

Literacy Matters! - IFLA Literacy and Reading Section

Action Plan 2014 – 2016

Mission Statement

Literacy Matters!

I can read, therefore I am

I can:

- ❖ be smart and become smarter;
- ❖ communicate with others;
- ❖ solve problems, understand and connect with new challenges;
- ❖ participate in family, workplace and community life;
- ❖ use a range of new technologies
- ❖ think for myself and with others;
- ❖ keep my culture alive;
- ❖ share with others;
- ❖ be creative and laugh

I have the world and beyond at my feet.

I can read, therefore I am empowered and can learn lifelong.

I can read, therefore I am part of the present and the future

I can read, therefore I am,

Because **Literacy Matters!**

The Section provides a focal point for the promotion of reading and literacy in libraries; and the integration of reading research and reading development activities into library services for all citizens. It covers issues such as increasing the social awareness of the significance of reading and general literacy; functional literacy in various cultural settings; reader development; illiteracy in different milieus; teaching the encouragement of reading among young people and adults; readers' skills and reading habits; and the interaction of audiovisual media and reading in the digital environment.

It aims to stimulate leadership, research, good practice, information and exchange on the role of libraries in these issues.. The Section is concerned with a range of activities that affect all types of libraries, library associations, and institutions related to reading and literacy development and practice. Through discussion, conferences, publications, its website, partnerships, training and special projects, the Section examines these activities within the cultures of both print and electronic media; and seeks to understand and support the basic rights and approaches of all citizens to access to information, knowledge and works of the imagination for personal and community learning, enjoyment and development. The relationship between reading research and reading promotion and the role of libraries in lifelong literacy is considered significant in professional terms.

The Section works in cooperation with other IFLA Sections and a number of international reading and library associations, including the International Reading Association ([IRA](#)) and the International Board on Books for Young People ([IBBY](#)).

Literacy Matters! is the concept, creed and strapline that the section has developed to encompass its mission and activities and to highlight the importance of Literacy & Reading

Action Plan

Action Plan 2014 – 16				
Theme	Key Actions	Link to IFLA Strategic Plan & Key Initiatives	Timescales	Status / Outcomes
Literacy Matters	Produce a revised version of the ' <i>Guidelines for Library Based Literacy Programmes</i> '	SD 1: Libraries in Society KI: Reading & Literacy KI: Promoting IFLA Standards SD4: Capacity Building Libraries with the UN Post 2015 Development Agenda	Draft for consultation in Cape Town Aug 15 Revised draft produced Jan 16 Final consultation Feb 16 Guidelines published May 16 Guidelines launched in Ohio Aug 16	Draft produced, Consultation undertaken in Cape Town Revised draft in progress working towards launching in Ohio Ongoing

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Literacy Matters	Produce a revised version of the <i>'Using Research to promote Literacy & Reading in Libraries: Guidelines for Librarians'</i>	SD 1: Libraries in Society KI: Reading & Literacy KI: Promoting IFLA standards KI Changing attitudes and perceptions SD 2: Information and Knowledge KI: A sustainable information environment SD4: Capacity Building Libraries with the UN Post 2015 Development Agenda	Initial consultation in Cape Town Aug 15 Draft produced Jan 16 Final consultation Feb 16 Guidelines published May 16 Guidelines launched in Ohio Aug 16	Consultation undertaken in Cape Town Draft in progress working towards launching in Ohio Ongoing
Literacy Matters	Produce a range of online and print materials including a DVD, launching and promoting the 'Literacy Matters! Concept and creed	SD 1: Libraries in Society KI Reading & Literacy KI : Changing attitudes and perceptions SD4: Capacity Building Libraries with the UN Post 2015 Development Agenda	Initial consultation in Cape Town Aug 15 Case Studies identified Jan 16 Materials produced June 16	Discussion and consultation undertaken in Cape Town. Case studies being identified – working toward launching in Ohio Ongoing.
Literacy Matters	Organise translations of the <i>Literacy Matters! creed</i>	SD 1: Libraries in Society KI: Reading & Literacy	Minimum of 5 languages June 16	Ongoing

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Literacy Matters	Develop a programme for Cape Town 2015 around the theme: Literacy Matters! The Importance of Literacy & Reading in the Creation of Strong Societies			Completed 2 programmes delivered 300+ attendees for Programme 1 and 400+ attendees for Programme 2
Literacy Matters	Develop a programme for Ohio 2016 around the theme: Literacy Matters! Read All About it::Strategies, Awards & Campaigns for Supporting Development Through Literacy & Reading	SD1: Libraries in Society KI: Reading & Literacy KI: Libraries and international organisations KI: Promoting IFLA standards KI: Changing attitudes and perceptions SD4 Capacity Building: KI: Libraries within the UN Post 2015 Development Agenda	Aug 16	In progress and ongoing
Committee Membership	Recruit new members for the 2015 / 17 committee	SD4: Capacity Building KI: Increased public library participation	Vacant posts to be filled, clarification of Corresponding Members and resolution of non participative Committee Members Dec 15	Two new committee members recruited in Lyon Two additional people have expressed interest in joining the committee after Cape Town

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Communication and Information Co-ordination	Establish a Communication Team to support new Information Co-ordinator once appointed		Aug 15	Completed
Communication and Information Co-ordination	Develop a communications plan for the LiR Section		Jan 16	Outline plan discussed by LiR committee in Cape Town. Ongoing
Communication and Information Co-ordination	Undergo major overhaul of the Section's web pages once a new Information Co-ordinator is appointed		Feb 16	New Information Co-ordinator appointed Web page updating in progress Ongoing
Communication and Information Co-ordination	Develop a social media strategy for the Section		Mar 16	Social media team created as part of Communications plan Ongoing
Communication and Information Co-ordination	Establish ListServe for the Section		Dec 16	Ongoing
Communication and Information Co-ordination	Develop a digital newsletter for the Section		Jan 16 for Issue 1	Ongoing

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Communication and Information Co-ordination	Continue to produce the LiR Section blog		As needed	Ongoing
Communication and Information Co-ordination	Establish series of skype committee meetings		Monthly for Officers plus quarterly for full committee	Ongoing
Projects	Develop a project funding proposal for the development of the 'Literacy Matters' concept plus design and print of materials	SD1: Libraries in Society KI: Reading and Literacy SD4: Capacity Building KI: Libraries within the UN Post 2015 Development Agenda	Launch in Ohio Aug 16	Project proposal submitted and some funding agreed. As a result of suggestions made by IFLA the timescale for delivery was extended to 2016.so request for project funding to be extended to 2016. Work ongoing
Projects	Participate in the Section for Libraries for Children and Young Adults Best Practices project proposal	SD1: Libraries in Society KI: Reading and Literacy	tbc by CYA Section	Ongoing

Theme	Key Actions	Link to IFLA Strategic Plan and Key Initiatives	Timescales	Status
Partnerships	Continue to promote IFLA's Strategic Plan and Key Initiatives and the UN 2030 Sustainable Development Goals and to link the activities of the LiR Section to these	All SD's and KI's	As required and as opportunities arise	Ongoing
Partnerships	Produce a statement outlining how the Literacy & Reading Section support the Lyon Declaration			Completed
Partnerships	Participate in the further development and promotion of the IFLA Literacy Statement	SD1: Libraries in Society KI: Reading and Literacy	As required	Ongoing
Partnerships	Update Memorandum of Understanding between LiR and IRA	SD1: Libraries in Society KI: Changing attitudes and perceptions	Produce by May 16 Launch in Ohio Aug 16	Ongoing
Partnerships	Continue to actively partner with the CYA Section for the World Through Picture Books project	SD1: Libraries in Society KI: Reading and Literacy	Ongoing	Second edition published

Annie Everall – Chair, IFLA Literacy & Reading Section October 2015