

FURTHER INFORMATION

For further information around the Awareness Raising Toolkit, go to www.eli-net.eu/awareness-raising. Apart from the toolkit, you will find top tips on actions that specific people in society such as librarians, celebrities and peers can take, a checklist for raising awareness including do's and don'ts, and good practices.



Awareness Raising Toolkit

www.eli-net.eu/awareness-raising



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Awareness Raising Toolkit



INTRODUCTION

Tackling literacy issues starts with awareness: all areas of society need to be aware of the widespread and deep-rooted issue. Only then the issue is prioritised on the political agenda and actions are taken to achieve a decrease in the number of people with literacy difficulties. ELINET has developed an Awareness Raising

Toolkit including eight tools that can be used for effective awareness raising activities. The tools target literacy learners, intermediaries and policy makers. The tools were developed, piloted in seven countries, evaluated and redeveloped based on the experiences of the pilot.

TOOLS PER AUDIENCE

The eight developed tools are created for three different audiences.

LITERACY LEARNERS

Former literacy learners are indispensable in raising awareness: they know from their own experience what it means to have literacy difficulties and what it's like to work on your literacy skills.



LITERACY AMBASSADORS

INTERMEDIARIES

Intermediaries are crucial in tackling literacy difficulties; they serve as a link between a potential literacy learner and opportunities to improve their skills. Furthermore, they are in a position to open up the conversation, develop initiatives and implement policies to stimulate literacy development.



WORKSHOP FOR INTERMEDIARIES



FLYERS FOR INTERMEDIARIES



VIDEO



RUNNING A CAMPAIGN



LITERACY SCREENER

POLICY MAKERS

Policy makers are involved in and have the authority to formulate policies and set policy frameworks. As such, they strongly influence the structures, opportunities and practices necessary to tackle literacy difficulties.



COUNTRY FACTSHEETS



ELEVATOR PITCH TRAINING

LITERACY LEARNERS



LITERACY AMBASSADORS

ELINET has developed a tool to involve and train former literacy learners as Literacy Ambassadors who convince different target groups – from politicians to potential literacy learners – of the importance of good basic skills for everyone.

Combine this tool with:



WORKSHOP FOR INTERMEDIARIES



RUNNING A CAMPAIGN

INTERMEDIARIES



RUNNING A CAMPAIGN

This tool guides you through several steps and practical tips supporting you in developing your own awareness raising campaign: whether it is a large national campaign or a small local campaign, and whether it is organized by paid staff or by volunteers.

Combine this tool with:



VIDEO



WORKSHOP FOR INTERMEDIARIES

INTERMEDIARIES



WORKSHOP FOR INTERMEDIARIES

This workshop supports intermediaries in their role in tackling literacy difficulties. The workshop includes training in recognising people who struggle with reading and writing, discussing it by means of motivational interviewing and referring them to opportunities for literacy improvement.

Combine this tool with:



FLYERS FOR INTERMEDIARIES



LITERACY SCREENER



LITERACY SCREENER

The Literacy Screener is directed at intermediaries and potential literacy learners: it is an online screening tool that indicates whether somebody has reading difficulties in a simple and fast manner. As such, it screens for people who can benefit from improving their reading skills.

Combine this tool with:



WORKSHOP FOR INTERMEDIARIES

POLICY MAKERS



FLYERS FOR INTERMEDIARIES

Flyers are a great way to introduce intermediaries to literacy difficulties being an issue and serve as a starting point for their actions towards tackling literacy difficulties. ELINET has developed flyers to involve intermediaries – from health and social workers to job centre advisers – in recognising, starting the conversation and referring people with literacy difficulties.

Combine this tool with:



WORKSHOP FOR INTERMEDIARIES



COUNTRY FACTSHEETS

Country factsheets are a great way to introduce policy makers to literacy difficulties in their country, linking to actions that need to be taken to tackle the issue. ELINET has developed a template with which country specific factsheets can be created.

Combine this tool with:



ELEVATOR PITCH TRAINING



RUNNING A CAMPAIGN



VIDEO

The use of videos is one of the most powerful ways to raise awareness. When done correctly, videos entertain, educate and inspire action. ELINET has developed an animated video in English, German and Slovenian and a guide to develop your own video.

Combine this tool with:



WORKSHOP FOR INTERMEDIARIES



RUNNING A CAMPAIGN



ELEVATOR PITCH TRAINING

Elevator pitches are a great method to convince policy makers to start tackling literacy difficulties. ELINET has developed an Elevator Pitch Training in which its attendees are trained in the tips and tricks of preparing and delivering a convincing and action oriented elevator pitch.

Combine this tool with:



COUNTRY FACTSHEETS



RUNNING A CAMPAIGN