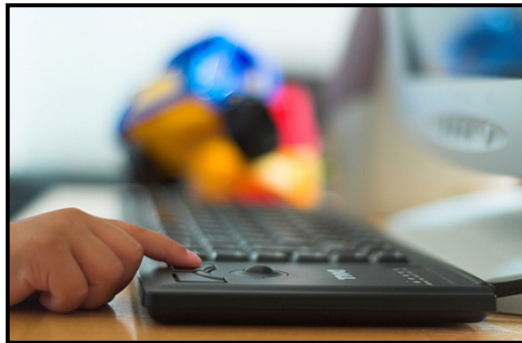
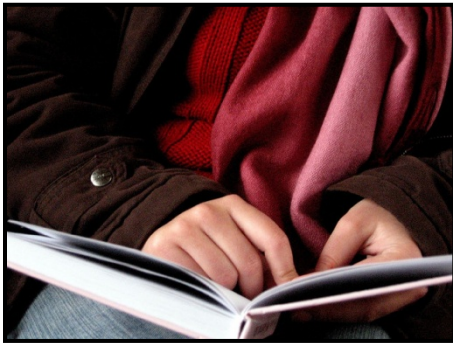


DISTRICT LITERACY PLAN 2014 – 2015

Peace River North



NORTH PEACE DISTRICT LITERACY PLAN 2013/2014

The ***North Peace Literacy Alliance*** was the name given to the literacy task force, established four years ago within the geographic region of School District 60 in the Peace River Valley. With a population of 64,000, this region includes the communities of Fort St. John, Prespatou, Upper Pine, Clearview, Taylor and Hudson's Hope. Fort St. John is the largest regional service centre in northeast B.C. with a population of over 20,000. Fort St. John is the hub for Northern B.C. Treaty 8 First Nations Communities; included in this region are three reserves: Blueberry River, Doig River and Halfway River First Nations. There is a growing immigrant population in the area, with approximately 4,000 people speaking English as a Second Language.

1. TASK GROUP

a) Who takes part in the Task Group?

The North Peace Literacy Alliance (task group) has 88 representatives from education, industry, government, business, non-profit agencies and local First Nations communities. The Literacy Outreach Coordinator continually updates the NPLA contact list to include regional stakeholder organizations and individuals with an interest in community literacy. Due to changing dynamics, the Literacy Outreach Coordinator position will change for the 2014-15 year. It now will be incorporated into the Fort St. John Literacy Society workforce.

b) How is the work of this group organized?

The Literacy Outreach Coordinator held several meetings with the task group and community organization roundtables to identify and prioritize local literacy needs. This task group have assessed barriers to access services, identified potential community partnerships, and brainstormed specific initiatives and outcomes.

2. COMMUNITY CONTEXT

What happened in the community over the past year that impacts people in the community and the ability of organizations to support literacy development?

Positive:

The community continues to embrace literacy programming, awareness campaigns, and other initiatives. Task group members and other key stakeholders further their

understanding of informal learning opportunities, as well as the importance of community literacy initiatives. With media coverage, the disbursement of implementation funding to community programs and the start up of new programs, showed the community residents that there were literacy gaps that exist and that the need for these programs was important.

Negative:

Many service providers in the community operate at capacity. They are faced with limited resources and time in which to plan and implement additional programming. As the population and birth rate rise, service providers struggle to keep up. As well, a considerable number of residents have undiagnosed learning disabilities, minimal education, and other literacy barriers. There has been an increase in foreign workers being recruited and the majority of these workers have minimal English.

3. COMMUNITY DEVELOPMENT AND LITERACY COLLABORATION

a) What are the important collaborations that have taken place to support literacy and the work of the Task Group?

Community Stakeholder Meetings:

The Literacy Outreach Coordinator regularly attends community roundtable meetings to keep updated on the activities and needs of local organizations, service providers, and clients. Through presentations to these groups, she has discussed available literacy services in the community and encouraged collaborations for literacy programs.

Roundtables attended regularly included the following:

- 1) Early Childhood Development / Families First (30 community organizations with a stake in issues affecting children 0 - 6 yrs of age and their families)
- 2) BC Community Response Network – addresses seniors issues
- 3) Welcoming & Inclusive Communities & Workplaces Program planning table
- 4) Healthy Living Alliance – Northern Health roundtable
- 5) School District 60 Aboriginal Education Support Workers roundtable
- 6) School District 60 Early Childhood Development
- 7) The Youth Advisory Committee – teen issues

The Literacy Outreach Coordinator was involved in planning initiatives and activities for specific events, linking community groups and facilitating collaborative projects. These included:

Event	Partners	Activities
Family Literacy Day (Week long events: January 20-27)	Community Early Learning Coordinator, FSJ Public Library, City of Fort St. John, Fort St. John Public Library,	- LOC promoted literacy and literacy week activities in the media; attended Fort St John Public Library events. Assisted the Families First group. Coordinated the City Of Fort St John to proclaim January Family Literacy month and January 27 as Family Literacy Day.
International Literacy Day September 8	Local media	Newspaper article, Public Awareness media announcements
Essential Skills Day September 27	Local Media	Newspaper article, Public Awareness media announcements
Preschool Health Roundup	Families First and Northern Health event -18 organizations, 3 businesses, RCMP, Fire Department, and Northern Health	Round robin style public information booths at local mall
BC211 Familiarization	Information shared at all roundtables	Consistently discussed and email to all contacts to send to BC211 their letters of support for the North to be the next area to receive the service.

Other Activities:

The Literacy Outreach Coordinator participated in the following regional and provincial activities:

- 1) Presentation to Aboriginal Support Workers – Through SD60 Ab Ed
- 2) Collaboration with SD60 Early Childhood coordinator
- 3) PALS Training Session
- 4) Achievers Toastmasters planning sessions for Speak Up, Speak Out program
- 5) Ongoing collaboration with the North Peace Seniors Centre
- 6) SD60 School Superintendent and District PAC meetings
- 7) SUCCESS roundtable for possible funding of workshops.

- 8) Attended SUCCESS Community Kitchen workshop
- 9) Regional Literacy Outreach Coordinator Meeting with Dawson Creek LOC
- 10) Decoda Literacy Conference
- 11) Attended New Canadians/New Employees: Hiring Immigrants Competently presented by Northern Lights College
- 12) Presentation to School Board 60 trustees
- 13) Presentation to Fort St. John City Council for proclamations
- 14) MLA communication
- 15) The Art of Sponsorship workshops presented by North Peace Savings and Credit Union
- 16) SD #60 Parent Conference
- 17) BC School Trustees Association workshop Connecting With Parents
- 18) BC School Trustees Association workshop Connecting With Community Partners
- 19) City of Fort St John Youth Task Force roundtable
- 20) Northern Health Citizens webinar
- 21) Success by 6 meet and greet
- 22) Community Resources meet and greet for service providers
- 23) Canadian Cancer Society collaborations
- 24) United Way collaborations
- 25) Women's Resource Centre event Get From Giving
- 26) Various media articles and spots – air, print and television
- 27) Promoted local, provincial and federal fundraising opportunities to task force members
- 28) Promoted open contests for students to School Administrators
- 29) Arranged cheque presentations to have media attend
- 30) Attended Save Our Sons presentation – engaging boys to find their emotional voice
- 31) Presented to the Site C review panel how influx of workers will impact school and organizations in the area. Kept informed of proceedings for literacy concerns from other individuals or organizations.
- 32) Attended Strategic Planning for a Family Friendly Community presentation
- 33) Lunch and meeting with Aboriginal Education Director Colleen Hannah and various First Nations organizations
- 34) Collaboration with Bert Bowes Middle School – We School in Action
- 35) Worked with the City of Fort St John on their website upgrades
- 36) Researched and promoted BC211

b) What are the essential ongoing collaborations?

The essential collaborations with community groups that should continue:

- Early Childhood Development – CCRR - meetings the 3rd Wednesday of each month.
- Healthy Living Alliance meetings the 2nd Thursday of each month
- CRN meetings the 2nd Thursday of each month.
- North Peace Seniors Centre
- Early Childhood SD60
- City of Fort St John Youth Advisory Committee

Ongoing collaborations should also continue with the Fort St. John Literacy Society, SUCCESS, SWIS/School District 60, and the City of Fort St. John, and Achievers Toastmasters.

Although the early childhood area is not one of the pillars for the 2014/15 DLP it is a consistent concern and their meetings can bring forth ideas or opportunities on parental engagement.

c) What makes collaborations work so well?

Because of effective local community roundtables, stakeholders are aware of local programming and can easily see ways to share resources and collaborate on specific initiatives. This awareness also helps when assessing literacy needs in the community.

4. GOALS AND ACTIONS FOR THE CURRENT YEAR

**What priorities, goals or objectives have you addressed this year?
What actions were taken to reach these? What organizations and groups participated in these actions?**

i) Actions by the Literacy Outreach Coordinator:

Identified Need	Goals/Outcomes	Target Groups	Initiatives
Awareness Campaign	Address regional stigma and disregard towards literacy	-general public -employers	- articles and information about literacy and community literacy programs on N.P.L.A. website, Facebook, Twitter, and Energeticcity.ca, -Family Literacy Day event -media
	Create a positive attitude shift towards supporting literacy	-potential clients	
	Increase regional		

	knowledge of literacy services		- monthly newsletter - roundtables
Database of Organizations	To provide "one stop shop" for clients, agencies and the general public looking for specific information and services that include a literacy component	-agencies -clients -general public	- maintain a current database of organizations that provide literacy services and resources. - Campaigned for BC211 to be implemented.
Website	Website has been determined to be unnecessary		Website will be removed. We were providing information that is duplicated elsewhere and could not stay on top of changes for community organizations.

ii) Early Learning

Fort St. John has a supportive, active, and effective group of early learning service providers. Every year, there are children that are not ready for kindergarten, despite the ongoing and excellent early learning opportunities available to families. This was the priority for the 2014-15 year.

Goals	Target Groups	Community Partners
<u>Mother Goose</u> : build capacity of the existing "Mother Goose Program"	- newcomers to Canada; English-speaking Canadians	- Literacy Society; North Peace Community Resources; SUCCESS; Fort St. John Literacy Society
<u>Kindergarten Awareness Campaign</u> – this program is for parental engagement. It assists the parents on ways to work with the child for kindergarten success.	- community agencies and daycares offering early childhood education programs - ECD Roundtable	- SD #60

iii) Kindergarten to Grade 12

Students requiring tutoring are a recognized community gap. We have not found a way to address this issue at this time.

Goals	Target Groups	Community Partners
<u>Tutoring for Youth:</u> to provide academic support to youth including homework help, ESL support, and support for LDs during evening youth tutoring program at Rising Spirit Aboriginal Youth Centre. How we can work on this still TBD	- for youth 14-18 yrs of age including aboriginal learners; new Canadians; low-literacy/ vulnerable learners	- Rising Spirit Aboriginal Youth Centre; Literacy Society; SD #60 (Settlement Workers in Schools), SD60 Middle Schools
<u>Youth Leadership</u> - a successful program that assisted youth with their writing, reading, public speaking and self confidence.	12-18 yr olds	Achievers Toastmasters

iv) Adult/Senior

Essential skill building programs for marginalized adults and seniors are not abundant in Fort St. John.

Goals	Target Groups	Community Partners
<u>Literacy Awareness</u> - this was implemented this year	- marginalized persons	- Salvation Army – NENAS, a reading program was established to provide lunch time reading to Aboriginal men
<u>Computer Skills Training:</u> basic computer skills training and information literacy, working one-to-one with computer educator on self-determined learning goals;	- adults/seniors; low-income; marginalized individuals, youth	- FSJ Public library;
<u>Computer Awareness</u> – to become familiar with basic computer usage without stress	-seniors	NP Seniors Centre Association, SD60 middle school students

What adjustments were made to the plan? That is, as the year progressed were there new opportunities or were there changes that did not allow for some actions to be taken?

The DLP was reviewed December 2013 and new priorities were recognized. The previous DLP was fulfilled but adjustments will be made to the pillars for 2014-2015 DLP. We were able to implement programs that were beneficial to seniors and one for youth.

5/6. INDICATIONS OF SUCCESS & CHALLENGES:

a) How do you know that actions taken are working to support literacy? What impact have the literacy initiatives had? It is important to include examples to illustrate the impact.

Project:	Measurable Outcomes:
<u>Awareness Campaign</u>	<i>Public Service Announcements</i> – new announcements were recorded and aired on various occasions - <i>Twitter:</i> 193 Following; 176 followers - <i>LinkedIn:</i> profile established - <i>3 spots on CJDC news hour</i> - <i>6 newspaper articles mentioning NPLA</i>

<u>Family Literacy Day (Jan 27, 2014)</u>	<p><i>Family Literacy Day</i> included numerous activities that took place throughout Fort St. John and Taylor.</p> <p>City of Fort St. John proclaimed January as Family Literacy Month and January 27 as Family Literacy Day.</p> <p>The Fort St John library had a camp-out for Family Literacy Day and various events through the month.</p> <p>The Taylor and Hudson’s Hope libraries also ran events.</p> <p>A dozen announcements provided by MooseFm and Astral Radio</p>
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Impact Statement:

Community literacy issues were recognized by organizations, businesses and residents.

Challenges:

Finding organizations or individuals to spearhead events or projects.

Project:	Measurable Outcomes:
Tutoring for Youth	<u>Participation:</u> Pending However a youth leadership program was initiated and funded thru the LOC. Speak Up and Speak Out a Toastmasters certified program. 16 participants ranging from 9-17 years old.

Project:	Measurable Outcomes:
Computer Skills Training – free program by the Fort St John Public Library	<u>Participation:</u> 118 adults 23 youth <u>Duration:</u> Dec 2013 – Jun 2014 16 hours per week

b) What are the things that support literacy work?

- Collaborative Projects
- Roundtables, Conferences, and Meetings
- Awareness Campaigns at Key Community Events
- Media – air, print and television
- Family Literacy Events
- Internet-based Awareness Campaign
- Public Presentations on Literacy

CHALLENGES

c) What are the challenges? What would help?

Many service providers in the community operate at capacity. Although key stakeholders are excited to take a lead on capacity building projects that address literacy needs, they and their collaborators run the risk of exhausting their staff and resources.

For this reason, it has been difficult to diversify the active members of the task group. However, the organizations that are planning and implementing initiatives are doing so

very successfully. As the group continues to operate successfully and make big impacts in the community, my hope is that other task group members will become more involved and new programs can be implemented.

7. FOR THE COMING YEAR

Task Force Goals

In April 2014, the NPLA Task Force met to further assess gaps in service for literacy clients. The Task Force identified three key goals for the upcoming year. These goals will be addressed by projects that will commence in September/October 2014 through the next round of NPLA implementation funding.

Identified Need / Goals	Target Groups	Specific Actions	Potential Partners
Senior's Literacy	Adult/Senior, Aboriginals, newcomers	Continue with noon time reading at the Salvation Army drop in. Work further with the Seniors Centre to ensure the ancestor program is being utilized and that they have had enough refurbished computers donated for their use. Understanding social networking and how to use it safely.	-Fort St. John Literacy Society - Salvation Army -SD60 – high school students willing to volunteer time to work with the seniors -NP Seniors Centre -SUCCESS - Fort St. John Public Library -United Way if further computers required
Youth Literacy	Youth	Continue working with the Achievers Toastmasters to assist them with the Speak Up, Speak Out program. They also wish to continue this year's students into their next level of certification. Try to figure out a tutoring program. TBD	-Fort St. John Literacy Society -North Peace Community Resource Society -Rising Spirit Aboriginal Youth Centre/NENAS -Northern Health - School District 60 -SWIS - Rising Spirit

			Aboriginal Youth Centre/NENAS - Fort St. John Public Library - Toastmasters
Parental Engagement Parents are not recognizing their role and influence in early learning	Parents	TBD – However, The Kindergarten Awareness brochure was a success. Roots of Empathy is another success for working with youngsters to show good parenting skills.	-School District 60 -PACs - CCRR -North Peace Community Resource Society -ECD Roundtable

Literacy Outreach Coordinator Goals

Identified Need / Goals	Target Groups	Specific Actions	Potential Partners
Awareness Campaign	Community. Potential new task force members.	<ul style="list-style-type: none"> - Twitter Account - Energetic City Blog - Media Campaign - Family Literacy Day - One Stop - Newsletter - Family Literacy Day - Attend community workshops 	<ul style="list-style-type: none"> - Early Childhood Development - School District 60 - Rising Spirit Aboriginal Youth Centre (NENAS) - North Peace Community Resource Society - S.U.C.C.E.S.S. - Fort St. John Literacy Society - City of Fort St. John - media - District of Taylor - District of Hudson's Hope - Healthy Living Alliance - Family Friendly CCRR - First Nation groups
Website and Community Database	Community	Work with the City that all service organizations have	Community and district-wide initiative

		links on their website	
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A number of community literacy needs, goals and initiatives were identified and have been implemented by the North Peace Literacy Alliance to support individuals and organizations in literacy development. These initiatives support the nine essential skills of literacy: reading text, document use, numeracy, writing, oral communication, working with others, continuous learning, thinking skills, computer use and financial literacy.

The impact of current NPLA programs is astounding. Unfortunately with funding being decreased the focus of the Decoda and the LOCs will need to be reviewed.