

## Making Literacy a Way of Life: The CYN Literacy Action Plan (2012-15)

### Objectives:

By 2015, London will be a provincial leader in child, youth and family literacy. London will **continue** to implement an integrated approach to improve literacy through collaboration between home, school and community.

### Problem Definition:

In London, 25% of children are not ready to learn by grade 1 (2009 EDI Results, The Offord Centre, McMaster University), 15 out of 27 neighbourhoods have at least 25% of their children not ready to learn when they enter grade 1 (2009 EDI Results), between 22% and 48% of grade 3 and grade 6 students were below the provincial standard for reading, writing and math (EQAO Results, 2010-2011), 17% -20% of high school students did not pass the grade 10 literacy test on their first attempt (EQAO Results, 2011) and 15% to 16% of students are not graduating within 5 years of starting grade 9 (2011). Although these figures indicate that London is average in terms of literacy—no better and no worse than other communities—we know that being average comes at a cost.

In addition to higher grades, better test scores and improved graduation rates for students, literacy is a key part of helping people achieve their goals, develop their knowledge and potential and participate fully in the workforce and in their community. Studies show that low literacy rates have a major negative impact on health and literacy is a major factor underlying most of the determinants of health. We also know that people living in poverty are among the most vulnerable to literacy issues. Literacy can be considered the basic prerequisite for escaping poverty and low literacy has been identified as the major problem preventing recipients from entering the labour force. Though the current reality is harsh, there are solutions to the problem of low literacy and the London community has already been working together to make literacy a way of life for children, youth and families in London.

### Future Outcomes:

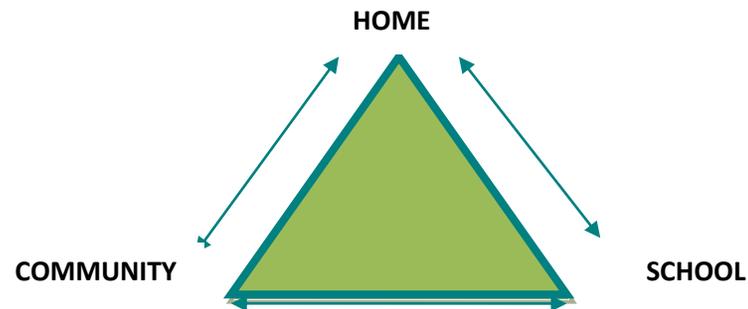
- All children will be ready to learn by grade 1
- No children will fall below the standards in reading, writing and math
- All youth will pass their Grade 10 literacy test
- All students will graduate from high school
- All students will be engaged in their school community
- All community members will be engaged in activities which improve literacy

**CYN Literacy Action Plan Strategies:**

1. **Emergent Literacy** *Promote literacy from birth*
2. **Family Literacy** *Improve family literacy*
3. **Youth Literacy** *Improve youth literacy*
4. **Awareness and Advocacy** *Promote literacy to the whole community*
5. **Neighbourhood Approach to Literacy** *Take a neighbourhood approach to literacy*

**Integration to Improve Literacy:**

As an inter-connected component of family and community life, literacy goes far beyond formal learning and education. Studies show that collaboration between parents, schools and communities can maximize the potential of children and youth, in the early years, when in school and later in life. All Literacy Action Plan strategies and activities are dependent upon collaborative approaches and community integration that incorporate families, schools and the community. The Child and Youth Network uses the following diagram to illustrate these important connections:





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**Child and Youth Network Inter-Priority Collaboration:**

The priorities of the Child and Youth Network will share knowledge and resources where appropriate. This will include efforts to pool human, financial and physical resources. Furthermore, consideration toward connectivity issues concerning Ending Poverty, Healthy Eating and Healthy Physical Activity and Literacy will be at the forefront of planning and decision making within all Child and Youth Network priorities.

**CYN LITERACY ACTION PLAN (2012-2015)**

**STRATEGY 1: EMERGENT LITERACY** *Promote Literacy from Birth*

Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources
<p><b><u>Baby's Book Bag:</u></b></p> <p><i>A Baby's Book Bag is given to every family in London for their first newborn baby (under 12 months of age) to support family implementation of emergent literacy activities.</i></p>	Maintain distribution of Baby's Book Bag by Kiwanis Club of Forest City-London volunteers to new/expectant parents in London via Middlesex-London Health Unit Prenatal Classes accompanied by a viewing of <i>Read to Me!</i>			*Distribution is sustained	*Kiwanis Club of Forest City—London *Community Service Providers *Middlesex-London Health Unit *London Public Library
	Maintain and continue to expand distribution of <i>Baby's Book Bag</i> to new/expectant teen parents via Middlesex-London Health Unit Prenatal Classes, Smart Start for Babies and other young parent groups.			*Distribution is sustained *# of teen parents served	*Community Service Providers
	Maintain and continue to expand distribution to new/expecting parents via partners that work with families with babies.			*Distribution is sustained *Increase in # of community partners *increase in # of parents served	*Community Service Providers
	Continue to provide <i>Baby's Book Bag: Learning about Literacy</i> training opportunity annually for service providers and community partners working with young families.			*Training is provided annually	*Community Service Providers
	The role of the CYN Family Literacy Coordinator continues to include support and participation in the variety of activities related to the <i>Baby's Book Bag</i> project.			*Coordinator involvement is sustained	*CYN Family Literacy Coordinator
	Engage medical professionals to provide young families with <i>Your Prescription for Literacy</i> to receive <i>Baby's Book Bag</i> through branches of London Public Library and Ontario Early Years Centres located in London.			*# of medical professionals involved *# of families accessing book bag through LPL and	*London Public Library *Ontario Early Years Centres in London *Medical Professionals

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Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources
			Develop plan for ongoing sustainability of the project in partnership with the Kiwanis Club of Forest City—London.	Ontario Early Years Centres as a result of <i>Your Prescription for Literacy</i>  *Sustainability plan is developed	*Community Service Providers *Kiwanis Club of Forest City—London
<p><b><u>Literacy-Rich Waiting Rooms:</u></b></p> <p><i>Literacy-Rich Waiting Rooms in medical clinics and offices provide families with key messages and activities that promote the importance of literacy.</i></p>	Continue to maintain existing <i>Literacy-Rich Waiting Rooms</i> .			* <i>Literacy-Rich Waiting Rooms</i> are sustained	*Community Service Providers
		Develop and implement evaluation components of <i>Literacy-Rich Waiting Rooms</i> .		*Evaluation components are developed *Evaluation components are implemented	*Community Service Providers
			Expand project to more sites in London including hospital waiting rooms, walk-in clinics and others.	*# of new sites implemented	*site partners *Community Service Providers
			Develop a plan for the ongoing sustainability of the project.	*Sustainability plan is developed	*Community Service Providers
	Continue to engage Schulich School of Medicine and Dentistry Students			*Schulich School of Medicine and Dentistry students are involved	*Schulich School of Medicine and Dentistry students *Community Service Providers

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Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources
<p><b>Physician Engagement:</b></p> <p><i>Engage medical professionals who work with families, and provide them with materials and resources to disseminate key messages about the importance of literacy from birth.</i></p>	<p>Continue to engage physicians and build awareness through participation in current projects, namely, the Middlesex-London Health Unit Physicians Outreach Strategy, participation in Grand Rounds, in-service training and conferences for physicians, and inclusion of literacy information in electronic newsletters and physician's binders.</p>			<p>*# of physician connections made</p> <p>*# of physicians involved in current projects</p> <p># of e-newsletters/ binders distributed including literacy information</p>	<p>*Middlesex-London Health Unit</p> <p>*Community Service Providers</p>
	<p>Implement <i>Your Prescription for Literacy</i> with physicians in order to promote the importance of literacy from birth, including places in the community (branches of the London Public Library and Ontario Early Years Centres in London) where families can go to receive a <i>Baby's Book Bag</i> and access programs and services that enhance and support literacy.</p>			<p>*# of physicians participating in project</p> <p>*# of families receiving <i>Baby's Book Bag</i> from community locations</p> <p>*# of families accessing community locations as a result of project</p>	<p>*Physician Champions</p> <p>*London Public Library</p> <p>*Ontario Early Years Centres in London</p>
	<p>Continue to promote and encourage physician participation in CYN emergent literacy activities, including: distribution of promotional resources and materials, use of banner and display boards, literacy-rich waiting rooms and <i>Your Prescription for Literacy</i>.</p>			<p>*# of promotional resources distributed via physicians</p> <p>*# of times banner and display boards are used by physicians</p> <p>*# of physicians participating in literacy-rich waiting room project</p>	<p>*Physician Champions</p>

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			*# of physicians using <i>Your Prescription for Literacy</i>	
	Increase content for the CYN family literacy website ( <i>thisisliteracy.ca</i> ) and encourage its promotion by physicians and other medical professionals.		*website content is increased *# of physicians informed about the website	*Community Service Providers *Physician Champions
		Explore and increase partnerships with others in the medical community, such as: Schulich School of Medicine and Dentistry, Nurse Practitioners, and Middlesex-London Health Unit Family Health Services.	*# of partnerships explored *# of new partnerships *# of expanded partnerships	*Community Service Providers
	The role of the CYN Family Literacy Coordinator includes participation in and promotion of activities related to physician engagement.		*# of activities related to physician engagement that the Family Literacy Coordinator participates in *# of activities related to physician engagement that the Family Literacy Coordinator promotes	*CYN Family Literacy Coordinator
		Develop a plan for the ongoing sustainability of this initiative.	*Sustainability plan is developed	*Community Service Providers

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Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources
<p><b><u>Training and Awareness:</u></b></p> <p><i>Train community partners in emergent literacy programs and services and build awareness with community partners about the importance of literacy from birth.</i></p>	Continue to host annual <i>Learning about Literacy: Baby's Book Bag</i> training opportunity for community service providers working with families with babies.			*Training is provided once per year	*Community Service Providers
	Continue to deliver messaging about the importance of literacy from birth to participants at events such as Prenatal Health Fairs, Community Early Years Fairs, Ready for School! (Thames Valley Neighbourhood Early Learning Program—TVNELP), Physician Champions Table, Healthy Eating and Healthy Physical Activity, Ending Poverty and London System Reengineering priority team activities and others as they arise.			*Delivery of importance of literacy messaging is sustained.	*Community Service Providers *CYN Family Literacy Coordinator
	Increase content for the CYN family literacy website (thisisliteracy.ca) and encourage promotion of it by community professionals and service providers to parents with youth, children, and their families.			*Website content is increased *# of community professionals/service providers encouraged to promote the website	*Community Service Providers
	Include importance of literacy from birth messaging in physical spaces and recommend and mobilize literacy-focused training and programs, such as Family Math, Letter Fun, Library story times and Reading Rocks! at Neighbourhood Child and Family Centres.			*Literacy messages found in physical spaces in Neighbourhood Child and Family Centres *Increase in # of literacy messages found in physical spaces in Neighbourhood Child and Family Centres	*Community Service Providers *CYN Family Literacy Coordinator
	Continue the strategic distribution of products and materials, such as bookmarks, posters and stickers, use of display board and banner and sharing information through activities that promote literacy from birth. Where appropriate, continue to provide materials to other CYN Priority Tables.			*Distribution of products and materials is sustained	*Community Service Providers *CYN Family Literacy Coordinator
	The role of the CYN Family Literacy Coordinator continues to support activities related to training and awareness.			*CYN Family Literacy Coordinator involvement is sustained.	*CYN Family Literacy Coordinator

**STRATEGY 2: FAMILY LITERACY** *Improve Family Literacy*

Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources
<p><b>Family Literacy Website:</b></p> <p><i>Provide an accessible, user-friendly, high-quality, web-based resource for parents, professionals, children and teens that disseminates literacy messages to the community. Work collaboratively with other community partners and committees.</i></p>	Continue to regularly maintain the website.			*Website is maintained	*Community Service Providers *Echidna Solutions
	Continue to generate relevant, appropriate content for the website with ongoing contributions from a diverse range of service providers, educators and others, such as community representatives. Collaborate with other CYN Priority Teams to generate appropriate collaborative content.			*Website content is provided by an array of stakeholders	*Community Service Providers *Writers *Family literacy experts *Child, youth and family service providers *Community members *Educators *Digital and Technology literacy experts
	Continue to actively promote the website and its brand to diverse age groups and community members.			*Promotion of website is sustained	*Community Service Providers *Echidna Solutions
	The CYN Family Literacy Coordinator is active in the development of content and maintenance of the website and social media feeds for <i>thisISliteracy.ca</i>			*Content for website is developed and maintained by Family Literacy Coordinator	*CYN Family Literacy Coordinator
	Increase content for the CYN family literacy website ( <i>thisISliteracy.ca</i> ) to build awareness and to encourage recognition of the importance of literacy at home, at school and in the community. Collaborate with other CYN Priority Teams (Healthy Eating and Healthy Physical Activity, Ending Poverty, and London System Reengineering) to explore and create awareness of links between poverty, literacy and health.			*Website content is increased *The recognition of the importance of literacy is increased by the website	*Community Service Providers *Writers *Community Members *Child, youth and family service

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Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources	
					providers *Family literacy experts **Educators *Digital and Technology literacy experts	
<p><b><u>Family Literacy Kits:</u></b></p> <p><i>Every child at key schools in identified grade levels received a high-quality, well-resourced, interactive kit of literacy materials to use with their family and friends.</i></p>	Continue to provide kits to families with children in key grades living in the Huron Heights Literacy Demonstration Neighbourhood.			*Children in Huron Heights continue to receive kits	*Community Service Providers *Community Service Providers in Huron Heights	
		Work with CYN's Ending Poverty Team to explore the incorporation of Grade 7 Kits into Grade 7 Wrap Around Demonstration Project.		*Feasibility is explored	*Ending Poverty Team	
	Continue to distribute kits using literacy volunteers, such as Implementation Team members to present key messages.				*Kits and messages are delivered by literacy volunteers/team members	*Community Service Providers *Literacy volunteers
	Continue to develop, plan and build the ongoing financial sustainability of the project, including donations and sponsorship.				*Ongoing financial sustainability continues to be developed	*Community Service Providers *Funders *Sponsors
	Continue to explore and develop a plan for the storage, assembly and distribution of kits in partnership with schools and community and with intentional youth involvement.				*Plan for storage, assembly and distribution of kits continues to be developed *Youth are involved	*Community Service Providers *Youth Service Providers *Youth

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	The CYN Family Literacy Coordinator continues to act as an agent of promotion, sustainability, distribution and other aspects of the project.			*CYN Family Literacy Coordinator is involved	*CYN Family Literacy Coordinator
Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources
<p><b><u>Family Literacy Integration into Neighbourhood Child and Family Centres:</u></b></p> <p><i>The family literacy model is an integral part of every London neighbourhood.</i></p>	Family literacy information and activities are defined and integrated into every CYN Neighbourhood Child and Family Centre, including components within the physical space, as well as the recommendation and mobilization of literacy programs and services.			*Family Literacy is a key component of each Neighbourhood Child and Family Centre's physical space and program service delivery	*Community Service Providers *Community development experts *Family literacy experts
			Create portable family literacy resources housed at Neighbourhood Child and Family Centres, for use at programs, events and celebrations taking place throughout the city.	*Portable Family Literacy Resources are developed *Portable Family Literacy Resources are used at activities and events throughout the city.	*Community Service Providers *Community development experts *Family literacy experts
	Integration of family literacy has both common (found at every site) and unique element (based on community input) that will engage community members in family literacy.			*Neighbourhood Child and Family Centres have family literacy elements common to all locations *Each Neighbourhood Child and Family Centre has family literacy elements exclusive to its community	*Community Service Providers *Community development experts *Family literacy experts *Neighbourhood resident's groups
	The CYN Family Literacy Coordinator supports and participates in this initiative.			*CYN Family Literacy Coordinator is involved	*CYN Family Literacy Coordinator

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		Develop a maintenance and sustainability plan for integrating family literacy into Neighbourhood Child and Family Centres and Neighbourhood Child and Family Centre communities in partnership with the London System Reengineering Team.		*Maintenance and sustainability plan is developed in collaboration with the London System Reengineering team	*Community Service Providers *London System Reengineering Team
		Determine and recommend strategies to engage community members, particularly youth, in development and ongoing integration of literacy in Neighbourhood Child and Family Centre communities.		*Literacy integration approaches are proposed and established *Community members, such as youth are engaged in literacy	*Community Service Providers *Youth Workers *Community Development experts
Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources
<p><b><u>Family Literacy Training: Learning about Literacy:</u></b></p> <p><i>Incorporate family literacy messages and activities into programs and services found in every community, with the support of community champions.</i></p>		Recruit and train identified key influential community members to be champions of literacy.		*Significant community members are trained to be champions of literacy	*Community Service Providers
			Develop a training and awareness package for the education and dissemination of simple and practical literacy messages to businesses, service providers and others in the community.	*Literacy training and awareness packages are developed for businesses, service providers, etc.	*Community Service Providers *Marketing experts *Writers *Literacy Experts
		Develop family literacy training workshops for those who work and volunteer with children, youth and families.		*Family literacy training workshops are developed for volunteers and others working with	*Community Service Providers *Family literacy experts *Volunteer sector

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Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources
				children, youth and families	
		The CYN Family Literacy Coordinator supports and participates in this initiative.		*CYN Family Literacy Coordinator is actively involved	*CYN Family Literacy Coordinator
<b><u>Family Literacy Conference and Events:</u></b>  <i>Professional development opportunities about family literacy are provided to service providers, educator and other community professionals. Families are provided with opportunities to engage in family literacy activities together.</i>	Continue to host annual family literacy conference for professionals.			*Professional family literacy conference is held once each year	*Community Service Providers *Family literacy experts *Event planners
	Host annual family literacy nights for school aged children and parents in each Literacy Demonstration Neighbourhood/Neighbourhood Child and Family Centre community.			*Family literacy nights are held in each Neighbourhood Child and Family Centre/ Literacy Demonstration Neighbourhood once each year	*Community Service Providers *Neighbourhood Community Service Providers and groups *Event planners *Family Literacy Experts
		Develop a plan for the sustainability of conference activities and family literacy events.		*A plan for sustainability is developed	*Community Service Providers
	The CYN Family Literacy Coordinator supports and participates in this initiative.			*CYN Family Literacy Coordinator is actively involved	*CYN Family Literacy Coordinator

**STRATEGY 3: YOUTH LITERACY** *Improve youth literacy*

Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources
<p><b>Engagement:</b></p> <p><i>Youth literacy is improved through active engagement at home, at school and in the community.</i></p>	Solicit youth input in the process to determine the best engagement strategies that reflect youth diversity.			*Input is gathered from a range of youth	*Youth *Youth Service Providers *Community Service Providers *School Boards
		Engage home, school and community members in the development and implementation of activities and initiatives that support the diverse needs and interests of youth at all stages.		*Parents, school personnel and community service providers participate in youth engagement process *Youth participate in process	*Community Service providers *Youth Service Providers *School Boards *Youth
			Cultivate youth engagement in youth-identified community initiatives.	*Youth are engaged in self-selected community activities	*Community Service Providers *School Boards Youth Service Providers *Youth
			Grow opportunities for positive relationship development between youth and support adults/mentors.	*Youth mentor/supportive adult relationship opportunities are increased	*Community Service Providers *Youth Service Providers * Youth
	Use the CYN Family Literacy Coordinator to facilitate youth engagement and the building of relationships with trusting adults.			*CYN Family Literacy Coordinator assists with	*CYN Family Literacy Coordinator

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		Build the capacity for parents, educators, and community service providers to use key strategies known to engage and empower youth.		*Increased ability of parents, educators and community service providers to support youth	*Community Service Providers *Youth Service Providers
	Collaborate with other CYN Priority Areas (Healthy Eating and Healthy Physical Activity and Ending Poverty) to explore and create awareness of links between literacy, poverty and health for youth.  Work with Healthy Eating and Healthy Physical Activity and Ending Poverty Teams to develop inter-priority strategies to increase food literacy among London's children and youth.  Work with other CYN priority areas to support the implementation of Ending Poverty's Youth Community Economic Development Framework.	In partnership with Healthy Eating and Healthy Physical Activity and Ending Poverty priority area teams, explore quick win opportunities, such as the development of a collaborative youth driven social awareness campaign.  Implement, with Healthy Eating and Healthy Physical Activity and Ending Poverty, inter-priority strategies to increase food literacy among London's children and youth; evaluate results.  See Ending Poverty Workplan.	Continue to collaborate with Healthy Eating and Healthy Physical Activity and Ending Poverty priority area teams.  Continue to implement, with Healthy Eating and Healthy Physical Activity and Ending Poverty priority teams, inter-priority strategies to increase food literacy among London's children and youth; evaluate results.  See Ending Poverty Workplan.	*Development of collaborative projects and plans to address gaps *Implementation of prioritized plans to address gaps *Effective collaboration for development and implementation of Youth Community Economic Development Framework	* Healthy Eating and Healthy Physical Activity, Ending Poverty Teams *City of London
Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources
<b><u>Facilitate Direct Supports:</u></b>	Develop a comprehensive inventory of existing direct home, community, and school supports for youth, including the solicitation of express feedback from youth and their families about strengths, needs, and issues related to literacy testing.			*Inventory is completed	*Community Service Providers *Youth * Families of youth

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<p><i>Identify and encourage direct interventions that support all youth to pass the Grade 10 Literacy Test (OSSLT).</i></p>				<ul style="list-style-type: none"> <li>*Youth Service Providers</li> <li>*Data managements experts</li> </ul>	
		<p>Work with the community and school boards to evaluate existing programs and services and to explore partnership opportunities to integrate and build upon supports and assist youth to pass the Grade 10 Literacy Test.</p>	<ul style="list-style-type: none"> <li>*Community is engaged in process</li> <li>*School boards are engaged in process</li> <li>*Partnership opportunities are explored</li> </ul>	<ul style="list-style-type: none"> <li>*School Boards</li> <li>*Youth Service Providers</li> <li>*Community Service Providers</li> </ul>	
		<p>Partner with Ending Poverty Priority's Grade 7 Wraparound Demonstration Project to explore project progress with respect to youth literacy strategy.</p>	<ul style="list-style-type: none"> <li>*Partnership opportunities are explored</li> </ul>	<ul style="list-style-type: none"> <li>*Ending Poverty Priority's Grade 7 Wraparound Committee/Advisory Team</li> </ul>	
		<p>Identify and support intervention programs/ projects that directly help youth (Grade 7-10) to pass the Grade 10 Literacy Test.</p>	<ul style="list-style-type: none"> <li>*Prevention programs/ projects are identified</li> </ul>	<ul style="list-style-type: none"> <li>*School Boards</li> <li>*Youth Service Providers</li> <li>*Community Service Providers</li> </ul>	
	<p>Increase youth related content for CYN family literacy website (<i>thisISliteracy.ca</i>) and encourage promotion to youth, families with youth and professionals working with youth.</p>		<ul style="list-style-type: none"> <li>*Website content with respect to Grade 10 Literacy Test is increased</li> </ul>	<ul style="list-style-type: none"> <li>*Community Service Providers</li> <li>*Content writers</li> </ul>	
	<p>Development and implementation of plan activities includes support and participation of the CYN Family Literacy Coordinator.</p>		<ul style="list-style-type: none"> <li>*Family Literacy Coordinator is involved</li> </ul>	<ul style="list-style-type: none"> <li>*CYN Family Literacy Coordinator</li> </ul>	
Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources
<p><b>Transitions:</b></p> <p><i>Provide diverse supports to assist youth</i></p>	<p>Conduct literature and best practices review to define and outline youth transitions, and particularly those related to literacy.</p>			<ul style="list-style-type: none"> <li>*Input is gathered from a range of youth</li> </ul>	<ul style="list-style-type: none"> <li>*Youth</li> <li>*Youth Service Providers</li> <li>*Community Service Providers</li> </ul>

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<p><i>with the development of resiliency and other skills, including those related to literacy, to help with the planning and navigation for life transitions including the shifts from elementary to secondary school, secondary school to post secondary school or to employment, and towards re-engagement in school for youth who have not graduated.</i></p>		Build upon existing home, school and community supports, particularly those related to literacy that address and assist youth through transitions.	*Increase in literacy supports that assist youth with transitions	*Literacy experts *Youth Service Providers *Community Service Providers *School Boards
		Based on identified gaps, support new home, school and community initiatives, particularly those related to literacy that address and assist youth through transitions.	*New literacy transitions are developed that support identified gaps	*School Boards *Youth Service Providers *Literacy experts *Community Service Providers
		Partner with Ending Poverty Priority's Grade 7 Wraparound Demonstration Project and Youth Community Economic Development Framework to explore project progress with respect to the youth literacy strategy.	*Partnership opportunities are explored	*Ending Poverty Priority Team (specifically Grade 7 Wraparound and Youth Community Economic Development Framework teams)
		Increase content relevant to transitions for the CYN family literacy website ( <a href="http://thisISliteracy.ca">thisISliteracy.ca</a> ) and encourage promotion of the website to youth, families and professionals working with youth.	*Website content related to youth transitions is increased	*Writers *Community Service Providers *Youth Service Providers *School Boards
		The CYN Family Literacy Coordinator directly contributes to plan activities related to this initiative.	*Family Literacy Coordinator is providing direct support	*CYN Family Literacy Coordinator

**STRATEGY 4: AWARENESS AND ADVOCACY** *Promote literacy to the whole community*

Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources
<p><b><u>Partnerships and Events:</u></b></p> <p><i>Literacy messages are shared through participation in activities and events for children, youth and families with relevant committees and collaborative groups.</i></p>	The CYN Family Literacy Coordinator continues to promote literacy awareness through active participation, engagement and relationship building at community events, programs and meetings.			*CYN Family Literacy Coordinator role in literacy awareness is sustained	* CYN Family Literacy Coordinator
	Continue to promote literacy messages through participation in community-based outreach activities such as prenatal health fairs, Ready for School! (TVNELP), Family Literacy Nights, Family Literacy Day Celebrations and others. Explore opportunities to promote literacy in other outreach activities taking place in the community.			*Promotion of literacy messages to the community through events and activities is maintained.	*Community Service Providers
	Maintain relationships with community partners and funders, such as the Kiwanis Club of Forest City—London in the promotion of literacy for children, youth and families. Explore other opportunities and build new stakeholder relationships that will promote the importance of literacy for children, youth and families.			*Partnerships are sustained *Increased # of opportunities to promote literacy *Increased # of new stakeholder relationships	*Community Service Providers *Funders *Established and new community partners and funders
	Maintain active participation and find new opportunities to join service provider groups with a focus on the improvement of literacy for children, youth and families including The London and Middlesex Local Immigration Partnership’s Education Sub-Council.			*Active participation with service provider groups is continued *New opportunities for participation are sought	* Community Service Providers *Service Provider groups *London and Middlesex Local Immigration Partnership Education Sub-Council

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Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/Resources	
<p><b>Public Awareness of Literacy:</b></p> <p><i>Develop a comprehensive public awareness plan to disseminate literacy message to the community, including children, youth and families. Work collaboratively with other community partners and committees.</i></p>	Utilize the CYN Literacy activities and initiatives, such as <i>Family Literacy Kits</i> and <i>Baby's Book Bag</i> distributions, the family literacy website ( <i>thisISliteracy.ca</i> ), Literacy-Rich Waiting Rooms and spaces in Neighbourhood Child and Family Centres to actively promote literacy to children, youth and families. Coordinate with other CYN priority tables to disseminate key information.			*CYN products and activities are used to endorse literacy	*Community Service providers *Community Development experts *Literacy experts *Other CYN Priority Tables	
	Continue to engage media partners and build formal relationships with them to promote the importance of literacy and literacy events and activities to the broader community.			*Increased # of media partners involved in promotion of literacy and related events and activities	*Community Service Providers *Communications/Marketing experts	
	Increase the content for the CYN family literacy website ( <i>thisISlitearcy.ca</i> ) to build awareness and to encourage the recognition of the importance of literacy at home, at school and in the community. Collaborate with Healthy Eating and Healthy Physical Activity and Ending Poverty to explore and create awareness of links between poverty, literacy and health.				*Increased content about awareness and importance of literacy on family literacy website	*Community Service Providers *Literacy Experts *Marketing/Communications experts *Writers *Other CYN Priority Tables
			Develop and implement a strategy to engage community champions for literacy from a variety of sectors (media, business, economic, volunteer)		*Plan is developed *Plan is implemented	*Community Service Providers *Communications/Marketing experts
			Develop and implement a plan for partnerships with varsity and other amateur sports teams to become literacy advocates.		*Plan is developed *Plan is implemented	*Community Service Providers *Communications/Marketing experts

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		Create and implement a social media strategy to promote literacy through Facebook, YouTube, Twitter and others. Explore cross-promotion opportunities with other CYN priority team initiatives and activities.		*Social media strategy is developed *Social media strategy is implemented *Cross-promotional opportunities are employed	*Community Service Providers *Communications/Marketing experts *CYN Priority Teams	
		Explore the feasibility of a public awareness campaign to promote the importance of literacy that includes the use of billboards, television spots, community contests and more.		*Viability of campaign is explored	*Community Service Providers *Communications/Marketing experts	
Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/Resources	
<p><b><u>Tools and Supporting Materials:</u></b></p> <p><i>Develop a suite of comprehensive resources to provide information, to promote the importance of literacy and to build awareness of the CYN Literacy Priority for a variety of stakeholders including potential sponsors and donors.</i></p>	Continue to build the <i>this IS literacy</i> brand through the development and implementation of a strategy that includes the creation and distribution of packages to promote the brand to various stakeholders.			*Brand strategy is developed *Brand strategy is implemented	*Community Service Providers *Communications/Marketing experts * Healthy Eating and Healthy Physical Activity and Ending Poverty teams, for key distribution	
	Provide appropriate tools and materials to Healthy Eating and Healthy Physical Activity and Ending Poverty Teams for distribution at priority events.					
		Based on the brand strategy, maintain and develop new CYN products (bookmarks, activity rings, stickers, etc.) for a variety of audiences, such as youth, that promote the importance of literacy.			*Promotional products are maintained *Promotional products are developed	*Community Service Providers *Communications/Marketing experts
		Develop a plan to engage corporations, service clubs, local organizations and others			*Plan is developed	*Community Service Providers *Funders

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		in the provision of financial and other support for CYN literacy activities. The plan will include the creation and utilization of one or more comprehensive information and sponsorship packages.			Communications/ Marketing experts
	Develop packages of background documents about the CYN, the Literacy Action Plan, as well as individual activities, initiatives and other information to be used with a variety of audiences, including those of the Healthy Eating and Healthy Physical Activity and Ending Poverty Teams. Information will include key literacy messages for various age groups and populations.			*Packages are developed *Packages include information for various age groups and populations	*Literacy and other Priority Team Members *Community Service Providers *Communications/ Marketing experts
	Work with the CYN's website team and other CYN priority areas to create professional, consistent and branded materials about CYN projects and initiatives.			*Concise branded materials are created about CYN projects and initiatives	*CYN website team *Other CYN priority teams *Communications/ Marketing experts

**STRATEGY 5: NEIGHBOURHOOD APPROACH TO LITERACY** *Take a Neighbourhood Approach to Literacy*

Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/ Resources
<p><b><u>Literacy Demonstration Neighbourhood: Huron Heights</u></b></p> <p><i>Home, school and community connections are used to build activities and initiatives that improve literacy outcomes for children, youth and families in Huron Heights</i></p>	The CYN's Family Literacy Coordinator continues to build relationships and promote literacy activities that engage community service providers, school professionals, parents and other community members.			*CYN Family Literacy Coordinator is connected to stakeholders and supports literacy in the community	*CYN Family Literacy Coordinator
	Create and implement a community-led active plan for literacy with community service providers, school professionals, parents and other community members.			*Community-led Literacy action plan is collaboratively developed	*CYN Family Literacy Coordinator *Community Service Providers (specifically from Huron Heights)
	Work with the <i>Literacy as a Way of Life neighbourhood Community Development</i> funded partners to explore the sustainability of successful literacy activities in Huron Heights.			* Continuation of literacy activities (initially developed via the fund) in Huron Heights is explored	*CYN Family Literacy Coordinator *Funded Partners *Funders *Community Service Providers
	Continue to monitor the strategies and activities used to engage the community in literacy. Document successes and challenges for use in the development of plans for future Literacy Demonstration Neighbourhood(s)			*Appraisal of activities is sustained *Progress and processes are documented	*CYN Family Literacy Coordinator *Data/Evaluation Experts *Community Service Providers, particularly those from Huron Heights

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		Gather relevant data (EDI, EQAO, OSSLT scores and Graduation Rates) about Huron Heights. Review impact of CYN literacy activities on these outcomes related to baseline data gathered before activities began (2008).		*Data is collected. *Results are compared to baseline data	*Data/Evaluation Experts *Community Service Providers
		Develop and implement a transition plan that will support residents, service providers and school professionals in Huron Heights as the CYN Literacy Action Plan expands to other neighbourhoods		*Plan is developed *Plan is implemented	*CYN Family Literacy Coordinator *Community Service Providers, particularly those from Huron Heights
Initiative	Year 1 Activities	Year 2 Activities	Year 3 Activities	Performance Indicators	Partners/Resources
<p><b><u>Transition from the Demonstration Neighbourhood Model to the Neighbourhood Child and Family Centre approach to literacy:</u></b></p> <p><i>Utilize literature review information, as well as knowledge and experiences gained in Huron Heights, to develop a plan for</i></p>	Work collaboratively with the CYN's System Reengineering Team to align related Literacy Action Plan activities and initiatives and initiatives with the Neighbourhood Child and Family Centre Model Plan			*Pertinent Literacy Action Plan activities are in line with Neighbourhood Child and Family Centre Model Plans where appropriate	*Community Service Providers *London System Reengineering Team
		Utilize knowledge and documented experiences from Huron Heights Literacy Demonstration Neighbourhood to build a plan for collaborative strategies that engage home, school and		*Plan to improve literacy in Neighbourhood Child and Family Centre communities is developed using evidence form	*CYN Family Literacy Coordinator *Community Service Providers, specifically those from Huron Heights *Residents and other

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<i>transitioning to Neighbourhood Child and Family Centre communities.</i>		community in improving literacy in Neighbourhood Child and Family Centre communities.		experiences in Huron Heights	community members from Huron Heights
		Gather baseline data for NCFC communities with respect to future outcomes of the CYN Literacy Action Plan (EDI, EQAO, OSSLT, and graduation rates).		*Baseline data for Neighbourhood Child and Family Centre communities is collected	*Data/Evaluation Experts *Community Service Providers
		Create and implement a plan that outlines roles and responsibilities of the CYN Family Literacy Coordinator for improving literacy for children, youth and families in NCFC Communities.		*Plan is developed *Plan is implemented	*CYN Family Literacy Coordinator *Community Service Providers * Neighbourhood Child and Family Centre Community Partners
<b>Initiative</b>	<b>Year 1 Activities</b>	<b>Year 2 Activities</b>	<b>Year 3 Activities</b>	<b>Performance Indicators</b>	<b>Partners/Resources</b>
<p><b><u>Weaving Literacy into Neighbourhood Child and Family Centre communities:</u></b></p> <p><i>Implement the plan to engage Neighbourhood Child and Family Centres in the improvement of literacy for children, youth and families through community-led activities that support</i></p>	Collaborate with the CYN System Reengineering Team for the efficient and timely implementation of developed plans for literacy in Neighbourhood Child & Family Centre communities.			*Implementation plan is created collaboratively	*CYN Family Literacy Coordinator *Community Service Providers * Neighbourhood Child and Family Centre Community Partners * Neighbourhood Child and Family Centre community developers, residents and other community members

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<p><i>home, school and community connections.</i></p>	<p>Use community development models and strategies to work with each neighbourhood. Utilize neighbourhood resources to implement developed plan(s) for literacy in Neighbourhood Child and Family Centre communities. Monitor implementation in each neighbourhood and make adjustments to support the unique needs of each community.</p>	<ul style="list-style-type: none"> <li>*Community Development strategies are employed</li> <li>*Literacy Plan is implemented</li> <li>*Plans are consistently monitored and evaluated</li> <li>*Appropriate modifications are made based on consistent monitoring and evaluation of plans in each neighbourhood</li> </ul>	<ul style="list-style-type: none"> <li>*CYN Family Literacy Coordinator</li> <li>*Community Service Providers</li> <li>* Neighbourhood Child and Family Centre Community Partners</li> <li>* Neighbourhood Child and Family Centre residents and other community members</li> <li>*CYN Neighbourhood Child and Family Centre Community Developers</li> <li>CYN Family Literacy Coordinator</li> </ul>
	<p>Activities in Neighbourhood Child and Family Centre communities include the promotion and implementation of existing CYN Literacy Activities, such as <i>Baby's Book Bag</i> and <i>Family Literacy Kits</i>.</p>	<ul style="list-style-type: none"> <li>*Current CYN Literacy Activities are supported</li> </ul>	<ul style="list-style-type: none"> <li>*Neighbourhood Child and Family Centre Community Partners</li> <li>*Community Service Providers</li> <li>*CYN Family Literacy Coordinator</li> <li>*CYN Neighbourhood Child and Family Centre Community Developers</li> </ul>
	<p>Weave family literacy into Neighbourhood Child and Family Centre activities and initiatives.</p>	<ul style="list-style-type: none"> <li>*Literacy is intertwined into Neighbourhood Child and Family Centre activities and</li> </ul>	<ul style="list-style-type: none"> <li>*NCFC Community Partners</li> <li>*Community Service Providers</li> <li>*CYN Family Literacy</li> </ul>

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			initiatives	Coordinator *CYN Neighbourhood Child and Family Centre Community Developers
	Explore funds for community- led projects similar to the <i>2011 Literacy as a Way of Life Neighbourhood Community Development Fund.</i>		*Funds are explored	*Community Service Providers *CYN Neighbourhood Child and Family Centre Community Developers *Funding Experts
	The Family Literacy Coordinator works in tandem with Neighbourhood Child and Family Centre Community Developers and others to engage community service providers, school professionals, parents, children, and others in planned and developed activities that improve literacy.		*CYN Family Literacy Coordinator and Neighbourhood Child and Family Centre Community Developers are working in partnership	*CYN Family Literacy Coordinator *CYN Neighbourhood Child and Family Centre Community Developers
		Evaluate the successes and challenges of the <i>Neighbourhood Approach to Literacy</i> to guide future transitions.		