

This tool kit was developed and published by Literacy Quebec. For more information, please contact:

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Funding for this resource was provided by the Secrétariat aux relations avec les Québécois d'expression anglaise.

ISBN 978-0-9953112-3-7

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Denny Taylor

Dr. Denny Taylor is a scholar, author, and activist. She has been continuously engaged in research since 1977 on three continents, working with families in diverse racial, ethnic, and religious groups. She has engaged with the homeless, the opioid dependent, those living in poverty, in rural, urban, and suburban settings, in prisons, and in regions of armed conflict including refugee camps.

The concept of "family literacy" originates in Dr. Taylor's doctoral research, which is now the foundation of local family literacy projects and initiatives in more than 140 United Nations Member States.

Hats off to Literacy Quebec! I have long been impressed by the family and community literacy projects in Canada and especially the initiatives of Literacy Quebec.

The first time I presented on family literacy in Canada was in Toronto in 1988, and again in 1994. I've also presented on family literacy in Ottawa, Montreal, and Quebec. I have fond memories of all these places and I often think I would like to live in Canada. It feels like home. There are three key points I would like to share.

The first key point that you might not know is that Canada has been a global leader in the establishment of family literacy initiatives around the world – by the U.N., by governments, by NGOs, and by groups in local communities. Also, you might not know that for forty years Literacy Quebec has been at the forefront of this truly inspiring effort.

There are now family literacy projects in more than 140 U.N. Member States. Many of the initiatives are locally defined in response to the needs of families and communities. In addition there are projects designed to promote universal literacy and provide women and girls with opportunities to learn to read and write. Some focus on supporting families who have experienced armed conflict and the ravages of war, while others focus on public health emergencies, and some provide life-sustaining skills to mitigate the impact of the climate crisis and other life-threatening disasters.

The second key point I'd like to share is that the types of projects and initiatives established by Literacy Quebec and its member organizations in the past 40 years are now used in many countries to support the lives of children and their families who are struggling to recover from trauma and highly stressful situations – helping to create spaces in which children feel safe and have fun. Based upon his trauma research, the psychiatrist Bessel van der Kolk makes this point over and over again. It is therefore fair to state that Literacy Quebec's remarkable Tool Kit provides the groundwork for new evidence-based family, community and school initiatives to address the potentially traumatizing impacts of COVID-19, as well as so many other existential risks children, their families, caregivers, and teachers face.

The third key point I'd like to share is that in 1994, Canadian literacy researchers and practitioners, along with researchers and educators from South Africa, the United Kingdom, the United States, Mexico and South American countries, participated in the development of an *International Declaration of Family Literacy Principles* that was published in a book entitled *Many Families*,



The participants in the development of the Declaration were racially and ethnically diverse and they spoke many languages. One participant from the Navajo Nation spoke of the adverse effects of mono-cultural perspectives, which exclude indigenous families and the Diné families in her own community.

"The people are never asked about their perspectives to solve their own problems," she said. "We should be concerned about helping families construct knowledge and share in the learning process." She put her hand on her heart and said, "Too bad people don't include *me* in their documentation."

The Declaration included seven sets of Principles. The Principles about Families emphasized that, "Families have the right to define themselves," and that "Racial and ethnic identity should not be used explicitly or implicitly to suggest that families live in households that lack social intellectual resources." The Principles about Language and Literacy emphasized, "All Languages have an equal potential to convey the full range of human thought and experience." The Literacy and Language Principle also included "Like all languages, literacy develops in response to everyday needs."

What is remarkable about the three key points made here is that the Tool Kit of Literacy Quebec is sensitive to the issues addressed in *The International Declaration of Family Literacy Principles*, and is relevant to families and communities in Canada and in many countries around the world.

So, kudos to Literacy Quebec, which is in its fortyfirst year, and to the LQ network that connects and represents 13 community-based literacy organizations that empower families, impacting lives and building stronger societies in Canada and around the world.

Denny Taylor New York, March 2021

ABOUT **LITERACY QUEBEC**

Literacy Quebec is a network that connects and represents community-based literacy organizations to empower people, impact lives and build a stronger society. We envision a Quebec where everyone has the literacy skills they need to live a fully engaged life.

IN PURSUIT OF OUR MISSION, LITERACY QUEBEC ENGAGES IN A WIDE RANGE OF ACTIVITIES:

- Offering professional development
- Providing opportunities to literacy practitioners
- Advocating for literacy
- Working in partnership with government agencies
- Networking with literacy-related groups
- Raising awareness of the importance of literacy in Quebec

At the time of publication, LQ represents 13 community-based literacy organizations which serve English-speaking individuals and their families in Quebec. These organizations are located across the province and offer various literacy services such as one-on-one tutoring and small group instruction.

Literacy Quebec offers a number of initiatives to support literacy within Quebec, including:

- Literacy & Clear Language 101, an eLearning course;
- "What's Literacy Got To Do With It?" podcast; and
- Literacy Helpline providing support with any literacy-related tasks.

Information about any of these initiatives can be found at www.literacyquebec.org

If you or your clients require assistance with literacy tasks, please contact the Literacy Helpline at **1-888-521-8181**.



1-888-521-8181





WHAT IS LITERACY?

"Literacy is the ability to identify, understand, interpret, create, communicate and compute, using printed and written materials associated with varying contexts. Literacy involves a continuum of learning in enabling individuals to achieve their goals, to develop their knowledge and potential, and to participate fully in their community and wider society." PIAAC 2013.

Visit www.oecd.org for more information.

When it comes to literacy issues, the image that usually comes to mind is an individual who cannot read or write at all. The reality is that there are levels of literacy. These levels affect many aspects of life and society. There are correlations between levels of literacy and a person's health, their likelihood of civic participation, their chances of employment, their levels of self confidence and much more.



THE GOVERNMENT OF CANADA HAS IDENTIFIED NINE SKILLS FOR SUCCESS. THEY PROVIDE THE FOUNDATION FOR LEARNING ALL OTHER SKILLS.



WHAT IS **FAMILY LITERACY?**

FAMILY LITERACY...

- is the intergenerational sharing of experiences and meanings, which enhance the development of language and numeracy skills.
- the regards family as a "learning unit" and provides integrated support and learning opportunities for all family members.
- is an innovative educational approach based upon a powerful premise: parents are their children's first and most important teachers.
- is a shared responsibility that builds on existing community resources and combines the strengths of many partners.
- is culturally responsive and as diverse as the communities in which it develops.
- addresses the intergenerational correlation between education level, income level and health status.

From Helping Communities Bloom: A Family Literacy Resource Guide for British Columbia

FAMILIES COME IN ALL SHAPES AND SIZES!

The word "Family" has different meanings for different people. Family Literacy activities and events are not limited to child/parent participants. There are many possible participants: aunt, uncle, niece, nephew, grandchild, grandparent, cousin, sibling, caregiver, stepparent, etc.



WHY HOST

A FAMILY LITERACY EVENT?

A Family Literacy Event is a social opportunity. It can be used to connect people, to create new social interactions, reinforce existing ones, or rekindle ones that have faded. Through such an event, you can help build a culture around books and reading, and help develop the importance of sharing that culture with the whole family. A Family Literacy Event will bring families together and seek to encourage and inspire your community.

So why host a Family Literacy Event? It is an opportunity to gather together, as a community of families, to share in the love of reading and learning.

FAMILY LITERACY, WHO BENEFITS?

When hosting a Family Literacy Event, everyone benefits, no matter their age. But for adults with low literacy in particular, a Family Literacy Event can be a life-changing opportunity. Because many adults with low literacy develop coping mechanisms to hide their situation and are reluctant to seek assistance for fear of being stigmatized, they don't often ask for help. And the ones who do hear about these events usually do so by word of mouth. When you host a Family Literacy Event, you spread the word that help is available in a welcoming and open environment.

OUTCOMES FOR CHILDREN

- > achievements in school
- cognitive abilities
- motivation to read and learn
- > positive self-esteem

OUTCOMES

FOR FAMILIES

- positive bondsbetween familymembers
- positive attitude towards education and literacy

OUTCOMES FOR ADULTS

- involvement in the learning of their child
- participation in child's success
- > literacy skills

OVERALL SOCIAL OUTCOMES

- increased literacy levels at all ages and levels of society
- community bonds
- higher graduation rates
 - social inclusion

WHEN SHOULD YOU HOST **YOUR EVENT?**

Although ABC Life Literacy has declared January 27th Family Literacy Day in Canada, you can host an event at any time and even host multiple events throughout the year. Here is a list of some important Literacy dates, which might help in planning for your next event(s)!

JANUARY

27

Family Literacy Day

FEBRUARY

FIRST WEDNESDAY

> World Read Aloud Day

> > 14

International Book Giving Day

MARCH

20

World Storytelling Day

21

World Poetry Day

APRIL

2

International Children's Book Day

23

World Book + Copyright Day

SEPTEMBER

8

International Literacy Day

23

Skills for Success Day

DECEMBER

10

Human Rights Day

Any occasion can be an opportunity to promote Family Literacy. Having a look at your community calendar and partnering with others can ease the strain of promoting your event. For example, outdoor festivals and fairs are a great venue for story time tents.

BE REALISTIC IN YOUR EXPECTATIONS!

Families are busy and have full schedules. Family members must juggle work, extracurricular activities, multiple schedules, etc. Be conscious of this when planning the duration of your event.

WHERE TO HOST AN EVENT?

WHEN CHOOSING A LOCATION FOR YOUR EVENT, THERE ARE SOME THINGS YOU MAY WANT TO TAKE INTO CONSIDERATION:

The size of the event

How much space do I need? How many people are we expecting? Can I adapt the space to look bigger or smaller if there are more or less people that show up? Determining your target audience will help decide the size of the event.

Your budget

How much is the rental fee and what does it include? Are there any organizations I can share costs with? Do I have access to free space? Would a partner organization have space I could borrow? Can I have space donated?

Your technical needs

Do I need power outlets? Wireless internet? A projector? Microphones? Speakers? Other equipment?

Snacks and beverages

Do I need a refrigerator, sink, kettle, coffee maker or anything else?

Furniture

Does the location have enough tables and chairs?

Accessibility

Is there parking close by? Is it easy to get to by public transportation? Is it wheelchair accessible (ramp, elevator, etc.)?

Temperature control

Is there heating in winter/air conditioning in summer?

Washroom facilities

Does your event require washroom facilities? For example, if arts and crafts are part of the activity, you may need a space to clean paintbrushes, wash hands, etc.

LOCATION IS KEY!

The location should be inviting and visible. Lighting can play a big part in setting the mood of a location! You want participants to feel welcome and comfortable entering the space. Using a location that is accessible to the community is ideal.

PROMOTING YOUR EVENT

The first step is identifying your target audience. Once you have done that, determine the most effective ways to reach them. For example, reaching newly arrived refugee families could be done through the settlement organization in your area, whereas young mothers may be more active on social media.

Word of mouth is the oldest form of advertising; it is still around because it works! Tell everyone you know about your event. Put up posters on local bulletin boards in businesses, libraries, community groups—And don't forget to put a blurb in the community bulletin, the city newsletter, and the local newspaper.

Cross promotion is an effective way to ensure that you reach your audience. Partnering with an organization can help boost attendance while also presenting your organization to an entirely new group of people.

DON'T FORGET SOCIAL MEDIA!

Social media can be a powerful tool for connecting to your audience, as well as promoting your services. Yet, social media is often misunderstood or used improperly. Understanding who is where and how to reach them is the key to success. Facebook is the most general social media, used by the widest variety of users; virtually anything can be posted to Facebook. Instagram tends to attract a younger audience, and offers them a place to post and share images and videos. Twitter is a powerful option, though it can be a difficult platform to use properly and gain a following on; be aware that it also can have a very narrow userbase. YouTube should not be overlooked as videos can be very engaging, although they do require the most work. Finally, other popular platforms such as Pinterest, TikTok, and Tumblr do have their benefits,

TIP

Posts that include images are seen more than posts without.

though determining whether to or how to use them effectively requires a specific, perplatform evaluation. But, once you have determined where your audience lies, the most important things to remember are frequency, consistency, and quality. Then, you can develop and grow!

YOUR WEBSITE IS ALSO IMPORTANT!

Today, websites sit in an unusual place. Having one is important, yet what are they really used for? Wouldn't you rather have visitors to your website simply go to your social media platforms? Not to mention, for many it is much harder to maintain a website, and keep it current, than it is to post to social media. So what role should a website play for you today?

Your website should be a hearth, where visitors can learn **who** you are, **where** you are, and how to find **what** you are doing. This information should be as current as possible, but again, if maintaining the currency of your website is challenging, using it as a springboard to direct people to where the utmost up-to-date information resides—on social media—is recommended. A static website that links outward is better than one with information about events that happened months ago.

#WHATISAHASHTAG?

A hashtag is a word or phrase that is preceded by the # (number/pound) symbol, such as #literacy. Hashtags are a linking system, used to connect alike posts across a given social media platform. For example, a post has the hashtag #literacymatters. If someone were to input #literacymatters into the social media platform's search function, then all public posts with that hashtag will show up in the search results. As well, if someone were to click on that hashtag, it would perform the same search function. Hashtags cannot have spaces, punctuation, or special characters.

HERE ARE SOME EXAMPLES
OF HASHTAGS RELEVANT
TO FAMILY LITERACY.
USING THEM CAN HELP
RAISE AWARENESS ABOUT
LITERACY ISSUES.

SPECIFIC	GENERIC
#familyliteracyday	#literacy
#LiteracyMatters	#reading
#FLD2028	#learning
#LiteracyTogether	#familylearning

A **specific hashtag** is associated with an event or organization, such as #familyliteracyday; use these hashtags to unify all posts about that topic and link your posts together.

Alternatively, a **generic hashtag** is of a broad topic, such as #reading; adding these hashtags can grab people searching for things in general, such as reading in this case!

How many hashtags should you use in your post? That's tricky - try to mix both specific and generic hashtags in your post. Don't use too many, but try to cast a wide enough net to attract the largest possible audience. For platforms such as Facebook, Instagram, and LinkedIn you can post a large amount of text, and when over a certain word count it will hide anything past that number until revealed. So, you can put your hashtags at the far bottom of the post, and they will be hidden away until that "see more" button is pressed. On Twitter and other platforms, you may be limited in the number of characters you can use, so be more sparing in your hashtag usage.



VOLUNTEERS

It can be a good idea to enlist the help of volunteers both for the planning and running of the event. It is possible that you may need to recruit some new volunteers outside of your usual cohort. Before you start seeking help you should determine what you need help with and approximately how many volunteers you will need.

RECRUITING VOLUNTEERS

- Advertise within your organization and network. Some of your existing volunteers might be able to help.
- Contact the volunteer bureau in your area.
 They can help you find great volunteers.
- Put up a poster on a community bulletin board or at a community centre.
- Promote your volunteer opportunity on social media!

TIP

It is always important to screen your volunteers, particularly when hosting an event where there will be children. Volunteer Canada has a great handbook on screening your volunteers (volunteer.ca/screening).

Communication is key to running a successful event. Being organized and sharing the game plan with all involved will help things run smoothly. There should be a designated go-to person for any issues or questions that may arise as the event progresses. Delegate tasks so that everyone is involved. This will help free up the go-to person. During your event, it is a good idea to make sure your volunteers are easily identifiable. This can be done with special name tags, t-shirts, lanyards, aprons, funny hats, etc.



MAKE SURE YOUR **EVENT IS A SUCCESS!**

Try seeking community partnerships, sponsorships and product donations for as many things as possible! This will help you cut costs while also raising awareness about your event. Cost sharing is also a good option. When different organizations work together, they can offer a diverse range of in-kind contributions. Keep in mind that literacy is more than reading and writing. It is in music, theatre, and arts and crafts. Be creative with your potential partnerships!

POTENTIAL PARTNERS:

- Schools
- Community centres
- Libraries
- Book stores
- Family organizations
- Community groups
- · Town fairs and festivals
- · CLSC or community clinics
- · Cafés and local businesses
- · Collective kitchens
- Community gardens

- Museums, art galleries, cultural centres, local theatre groups
- Youth groups (Girl Guides, Scouts, 4H)

WHO WANTS FREE STUFF?

Send families home with something!

No need to break the bank, get a sponsor or try to get product donations.

Pencils, temporary tattoos, and other small items can be inexpensive giveaways.

Try seeking donations of books, too!





Capitalize on the visibility that your event will bring your organization. Keep in touch with the families who attend. Have participants register and invite them to subscribe to your newsletter. This is a great way to build up your mailing list.



ACTIVITIES

The activities you organize at your event need to be suited to your theme and time frame. Determine the format of your event. Will you just have one big activity? Or stations with many smaller activities?

THERE ARE MANY ASPECTS THAT SHOULD BE CONSIDERED WHEN PLANNING YOUR ACTIVITY:

- Can people just pop in?
- Is there a reading at a certain time?
- If families arrive late, can they still participate?
- Are activities accessible or adaptable for people with different levels of literacy?

Host a Book Swap!

Book Swaps are awesome. Most people will read a book once and then never read it again. We tend to hold on to these books "just in case." They end up taking up space on our shelves (and in our lives), when really we will never enjoy them again. Book swaps allow for participants to declutter their shelves and also give them the opportunity to go home with a book that's new to them.

Alphabet Banner

Make a huge banner of the whole alphabet in bubble letters. Participants can work together to colour in the letters. Whatever they draw inside the letter should start with the letter that they are filling in.





Bookmark Making



Let kids create or decorate a bookmark. This is a nice way to add some fun to the reading experience. You can provide precut rigid paper with a hole punched in the top and some wool or ribbon to tie through. Paint chips are also the perfect size. Other unconventional options could be popsicle sticks or bead bookmarks. An assortment of crafting supplies can be left on the table with a few samples for inspiration.

Bingo for Books

Bingo for Books is a great way to distribute new and lightly used books! You may have these books already lying around or you can ask for donations. At the event, set up a large table (or line of tables) with all of the books out on display. You could arrange the books on the table by reading level. Each time someone gets a BINGO, they can pick up a book from the prize table!

Pyjama Party

Are you hosting your event in the evening? Make it a pyjama party! Children (and their parents) will enjoy wearing their pyjamas and it will get them in the mood for bedtime reading.

Idea courtesy of The Learning Exchange.

Reading Tents

Have reading tents at your event! Families can sit in a tent and take turns reading a new story together.

Idea courtesy of The Learning Exchange.

Guest Author

Do you have a children's author in your community? Reach out to them and ask them to do a book reading and signing at your event!



Library Scavenger Hunt

This is a great activity if you are hosting your event at the community library, or in the library of a local school. Distribute the Scavenger Hunt lists to the families. Encourage adults to assist the children and not just do it for them. Families can work together to find all of the items on the list. When they are done, they can trade in their list for a new book! Here are some ideas for your list, but feel free to customize your list to suit your library!

SCAVENGER HUNT

- > A new arrival (book)
- > A picture book
- > A chapter book
- > A holiday book
- > A kid's magazine
- A book in another language
- A book about science
- > An audiobook
- A comic book

Host a Book Walk!

A book walk is a great way to encourage families to learn together and adopt healthy lifestyle choices! An ideal location for this type of activity would be in the park, but it could definitely be adapted to other outdoor locations. Pick a children's book (though any book will do). Mount each page of the book onto a board, and number each board to correspond with the page number. Attach the board to a stake and set them up across the whole park. Families can then walk through the park from page to page stopping to read each board.





Literacy Olympics

Set up a series of challenges that need to be completed. This does not have to be a race, but families may receive prizes for completing the entire route. Putting a puzzle together, filling in the blanks of a story that is already written, following instructions to a crafting project: these are all tasks that incorporate literacy fun.

Mystery Night

To run a mystery night, first you need a mystery! The mystery of the missing marmalade. Who went the wrong way to the writing room on the right? There are too few toothbrushes to teach teeth tidiness!

Alliteration aside, be creative and come up with a simple premise for a mystery. Then, find 4 or 5 books. To create a mystery that involves a bit of reading, search each of the books you've chosen for a unique word. For example, halfway through Peter Rabbit is the word "wheelbarrow." Write a phrase using each of those words. For the copy you give to the participants, leave the unique word blank but indicate the number of letters in it. Example: "Mama Maria remembered munching her marmalade on toast before pushing her ______ through the garden".

"Maybe she left the jar on there?" The goal is to find all the unique words and present them, to then receive the final phrase—also missing a word to find in a book—with the solution to the mystery! Easily adjustable for different age groups.



Growing Together

Gardening can be a fun family literacy activity. Depending on the size of your event and the number of volunteers, this could be a workshop or something larger with themed stations. Gardening tools, photos of various vegetable fields, and the vegetables themselves can all be used as educational displays.





You can start by learning about the optimal environment needed to grow seedlings and plants. How much light and water do they need? Have families discuss where they would set up their own garden.

Seeds can be compared to the vegetables they will become and to other seeds. Let families choose which seeds they would like to plant and have the necessary supplies available for them to take home. For seeds to germinate they need warmth, water and oxygen. Seeds can be wrapped in moistened cotton balls and put into almost any type of container. Glass jars, paper cups, milk cartons and yogurt cups are all inexpensive or free options.

Components of numeracy can be added by counting the seeds, comparing the cost of seeds versus the cost of the vegetables, as well as discussing and keeping a daily log of their observations.

Collaborative Story Writing

Write a collaborative story! Have one person start writing a story on a piece of lined paper, but they can't tell anyone the details of the story. Once the first person has written a paragraph, fold the top of the paper down, so that only the last line can be seen. Pass the paper to the next person. The second person continues the story based only on the last visible line. Once the second person has completed a paragraph, they do the same thing and fold the paper, so only their last line is visible. Then, they pass it on. Continue this until everyone has had the chance to contribute to the story. Once the story is done, have someone read it aloud!

Writing Kit

Literacy Quebec developed index cards on how to create your own writing kit, and a quick list of ways that family literacy can be continued at home. You can distribute these cards to families at the end of the event. A good idea would be to make your own writing kit and raffle it off throughout the event! It could be given away as a doorprize or as a prize for a specific activity.

Idea courtesy of The Learning Exchange.



FAMILY LITERACY AT HOME

Encourage families to continue the Family Literacy Fun at home! Here are some ways of incorporating Family Literacy into your daily routine.

FAMILY BOARD GAME NIGHT

Play a board game such as Scrabble, Boggle, Scattergories, or Pictionary. These games are a great way to get everyone get involved while exercising your literacy skills. Even better, invent your own board game! Work together as a family to develop the board and the rules. Don't forget to test it out when you are done!

ALPHABET FOOD

Who says you can't play with your food? Letter-shaped food can add some literacy fun to your meal time. Look for alphabet-shaped pasta next time you're at the grocery store. Cut cheese and other foods into letters or make alphabet pancakes and spell your favourite words!



FAMILY STORY TIME

Idea courtesy of RECLAIM Literacy.

Set aside one night a week for Family Story Time. Take turns each week and have one family member read a story to the rest of the family. You can even write your own story and read it aloud! Reinvent a classic story and pretend that each family member is a character in the story.

STORY IN A BAG

Have a magical bag, preferably with a drawstring to avoid losing pieces, filled with characters and objects. The first person picks an item out of the bag and uses it as inspiration for their part of the story. The person must make something up on the spot. Once completed, they must pass the bag onto the next person who will continue the tale with the item they select.



STORYLINE

Have three containers marked: location, character name and genre. Fill each one with pieces of paper that have suggestions for each. For example, the genres could be fiction, comedy, tragedy, etc. Pick one location, one character name and one genre, then have all participants take ten minutes to write a story that incorporates these elements. Share your creations with one another. An alternative would be to have each participant choose from each container and create their own story.

DRAW ME A WORD

Divide players into teams of at least two people. The first team will have one sketcher and the other players are the guessers. One team chooses the word that must be drawn, writes it on a piece of paper and passes it to the sketcher. The sketching team has a limited amount of time to guess what the word is. Once they have guessed correctly or run out of time, the teams switch. Sketchers within each team alternate every turn.

INCORPORATE LITERACY INTO YOUR DAY!

Play word games, sing together, write a letter to someone, make a shopping list, or try out a new recipe together! Need to look something up online? Use your literacy skills as a family to navigate the web. Consider keeping a family journal. Everyone can write about the best part of their day.

WE HOPE THAT THIS FAMILY LITERACY TOOL

KIT has been of use to you and your organization. Please feel free to let us know how your event went! We would love the feedback.

TIP

Let Literacy Quebec know about your event before it happens! We can share the info on our website and social media platforms!



ABOUT THE FAMILY LITERACY TOOL KIT

The Family Literacy Tool Kit was initially conceptualized and developed by Margo Legault and Lauren Gruer on behalf of Literacy Quebec.

This project was originally funded by the Silver Dollar Foundation.

Without them, this tool kit would not have been possible.

This second edition was created by Peter Morgan, Laura Thompson, and Gabby Vachon.

Funding for this edition was provided by the Secrétariat aux relations avec les Québécois d'expression anglaise.



Secrétariat aux relations avec les Québécois d'expression anglaise

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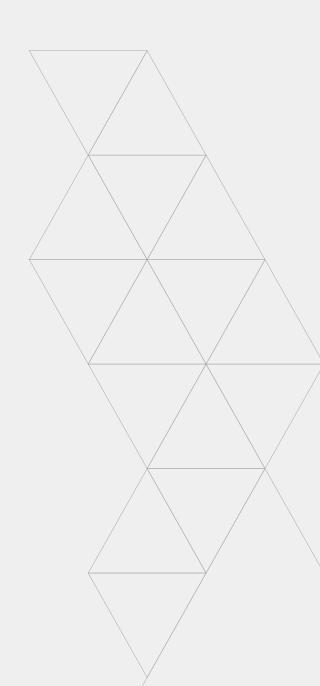




ASSOCIATE MEMBERS OF LITERACY QUEBEC







THINKING OF HOSTING A FAMILY LITERACY EVENT?

