



# 2005 -2006 Annual Report

*Literacy for All — Learning for Life*



## *Report from the Chair*

Greetings to everyone associated with the PEI Literacy Alliance. It is a pleasure to share these few thoughts with you as we finish another year of commitment to literacy issues in PEI.

The Board has worked hard and continues to set direction for the activities of the PEI Literacy Alliance and to strengthen its leadership role in literacy in PEI. It has been another busy and productive year.

### **Leadership**

Over the past few years, the PEI Literacy Alliance has emerged as a partner in a variety of government and community-based initiatives. We are responding to community needs and helping government develop new policies that will set the framework for future literacy programs in the province. We have focused on helping develop the Provincial Literacy and Learning Strategy currently under development in government. What excites us about this initiative is that it is led by government but conceptualized as part of a province-wide effort to move literacy achievement forward throughout PEI society. Government needs to continue to show leadership here, but they cannot do

all of the work – we all share responsibility for the success of the Provincial Literacy and Learning Strategy.

During the past year, we participated in various discussions with a committee struck by government. We took part in the Premier's Literacy day where decision makers within government met to identify the major literacy needs of Islanders. They recognized the role of all sectors of government in moving the literacy agenda forward. It was clear that day that people realized it is not the sole responsibility of the Department of Education, but all government departments need to be part of the solution.

The PEI Literacy Alliance took the lead in two community-based consultations, one to meet with literacy advocates and literacy workers in four major communities in the province. The message from these sessions was that leadership is needed now and we must address the literacy issue with a broad-based approach. The PEI Literacy Alliance also took the lead in holding a day of consultation on the issue of family literacy. At this event, over 30 family literacy advocates and workers came together. They sent a message to the committee planning the Literacy and Learning Strategy that supports need to be put in place to help literacy in the homes of all citizens. We look forward to the announcement of the Provincial Literacy and Learning Strategy this fall and we have already committed ourselves to using the strategy as the foundation of our future literacy initiatives.

## Community Building

We are pleased to say that we have added one more group to the PEI Literacy Alliance community. The Seniors United Network (SUN) has agreed to join the Alliance helping us to recognize that we represent the full lifespan of literacy from early childhood to issues directly affecting seniors.

As well, you will see later that we have added some important members to our Board drawn from newer groups who have joined the Alliance, namely the Early Childhood Development Association and the PEI Home & School Federation.

## Research

I am proud to say that over the past few years, the PEI Literacy Alliance has added literacy research to its set of initiatives principally through unique projects undertaken internally by Norm and Catherine and through our collaborations in the Literacy Research Network (LRN). Several research projects have been completed or are near completion and these results will be shared in a LRN workshop later in the fall. New research will be

initiated this coming year as well.

We also held one workshop with some of our member groups and UPEI researchers on the context for literacy research and we plan to follow up that session this fall.

On a personal note, I would like to say what a privilege it has been to serve as Chair for the past two years. It has been a tremendously positive professional experience for me where I have come to understand more deeply the literacy issues that face this province. I have seen so many dedicated people working to make change happen and to see that some day PEI will have eradicated this problem. I see it as a major drag on our society and an issue that cuts to heart of what it means to be a productive, healthy and informed citizen in this province.

I hold great hope for the Provincial Literacy and Learning Strategy as a blueprint for change and a call for action for Islanders in all sectors of the society. We need to create a learning society in this province built within a culture for literacy where we can say we have

achieved literacy for all and learning for life.

I must end with a personal thank you to Catherine O'Bryan and Norman Finlayson who have made me feel very much a part of their team. I have tremendous respect for what they do everyday on behalf of all of us and I will miss working with you as your Chair. I would also add my best wishes to Angela Larter who is our new Chair and I pledge to work with her and the full Board this year in my new role as Past-Chair.

*Ray Doiron*

# Minutes of the PEI Literacy Alliance Annual General Meeting 2005

September 8, 2005, 6:00 pm

In attendance:

Margaret Arsenault & Guests  
Canada Post Winner

Daryl Beaton  
Provincial Correctional  
Centre

Clarence Blanchard & Guests  
Canada Post Winner

Tim Blizzard  
Canada Post

Mary Burke  
Project L.O.V.E.

Allison Carr

Ian Carr  
Workplace Education PEI

Karen Chandler  
Workplace Education PEI,  
Alliance Board

Leo Cheverie  
Federation of Labour

Angie Cormier  
Société éducative de l'Î.-P.-É.

Ernest Costain and Guest  
GED Winner

Ray Doiron  
UPEI, Alliance Board

Eric Donovan  
Learning Disabilities  
Association – PEI

Martha Ellis  
PEI Home and School  
Federation

Seana Evans-Renaud  
PEI Teachers Federation

Norman Finlayson

Alliance staff  
Carol Fraser  
Laubach Literacy PEI

Elizabeth Gill  
Fitzroy Centre

Bernard Gillis  
Metro Credit Union

Allan Groen  
Provincial Library Service,  
Alliance Board

Lori Johnston  
Literacy Initiatives  
Secretariat

Heidi Jury

Jacinthe La Forest  
La Voix Acadienne

Donna Langille  
Community Legal Information  
Association, Alliance Board

Angela Larter  
Holland College, Alliance  
Board

Sandra LeBlanc  
Learning Disabilities  
Association of PEI

Wes MacAleer  
PEI Government

Melanie MacDonald  
Summer Tutoring Program for  
Kids

Joan MacFarlane  
Provincial Correctional  
Centre

Carrie MacMillan  
Department of Education

Barbara Macnutt  
Literacy Initiatives  
Secretariat

Laura Mair

Nora McCarthy  
Summer Tutoring Program for  
Kids

Shawn Murphy  
MP for Charlottetown

Catherine O'Bryan  
Alliance staff

Audrey Penner  
Institute of Adult and Com-  
munity Education, Alliance  
Board

Dolly Perry  
Fitzroy Centre

Barry Schmidl  
PEI Council of the Disabled

Dianne Smith  
Smith Lodge

Carrie St Jean  
PEI Teachers' Federation,  
Alliance Board

Heather Taweel  
The Guardian

Paul Trainor  
Bradley & Shea

Avril Vollenhoven  
Canada Post

Chris Wilson  
VON Halifax

Regrets:

Laurie Ann McCardle  
Women's Network PEI

## **Welcome**

Chair Ray Doiron thanked everyone for coming and recognized special guests MLA Wes MacAleer and

Barbara Macnutt of the Literacy Initiatives Secretariat.

Wes MacAleer brought greetings from the Government of PEI. He said what we do is appreciated and valued. He encouraged everybody to keep up this essential literacy work.

### **Agenda Review**

Ray reviewed the agenda and asked if there were any additions.

### **Review of Minutes of the 2004 AGM**

Ray reviewed the minutes of last year's meeting. He asked for acceptance of the minutes. Elizabeth Gill moved, Karen Chandler seconded.

Motion carried.

### **Chairperson's Report**

Ray summarised his report. He moved acceptance of the report. Carrie St. Jean seconded.

Motion carried.

### **Executive Director's Report**

Catherine O'Bryan reviewed highlights from her report and moved acceptance. Elizabeth Gill seconded.

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Motion carried.

### **Treasurer's Report**

Donna Langille read her report and said that the Alliance is in a healthy financial position.

She moved acceptance of her report. Angela Larter seconded.

Motion carried.

### **Auditor's Report**

Donna introduced Paul Trainor of Bradley & Shea who highlighted items from the financial reports.

Donna Langille moved acceptance of the auditor's report. Leo Cheverie seconded.

Motion carried.

Donna Langille moved that Bradley & Shea be appointed auditors for 2004-2005. Barry Scmidl seconded.

Motion carried.

### **Nominations Report and Election of Board**

Angela Larter welcomed returning board members for the 2005-2006 year. They are Ray Doiron, Angela Larter, Karen Chandler,

Donna Langille, Audrey Penner, and Carrie St. Jean.

Dianne Smith and Eric Donovan were nominated to the board. Angela asked three times if there were any nominations from the floor. There were no further nominations. She welcomed the nominees to the Alliance board.

Angela thanked retiring board members Joanne McCabe, Joyce McCardle and Nora Young. Ray adjourned the business meeting and introduced Nora McCarthy and Melanie MacDonald.

### **Summer Tutoring Program for Kids Presentation**

Nora McCarthy and Melanie MacDonald gave a presentation on the successful Alliance summer program.

### **Other Presentations and Awards**

**Storysacks Presentation** — Lori Johnston talked about Storysacks and presented the two newest ones to Alan Groen for the Provincial Library System. The Storysacks were created by

the inmates of the Provincial Correctional Centre.

**Atomic Energy of Canada Bursary Award** — Barbara Macnutt announced that the award was given to Colin Farrell.

**Highest PEI GED Score for 2004** — Barbara Macnutt presented the award to Ernest J. Costain

**Workplace Learning Award** — Barbara Macnutt presented the award to Ian Carr for his excellence in teaching.

**Canada Post Literacy Awards** – Avril Vollenhoven presented the two awards:  
Individual Achievement – English – Clarence Blanchard, Bloomfield  
Individual Achievement – French – Margaret Arsenault, Wellington

**Learning Disabilities Association Presentation** — Eric Donovan presented a gavel to Ray Doiron and a gift to Catherine O'Bryan and Norman Finlayson in recognition for the Alliance support to the LDA.

Ray invited everyone to stay for the reception sponsored by Canada Post.

### **\$500 Bursaries for Adults**

The PEI Literacy Alliance will award ten bursaries to adults who are working toward a grade 12 certificate or grade 12 equivalency (GED). Laubach Literacy students are also welcome to apply. Each bursary is valued at \$500.

**For more information and an application form please call 902-368-3620. The deadline for applications is October 31, 2006.**

# Executive Director's report

Our Board defines the direction for the organization through our "ENDS" or outcome statements, while the job of the executive director is to determine how to work toward these "ENDS".

When the Board has defined the ENDS statements and added any elaboration to them then, the Executive Director interprets these statements and decides how best to use the financial and human resources available to complete the work.

Here is a recap of our ENDS or outcome statements with some of the activities which helped achieve these ENDS.

## END A

*Gaps and overlaps in literacy services to adult learners and their families will be decreased.*

Organizations with an interest in literacy will share information about trends, issues and successes.

To help achieve this END some of the things we did were:

- held our semi-annual meeting in March and our annual meeting in September
- hosted CABs on-line, an

assessment tool workshop with Holland College instructors

- compiled and distributed 200 copies of the 2004 Literacy Summit final report
- prepared a submission to the Education Task Force
- met with Advisory committee for Adult and Community Education at Holland College
- met with the professional development committee of Learning Disabilities Association-PEI
- hosted a workshop with literacy researcher Tom Sticht
- hosted presentation by Satya Brink about the results of the International Literacy and Life Skills Survey (IALLS)

## END B

*Barriers to people with low literacy levels will be reduced.*

Adult learners will know how to access opportunities for learning.

People's learning needs will be properly identified.

Islanders will be able to use the printed material commonly found in the home, at work and in the community.

To help achieve END B some of the things we did were:

- met with various members of the professional health community to inform them about our project (see page 8)
- held regular meetings of the Population Health committee
- hosted four community meetings across PEI about health and literacy
- completed several plain language editing projects for government and community groups
- met with community groups to discuss the needs of their low literacy clients

## END C

*Islanders will be actively engaged in building their literacy and learning skills for the benefit of their economic, cultural, political, social and personal aspects of life.*

Policy-makers will know the costs of low literacy in all aspects of Island life

Non-member organizations and businesses will recognize the implications and costs of low literacy

To help achieve END C some of the activities we did were:

- attended two meetings of the Movement for Canadian Literacy in Ottawa
- planned and presented the PGI Golf Tournament for Literacy
- sponsored and administered the Summer Tutoring Program for Kids

#### **END D**

*Literacy will be valued and celebrated across PEI.*

Families will know about the value of literacy and will recognize their role in promoting it

To help achieve END D some activities we did were:

- sponsored a Family Literacy Carousel to celebrate Family Literacy Day at the Confederation Centre Library in January
- distributed ten \$500 bursaries to adult learners and three \$1500 scholarships - one at UPEI and two at Holland College
- helped organize the Premier's meeting on literacy in May
- held four community

consultations on literacy across PEI

On the following pages I briefly describe some of our projects.

I have also listed the conferences and workshops we attended, the committees we worked on and people we met throughout 2005-06.

I'd like to thank the board of directors for their thoughtful and cheerful participation at Board meetings and special

events. Special thanks to Chair Ray for his enthusiastic support and great ideas and advice during this hectic year.

A special thank you to our excellent office manager Norman Finlayson who can be relied on for sober second thought at all times.

Your teamwork and support helps make the Alliance a success.

*Catherine O'Bryan*

### **\$1500 Scholarship Program**

The PEI Literacy Alliance awards three \$1500 scholarships with money raised at the PGI Golf Tournament for Literacy.

The memorial scholarships honour these three literacy champions Peter Gzowski, Bill Hancox and Harry MacLauchlan.

You can apply for one of these awards if you are an adult who had trouble with reading and you are continuing your education at UPEI or Holland College. To find out more, contact your admissions office.

# *Project reports*

## **Health and Literacy Project**

The Alliance is conducting a project called “Promoting Literacy in Healthy Public Policy” funded by Health Canada. We know that many Islanders score at the two lowest levels of literacy skills, and that there are well-established links between low literacy skills, low income, and poor health.

### **Objectives**

The three project objectives are to:

- develop collaborative partnerships among relevant community organizations, learners and government policy-makers
- identify health policy issues related to literacy
- increase awareness and understanding of the links between health and literacy of all project participants

### **Activities**

In the spring of 2006, we held roundtable meetings in four areas of PEI with health policy makers, community groups and adult literacy learners.

To follow up we will host a Health and Literacy summit in the spring of 2007. We will bring together our collaborators and other key people to further discuss a framework for health policy with a “literacy lens.”

### **Partners**

Our project partners are the Department of Health and Social Services, PEI Women’s Network, Health Research Institute at UPEI, and Smith Lodge. Other supporters include the Community Legal Information Association, AIDS-PEI and the Canadian Mental Health Association.

### **Outcomes**

At the end of the project we hope that:

- the PEI Literacy Alliance will have new and renewed partnerships with government and community policy-makers, and literacy learners
- policy-makers will have the information and tools they need to deliver health information to people with low literacy skills
- the Alliance will have increased awareness and understanding of the links between health and literacy

## **Fostering Plain Language in Public Education**

The PEI Literacy Alliance works with community groups to help them understand that many of their clients have literacy issues and require verbal, written and web page information in plain language.

### **Objectives**

The project objectives are to:

- develop collaborative partnerships with five community organizations
- identify information needs related to plain language
- increase awareness and understanding of the links between literacy and plain language

### **Activities**

Some of the activities we are planning to help us achieve these objectives are:

- Work with management and staff of community groups to go through the literacy audit procedure which scans their workplace and reviews their procedures through a literacy lens
- Establish a profile of the needs of their existing and potential clientele
- Hold a “Principles of Plain Language” training session with them to review their communication tools such as brochures, sample letters, posters and web pages
- Produce a plain language training manual

### **Partners**

Our partners on the Advisory Committee are Fitzroy Centre (a member of the Canadian Mental Health Association), PEI Teachers’ Federation, PEI Federation of Labour and Nishka Smith, private consultant.

### **Outcomes**

- Staff from five community groups will be more aware of the literacy challenges faced by many of their clients and the need for plain language in both their verbal and print communications
- Improved communication of information to low level learners
- Five community/mainstream groups will be more aware of the extent of the literacy problem in PEI, and people with low literacy skills will be better able to understand the community services available to them

# Project Reports

## 2006 PGI Golf Tournament for Literacy

June 15<sup>th</sup> was a great day at Andersons Creek Golf Course as the PEI Literacy Alliance hosted the PGI Golf Tournament for Literacy. This year we raised over \$30,000 for literacy thanks to our golfers, sponsors, donors and volunteers.



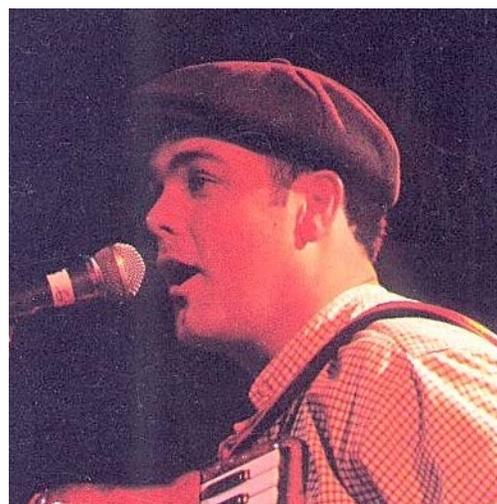
For the second year, **Kevin Lewis** was our first-class Master of Ceremonies.



The accounting firm **Corkum & Associates** put in a team for the first time this year and they won the trophy.



This year's Poet Laureate was **Parkdale Doris, AKA Cynthia Dunsford**.



**Michael Pendergast**, "The Music Man" has become one of our regular features. He entertained the crowd before the meal.



Musician **Gordon Belsher** was our featured entertainer. With his daughter Savannah on vocals and Todd MacLean on saxophone, "**Sasafrax**" treated us to some spectacular music.



*Each year an adult learner who excelled in his or her program wins the Cooperator's Learner Achievement Award. This year's winner was **Leigh Chaisson**. He gave a great acceptance speech and received a standing ovation from the crowd.*

**Shauna Sullivan Curley** who has supported our PGI for many years was honoured with the Gzowski Award, given to the golfer who most embodies the spirit of the day.

The PEI business community showed their usual generosity by donating lots of golf prizes and silent auction items.

The tournament wouldn't happen without our many volunteers, especially the hard working planning committee: Jack Desroches, Bernard Gillis, Joanne Ings, Bruce Stewart, Lori St. Onge, and John Young. Thanks again!

You can see more pictures from our tournament in our newsletter on our web site. Go to [www.pei.literacy.ca](http://www.pei.literacy.ca), then click on "publications" then "newsletters."

A special thanks goes out to the **Atlantic Lottery Corporation**, our golf course sponsor. Their generosity helped to make our event a financial success.





*Children surround the ventriloquist at our carousel*

### **Family Literacy Carousel**

On January 28 we presented our sixth Family Literacy Carousel at the Confederation Centre Public Library.

Members of the Early Childhood Development Association organized activities for younger children. Frontier College provided a Reading Tent staffed by Students for Literacy@UPEI. They also provided the ever popular face-painting.

We hired a ventriloquist, magician and puppeteer to entertain the kids and their parents.

The Alliance provided snacks and family literacy kits to all comers.

### **Mobilizing Communities**

In March and April the Alliance held four community meetings to discuss the state of literacy in PEI.

We held meetings in Montague, Charlottetown, Summerside and Mill River. Local community groups, government workers and literacy advocates attended.

The Alliance collated and shared the comments with the provincial government to feed into the new literacy and learning strategy due out this fall.

Thank you to Heather Orford for organizing the meetings.

### **Literacy Research Network**

The Literacy Research Network (LRN) conducted research this year to broaden our knowledge about literacy in PEI.

Professor Jessie Lees compiled a profile of literacy research in PEI. This information is compiled in a database. She interviewed a number of knowledgeable sources and discovered some gaps in our knowledge.

Angela Larter conducted a study of adult graduates from Holland College. "Beyond Adult Literacy Training" tried to identify any changes that the students' education and training may have brought to their lives.

We hosted the first in a series of workshops on research titled "Understanding Evidence-based Research". We plan to continue this work in the next year.

LRN has a new website [www.lrnpei.ca](http://www.lrnpei.ca). We plan to post existing and new literacy research in PEI on the site.



Partners for this project were the Department of Education, Home & School Federation and the Provincial Library Service.

As a follow-up to this project the Alliance applied and received funding for a media campaign. Magic 93 has embraced this initiative as their signature campaign for 2006-07.

Throughout the next year you will hear messages promoting literacy and learning on the radio. These will vary depending on the time of year. The tag line for the campaign is "Reading is the key to all learning."

### **Literacy Information**



### **PEI Reads**

The Alliance was involved in an innovative project this year to promote family literacy and libraries.

A Parent's Guidebook with a library card attached was presented to all students in Grades 1-3. Teachers encouraged parents and children to return the card to the library to have it activated.

The Parent's Guidebook contains some facts about literacy and tips about improving a child's literacy and learning.

As a complementary activity Family Story Nights were organized in four Island schools. These were very popular. Local celebrities read books to students while parents received information on literacy and the family.

Chair Ray Doiron discusses the results of the 2003 International Adult Literacy and Life Skills Survey with Dr. Sayta Brink. Dr. Brink, director for policy research at the federal Learning Policy Directorate, presented the results on May 30 at the Charlottetown Hotel. Copies of her presentation are available from the Alliance.

# Activities

## **Conferences/Presentations/Meetings**

Under the microscope...accountability in the Public Sector with the Auditor General  
Sheila Fraser

Task Force Presentation

Literacy Research Network workshop

Tom Sticht workshop

Satya Brink IALLS

Launch of Charlottetown Rotary Literacy Foundation

Council of the Federation award

Simply Accounting Workshop

PEI Reads press conference

Library Week reading

Volunteer workshop

Family Literacy to C.H.A.N.C.E.S

Employment Enhancement group

Holland College Adult and Community Education graduation

## **Committees and Boards**

Advisory Committee for Literacy and Essential Skills

PGI Golf Tournament planning committee

Movement for Canadian Literacy Executive committee

Movement for Canadian Literacy Board

Holland College Adult Education Advisory committee

Rotary Foundation Board of Trustees

Premier's Literacy Day

UPEI Family Literacy Committee

Provincial Learning Disabilities Steering Committee

## **Consultations**

Barbara Macnutt, Director - Literacy Initiatives Secretariat

Sonya Corrigan, Executive Director Early Childhood Development Association

Kathy Jones, Director, Department of Social Services and Seniors

Theresa Hennebery, Director, Population Health

Heather Hughes, Mi'kmaq Confederacy

Lauretta Coady MacAulay, Family Law Centre

Susan Maynard, Victim Services

Andy Lou Somers, East Prince Women's Information Centre

Bev Thompson, Fitzroy Centre

Erin McGrath-Gaudet, School Health Research Network

Minister Claudette Bradshaw

Shawn Murphy MP Charlottetown

Senator Marilyn Trenholme

Senator Carey

Joe MacGuire's staff re ACOA

Kathleen Eaton and Barbara Kissick, Confederation Centre Library

Shannon Hartigan, Public Health Agency of Canada

Jean Fallis, Administrator, Montague Hospital

Nancy Malcom, Healthy Living Coordinator

Angie Cormier, Société éducative de l'Île-du-Prince Édouard

Lynne Lalonde, Director, Literacy and Learning Directorate

## Members

AIDS PEI  
Canadian Mental Health Association - PEI  
Community Legal Information Association  
Early Childhood Development Association  
Employment Enhancement Program  
Frontier College  
Holland College  
Human Resources Development Canada  
Laubach Literacy of Canada - PEI  
Learning Disabilities Association of PEI  
Movement for Canadian Literacy  
PEI Association for Newcomers to Canada  
PEI Association for Community Living  
PEI Council of the Disabled  
PEI Department of Education  
PEI Federation of Labour  
PEI Home and School Federation  
PEI Literacy Initiatives Secretariat  
PEI Professional Librarians' Association  
PEI Teachers' Federation  
PEI Provincial Library Service  
PEI Women's Network Inc.  
Project L.O.V.E.  
Société éducative de l'Île-du-Prince Édouard  
Seniors United Network  
Transition House Association  
University of Prince Edward Island  
Workplace Education PEI

### Tutor Training Workshops

Would you like to help someone learn to read better?

Free workshops are available.

Lori Johnston, training officer from Laubach Literacy PEI, is planning workshops this fall. For information about the training dates and times contact Lori at 368-6498.

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## How to reach us:

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Executive Director

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The PEI Literacy Alliance is a registered charitable organization.

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Website:  
<http://www.pei.literacy.ca>

# Thanks to....

- ABC CANADA Literacy Foundation
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- Blair Corkum, Corkum & Associates
- Canada Post Corporation
- CBC Charlottetown
- Charlottetown Rotary Club
- Child Find PEI
- Club Richelieu Port - LaJoye
- Department of Education
- Donna MacEwen, McInnes Cooper
- Gordon Belsher and Sasafrax
- Holland College
- Human Resources and Skills Development Canada
- Island Coastal Services
- Island Press
- Metro Credit Union
- National Literacy Secretariat
- PEI Advisory Council on the Status of Women
- PEI Library Service
- Robert Tocchet
- Scotiabank
- The Co-operators – John Young and Associates
- The Guardian
- UPEI

## *Special thanks to our 2005-2006 governing board*

Ray Doiron, Chair  
Angela Larter, Vice-chair  
Donna Langille, Treasurer  
Karen Chandler

Eric Donovan  
Audrey Penner  
Dianne Smith  
Carrie St. Jean