

TD Summer Reading Club... A Partnership in Motion

Raising a Nation of Readers



Pre-Conference IFLA -. Roma 19- 20 Agosto

Lianne Fortin - Josiane Polidori

**Making a
Difference
Together**



**Faisons une
différence
ensemble**



**Library and Archives
Canada**

**Bibliothèque et Archives
Canada**

Canada

History

- Began in Toronto in 1994
- Expanded across the province of Ontario in 2001
- Offered across Canada in 2004



Toronto



Ontario



Canada

Objectives

- Reinforce what kids have learned in school
- Reduce summer learning loss
- Promote the joy of reading
- Improve reading skills
- Encourage more frequent use of the library.



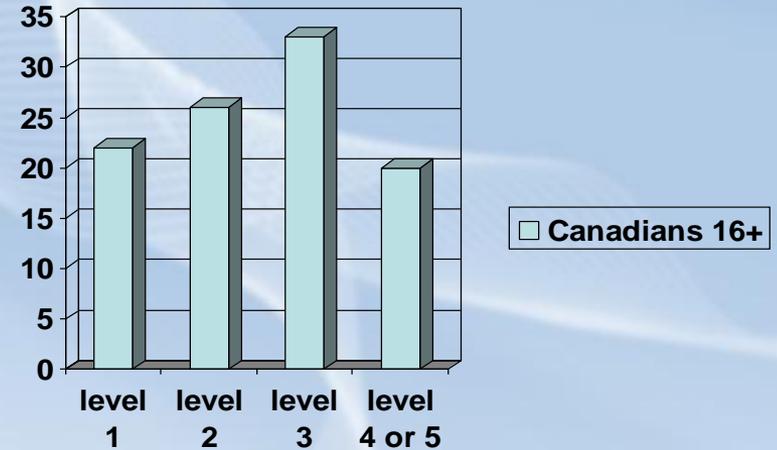
Who

- TD Bank Financial Group: Funder
- Toronto Public Library: artistic and creative lead, Ontario distribution
- Library and Archives Canada: national program coordination, partnership with library systems reaching 2000 public and municipal libraries
- Website, Awards program, program evaluation.



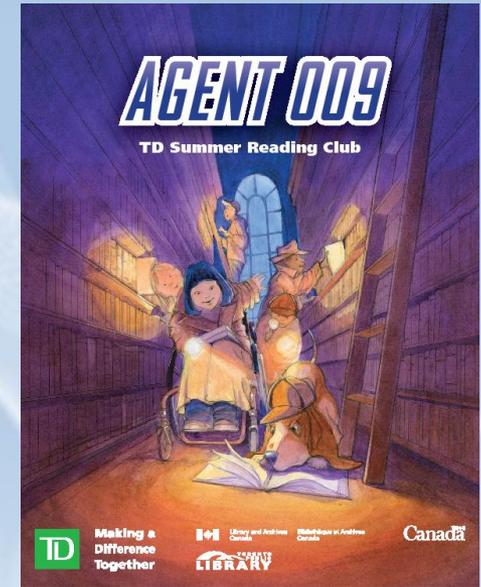
Why

- 15-years olds, 3rd PISA
- 40% of youths with inadequate literacy skills
- Young Canadians read more, but less after age 10
- Girls outperform boys in reading but boys outperform girls in mathematics
- 2nd language learners in language minority communities have lower reading scores
- 46% of Canadians function at marginal levels of literacy.



How we provide

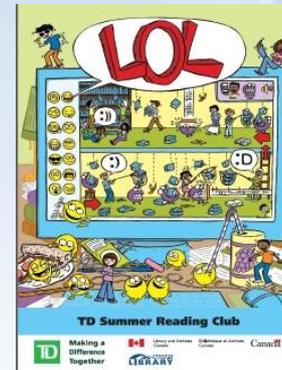
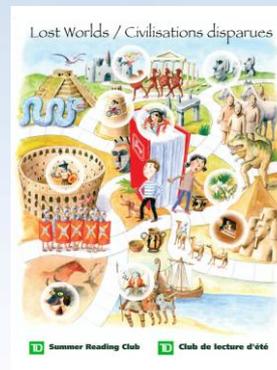
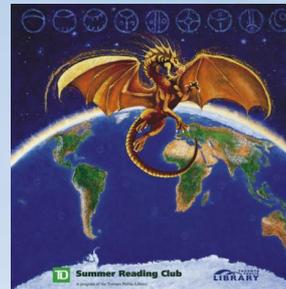
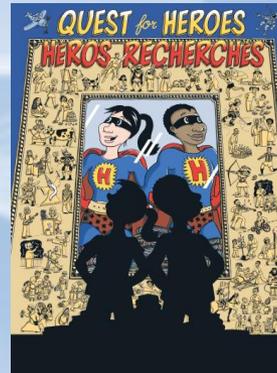
- Resource material online via Library and Archives Canada's website (td-club-td.ca)
- Staff manual for librarians
- Activity kit for children
- Online interactive website for kids hosted by TPL (<http://tdsrc.torontopubliclibrary.ca/>)
- Outreach
- Training



TD Summer Reading Club

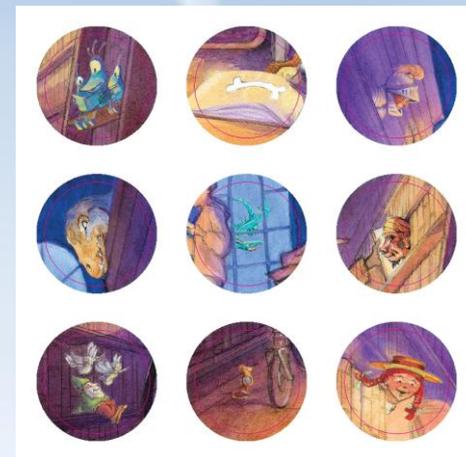
Club de lecture d'été TD

- Theme decided by national vote
- Artwork commissioned by published illustrator
- Versatile
- Appealing to kids of all age groups (3-12)
- Timely
- Interactive, easily used in activities
- Links to booklists



Artistic concept

- Full of energy
- Interactive
- Adaptable to all age groups
- Takes into account
Canada's cultural diversity

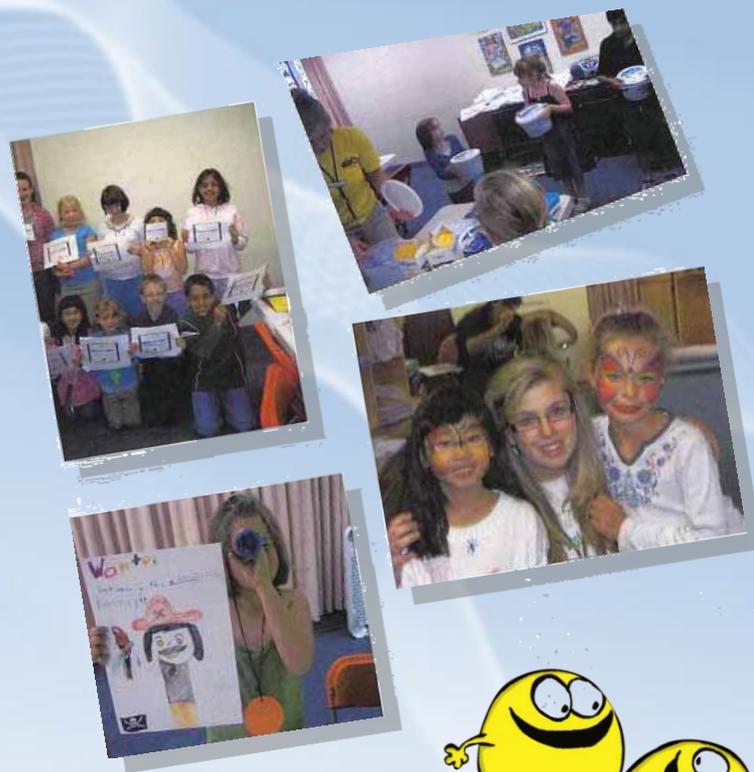
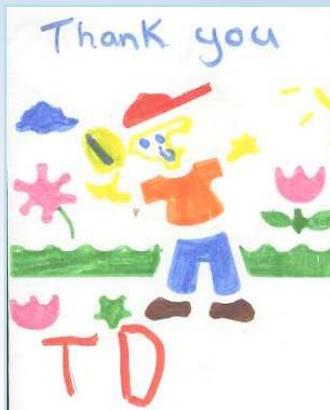


Results

	2004 (pilot phase)	2005	2006	2007	2008
Participating libraries	436	Data n/a	1,951	1,706	1,800
Children registered	Data n/a	216,312	238,090	248,016	269,112
Activities organized	Data n/a	13,548	18,582	21,367	27,258
Children participated	164,200	254,909	353,269	433,723	499,412
Books read	240,200	Data n/a	1.9 million	1.9 million	1.9 million

Moving forward

- Enhanced training
- Promotion at conferences
- TD Summer Reading Club
- Library Award



Bonjour Good afternoon

Buon pomeriggio Buenas tardes

Goede middag Guden tag Boa tarde

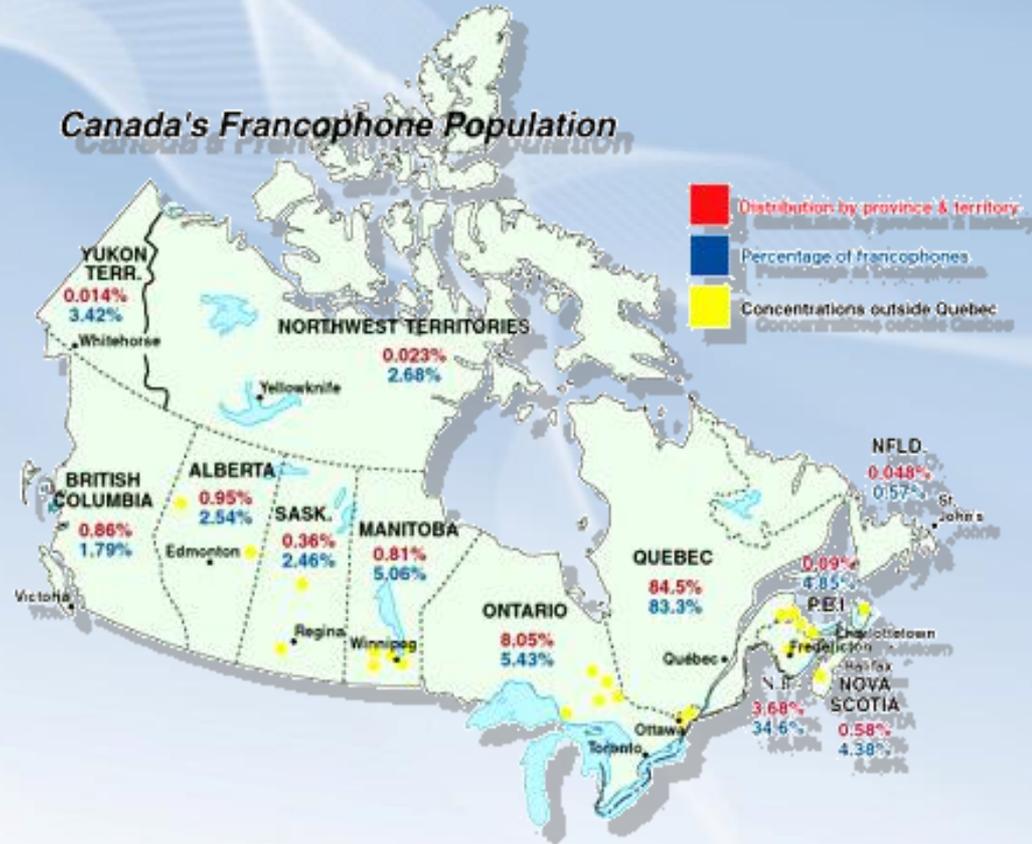


“The child learning to read is admitted into the communal memory by way of books, and thereby becomes acquainted with a commun past..”

A. Manguel

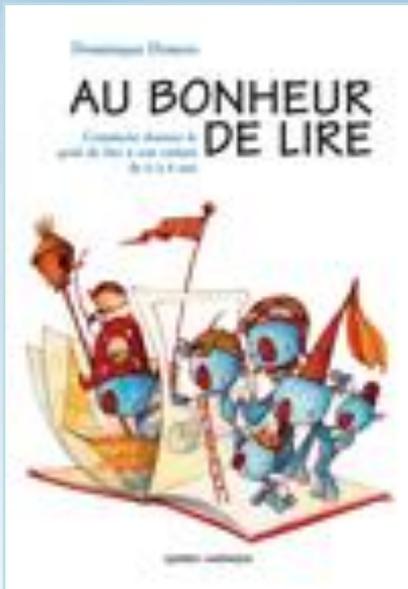
What does it mean to be a bilingual country?

- Population: 31 million
- French : 22.1%
- English : 57.8%
- Other languages: 20.1%

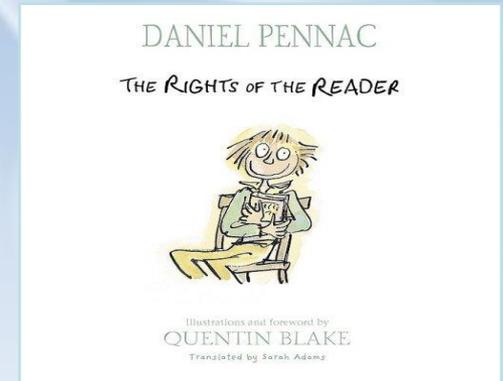


-
- French mother tongue:
 - Quebec: 79.6%
 - New Brunswick: 32.7%
 - Ontario, Manitoba: 4%

Creating a cultural and linguistic content



- Reading as social building factor
- Community life and cultural values
- New definition of Canadian « francophonie »
- Linguistic, cultural and identity issues



Building a Cultural Identity

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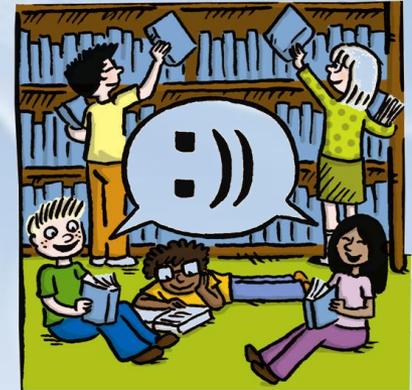


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Lire aux larmes



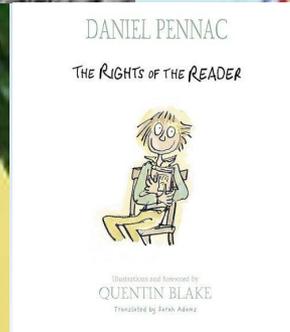
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Newcomers to Canada

Read their stories



« You can discover more about a person in a hour of play than in a year of conversation.» **Plato**



Jeu Game Jocus Gioco Joc Juego
Joko Joke Jogo Play Plega Plaaga



Ludique ludico ludoteca ludus
playfulness

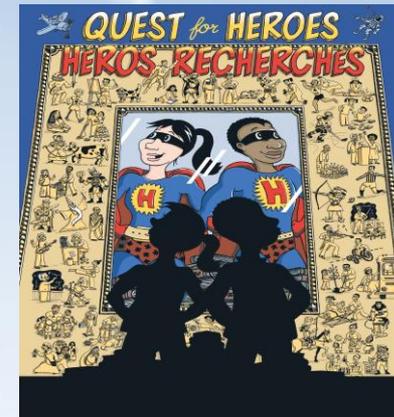
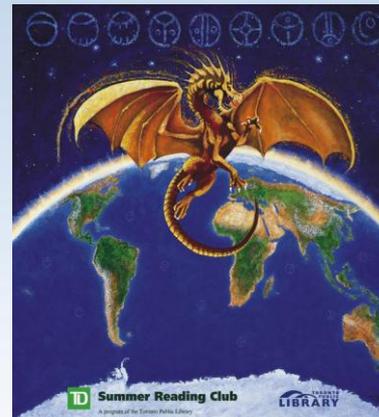
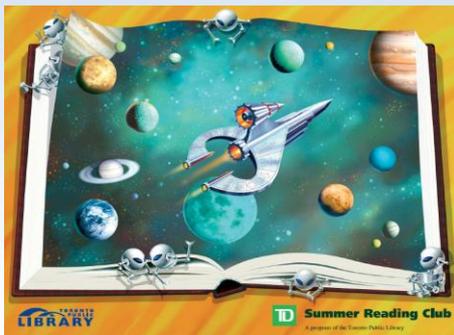
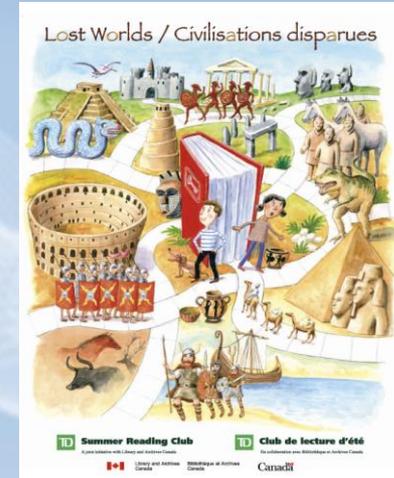
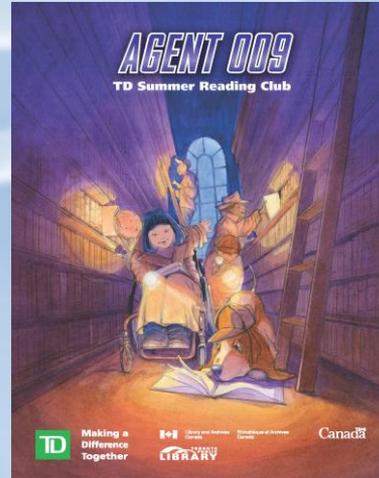


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« *In every man a child is hidden that wants to play* ». Nietzsche

- Thank you to TDSRC Creation Committees:
- Toronto Public Library
- Librarians in Montreal, Candiac, Quebec, Ottawa
- TD Financial Group



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