



Literacy...right from the start!

Bookmarks, Stickers, Banners and Display Boards for Community Use

An initiative of London's Child and Youth Network

One of the key priorities of the Child and Youth Network's Literacy Action Plan involves a culture shift; a change in the way we think about literacy and a decision to make literacy a way of life for our community. Work on this priority has begun through the use of the following key message:

Literacy...right from the start!

There are numerous studies that tell us that literacy skill development begins the moment (if not before) a baby is born. We also know that brain growth occurring in the early years of life is significant and vast and that parents and other adults play the most important role in stimulating the early literacy development of their children.

Strong literacy interactions and activities in the early years will foster skills in children that are needed for successful participation in school, the community, culture and in our ever increasing "knowledge based" economy.

Two table top display boards and two banners that help convey the important message that taking time to read, sing, talk, play and cuddle with children every day is the key to early literacy development are available for community use. In addition, stickers and bookmarks in 5 different languages (English, French, Spanish, Arabic and Vietnamese) are available for distribution to families and children in London.



Community members, organizations, businesses, residents, schools, and others (especially those situated in the Huron Heights planning district) are encouraged to borrow these resources for display in their agencies, at community events, workshops, and other places where this important message can be exhibited. Bookmarks and stickers can be accessed by completing the accompanying simple form.

For more information and/or to borrow literacy display boards or banners, please contact:

Jennifer Smith, Project Manager—Literacy
London's Child & Youth Network

T: (519) 661-2500 X 7202
F: (519) 390-2061
E: jesmith@london.ca



To complete your request for literacy bookmarks or stickers, please complete the following form:

Name of Organization: _____

Address _____

Postal Code: _____ Telephone #: (_____) _____

Email: _____

Contact Person: _____

Please indicate the number of bookmarks and the languages you are requesting:

English	French	Spanish	Arabic	Vietnamese

Sing, Play, Read, Love stickers are available in rolls of 150. Please indicate the number of rolls you are requesting: _____

In order to assist us with evaluation and monitoring, briefly describe how you intend to use the bookmarks, intended audiences, when and where they will be distributed, etc.

Please direct inquiries/questions and/or send your completed form to:

Attn: Jennifer Smith, CYN Project Manager-Literacy

E: jesmith@london.ca

F: (519) 930-2061

T: (519) 661-2500 Ext: 7202

Thank you very much for your request.