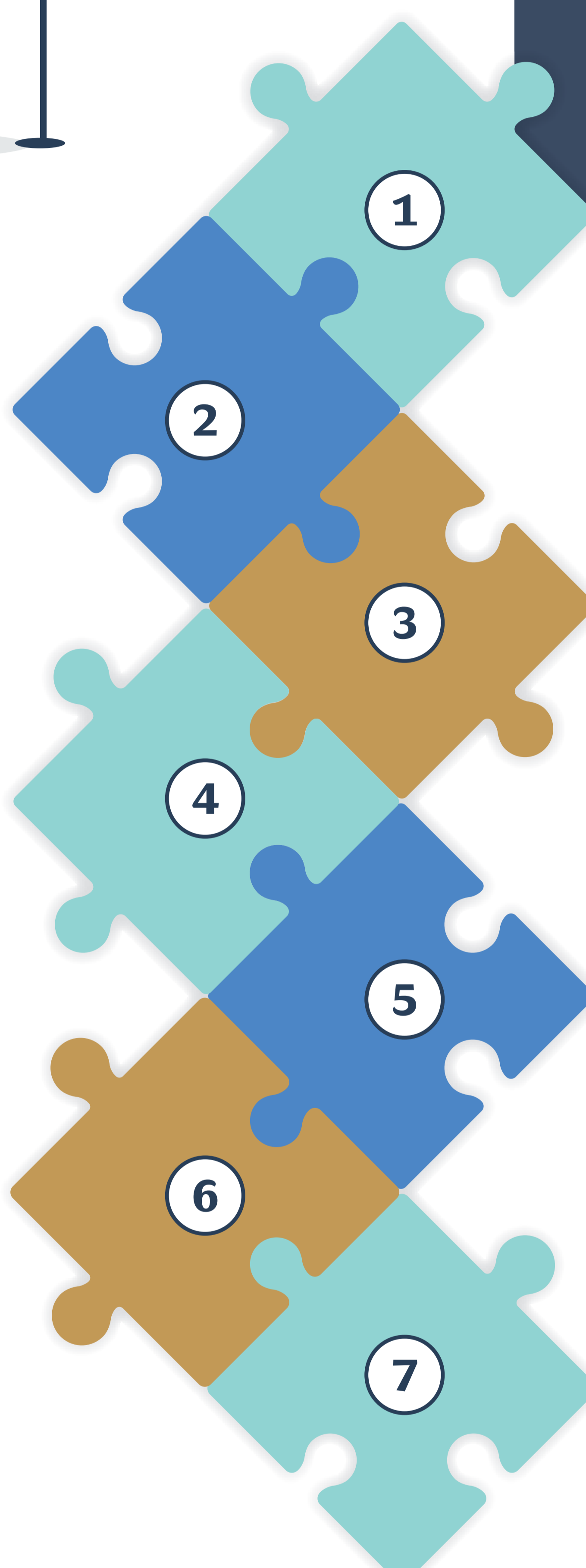


7 ingredients for a successful family literacy approach

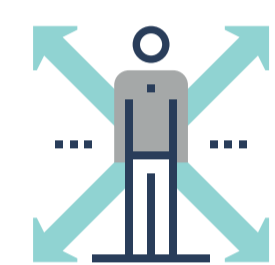


Children who grow up in a 'language poor' environment have an increased chance of becoming adults with low literacy. We call this the cycle of limited literacy. With a family approach to literacy, libraries and their local partners make a valuable contribution to break this cycle.

For a successful family approach to literacy in your library, use these 7 ingredients.



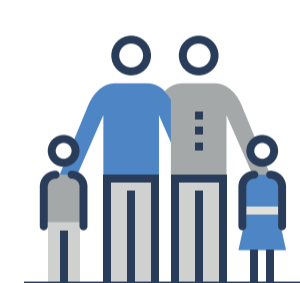
1. Use a target-group and needs-driven approach



Make the needs and (learning) goals of caretakers the primary focus of your activities.

'I go to the homes of families to get to know them. I talk with them about their work, their life, and what they would like to learn. Finding out their learning needs is the essence of our family approach.'

3. Organize activities that activate participants



An activity is more motivating and more effective when people can actively participate.

'Our pedagogical employee shows caretakers how they can have a rich interaction with their parents and lets them practice it. Caretakers learn a lot just from seeing how other caretakers try something out and give each other advice.'

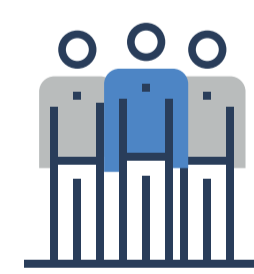
5. Invest in internal collaboration



Include a common shared vision in your organization's policy and involve all departments.

'As projectleader for the family approach I created an internal structure where people with relevant expertise from different departments come together and make a connection with each others activities.'

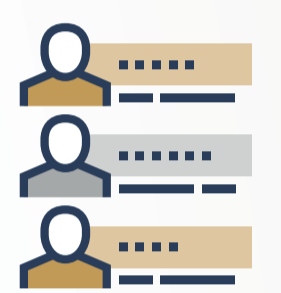
6. Invest in external collaboration



It is strongly advised to involve external partner organizations in your family approach to literacy.

'We involve the schools with every step in our programme, from preparation to execution and evaluation. Teachers know the families and caretakers better than we do. They know what they need and can signal challenges. They are an essential partner.'

2. Work with community brokers



Community brokers breach the gap between your library and the groups you wish to reach.

'One of my participants invited no less than five mothers she knew for our activities. I had not been able to convince them before - and neither could the school.'

4. Measure the impact and evaluate with caretakers



Evaluate the results of the activity with participating caretakers, the instructor and other local stakeholders.

'Evaluating the apps we use in our programme helps us to improve our activities. If we know which apps caretakers like and which not, and what their experiences are, we can adjust our programme to their needs and wishes.'

7. Ensure embedding in your organisation and train professionals



Create broad support and a longterm policy in your organization for your family approach.

'The tactical training on internal collaboration really gave us an answer to the question: where do we want to go with this program as a library? It was an essential help in creating a coherent plan.'

More information?



For more information on the family literacy approach of Dutch libraries, scan the QR-code or visit www.bibliotheeknetwerk.nl/poster-ifla-family-approach. For questions, please contact Tirza de Fockert (tirza.defockert@kb.nl) or Manouk van den Brink (manouk.vandenbrink@itta.uva.nl).

