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Name of Community Group:
Campbell River LiteracyNow

Contact Person:
Anne Boyd

Physical Address:
425 Pinecrest Rd.,
Campbell River, BC V9W 392

Telephone: 1-250-830-2352

Facsimile: 1-250-287-2349

Email:
anne.boyd@SD72.bc.ca



Summary

The Campbell River Literacy Now Community Plan was developed by a dedicated task group and contributions from members of the community. Monthly meetings allowed for participants to collaborate and identify gaps in services as well as celebrate existing strengths. The following time line summarizes these activities:

September 18, 2004: The Launch “Break for Literacy”

Maritime Heritage Center

- Members of the community were invited to take part in a bold strategy designed to increase the literacy levels of children, youth, and adults.

October 19, 2004: Setting the Direction for the Future

Campbell River Community Center

- To broaden a discussion about current literacy practices in Campbell River as well as discuss how participants would like literacy programs to develop in the future.

April 4, 2005: Assessing Our Literacy Assets

School District 72, Board Office

- Analyze data collected for trends and gaps in literacy services.
- Develop a Community profile to create a community action plan.

May 16, 2005: Video Planning

Continuing Education

- Assist in the direction of the Literacy Now video, i.e. information.

September 12, 2005: Task Group

Continuing Education

- To view data gathered.
- Plan community meeting; set priorities and prepare the meeting process.

September 28, 2005: Community Meeting 4

Campbell River Community Center

- View ‘Literacy Now: Our Community, Our Hopes, Our Literacy’.
- Begin planning stage: setting goals and making an action plan.

November 28th, 2005: Action Plan

Vancouver Island Regional Library, Meeting Room

- Setting goals and making an action plan continuation.

January 17, 2006: Action Plan

Vancouver Island Regional Library, Meeting Room

- Setting goals and making an action plan continuation.

February 13, 2006: Action Plan

Vancouver Island Regional Library, Meeting Room

- Setting goals and making an action plan continuation.

March 20, 2006: Action Plan

Robron Center, Literacy Center

- Setting goals and making an action plan completed.

The Process

Task Group

This group participated in planning meetings.

All members were invited to all meetings.

Meetings were conducted following the guiding principles of Literacy Now.

How areas of need were chosen:

Literacy Inventory

Name	Organization
Anne Boyd	School District 72, Manager of Instructional Support and Resources
Roberta Thompson	Campbell River Community Literacy Association, Family Literacy Coordinator, Literacy Program Instructor
Mandy Dixon	Laichwiltach Family Life Society, Campbell River Community Literacy Association
Vicki Simmons	Campbell River Community Literacy Association, Continuing Education Vice Principal
Judy Brooks	Literacy BC, Regional Literacy Coordinator
Joyce Mc Mann	A Family Place Coordinator, Family and Children Services
Lynn Poile	Campbell River Community Literacy Association, Writing Out Loud Facilitator, EDM Teacher
Carol Forbes	Campbell River Community Literacy Association, Literacy Center Coordinator, Literacy BC Board of Director
Sharron Bollefer	Altrusa, President
Brenda Wagman	Success B6 Coordinator
Kathy Rae	Sunrise Development, PacificCARE
Janice Nicklin	North Island College, Adult Basic Education
Diane Newman	North Island College, Librarian
Colleen Ferguson	North Island College, ABE Instructor
Leah Tremain	Campbell River Community Literacy Association, Read TV Productions
Thomas Connor	Incredibly cute three year old.
Joann Windsor	Altrusa, Literacy Coordinator
Lynne Stone	North Island Constituency
E. Julian	Vancouver Island Regional Library, Branch Manager
Lisa Scalapino	UEY Coordinator

1. Met with task force and followed the suggestion in the Literacy Now guidebook – Gallery Walk – to build a list of current assets.
2. Contracted a group member to conduct a literacy survey of the community.
3. Decided to move the survey results from paper to video to better reflect the dynamic nature of literacy needs in the community.
4. Task force reviewed the paper survey and the video and built the plan from the identified needs.

- The Pie Chart located in the appendix reveals the percentage of programs that focus on literacy or have literacy included in their curriculum. The Pie Chart, 'Campbell River Literacy Assets', represents data collected for the purpose of the inventory.
- Please view submitted video 'Literacy Now Campbell River: Our Hopes,

Our Community, Our Literacy'.

The Profile

Gaps were determined by reviewing this chart which was created during the meeting that looked at the paper survey and video.

Color	'Goal' 1	'Goal' 2	'Goal' 3
Green	Access: -atypical hours -Transportation (take services to) -through relationships/collaboration mentors -multi-track services	School Age Gap: - lack of parental involvement -few programs (age 10-20) -adolescents	Directory: -on line publicity distributed.
Red	Going to the People	Underserved: -teens and youth	Spreading the Word -innovative marketing 'radio' i.e. every Monday Parks and Rec. has free air time for community programs -look-out for your neighbor -no posters
Orange	Access: -transportation (getting there) -Flexibility of hours and location	Diversity: -in terms of programs which support literacy -gender - age 0-99	Awareness: -amongst general public, scope of meaning -workplace acceptance and support
Black	Taking Programs to the people: -bus	More Support for at risk youth -grades 8,9,10 -First Nations Youth	
Blue	Access	Need for One-to One Support 'nurturing' Transitions between life and learning stages -personal empowerment from and to the grassroots	

Activity

a) Group Division: Different colored markers were offered to the group; an effective way to help divide this large group into five smaller groups. Individuals that selected a specific color created a sub-group e.g. 'red marker people' worked together, 'orange marker people' worked together, black...etc.

b) Information Collection: Three strips of paper were distributed to each group. The observations from the video were discussed and three central goals/gaps were recorded on the strips of paper.

c) Group Discussion: Sub-groups presented their goals/gaps derived from their observations to the entire group (and then a discussion ensued to categorize and identify the main points collected).

Links among current literacy services

The vision and goal of Literacy Now encourages a relationship between existing services as well to provide literacy support for all of the citizens of Campbell River. It

was through the research process the discovery that most groups were not aware of services outside their vocation and client base, For example: Programmers for young children did not know of programs that supported the adult. Moreover, there was no indication of formal communication between Adult Education programs and Early Childhood Education programs. It wasn't for lack of interest, rather, it was due to various circumstances i.e. work load, time, and work responsibilities. The common comment was a request for a list of programs that the 'educator' could offer clients and often did not know how a link could be created but was willing to help. * *Please note: School District 72 has a District Literacy Coordinator who provides support for school aged children and their caregivers.*

The Plan

Community Plan

Goal 1

Increase awareness of literacy issues and of services to address these issues in the community with the direction of a community literacy coordinator.

Objective 1

Create an on-line interactive directory of literacy services.

How:

- Research existing directories of services.
- Research agencies that have on-line or print newsletters.
- Create a new resource which will include links to existing directories and services

Who:

- Campbell River Community Literacy Association

Resources:

- Time, expertise, input from linked agencies, services, and businesses.
- Funds to pay researcher/web designer

Timeline:

- September 15, 2006

Success Statement:

- We will know that we have been successful when the on-line directory is active.

Objective 2

Increase awareness of Literacy issues.

How:

- Conduct literacy audits (reading and writing in the work place).
- Training people in agencies, services, and businesses to conduct self assessment in literacy, for example: "How are we doing with our paperwork, documents, and brochures?"
- Screening

Who:

- Judy Brooks/Literacy B.C. can train workshop leaders.

Resources:

- Workshop kit with Video.

Timeline:

- Fall, 2006.

Success Statement:

- We will now we have been successful when five agencies have completed the literacy audit.

Objective 3

Improve access to and use of literacy services, programs and resources, by reducing social access barriers.

How: Create places/opportunities for literacy activities such as:

- Utilize radio as non print source of information
- Book room in mall in different locations: magazine exchange, one booth in each restaurant.
- Reading to seniors
- Spoken word coffee house (Java Bar)
- Book groups/clubs
- Coffee klatches around writing, genealogy etc.
- Salvation Army
- Bus depot
- Ferry line-up
- Banks
- Court house: help people read forms
- Jail
- Campbell River Reads
- Preschool/Day care programs

How: Engage Advocates for Literacy

- RCMP
- Businesses
- Service Clubs
- Sports Teams
- City Councilors
- Fire Department
- Local Authors
- Art Council
- Museum
- Retired Teachers Association

Who: Campbell River Literacy Association

Resources:

- Books and materials to distribute
- Support from service clubs
- Volunteers time

Timeline:

- April 2006 – ongoing

Success Statement:

- We will know we have been successful when we place literacy resource in the above listed places and have engaged the above listed groups in literacy activities.

Objective 4

To address transportation issues and other barriers related to accessing literacy programs and services.

How:

- By developing a community transportation plan

Who:

- Literacy Now transportation task force

Resources:

- Literacy Now task force, other community groups working on the same issue

Timeline:

- June 2007

Success Statement:

- We will know we have been successful when we the community has come together and created transportation plan.

Goal 2

Create new programs and provide support for the underserved age groups identified by the Literacy Now needs assessment under the direction of a community literacy coordinator.

Objective 1

Determine specific needs and plan services for children aged eight to thirteen, teens, youth, and seniors.

How:

- Research programs in other communities
- Research programs in Campbell River
- Find ways for all groups to provide input into what would work for them
- Make connections with groups that serve these groups and offer to add in a literacy component

Who:

- Literacy Now researcher
- Ages 8-13 - Parks and Rec., Community Links, Big Brothers and Sisters, Schools,
- Teens and Youth - HRDC, John Howard Society, Continuing Education, Salvation Army, NI College, F.N. bands, Faith Organizations
- Seniors – City Parks and Rec., Adult Day Care, Elder College, MISA

Resources:

- To be determined when research is complete

Timeline:

- January 2007 to have plan in place

Success Statement:

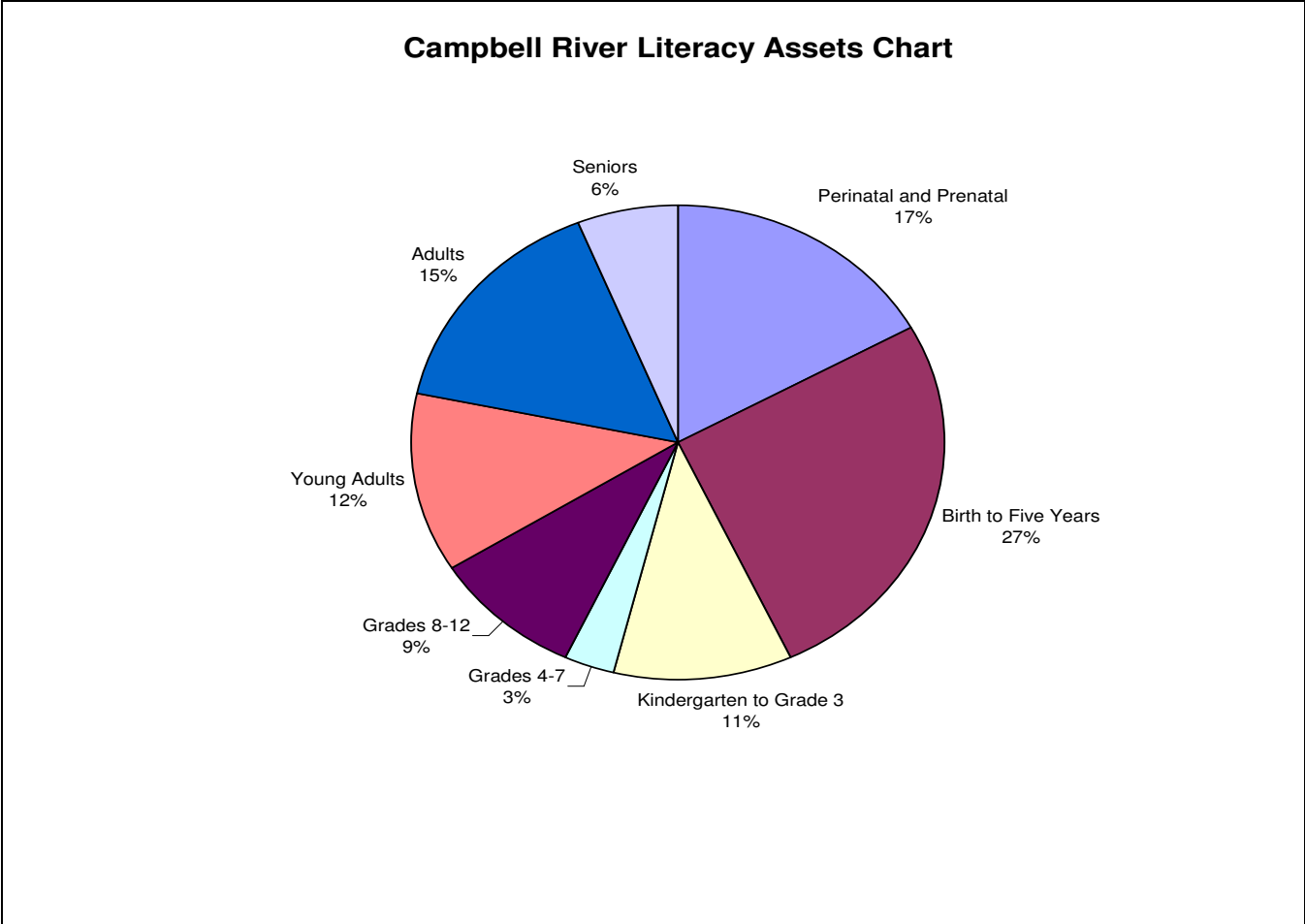
- We will know we have been successful when the community coordinator has produced a plan that addresses the needs of the above listed groups.

The future depends on what we do in the
present.

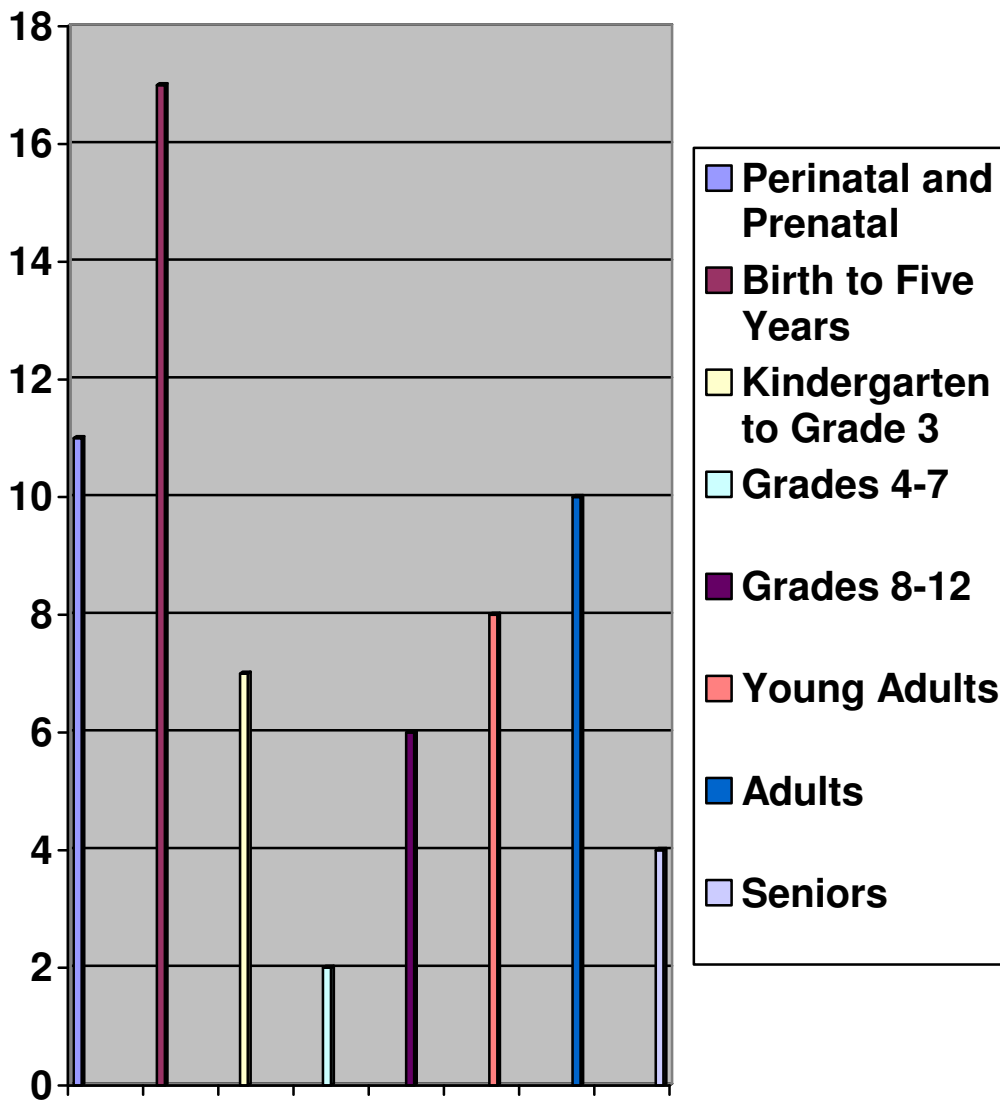
Mahatma Gandhi

Literacy Assets Visual

The information displayed represents programs that conscientiously include literacy practices. The percentages reflect the number of programs or resources available for the age group indicated in Campbell River.



Literacy Assets Visuals



This literacy assets chart illustrates the number of programs that support participants in various capacities with literacy as one part of the program / organization's implementation. The values on the 'X Axis' equal number of programs in ones, the 'Y axis' represents the age increments explained in the table to the right of the chart. The chart displays the number of programs available but does not reflect the feelings and thoughts of participants and facilitators. After viewing this data the task group agreed that a video would take this survey further.

Literacy Assets List

1. Perinatal & Prenatal:

- Campbell River Family Services (CRFS) -Pregnancy Outreach
- Campbell River Family Services (CRFS)- New Beginnings Program
- Campbell River Family Services (CRFS)-Postnatal Drop-In
- Campbell River Family Services (CRFS) - Babies Best Chance
- Campbell River Family Service (CRFS) - Nobody's Perfect
- Laichwiltach Family Life Society (LFLS)- Healthy Babies Group
- Laichwiltach Family Life Society (LFLS)- Mother Earth Learning Circle
- Sunrise Resources for Early Childhood Development- Infant Development Program
- Campbell River Parks and Recreation, (CRFS)- Baby Time, Toddler Time
- Birthright
- Options to Sexual Health
- Vancouver Island Health Authority, 'Triple P' Parenting Group

2. Birth to Five Years:

- Campbell River Family Services (CRFS)- Creating Healthy Families
- Campbell River Family Services (CRFS) - Family Tree Drop-In
- Campbell River Family Services (CRFS)- The Family Place
- Campbell River Parks and Recreation, (CRFS)- Twins/Triplets
- Campbell River Parks and Recreation, (CRFS)- Evening Family Place in the Park
- Campbell River Parks and Recreation- Preschool
- Laichwiltach Family Life Society (LFLS)- Parent and Tot
- Laichwiltach Family Life Society (LFLS)- ECD Program
- Laichwiltach Family Life Society (LFLS)- Aboriginal Headstart Program
- Quinsam Aboriginal Headstart Program
- John Howard Society, SD72, CommunityLINKS- Parent and Tot
- Vancouver Regional Library- Storytime
- SD72, Achieve BC- Ready, Set, Learn
- Read –TV
- Ministry of Children & Family
- PacificCARE
- Sunrise Resources for Early Childhood Development
- Francophone Society
- Story Corner, Campbell River Community Literacy Association, Campbell River Parks and Recreation, National Literacy Secretariat, Ministry of Advanced Education.
- Success By 6
- Uey- Understanding the Early Years

3. Kindergarten to Grade 3:

- Campbell River Parks and Recreation- Preschool
- John Howard Society, SD72, CommunityLINKS
- Campbell River Literacy Association-Learning Partners
- Willow Point Afterschool Program

- Campbell River Band
- Haig Brown House
- Laichwiltach Family Life Society (LFLS)- After School Boys and Girls Club
- SD72

4. Grades 4-7:

- John Howard Society, Community LINKS
- SD72
- 'Battle of the Books', grades 3-6, SD72
- 'Red Cedar', Vancouver Island Regional Library

5. Grades 8-12:

- John Howard Society- Headstart
- John Howard Society –YCJA, Youth and Family Support
- John Howard Society- youth Programs, Youth Employment, Independent Living Services
- Laichwiltach Family Life Society (LFLS)- Youth and Family Outreach Support
- Laichwiltach Family Life Society (LFLS)- Afterschool Youth Program
- Campbell River Parks and Recreation- Youth Programs, Teen Center
- SD72

6. Young Adults:

- NIEFS- Various Program
- Sprot- Shaw
- Job Wave
- Mosaic Training Solutions
- Academy of Learning
- Discovery Community College
- Destinations
- Exel

7. Adults:

- Continuing Education
- North Island College- Adult Basic Education, English as a Second Language
- Laichwiltach Family Life Society, SD72, CRCLA-Adult Literacy Program
- SD72 , Continuing Education- Adult Literacy Program
- Campbell River Community Literacy Association-Tutor Training, Family Literacy
- Campbell River Community Literacy Association -SD72, Homalco- Learning Partners
- Multicultural and Immigrant Services Associations
- Opportunities
- Campbell River Women's Center
- Needles Art Center

8. Seniors:

- Multicultural and Immigrant Services Association- English Conversation

- Campbell River Parks and Recreation-Happy Wanderers
- North Island College- Elders College
- Mental Health Center- Changeways for Seniors

****Please note that the above information is always changing. The information was used at the time it was gathered, Spring 2005, to complete the community plan.***