, but I know full well that by the time you read this, that day will be long gone. As I take a few moments to relax, re-energize, and reflect on the past year, I am excited as I look forward to the year ahead.

This past year has been full of many exciting changes and challenges for Literacy Partners of Manitoba. We unveiled our new LPM logo, and we launched successful Social Marketing and Endowment Fund campaigns. We worked together with the Manitoba Chamber of Commerce to draft the Reading From the Same Page document, and with the National Literacy Secretariat and Adult Learning and Literacy to bring together representatives from the Manitoba literacy field to analyze the present status of literacy in the province. We also attended a consultation on the Federal Skills and Learning Agenda in Ottawa. We have already begun to see many benefits from these efforts. If you would like to find out more about these projects, just go the LPM web site at www.mb.literacy.ca.

Projects such as the ones mentioned above require a lot of hard work and particular skill sets. We have been very fortunate to have a wonderful group of very capable team players, both board and staff. Unfortunately, over the summer, we have lost two of our very dedicated board members, **Dr. Anne Lavack** and **John Chabih**. Anne has taken on a new position with the University of Regina, and John, a model life-long learner, will be returning to school to complete his Bachelor of Social Work degree. Many of the projects tackled this year

benefited immensely from Anne's expertise in marketing. We wish Anne and John all the best in their new ventures.

In the interim, the LPM board has appointed **Louise Smith** and **Graeme Young**. They will sit as LPM board members until the next AGM, when they may stand for election.

You may remember seeing Louise at our last AGM, where she presented a cheque for \$15,000 on behalf of Assante Asset Management to Learner Speaker representative **Ken Gesell** to be used for the literacy endowment fund. Louise has expertise in the areas of marketing and fundraising, and experience as a tutor. While living in Toronto, she tutored at the St. Christopher House for the homeless.

Before being appointed to the board, Graeme Young volunteered his services and assisted LPM with a variety of projects. Graeme's areas of expertise include law, finance, and marketing. He also has experience as a trainer and tutor.

I would like to welcome Louise and Graeme to our literacy family.

I also want to thank our remaining committed LPM board members: **Marilyn Day**, **Teresa Gibbons**, **Tess Genise**, **Ellen Pruden** and **Marge Warkentin** for their time, energy and expertise.

The upcoming year holds much promise and excitement. If you are interested in becoming part of our exciting team either as a board member or to work on a committee we have a job for you! Just contact me at sylviaprovenski@nald.ca or Literacy Partners of Manitoba at literacy@total.net

Call for Nominations

Literacy Partners of Manitoba Board of Directors seeks names of people who may be interested in serving on the board. Here is a list of the minimum requirements for board membership:

- Be a member at least 30 days prior to the Annual General Meeting
- Demonstrate interest in LPM's goals and objectives
- Must possess specific knowledge &/or experience in at least one element of administration, finance, personnel, program development, evaluation, fundraising, public relations, marketing;
- Must be able to commit the time required to attend or participate in 75% of board meetings and to serve on one standing or ad hoc committee
- All board members must be available for **at least** three face-to-face meetings per year (Meetings are usually held on Friday evening and Saturday all day)
- Executive members must be available for monthly meetings either via teleconference or electronic conference
- If elected, be available for a board meeting immediately following the Annual General Meeting
- Be prepared to represent Literacy Partners at a variety of community events throughout the year

At the AGM on November 17, elections will be held to fill **four** positions on the Board. Individuals interested in submitting their names or names of others for consideration should contact Literacy Partners of Manitoba for a nomination form.

LPM Board of Directors

Sylvia Provenski	President	728-2905	sylviaprovenski@nald.ca
Teresa Gibbons	Secretary	725-1028	literacyteach@yahoo.com
Marilyn Day	Treasurer	261-6337	mday@lifelore.mb.ca
Louise Smith	Member at large	475-3377	seniwati@escape.ca
Graeme Young	Member at large	791-9291	graemeyoung@hotmail.com
Tess Genise	Member at large	984-0373	tgenise@aal.ab.ca
Ellen Pruden	Member at large	982-2107	mcga@canola.org
Marge Warkentin	Member at large	687-7794	warkentins@mb.sympatico.ca
Marg Rose	ex officio	947-5757	marg.rose@nald.ca

Notice of AGM and Board Elections

Saturday, 17 November, 2001
3:30 p.m.
William and Catherine Booth College
447 Webb Place, Winnipeg
RSVP Teresa Gibbons (see left)
by November 1, 2001

Take Five and Read: Celebrate International Literacy Day

International Literacy Day has been celebrated each year on September 8 since 1965 when first sponsored by UNESCO. "Take Five and Read" is the theme suggested by LPM for this year's celebrations.

To encourage potential students, tutors, sponsors and the public to get involved in Literacy and make a personal contribution, LPM has compiled a list of activities and suggestions that can help one person make a difference:

- Take five and share the gift of reading with someone you love
- Give a book or magazine as a gift
- Get a library card - and use it
- Help a friend return to school to finish grade 12
- Volunteer at a local literacy organization as a tutor, board member, fundraiser, or administrative assistant

Two special events will be held in Winnipeg on Saturday, September 8, to raise awareness of the importance of literacy and to celebrate International Literacy Day.

Jim Rondeau's Barbecue and Bookdrive

MLA **Jim Rondeau**, together with the **Stevenson-Britannia Adult Literacy Program**, is hosting a barbecue from 11:00 a.m. to 3:00 p.m. at his constituency office at 839A Cavalier Drive, St James. (See Jim's address to the Manitoba Legislature at right.)

Guests are encouraged to bring children's books to donate to the bookdrive. In return, children will be able to select a book for themselves.

Community bands and choirs from the St James community will provide entertainment. Celebrity readers will include Minister of Labour Becky Barrett. Proceeds will support the Stevenson-Britannia Adult Literacy Program.

The Margaret Laurence Awards will be presented at 1:00 p.m., to two tutors.

LPM Display at the Forks

Literacy Partners of Manitoba (LPM) is presenting an information display and celebrity reading event from 12 noon to 6:00 p.m. at Buskers' Lookout, overlooking the river next to Branigan's Patio, at the Forks.

People attending the War Child Concert at the Forks will be encouraged to visit the LPM display and donate a book, pick up a bookmark or tattoo, try a literacy quiz, enter a prize draw, or listen to celebrity readers.

Prominent athletes, politicians, and media personalities will be reading from their favourite books. Members of the Learner Speakers' Bureau will also be on hand to tell their stories and promote literacy.

Global TV will be promoting the event in a series of prime time public service announcements.

Volunteers Needed

Representatives from adult programs are invited to man the display and promote adult literacy and their own programs at the same time. We are also looking for family literacy people to tell stories at the adjacent children's area managed by **Rhonda Taylor** of Frontier College.

For further information or to sign up, call Susanne at 947-5757.

Jim Rondeau's Call to Action

Here is the text of Mr Rondeau's speech to the Legislature about International Literacy Day. We thank him for his support.

Today, Mr. Speaker, I rise to discuss and talk about World Literacy Day which will be held September 8 this year. As we all know, literacy affects health and is a direct relation to poor health. It affects full employment and ability to hold and maintain good employment, and it also stops people from becoming full participants in society. Literacy also perpetuates over the years.

I would like to congratulate the volunteer teachers working in this area and also the people who are improving their studies in this area. Literacy Partners of Manitoba and many other groups are planning activities on September 8 this year. The weekend will be comprised of many activities to promote literacy and to raise awareness of the effects of illiteracy. I am working with the MLA of St. James and the staff and students of Stevenson-Britannia Adult Learning Centre to hold a barbecue with people donating money and school supplies for students and literacy programs in the St. James area.

These books will be provided for family literacy. Children's books will be provided for family literacy, and other books will be provided to the schools and libraries for these programs. I hereby challenge all MLAs on all sides of the House to get involved in this event and leave a legacy of literate participating people in Manitoba. Literacy does make a difference. I urge everyone to get involved and improve the literacy levels of all Manitobans. Thank you.

Manitoba Survey: Profile of Literacy Activities Published

After a year of collecting 40 item questionnaires from 162 respondents, LPM is proud to announce the birth of the Manitoba Survey Database at last. The National Adult Literacy Database has been the driving force behind this important research benchmark project for years. **Trevor Price** and **Charles Ramsey** of NALD have been tireless consultants on the design of the data collection instrument and final report. LPM has tried to merge the data collection with the

Statistics return of provincial literacy programs, but that protocol is still in progress.

The raw data collection phase was funded by the LEARN line project with support from **Manitoba Education, Training and Youth**, and **Manitoba Labour and Immigration**. Hundreds of phone calls and visits led to the current survey sample size of more than 170 listings. Building on the former baseline of respondents, we added 62 new listings this year. The total listing now in-

cludes information about 160 organizations, with 28 related programs added in. We promised anonymity to respondents in the final publication, to protect individual programs from the unknown sharing of their data. However, inquiries can be directed to LPM for ideas on using the data.

For example, we found that more than forty programs checked off that they had on-site libraries. This was a surprise to us, *(Continued on page 13)*

News from the Regions

The Interlake Regional Learning Network is a regional arm of Literacy Partners of Manitoba. IRLN has done much in the fight against low literacy in the Interlake. The importance of literacy has been highlighted through outreach activities, public awareness programs, meetings and partnering with like-minded groups within the region.

At the same time, support has been provided for the region's adult literacy learners, tutors and practitioners through bringing guest presenters into programs, planning and implementing sessions and training events which augment the quality of the adult learning experience.

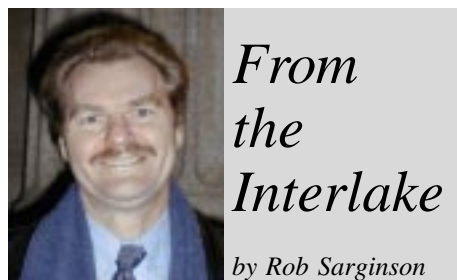
The most noteworthy achievements for Literacy Partners in the Interlake this year were the hosting of the learners and practitioners' conference (which garnered the highest levels of satisfaction among learners ever), the production of a high quality video about Storysacks as a presentation aide, the involving of regional politicians in literacy events, and building of partnerships across the region to serve the literacy community in the future.

Over a thousand people of all ages have taken part in IRLN organized or sponsored activities this year; that is a milestone for IRLN and perhaps for literacy in Manitoba.

Accomplishments for the year 2000-2001:

- 1. Extending activities supporting literacy to new audiences** of those moms and dads of pre-school age children, of aboriginal families in the Pine Falls area, of seniors in need of upgrading of reading and writing skills. IRLN has laid the groundwork to build community partnerships to engage these new and unserved populations.
- 2. Supplementing the training of volunteer tutors and practitioners in areas remote from Winnipeg.** By finding common themes and needed skills, the regional network brought together resource people and the tutors/practitioners at locations and times more accessible to the recipient. Some regional training was "piggy-backed" with the Learners' Conference in March which

had a budget for learner and tutor travel. The training in "Maths on the Computer" was much appreciated and merited very high praise from participants at the event. At **Arborg**, a workshop aimed at increasing the use of computers in lit-



- eracy programs was offered in April, and a test-anxiety workshop for GED test writers and their tutors was held in May.
- 3. Finding sponsors for new family literacy activities in the region.** Sponsors for ventures into early childhood reading projects have been found in the **Lord Selkirk School Division** and among the **Interlake Libraries**. With the release of new data on the impact of early childhood literacy, a number of groups are seeking to start "mom and tot" programs.
 - 4. Developing new ways to bring pre-teens into the reading "habit".** The wonderful **Carol Goossen** has not only originated a series of Harry Potter parties for 8 - 12 year olds, but also begun a new workshop for 4 - 8 year olds based on the infamous "Captain Underpants" by Dav Pelke. These get-togethers involve readings from the novels, discussion around a theme, then a craft based upon the reading and food which matches the theme. To date 200 kids have visited Interlake Libraries to take part in these reading activities. **Librarians in Selkirk, Stonewall and Gimli** are delighted by the increased visits by families.
 - 5. Building partnerships with organizations which share our goals.** Contacts with educational and community organizations have been extremely beneficial in building partnerships and creating opportunities for future activity. The **Lord Selkirk School Division** has agreed to support our projects through donation of facilities, caretaking, copy-

ing and refreshments.

The Selkirk - St. Andrews Regional Library has agreed to act as a sponsor of the Interlake Regional Learning Network for 2001-2002 and as a base of operations for several projects.

The **Gordon Howard Seniors' Centre** in Selkirk gave IRLN a special rate on the facilities for our Conference and has been generous in sharing their computer lab with adult literacy classes

Interlake Videon Cable has given IRLN coverage and resources for special events.

The Mayors of Beausejour, Selkirk and Gimli have offered their assistance in any literacy events which IRLN sponsors in their towns.

The Members of the Legislative Assembly from the region have pledged their attendance at next year's events.

The **Chambers of Commerce** of several Interlake towns have welcomed the IRLN to hold its next conference in their communities..

As well, presentations to the **Selkirk and District Rotary Club, Lord Selkirk School Division, Interlake Regional Health Authority, Selkirk Friendship Centre, U of Manitoba Faculty of Medicine** were well received.

- 6. Improving electronic communications among programs, practitioners, tutors, and learners** both within the region, the province and across the country via a regional report in the LPM newsletter, telephone trees, email (where possible) and NALD. Access to the Internet is still spotty in the region, since all programs rely for computers upon schools and these rarely wish to share their machines, passwords, and expertise with outside groups. Other programs cultivate volunteers from the schools to act as computer hosts so as to gain greater access to the Internet connections. Most practitioners, but fewer tutors, have email.
- 7. Maintaining contact with and updating data on programs in support of the LEARN line.** Information on the region's programs was gathered and updated as of January 2001.

News from the Regions

8. **Visiting community organizations with information about adult and family literacy** and the need to act on literacy issues. IRLN has done about twenty presentations this year - half a dozen to health groups, a handful to parent organizations, and many to individual politicians and key personnel in partnering organizations.
9. **Providing on-going support for programs, learners, tutors and practitioners** in adult literacy programs around the Interlake. IRLN visited every program. IRLN listened to the concerns of the personnel and the clients, and tried to respond to issues raised, such as increasing local expertise with computers, helping learners to overcome nervousness in public or prior to tests, or attempting to get the local hospital staffs to recognize the difficulties that low-literate patients were having.
10. **Producing new and exciting materials to support family literacy activity** in the region and across the province. Two of our community partners, **Interlake Videon Cable** and the **Rotary Club of Selkirk** sponsored an excellent five-minute video on how to use a Storysack. This high quality Video was produced by **Jeremy Vallance**, the videographer for Videon Cable and features **Carol Goossen** and her family exploring a Storysack together. It is ready for circulation to any group who is interested in making Storysacks or in understanding the philosophy behind them.

All of IRLN's eight projects were completed within budget, and there was enough of a surplus to undertake some small activities such as a test anxiety workshop for adults about to write their GED tests. Test-anxiety reduction sessions have been very successful for the Interlake Adult Learning Association.

The IALA GED students have had the highest percentage of success compared with any other region in Manitoba – and it is thoughtful and intelligent projects such as this one that has kept the average high.

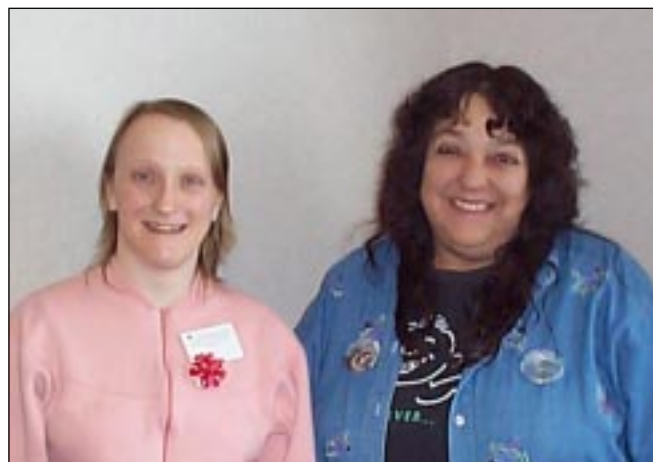
Call me me for information at 482-6248.

Our main activity in recent months was the Adult Literacy Conference.. Now that summer is here, it's easy to forget that our conference was held during the cold and stormy days of winter. However, we received a warm welcome from the Flin Flon students, and instructor Margaret de Kock.

Students from Norway House, Cross Lake, Lynn Lake, Thompson, and The Pas joined Flin Flon learners for this year's "Soaring into the Future" conference at the Victoria Inn in Flin Flon. Among the workshop leaders were **Erin Sobkow**, who taught First Aid, **Emily Johnson** who showed us how to make Photo and Picture Collages, **Marge Warkentin** who helped parents to understand How to Help Your Children be Happy and Healthy, and **Carie McIntosh** who discussed Recycling.

The conference opened in the Pool Room of the Victoria Inn where we had registration and a delicious supper. **Flora, Denise, Shelley and Jemima** - all students of the Community Adult Learning Centre in Flin Flon - helped get the pool room set up and welcomed out-of-town students to the event.

As well as the workshops, we had speakers from **Manitoba Hydro** and **Keewatin Community College** join the group for lunch to discuss work and career opportunities.



Shelley Ringrose (l) and Helen Nabess

*From
the
North*
by
Margaret Allan



Our guest speaker at the closing dinner was **Jacques Labelle**, Principal of French Immersion and Vice Principal of McIsaac School in Flin Flon. Mr. Labelle gave a personal account of his school days on the island of Mauritius in the Indian Ocean, off the south-east coast of Africa. On three occasions, Mr. Labelle was failed in his grades, but this didn't stop him from succeeding in his later education, as he went on to study in England and then in Canada where he has made his home. His message of "never give up" inspired many conference participants to say that his speech was the highlight of the event.

The silent auction was an enormous success again this year, with great competition for some gifts which were particularly prized, although in the end everyone went home with a gift as a souvenir of the conference. These gifts are solicited or made by the learners themselves to bring to the conference.

Learner Representative

At the close of activities, two students stood for election as the northern learner representative. **Shelley Ringrose** of Flin Flon, and **Helen Nabess** of The Pas. Although Helen was elected at the conference, she has since left the area. So, for 2001-2002, Shelley will take on the responsibilities.

As another project year comes to a close, I warmly thank the members of the Northern Coalition Board for their support - **Vi Ouellette** in Norway House, **Delia Erickson** in Cross Lake, **Marg de Kock** and **Marge Warkentin** in Flin Flon. Our NLS proposal for next year was approved and funded except for a couple of changes, so thanks also to **Lise Labonté!**

News from the Regions



The Pembina Valley contingent at the Western Conference

Another year is finished for most. Reports are submitted, NLS funding decided, and a very short summer break in full swing.

Learners' Conference

Learners, practitioners, presenters, and invited guests spent a very interesting day and a half at the Learners' Conference co-hosted by the **West Region Coalition** and the **Community Headways Literacy Program** from Portage. Approximately 125 people gathered at the Southport Military Base. Participants represented the programs from **Swan River, Dauphin, Roblin, Virden, Minnedosa, Brandon, Portage La Prairie, and Winkler**. I would like to extend a huge thank-you to the group from Winkler. I look forward to seeing you again next year.

Despite all mistakes and time scheduling factors the final assessment of the conference came back very positive.

This year the learners and support staff were treated to several different workshops that included Scrapbooking, Rubber stamping, Storysack Development, Learner Speakers' Training, First Aid, Self-Defence, Relaxation Techniques, and a Nutrition Workshop. For the attending practitioners and support staff there were two workshops offered for their own personal development. They included a training session from **Pembina Valley Learning Centre** on the

"New Stages Document" that they have diligently worked on for the past two years, and a **"Numeracy Workshop"** presented by **Regina Ramos-Urbano**. The feedback for these two workshops was very positive.

Swan River will be hosting the conference next year. Look for further information early in the fall of 2001. It should prove to be an exciting two days. Several new ideas for workshops have been brought to our attention and will be implemented for

next year's gathering.

Mother Goose Training

On June 20 & 21, Brandon hosted a Mother Goose Parent & Child Training Session. A huge thanks to **Terrie Moar** for her dedication to the field of family literacy. I look forward to hosting another session in the fall.

Upcoming Events

Some up-and-coming events that will be hosted by the West Region are the Keys to Family Literacy training to be held in early September in Brandon. This training session is full, but if anyone is interested in hosting a three-day session, please contact me for further information. Celebration of International Literacy Day plans will finalized over the summer. For further information, call 727-6007.

I would like to take the time to thank everyone who helped make this past year a success. A special thanks goes out to **Marg Rose, Sylvia Provovski, Terrie Moar**, and last, but not least, **Marie Matheson**. Thank you for all your words of wisdom and knowledge.

I have been back in the office and working as the regional coordinator since July 2, 2001, so do not hesitate to contact me if the need arises. Happy Holidays and I will see you all in the fall.

*From
the
West*
by
Alanna Hillis



Faces of Literacy

by Sarah Clemons

Sarah graduated this year from the Learner Speakers' Bureau. This is her speech.



Sarah Clemons

Many people experience an event in their lives that proves to be a catalyst for change. For myself, it was the birth of my daughter. I realized that if I continued on as an adult with a grade 9 education, many doors would remain shut in my face. In order to open those doors, I needed the key. That key was to go back to school in order to study for the GED. It proved to be a humbling, yet satisfying experience.

First of all, I had to admit that there was a problem, then I resolved to do something about it. I went to a literacy program by the name of Journeys. There, I underwent a transformative experience that made me realize that if I could do this, I could do anything that I set my mind to do. Literacy has many faces. It could be the man working at the corner store, or even your best friend.

So, look around, it affects us all. In fact, did you know that 107,000 adults in Manitoba have less than a grade 9 education? I was a manager in an office where I managed a team of over 15 people, yet I did not possess basic mathematics skills. (Needless to say, doing payroll was a nightmare!!!) So, I urge you to be very careful when making assumptions about people - you never know when they may be false ones. What I would like to see is increased funding for literacy programs here in Manitoba. So we can avoid an epidemic, and work on changing those statistics for our future generations.

Learner Speakers and the LEARN Line

by Lynda Taylor

LEARNline Poster



A highlight of this past quarter has been the development of an effective, newly designed LEARN Line poster and the distribution of approximately 775 of these. All the public libraries in the Interlake region of Manitoba and all the Winnipeg city libraries have received them, as well as a Speaker Bureau pamphlet. One hundred new posters have been distributed to Health Libraries, via the Consumer Conference.

A LEARN Line poster has been sent to each of the 150 government agencies community groups and private businesses that are involved with immigrant clients, many who attended the first Immigration and Settlement Forum held in Winnipeg. Recipients include the Manitoba Housing Authority, Jewish Child And Family Services, Assiniboine Credit Union, Manitoba Aerospace, Maple Leaf Pork, Western Glove Works, Palliser Furniture, Toronto Dominion Bank, North End Sponsorship Team, Citizenship and Immigration Canada, Robin's Donuts, Child Guidance Clinic, Workers Compensation Board, Manitoba Fashion Institute, Immigrant Women's Association, Canadian Grain Commission, and Bristol Aerospace.

A new LEARN Line poster has also been distributed to each Winnipeg city councillor, all the city Community Service Depart-

ments, and the Mayor's Task Force on Diversity. As well, 150 LEARN Line posters were distributed to the Manitoba Legislature and to parole officers.

Included with each LEARN Line poster distributed was a Learner Speakers' Bureau pamphlet, advertising the availability of a learner speaker to talk with organizations about literacy issues and the effects of literacy training on people's lives. Each Speaker Bureau speaker at every speaking event promotes the LEARN Line and the referral database.

Talking about Literacy

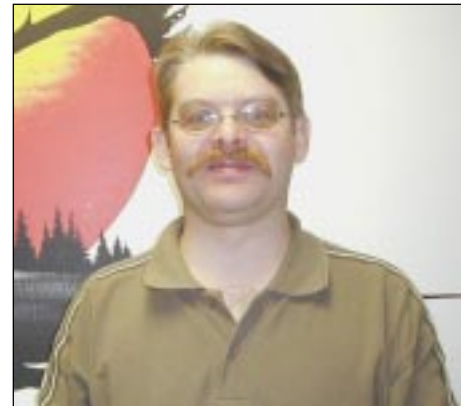
In this past quarter, LPM has been invited to a number of speaking events. One of the most notable events was the St. James Neighbourhood Network forum, at which **Chuck Brunette** delivered a moving testimonial in which he promoted the LEARN Line. He also gave an excellent interview to **Claudine Gervais**, editor of *The Metro* community newspaper, in which the LEARN Line telephone number is featured.

Another Speaker Bureau member, **Dan Deurbrouck**, was a feature speaker at the R. B. Russell Literacy Day event. He addressed an audience of approximately 300 students, and promoted the use of the LEARN Line and the referral database. The new LEARN Line poster was displayed and distributed to interested teachers, community members and students.

At the first Restorative Justice Symposium ever held in Winnipeg, approximately 50 posters were issued to members of the social agencies and justice departments represented. An excellent contact was made with Aboriginal Ganootamaage Justice Services of Winnipeg, Inc. who listened to a brief presentation on the LEARN Line and the referral database, and who are interested in a future meeting to plan how they can use our services effectively.

On June 1st, a member of the Speaker Bureau, **Raymond Roy**, presented his personal story regarding literacy at the Birchwood Art Gallery event for LPM. He explained the LEARN Line and the referral database and urged audience members to make use of this unique service. The new poster was displayed and given to any mem-

ber of the public who could place it at their work place or at a community venue.



Raymond Roy

Media Support

Media support of the LEARN Line continues to assist us with the promotion of the specialized database that enables us to provide customized referrals to free literacy programs. **Liz Katinski** of the *Winnipeg Free Press* arranged a profile of two speakers. **Transcontinental Media** ran a front page story on Joe Dutra of the Transcona Centre. Thanks to **Manitoba Education and Training** and **Manitoba Labour** for their funding, and to ABC Canada for their promotional campaign.

A new partner with LPM during this quarter has been NBRS, the National Broadcast Reading Service, Inc. This self-sustaining, non-profit organization reads over 100 Canadian newspaper articles to blind or low vision, print-restricted citizens every day to enhance their media access. Approximately \$3000 of advertising time was donated to LPM., amounting to hours of free LEARN Line promotion.

In the next quarter, the focus for the LEARN Line referral service promotion will be on promoting the finalized referral database aspect of the project. As the additional data on 50+ adult upgrading programs has been completed, the next stage will be to provide referral database information to community groups and government agencies. Promotion of the availability of this information will be provided to 75 organizations by mail out and fax. The aggregate data will be mounted on our website, to honour the cooperation of referring agencies.

From the Library

by Linda Dubasov

I can't believe that summer is here again, and, once more, it's time for our newsletter. Spring has come and gone in a real flurry of activity here, as I am sure it has at most of your programs. It's nice to enjoy those long, lazy days of summer — well, *long* days at least!

My summer is dedicated to cataloguing the materials that are sitting on shelves in my office. Many of them are books that we received as part of the Winnipeg Foundation grant. They include career planning, employability, and workplace education materials. We will be producing a listing of these additions to the collection for you in September. As well, there are the other literacy materials in my office, which I will be processing over the next couple of months. So, there will be many new resources available for your use in the fall.

We are considering a number of ways to make the library more responsive to your needs. We will be examining a number of new initiatives over the coming months. If you have any suggestions about making the library easier to use, please let us know. We are always looking for ideas.

As you know we used to have different loan periods for different kinds of material. People told me that they found this confusing. We have changed our policy and now **all materials may be kept for a two-month period.** We hope this helps.

Learner Conferences

I was fortunate to be invited to attend both the Portage la Prairie and the Winnipeg Learner Conferences. At the Magic of Learning Conference in Portage April 19 and 20, we had a display of numeracy materials at one of the tutor sessions. We also had a showcase of some of our other materials in the meeting hall where they were most likely to be seen by learners and tutors.

The Reach for Your Dreams Conference in Winnipeg May 2 was also a good chance for us to take the library "on the road". Our display generated a lot of interest from learners and tutors alike.

What a great learning experience these Conferences have been for me! Many thanks to the organizers for including the library in their planning.

Volunteer Appreciation Day

Another highlight of the spring was our Volunteer Appreciation Day on April 26. What a moving event! It was a real plus to take some time to reflect on the contribution our volunteers make and to hear a group of learner speakers, who always put what we are doing into perspective.

Copyright

Confused about copyright? What is it? What is covered by copyright? When are we infringing on copyright?

If you have questions like these you can find the answers at the Canadian Intellectual Property Office website at <http://cipo.gc.ca> or you can contact me for a print copy of the booklet *A Guide to Copyrights*.

Manitoba Education and Training Library

Should you wish to borrow materials from the Department Library, I am advised by personnel there that it should not be a problem. On the web, under "Clientele of the Library" they list "Personnel in Education-related associations". I am told this includes instructors in formal non-profit literacy programs.

I have been told that some problems have arisen in the past. Should this happen in the future, please let me know so I can contact the proper individuals and resolve the situation.

Rural Links

I am delighted to report that we've been able to help **Liz Sousa** from the North Central Development Community Futures in Thompson with materials. She is working with some women in Split Lake who want to set up a craft business. She will be borrowing books on entrepreneurship, marketing, basic budgeting, etc.

Top Titles for Adult New Readers

A recent issue of *Connect* magazine brought the following website to my attention. Every year the American Public Library Association publishes a list of top titles for new adult readers at their website: www.pla.org/links/link.html.

The list includes fiction and non-fiction materials. These materials are at an eighth grade or lesser reading level. Short descriptions of the books are given.

Health Resources

Here is a small sample of some of the books in the area of health and nutrition available in the library. The items featured here are at a Grade 4-6 reading level.

Having a Baby. Part of the "Quick and Easy Guide" series, this book presents the facts about pregnancy and childbirth in an easy-to-read format. It also deals with many of the social and emotional issues faced by parents-to-be.

About Cancer. This book describes how you can reduce your chance of getting cancer through lifestyle decisions, and presents early warning signs and information on what to expect from basic tests and early detection. *About Cancer* is part of the "For Your Information" series.

Eating Right. This Quick and Easy Guide is an easy-to-read book that covers the topics of nutrition and teaches readers how to plan and consume a nutritious diet. It was produced in collaboration with the American Institute for Preventive Medicine.

Staying Healthy. This book in the "Janus Life Skills" series explains what you can do to keep your body healthy. It provides information on staying physically and mentally fit and taking good care of yourself.

Women's Health. Another of the books in the "Quick and Easy Guide" series, this guide describes how to adopt healthy habits, eat right, manage stress and be sexually healthy from menstruation to menopause and beyond.

Women Getting Together. Describes the activities of the women's health group at the Learning Centre Literacy Association in Edmonton, who share concerns on a variety of topics.

I hope you're all enjoying a terrific summer and some well-deserved rest and relaxation. Please remember that if you have any needs that I can help with I will be here working my regular hours. Feel free to phone (947-5757), fax (956-9315), or email me at ldubasov@nald.ca

From the Library

I was recently searching the Internet for plain language information about health, and thought the following sites would be of interest to some of you.

<http://itsa.ucsf.edu/~hclinic>. This site provides some interesting plain language information on topics such as “How to Deal with Lice”, “What is Aspirin?” and “How to Treat a Cold”. The handouts are written at a grade 3 to 4 level and are nicely illustrated.

<http://familydoctor.org>. Provides links to easy-to-read patient information from the American Academy of Family Physicians. Health Facts brochures are listed in alphabetical order from “Acne in Teens: Ways to Control It” to “Weight Control: Losing Weight and Keeping it Off”.

www.vnhs.net/teach.htm. This site was developed by the Vancouver Native Health Society. It provides well-illustrated, clearly written patient guides on a variety of topics. Some examples are AIDS, alcohol, drugs and pregnancy.

www.worlded.org/us/health/lincs/learner.htm. An annotated bibliography of print and web-based health materials for use with limited literacy adults. Developed by World Education in collaboration with the National Institute for Literacy.

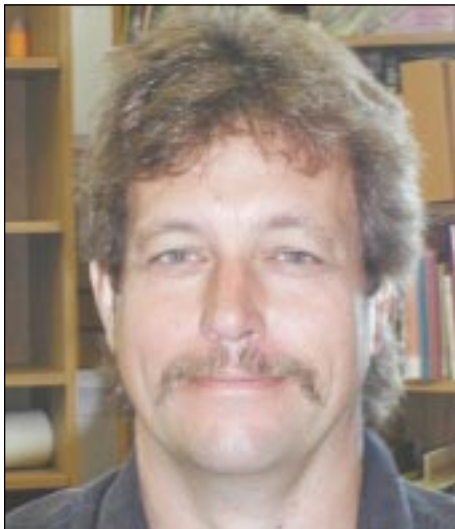
www.fda.gov/opacom/lowlit/englow.html. Developed by the United States Food and Drug Administration, this online catalogue provides low-literacy consumer health-related publications. Most are available online in both PDF & HTML versions. The brochures deal with such topics as How to Give Medicine to Children, Protect Your Child from Poisons in Your Home and What to Do for Colds and Flu.

Outstanding Volunteers

by Susanne Magyar-Chapriel

LPM salutes three outstanding people. We could not function without the help of dedicated volunteers such as these.

Ray Sowka



Ray joined LPM in January with 20 years' experience at Trans-Canada Pipelines. Working twenty hours per week, his assignment was to develop a number of comprehensive databases for LPM at a crucial time in the development of important projects.

Ray's prior computer knowledge and experience enabled him to begin working immediately. His learning curve speed was incredibly fast, and his technical expertise with computer upgrading, connecting and hardware maintenance have been invaluable to us. Ray developed a number of databases for us, and he came up with a number of excellent suggestions for other databases that would be useful to us in the future. His patience, effective teaching techniques and dedication to LPM were greatly appreciated by all. We thank MLA **Jim Rondeau** for this referral, saving LPM thousands of dollars in contract fees.

Steve Briggs

Steve was an LPM office volunteer for several months this spring. His assignments included photocopying and compiling LPM hand-outs for public information kits, handling dozens of mail-outs of the LEARN line posters and LPM brochures, sending faxes to LPM programs and contacts, researching potential suppliers, and other general office work. He left in June to pursue other work experience programs. We enjoyed his time with us and we wish him every success in the future.

Susan Hamilton



Susan has been LPM's Resource Centre volunteer for the past three and a half years. We look forward to her weekly Thursday morning visits to catch up on her reviews of the Winnipeg arts scene and her grandchildren's latest antics. She processes returned books, produces overdue notices, and organizes the shelves. Susan is an invaluable resource, and her assistance, loyalty, and attention to detail is greatly appreciated.

Members Share Ideas

We welcome and reward contributions!

A Gigantic Book of Rhymes

(A Bookmaking Idea from Bookmates Family Literacy Centre, submitted by Louise Gordey)

Have you been working with a group of parents and children for some time? Do you find they have some favorite rhymes that they ask for over and over? If so, this is the perfect opportunity to move an oral language activity into a pre-reading activity. (Parents, this makes a great rainy day activity with one or more children!)

Write out one rhyme on large chart paper. Leave plenty of space for artwork. Read the rhyme over several times with the group. Invite a small group of children and parents to illustrate the rhyme (or cut and paste from old magazines). Repeat with another rhyme, until everyone is busy drawing, decorating, pasting or glueing.

When each group is finished, laminate the chart paper or cover with clear contact paper. Punch holes in the side of the pages and attach with binder rings to make a gigantic book of rhymes.

Add the book to your book-lending library. Have fun creating!

First Aid

(Submitted by Alexis Harvey, PULSE program, Minnedosa.)

PULSE's Play First Family Literacy parents chose to follow-up a First Aid training course by assembling First Aid kits for each family involved in the program. Together they discussed the contents that should be included. This typically included bandages, ointment, alcohol swabs, gauze, scissors, tweezers, and fabric. Parents could add other supplies to the kit and these might include a thermometer, medication, etc. The plastic see-through effect permitted items to be more visible. The compact kit with snap down lid contained a list of all the items that were present. The list of contents which could be viewed through the clear wall of the container served to remind parents of those items that would need to be replenished. An extension of this activity as suggested by parents would be to do cost comparison of items stocked in the kit. As well, there might be opportunity to examine label

contents, compare sizes, and check for the best buys. Parents have noted that the kits have been very useful to date at home as well as on holidays. The portable nature of our First Aid kit serves parents and their children well!

Brief Profiles

(Submitted by Margaret de Kock, Community Adult Learning Centre, Flin Flon)

The following is an idea that was given to me by Lynn McCorkill years ago when she was the practitioner in The Pas. Have each student write a brief profile about themselves - giving name, place of birth, family members, hobbies, anything interesting about themselves, etc., and why they are attending the program. Then, the student must type up the paragraph on the computer. Then, take a photo of the student. Mount the photo on a piece of coloured paper and paste the student's profile beneath it. Arrange on the wall or on a bulletin board. I've placed the heading, "WHO'S WHO!" at the top of the bulletin board where these are displayed. This idea incorporates writing, typing, and computer skills. It's also a way of helping the students get to know a little more about each other.

The More We Get Together

(Submitted by Marge Warkentin, Read to Me, Flin Flon)

At the beginning of each Circle Time we sing the song "The More We Get Together". As we sing we go around the circle and "sing" everyone's name: "... there's Jody, and Eric, and Kaylee, and Jonathon. . .". Many adults tell me that their child enjoys singing it again at home. Also, on the first day, each child is given a book bag of their own (variety available to be ordered through Pinetree Media) that they can carry their books home in. Adults have told me that it helps to keep their books organized until the next family literacy class. During the past several years, I have also created a certificate that I give everyone (adults & children) on the last day as a permanent recognition of their involvement. These three ideas, which are a part of each program we run, are important aspects of helping participants feel important and special in this group.

Farewell to Elma



Shirley Stone and Elma Gerwin

Friends, colleagues, and students gathered on June 10 at De Luca's Restaurant to thank **Elma Gerwin** for her contribution to literacy and to wish her a happy retirement.

After 18 years at LiteracyWORKS, formerly Winnipeg Volunteer Reading Aides, first as tutor, then program coordinator, Elma has obviously left a mark on the hundreds of adult learners who have passed through her hands.

Lynne McGillivray and **Bev Rochon** spoke on behalf of current students to wish Elma well for the future. Recalling his first tutor many years ago at WVRA, **Richard Berard** thanked Elma for teaching him to read and write. Because of her, he said, he was able to read the material that led him to fulfil one of his dreams.

Marg Rose of LPM thanked Elma for her kindness and spoke of her as a friend. Elma's blend of compassion and humour, she said, were shown in many ways.

Judy Baker brought greetings from AL&L. She expressed her pleasure at having worked on various projects with Elma over the years.

Shirley Stone, close friend and colleague at LiteracyWorks, shared her experiences of working with Elma for almost 20 years. With their different strengths, they complemented each other perfectly, she said.

In response, Elma recounted some of her experiences as she moved with WVRA from Red River College to Vaughan Street to its present location opposite the U of W. She spoke of the pleasure of working with Shirley over those years, and ended by paying tribute to her literacy colleagues, the volunteer tutors, and especially her students, "who are not only our *raison d'être*, but our inspiration and reward".

Literacy in the Field: Elma Gerwin



Avril Chartrand(l), Richard Berard, and Bev Rochon(r) with their former teacher, Elma Gerwin

“You really ought to try it,” said an old friend in Quebec City, referring to literacy tutoring. For Elma, as for many other practitioners, teaching literacy was not a first career. It came to her when she was looking for something interesting to do after the first stages of raising a family.

Previously Elma had worked in various satisfying jobs, from cleaning houses to private tutoring to teaching English. With an academic background in English and Philosophy, she taught grammar and composition skills at the University of Manitoba. This experience taught her the importance of working one-on-one with people with language difficulties.

After her initial experience as a volunteer with Laubach Literacy, she became a volunteer tutor for Winnipeg Volunteer Reading Aides (now LiteracyWORKS) in 1983. She continued as a volunteer tutor-trainer, publicity committee member, Board member, and for the last eleven years, as Program Coordinator.

Through her work at WVRA she has made a major contribution to literacy in her assessment and evaluation of students, her training of tutors, and her research into the incidence of learning disabilities in adult lit-

eracy students. A particular skill was her ability to establish a quick rapport with the students she interviewed.

Like all true teachers, she understands that to teach is to learn. *“I think I learn far more from them than they do from me,”* she says of her students. She sees teaching as a *“joint exploration to find out the ways in which students learn best.”* Her most important role is to make them aware of their own potential and progress: *“What most adult learners need above all is encouragement to believe in themselves and their ability to do things they never dreamed of.”*

Elma has made a special effort to reach out to the Native community and encourage them to remain in literacy programs despite the many economic and social obstacles they face.

She has always been committed to the professional development of tutors and fellow literacy practitioners. Elma, usually working together with program manager **Shirley Stone**, has trained hundreds of tutors and presented many workshops on Learning Disabilities to volunteers and professional colleagues.

Becoming involved in the field of learning disabilities was a major highlight in

Elma’s career. She explained that more than 60% of students in Adult Literacy programs have some degree of learning disability. *“Watching them progress and develop skills, self-confidence and pride,”* she said, *“is extremely rewarding - and humbling.”* It is work in this area that Elma feels most satisfied about.

Elma looks back on her literacy career with great satisfaction and pleasure. She recalls the joy of establishing tutor-student matches that really work and witnessing students read for the first time. She remembers the bitter-sweet moments of seeing them shed tears of anger on re-living some of their most painful moments then tears of relief at getting things out in the open and being understood. Above all, she speaks of the rich experience of *“getting to know so many amazing people - practitioners and learners, some of whom will be friends for life.”* She feels especially fortunate in having been able to work in partnership with Shirley Stone.

With many of Elma’s students, the effects of her teaching are clearly apparent - some have even written testimonials. Others have disappeared, “fallen through the cracks” and she hopes, like all teachers, that somehow she made a difference. Undoubtedly, Elma’s students, wherever they are, have benefitted from what William Wordsworth calls “the little, nameless, unremembered acts of kindness and of love”, those words and gestures which have a more profound effect on other people’s lives than we realize.

Elma retired this June from LiteracyWORKS, but she will continue to take an interest in literacy matters. When pressed for some parting words, she responded, *“This field of education is so large and so important that it’s crucial that we have highly trained, skilled teachers and working group members. Far too much time, energy and money is being misdirected or even wasted in adult literacy programs. It’s outrageous that funding is still so patchy and uncertain and that the work of literacy educators is so under-valued.”*

We wish Elma a happy retirement and thank her for her great work.

Literacy on the National Agenda

by Marg Rose

National literacy leaders, including all coalition executive directors, travelled to Ottawa to present their ideas at the Skills and Learning Consultation, hosted by Senator Joyce Fairbairn and HRDC Canada. The prime minister, we were told, is committed to finding ways of “increasing learning opportunities for a million more Canadians”. Accordingly, the HRDC Minister and her policy team wanted to hear our best ideas on how to effect a culture of lifelong learning. As a nation, how are we to improve access to learning, to overcome barriers, to improve literacy supports and services? In all, 93 ideas were generated.

Senator Fairbairn’s Remarks

The roundtable discussions opened with stirring remarks from Senator Fairbairn, who emphasized that Literacy was more than a federal initiative.

“It must be a collaboration of all the diverse sectors and groups - be they business, labour, the provinces, educators, learners, national organizations, or provincial coalitions - everybody who we believe can help build a plan and make it work.

We all know that literacy is delivered in many different ways across Canada – that is the nature of this country.

Your input is essential, because you are the people on the ground in every province and territory. You know what is working, and what is not - where different kinds of expertise has been developed and how to access it. We need to hear of your successes, as well as your hard lessons or, indeed, your failures. We must learn from them.”

Manitoba’s proposals

A briefing by policy experts from HRDC and NLS then outlined the context for the discussions. When it came to my turn, I thanked them for their championing of the literacy agenda, outlined the funding situation in Manitoba, and then presented these key outcomes that we wanted to highlight as concrete suggestions for action:

1. Create a federal/provincial accord on the definition of “literacy” to follow the IALS definition once and for all. With varying definitions of what we mean by literacy, we always get stalled at that first

step. Perhaps others could follow Patty Campbell’s model, in her work with CARA, and create a chart of common terms across the provinces, that show where each adult literacy term or level fits with the next one.

2. Target programs at different audiences along the continuum of “literacy”.

Building on the demographic research by MCL and Susan Sussman’s team from Ontario, I outlined that in most provinces Level 1 included primarily seniors, rural aboriginal adults, and ESL immigrants. A focus on employment preparation did NOT serve them well and would not attract them to programs. Life skills (such as skills for banking and health care), functional tasks and enriching their opportunities for personal knowledge was a far better draw. Level 2 folks, on the other hand, would profit most from programs focussed on employment. A national social marketing program should be built along these lines, attracting people TO learning, not blaming them for the high costs of crime or health care in the deficit model.

3. Embrace telelearning as an alternate delivery system.

When Ireland funded a Read Write Now TV show with workbooks, 4% of the population tuned in over the time it was offered and 30,000 learning packs were ordered! Huge barriers to learning opportunities continue to cause low enrollment figures in most provinces. Manitoba learners confront large distances, transportation costs, child care costs, testing fees for GED and credit courses, part time programming and scheduling conflicts. Embracing the broadcast and video delivery system, as in the Nova Scotia pilot of Mathworks, would be a useful experiment for our province and others, to allow for greater access.

4. Support the “Certified Literate Communities” model adopted by the state of Georgia and the city of Cornwall, Ontario.

Many organizations come together to commit themselves to a lifelong learning strategy for their own locations, using the ISO 9002 certification type approach that business groups can

understand. Fundamental benefits include a focus on plain language, the sharing of educational facilities, and developing a spirit and positive literacy vision, mission statement and action plan that will serve the community well.

Five Important Themes

Other participants presented their ideas in their three minute missives. Five important themes emerged:

1. Increase core funding and multi year agreements to show that the voluntary, charitable sector cannot handle this task without improved resources.
2. Develop methods of bringing multiple stakeholders to the table, within government (health, justice, immigration), and business, labour and industry.
3. Devise methods to overcome barriers for learners inside and outside the system (change in EI benefits and SAR exclusions for people going to school, learning incentives, access points, telelearning, on-line resources, etc.)
4. Base our culture more on lifelong learning and literacy, especially with learners from aboriginal, Francophone, deaf, and senior backgrounds.
5. Think of ways that we can become a learning society. Reframe literacy programs as a pathway to community economic and social development, especially in remote areas.

These themes were discussed in small-group discussion and findings were shared with the whole group. A report on the proceedings will be posted on the NALD website upon completion this summer.

Five Recommendations

Lenore Burton, Director of the Learning and Literacy Department (which oversees NLS, OLT and the bursaries for students) commented that she was touched by the way that the participants, in their discussions, always put learners first. She took away five recommendations for the government:

1. That government should march forward with a focus on *enabling* communities through support, and being a helper rather than a direct doer.
2. That a national social marketing cam-

Social Marketing Update

by Marg Rose



Charles Ramsey, Senator Fairbairn and Marg Rose

campaign be launched with a focus on action.

3. That multiple stakeholder models such as the Certified Literate Communities and First Call be investigated.
4. That telelearning be investigated for its potential in reducing barriers to learning.
5. That sensitization to the role of language and Francophone culture be increased in federal policy

A Policy Vision document

A policy vision document will be rolled out in September, when Ministers Tobin and Stewart meet to see where the bulk of the resources will go: Post secondary institutions? Accreditation? High tech? More internet access points? I challenged them to allocate at least 10% of the HRDC budget to the literacy end of the spectrum.

Senator Fairbairn expressed cautious optimism: "All of us have been around the literacy track too many times to expect fireworks. It's quite a ride when you decide to get on this track. Let's not have any illusions. It is a tough issue to explain to those who do not see the light or who see literacy as insignificant to the knowledge-based economy. There is no magic wand. However, the Prime Minister opened the door by prioritizing literacy in the speech from the Throne. The Ministers of Health, Finance and Industry are also on board. Literacy is not about special rights or privilege, but about basic access to learning for individuals and families."

To lend your comments to this policy review and action plan, please contact your local MP or the LPM office.

Our social marketing campaign has generated continued interest from outside groups. How? Radio and outdoor billboard advertisements, purchased ads in Chamber of Commerce and Manitoba Business magazines, hundreds of mailed menu marketing kits, direct personal approaches and telephone follow-up generated significant returns that will benefit our membership.

Two dozen foundations were approached and asked to support a variety of items and programs. Contributions have started coming in for the **Adult Literacy Endowment Fund**. The **F.K. Morrow Foundation** provided \$2,000, Another generous, anonymous donor sent a cheque for \$10,000. **Professor Anne Lavack**, our former LPM Board Member, stepped forward and opened the public donation stream by personally donating \$2,000 cash.

The **Winnipeg Foundation** houses a dedicated LPM Endowment stream to administer the initial \$15,000 that **Assante Asset Management Inc.** invested for adult learner bursaries. All of this principal will grow annually, and provide a sustainable source of funds for various literacy projects. We are in negotiations with NLS to discuss the types of endowment activities that they would match in their national endowment scheme. LPM is in discussions with the **Manitoba Lotteries Corporation** about sponsorship of the Learner Speaker Bureau or the Tele-Learning Mathworks modules, for the largest donation by a single corporation in Manitoba.

While other businesses could not contribute cash, options were chosen from the menu. Media donations have exploded. Global TV is creating two commercials that encourage adults to enroll in community based programs, and one to invite the public to Take Five and Read on World Literacy Day. Production assistance and air time is worth up to \$15,000. Pattison Outdoor continues to run the billboards, as a generous feature arranged by **Mark Breadner** himself.

Flin Flon merchants and supporters responded generously to a literacy lunch hosted by Marge Warkentin; a printer/scanner will be purchased with their proceeds.

Our own PGI this year leveraged at least \$140,766 worth of in-kind and cash contri-

butions: \$91,830 in donated goods, and \$34,776 cash paid out by participants at this event alone. We arranged media coverage of \$9,500 worth of air time and print space to give literacy the exposure it deserves. Thanks to the efforts of **ABC CANADA**, LPM will receive \$4,660 from the national sponsors. New steering committee members created a wider circle of influence this year than ever before as well. We *need* the PGIs to help us support learner bursaries, our LEARN help line and our provincial lending library. We expect the net proceeds to triple last year's final tally. A cheque will be presented at this year's AGM by a representative of the PGI 2001 steering committee.

Many thanks to our fundraising front line workers: **Marv Doerksen**, **Jasmin Singh**, **Board members**, consultant **Fred Dugdale**, the **ChangeMakers** team, **TV Worx** and **LPM staff** for their incredible efforts to move the markers forward on behalf of adult and family literacy in Manitoba. The **National Literacy Secretariat** and **Manitoba Education, Training and Youth** supported the new materials and promotion activity to enable this outreach to happen.

Manitoba Survey

(Continued from page 3)

as we offer the lending library and wondered about its circulation decrease. However, little is known about what is in those libraries, and how we can share some of that specific material that may be hidden resources. **Alanna Hillis** and **Linda Dubasov** hope to visit some programs and talk about ways to link listings together and fill further gaps, next year.

Contact names, addresses, program profiles and schedules will be used for LEARN line referrals. Congratulations to **Judith Hayes**, **Lynda Taylor** and **Ray Sowa** for their efforts on this project. They diligently tried to contact more than 250 literacy programs, Adult Learning Centres, and adult ESL programs to compile a snapshot of how free basic education classes operate in our province.

Click through each page of the survey aggregate data by starting at http://www.nald.ca/Survey/mb/man00-01/title_q1.htm

Literacy News in Brief

Adult Literacy Practitioner Training Goes Online

The Adult Literacy and Learning (AL&L) office of the Manitoba Ministry of Education, Training and Youth is pleased to announce the first online training course for adult literacy practitioners and volunteers. The course, *Introduction to Teaching Adult Literacy*, is a requirement for Level One certification as a literacy practitioner in Manitoba. It is a prerequisite to all other courses offered by AL&L.

The course will be piloted over the summer months by an educational consultant contracted to develop and evaluate the course under a NLS grant, Project LINKS, sponsored by the Brandon Literacy Council. Once the evaluation is complete, AL&L plans to offer the course on a full-time basis, most likely in the fall of 2001. The course may be found on the Internet at <http://arthur.merlin.mb.ca/~alce/Main.htm>.

The course consists of six modules, five of which involve reading and completing written assignments. Five modules cover material including definitions of "literacy", the status of literacy in Canada and Manitoba, the process of teaching and learning literacy, and the content areas of literacy. A sixth module involves completing a practicum with a literacy program.

Experienced program staff monitor and assist participants as they develop lesson plans and work through them with a learner. In addition to providing "hands-on" experience for aspiring tutors, the practicum portion of the course provides a glimpse of the actual conditions under which they will be working.

A second course, *Integrating Technology into Adult Literacy Programs*, is being developed and will likely be offered as a pilot in the near future.

The benefit of delivering courses online is that, like correspondence courses, they offer "anywhere, anytime learning". Rather than attend a face-to-face course tied to a specific time and location, students can undertake training at a time and place that is convenient for them. Unlike correspondence courses, however, online courses are dynamic. For example, the Internet provides

quick and easy access via hyperlinks to many resources that highlight or supplement course material. This first course has been designed to use as little bandwidth as possible so that students with older computers will not experience slow page loading. However, as more powerful computers become cheaper and are purchased by more households/organizations, AL&L will design courses to take advantage of the multimedia capabilities of computers (e.g., graphics, streaming audio and/or video).

For further information, please contact the AL&L office at 204-045-8247 or toll-free at 1-800-282-8069 extension 8247.

Presentation to MCC



Robb Mitchell, Marg Rose explain MathWorks

On June 15, a team from LPM urged the executive committee of the Manitoba Chambers of Commerce to support various upcoming literacy projects. Learner **Raymond Roy** spoke of the impact of low literacy on his life. **Marg Rose** invited the Chamber to become involved in the Certified Literate Communities Project. **Robb Mitchell** of TW Worx gave a Power Point presentation on the Tele-learning project, MathWorks. **Charles Moody** spoke of the importance of Plain Language in business communications and offered a training workshop to Chamber members. Members of the Chamber promised to take the information back to their constituents.

CLOW Publications

Canadian Congress for Learning Opportunities for Women (CLOW) is currently in the process of disposing of its publications. After their members, they are offering some other organizations the opportunity to receive them free-of-charge on a first-come-

first-served basis. To obtain information on their materials, please go to the web page at <http://www.nald.ca/canorg/cclow/cclow2.htm>. If you wish to receive publications, email cclow@look.ca for an order form. You will receive whatever is available.

Learners Speak Out

Members of the LPM Learner Speaker bureau recently wrote about the impact that literacy programs have had on their personal lives. Many corporate and government partners increase their understanding of the issue when we can marry statistics to real people. Please click on our website at www.mb.literacy.ca and search for Learner Testimonials.

Attention: Project Researchers

The Social Sciences and Humanities Research Council has announced an Initiative on the New Economy. One of the streams for research funding is lifelong learning, including literacy. Check out the SSHRC site at: www.sshrc.ca/ine/english/about-ine.html

First Class Expands

At last count, 68 literacy practitioners were members of the First Class Electronic Conference. Until now, First Class has operated as a conference platform mainly for LPM Board members and West Region practitioners. Next year, conference moderator Sylvia Provovski hopes to sign up members from all corners of the province. Training sessions will be offered at the AGM in November and in other centres as necessary. If you are not on the First Class electronic conference and would like to be, please call Sylvia Provovski (toll-free) at 1-866-498-8672 or email her at sylvia_provovski@aal.ab.ca

Learning a Living

Approximately 28% of Canadians enrolled in adult education and training activities in 1997, and three out of every four did so for a job-related purpose. The 1998 Adult Education and Training Survey Statistics Canada, May 29, 2001, examines the development of adult education and training in Canada during the last decade, as well as factors contributing to recent trends. The

Literacy News in Brief

full-text report (PDF format) is available for download from the StatsCan website at: <http://www.statcan.ca/english/freepub/81-586-XIE/free.htm>

Roundtables Reinforce Need for Skills and Learning

Canada's skills shortage has received a fair amount of media coverage in the last few weeks — largely due to three national roundtables that follow-up on last year's Expert Panel on Skills. The Centre for the Study of Living Standards, the Canadian Policy Research Networks and the Conference Board of Canada each hosted one roundtable session on topics such as creating a more efficient labour market, increasing learning opportunities and removing barriers to lifelong learning, and determining how to build and sustain a culture of innovation and entrepreneurship. HRDC has placed links to reports from each roundtable, as well as a series of backgrounds, on their website: <http://www.hrdc-drhc.gc.ca/com-mon/news/hrrib/01-06-21.shtml> (See Marg Rose's article on page 12.)

Charity and the Law

CharityLaw.ca provides information on legal issues of interest to charities and not-for-profit organizations both in Canada and internationally. *Charity Law Bulletin* is a timely publication which provides brief synopses of current developments in the law of charities. More detailed commentaries appear in *Charity & the Law Update* and *Church & the Law Update* published approximately three times per year. Articles and materials from seminars on a variety of related topics are also available on the site at <http://www.charitylaw.ca>

The Gift of Reading

We acknowledge with thanks the following letter from Conni Cartlidge and the enclosed donation from Joe McDonald. Please accept this donation of \$10.00. At the end of the school year, my children do not buy gifts for their teachers: instead they choose organizations to give donations to. My son, **Joe McDonald**, just completed Grade 2. He loves to read and so he wanted to give a donation in honour of the teacher

assistant that works in his classroom, **Cecilia Malcolm**, to a group that promoted reading. My husband had heard about your organization on CBCradio, and Joe thought it sounded just right! (Mrs. Malcolm spent a lot of time making reading tapes with the children in the classroom) The donation is small, but it comes from the heart.

Illiteracy Claims Disputed

Half of America's adults may not be functionally illiterate after all! Eight years after the release of the first report of the National Adult Literacy Survey (NALS) by the National Center for Education Statistics (NCES) the validity of the assignment of adults to different literacy levels is questioned. The original publication of the report had led to the oft-quoted claim that "half of America's adults are functionally illiterate". In a research note published on NALD, **Thomas Sticht** draws the attention of the literacy world to a final technical report on NALS suggesting that the original report was "overly pessimistic". "This new technical report by NCES," argues Dr. Sticht, "calls into question the entire validity and hence the meaning of the NALS (and other tests and studies based on the NALS methodology, such as the International Adult Literacy Survey)." For the full stories, see the July 16 and July 18 entries at Headline News on the NALD database at <http://www.nald.ca/WHATNEW/hdlnenws.htm>

Dr. Sticht in Winnipeg

Dr. Sticht made quite an impact in Winnipeg in May. He challenged workplace and adult literacy teachers to focus on functional context education methods. The text of his workshop themes is on NALD, along with dozens of superb research findings.

Storysacks Video

The Interlake Regional Learning Network has produced a five-minute video, featuring **Carol Goosens** and her family introducing the Storysacks concept. Any group that views the tape will understand the idea and the technique, and be fired up to produce a Storysack of their own. Focus groups and previews have given the tape two thumbs

up. The video will be in the LPM library for viewing.

Librarians' Conference

The Canadian Library Association held its Annual Conference in Winnipeg on June 13-17. One of the highlights of Friday's events was a Round Table on Manitoba Literacy Events sponsored by the Literacy Interest Group. Approximately 25 library professionals from across Canada were given an overview of partnerships and cooperation between literacy groups and libraries in the province. **Terrie Moar**, **Bunny Cobb**, and **Shelley Saunders** presented at the conference.

LD and Literacy

At the Summer Literacy Institute in Vancouver BC on July 24, **Dr. Chistrina Fiedorowicz** unveiled a series of questionnaires which would help Literacy workers screen for Learning Disabilities among their learners. The battery of 60 questions probe the family, educational and work background of a learner to establish a pattern typical of learning-disabled individuals.

Although a literacy worker could never make a conclusive diagnosis, the "at risk" designation is enough to get special funding and accommodations for adults in several provinces. The knowledge that they suffer from a neurological difficulty is often reassuring to the LD adult. Learning Disabilities affect about 10% of the population and up to 50% of selected groups such as prison inmates.

Dr. Fiedorowicz suggests that literacy workers and parents emphasize the artistic and verbal strengths that many LD people have because "there will be lots of sorrow and frustration in their lives."

This screening tool is available at the LPM office.

Learners Participate in PSAs

Fifteen learners from seven community literacy programs gathered at the LPM offices on August 8 to take part in TV commercials for literacy. These PSAs, generously donated by **Global Television**, will be shown on Channel 12 in September. The full story will appear next issue.

Upcoming Events

22-23 August, 2001. Bookmates Rock and Read Facilitator Certification. 10:00 - 4:00 St. John's Library, 500 Salter St. Facilitator: Louise Gordey. Fee: \$75/person

8 September, 2001. BBQ for Literacy and Margaret Laurence Awards. Jim Rondeau's constituency office, 839A Cavalier, St. James (corner of Hamilton and Cavalier). Barbecue, 11:00 a.m. - 3:00 p.m.; Margaret Laurence Awards at 1:00 p.m. (See story on page 3.)

8 September, 2001. Take Five and Read! LPM Display at the Forks to celebrate World Literacy Day. (See story on page 3 for details.)

13 September, 2001. Chip in for Literacy Family Fun Day at the Short Game Golf Training Centre, in cooperation with Winnipeg-St. James Rotary Club and the Stevenson-Britannia Literacy Program. \$160 a team or \$40 a golfer. To register, call 947-5757.

20-21 September, 2001. Bookmates Parent-Child Mother Goose Program Teacher Certification 10:00 - 4:00. St. John's Library, 500 Salter St. Facilitator: Terrie Moar. Fee \$75.00/person

27-29 September, 2001. 13th National Conference on Learning Disabilities, Halifax, Nova Scotia. For further information, phone Paige McDicken at 902 423-2850, email ldans@ns.sympatico.ca or visit www.nsnet.org/ldans

3-5 October, 2001. Pathways to Success: Understanding and Responding to Diversity. Winnipeg Convention Centre. Assiniboine School District Number 3 and TW Branun & Associates Contact 1-800-531-0082, twbranun@imag.net, or <http://www.twblearn.com/reachingandteaching.htm>

25 October, 2001. Literacy Action Day, Ottawa.

28-31 October, 2001. The Recognizing Learning Conference, Halifax, Nova Scotia. The first joint national conference on prior learning assessment (PLAR) and qualification recognition (QR) Contact Prior Learning Assessment Centre at 902-454-2809, info@placentre.ns.ca or http://www.placentre.ns.ca/conference/eConf_1.html

16-17 November, 2001. LPM AGM and Conference. William and Catherine Booth College, 447 Webb Place, Winnipeg. New! Outside experts! See below.

LPM Literacy Conference

16-17 November, 2001

William and Catherine Booth College, 447 Webb Place, Winnipeg

Improving Effectiveness of Adult Literacy

Featuring

Ellen Long, author of "Who Wants to Learn"

Deb McPhedran, co-author of "On-site Analysis"

David Sherwood of the Certified Literate Community project in Ontario

Workshops, Networking, Meet the Word Monster, Free Book Bags

Circle Your Calendars!



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