



of Public Libraries of Ottawa-Carleton  
des bibliothèques publiques d'Ottawa-Carleton

June 24, 1999

Councillor Alex Munter, Chair  
Community Services Committee  
Regional Municipality of Ottawa-Carleton  
111 Lisgar Street  
Ottawa ON K2P 2L7

Dear Councillor Munter:

The Forum of Ottawa-Carleton Public Libraries shares Ottawa-Carleton's pledge to Millennium children to invest in our youngest citizens by promoting healthy early childhood development – yielding a lasting legacy that will strengthen Ottawa-Carleton for years to come.

We have approved as our Millennium project a **pilot bilingual infant literacy program** called *1,2,3 Read With Me/1,2,3 Lise Avec Moi*. Our goal is to educate parent(s) and/or caregivers of 10,000 babies born in Ottawa-Carleton during the Millennium year on the importance of early reading, starting at birth. Research indicates the benefits to be significant: enhanced pre-school development, better performance in school in reading, writing and speaking, greater social confidence and access to life-long learning.

In the hospital, or through midwifery groups, parents will receive an attractive book bag containing a certificate for a free Canadian board book as well as educational and resource materials. To receive the board book parents must bring their new baby to the nearest library. There, the baby will be registered as a new library member and parents introduced to a wide range of stimulating reading programs for all ages, and encouraged to return on a regular basis. One of our project partners Healthy Babies, Healthy Children has offered to follow-up with new mothers by encouraging them to visit the public library to receive their free board book.

The Ottawa-Carleton public libraries are collectively contributing \$17,000 towards the overall cost of the project which is \$71,824. We also have letters of support from community groups involved with literacy and children's health and welfare. We are currently seeking funding partners at the federal, provincial and regional levels of government. Our appeal to RMOC is for \$17,274.

We welcome an opportunity to speak to the members of the Community Services Committee on July 8, 1999 to discuss our proposed Millennium partnership. Please contact Vera Yuzyk, our Development Officer, at 236-0302 ext. 271 regarding your decision and the time and place of the meeting.

Sincerely,

Barbara Clubb,  
Chief Librarian and Secretary-Treasurer to the Board  
Ottawa Public Library

On behalf of the Forum of Public Libraries of Ottawa-Carleton

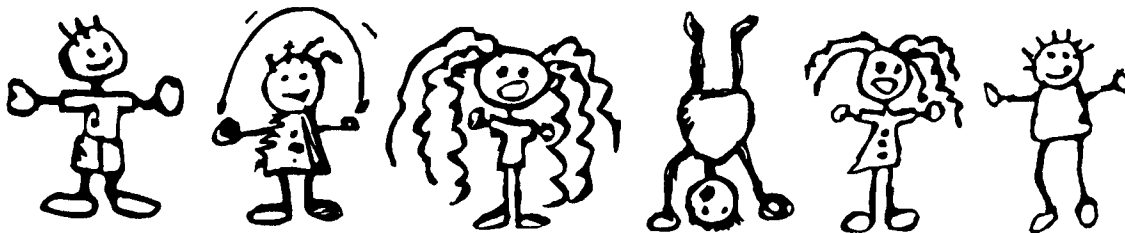
Community Services Committee Agenda 8 July 1999

Reference Item 1

***1,2,3 READ WITH ME/1,2,3 LIS AVEC MOI***  
***(Bilingual Baby Literacy in Ottawa-Carleton)***

**Partnership Proposal  
Between**

**The Forum of Public Libraries of Ottawa-Carleton  
and the  
Regional Municipality of Ottawa-Carleton**



A Presentation To:  
Community Services Committee  
Regional Municipality of Ottawa-Carleton  
111 Lisgar Street  
OTTAWA

Submitted On:  
June 30, 1999

<b>Summary of Project</b>
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<b>Presenter:</b>	Forum of Public Libraries of Ottawa-Carleton, representing the Boards of 11 public library systems in Ottawa-Carleton.
<b>Project Organizer:</b>	Barbara Herd, Chair Baby Kits Committee, who developed and researched idea for a baby literacy project.
<b>Description:</b>	Pilot Bilingual Baby Literacy Project for region of Ottawa-Carleton to celebrate the Millennium starting in January 1, 2000 to December 31, 2000.
<b>Project Goal:</b>	To educate parents/caregivers of 10,000 Millennium babies expected to be born in Ottawa-Carleton on the importance of early reading, starting at birth, and throughout the critical years of early childhood development.
<b>Benefits:</b>	Better educated parents, enhanced early childhood development and readiness for school, improved performance in school, greater social confidence, reduction in illiteracy and fewer illiteracy-related health problems in children and adults.
<b>Book Bags:</b>	Parents/caregivers of Millennium babies will receive an attractive book bag containing educational and resource materials and a certificate for a free Canadian board book redeemable at one of 33 participating library branches.
<b>Promotion:</b>	Widely promoted in library media releases, web sites, posters in 33 branches, baby clinics, hospitals and health centres.
<b>Proposed Partners:</b>	The Forum, Federal Millennium Bureau, <b>Regional Municipality of Ottawa-Carleton</b> , Ontario 2000 and Ottawa Citizen Literacy Foundation.
<b>Budget:</b>	\$71, 824
<b>Request from RMOC:</b>	\$17, 274
<b>Recognition:</b>	RMOC name and logo will be printed on 10,000 book bags and project promotional materials. Partnerships will be appropriately recognized in library annual reports and library web sites. Representatives will be invited to participate in ceremony to launch project and publicly thanked.

**COMMUNITY SERVICES COMMITTEE  
REGIONAL MUNICIPALITY OF OTTAWA-CARLETON**

**REQUEST FOR FUNDING**

**Part A - Information on Presenter**

**1. Name of organization:**

The Forum of Public Libraries of Ottawa-Carleton

**2. Address:**

Ottawa Public Library (on behalf of the Forum)  
120 Metcalfe Street  
Ottawa ON K1P 5M2  
Telephone: 598-4001  
Fax: 567-8815  
E-mail: clubbb@opl.ottawa.on.ca

**3. Mandate:**

Founded in 1993, the mandate of the Forum is to review and discuss issues related to public library service in the Ottawa-Carleton region and to *facilitate region-wide cooperation and coordination of public library service* where effectiveness, efficiency and economy can be improved. Collectively, Forum libraries serve all 750,000 residents of the municipalities within Ottawa-Carleton.

**4. Membership:**

The Forum's membership consists of the chairs of the Boards of eleven municipal public libraries in Ottawa-Carleton. These Boards are all corporations, established by local by-law under authority of the provincial *Public Libraries Act*. The Regional Municipality of Ottawa-Carleton does not have a public library or library board. The members of the Forum include:

Cumberland Township Public Library.....	Audrey Lawrence
Gloucester Public Library.....	David Wright
Goulbourn Public Library.....	Jim Gillick
Kanata Public Library.....	Jim Cooper (Co-Chair)
Nepean Public Library.....	Merv Sullivan (Co-Chair)
Osgoode Township Public Library.....	Leslie James
Ottawa Public Library.....	Tannis Yankewicz
Rideau Township Public Library.....	Rich McDonald

Rockcliffe Park Public Library.....Ruth Hood  
 Vanier Public Library.....Sylvain Boyer  
 West Carleton Public Library.....Mary Patterson

The Forum is supported in its work by the Chief Librarians of Ottawa-Carleton (CLOC).

**5. Charitable Registration Number:**

The Ottawa Public Library is submitting this proposal on behalf of the Forum. The Ottawa Public Library's Revenue Canada Taxation number is # 0437079-50-1.

**6. Project Organizer:**

Barbara Herd, Director of Public Services, Ottawa Public Library and  
 Chair, Baby Kits Committee

This committee reports to Chief Librarians of Ottawa-Carleton which in turn reports to the Forum on a quarterly basis.

**7. Baby Kit Committee:**

The Baby Kits committee developed the idea of introducing an infant literacy program to parents of babies born in the Millennium. Committee members are children's librarians from Ottawa, Nepean, Gloucester and Kanata Public Library systems. This group of four experienced librarians, researched literacy figures, investigated the number of babies born each year in Ottawa hospitals, reviewed similar programs held in other cities, mainly in the United States, and developed the brochure for the kit. The committee will hire a part-time project coordinator to manage the project, in conjunction with its partners, and implement the program with hospitals and local midwifery groups.

**8. Project Treasurer:**

Barbara Clubb  
 Chief Librarian and Secretary Treasurer to the Ottawa Public Board

<b>Part B - Project Information</b>
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### 1. Project Description:

The public libraries of Ottawa-Carleton will commemorate the Millennium by launching *1,2,3 Read With Me/1,2,3 Lis Avec Moi* a new pilot **bilingual baby literacy project**. The program will act as a stepping stone to the public library's family reading programs.

Throughout the year 2000, approximately 10,000 babies born in Ottawa-Carleton hospitals and through midwifery groups will receive an attractive book bag containing literacy promotional materials and a certificate for a free Canadian board book in either French or English. Parents may redeem the certificate at the nearest public library branch in the Ottawa-Carleton area (total of 33 branches). Once in the library, the baby will be presented with the board book and registered as a library member. Parents and children will be welcomed into the library family and introduced to a wide range of stimulating family reading programs for all ages.

### 2. Objectives of Project:

*1,2,3 Read With Me/1,2,3 Lis Avec Moi* seeks to:

- ◆ Educate parents by promoting the benefits of reading early to their children, starting at infancy, and throughout the critical early years of child development.
- ◆ Equip children through early reading to perform better in school and succeed in the technological and information age of the next century.
- ◆ Reach parents of all socio-economic backgrounds, especially the working poor, aboriginal families, new immigrant groups, individuals with disabilities and mothers at risk – groups who may not use the public library and whose children stand to gain most from reading programs.
- ◆ Reduce illiteracy that threatens the health/welfare of individuals.
- ◆ Improve the general well being of Ottawa-Carleton residents through access to independent life-long learning.
- ◆ Encourage use of, and membership in, the public libraries of Ottawa-Carleton.
- ◆ Celebrate Canadian children's books and publishing.

### 3. Focus of Project:

The public libraries of Ottawa-Carleton support the work of the Community Services Committee and the Region's endorsement of Success by 6, a United Way/Centraide Ottawa-Carleton initiative and its commitment to promote healthy early childhood development, early learning and increased school readiness (see community action plan developed by Success by 6).

Our public libraries are recognized and popular institutions within their communities. The Ottawa Public Library, for example is the biggest club in Ottawa with 191,000 members. Through *1,2,3 Read With Me/1,2,3 Lis Avec Moi* thousands of parents, their newborns and children from all socio-economic backgrounds will celebrate the Millennium at 33 public library institutions throughout Ottawa-Carleton and learn about reading programs/clubs and health information that will enhance early childhood development and readiness for school, reduce illiteracy and foster life-long learning. A special goal is to reach low-income families who may not currently use public library facilities and who stand most to gain from reading programs and health resources.

### 4. Rationale for Project:

**Jim Trelease, reading expert, award winning author and lecturer, in *The Read-Aloud Handbook* writes "of great importance in an age of rising illiteracy, is the established fact that regular reading aloud strengthens children's reading, writing, and speaking skills..."**

Today's research corroborates the importance of reading to children starting at birth. Children are ready for informal learning experiences at birth and parents should start reading immediately to their newborns. The advantage is better performance in school and greater social confidence. The following is a quote from a story by Sandra Blakeslee of the *New York Times* called "Baby Talk Builds Brains" which was published in *The Ottawa Citizen* on April 17, 1997. She states, "some researchers say the number of words an infant hears each day is the single most important predictor of later intelligence, school success and social competence. There is one catch – the words have to come from an attentive, engaged human being."

The public libraries of Ottawa-Carleton have the services and resources to help parents create stimulating early reading experiences for their babies/children during the critical pre-school years of development. Through public libraries, parents and children can participate in a wide range of reading/story time programs and join book clubs for pre-school and elementary age children, teens and adults.

In addition to reading programs, public libraries provide **open access** to a wide range of recreational, informational, educational and cultural materials and resources in

print and electronic formats, including Internet access. The Ottawa, Nepean, Gloucester, Vanier and Cumberland public library systems offer these resources and services in both official languages. Urban libraries also maintain multilingual heritage collections in more than 40 languages such as Arabic, Chinese, Farsi (Persian), Vietnamese, Russian, Spanish, Somalia, Urdu, Hindi and Bengal.

As public institutions our programs and services are open to parents and children from all socio-economic backgrounds. Through *1,2,3 Read With Me/1,2,3 Lis Avec Moi* one of our objectives is to reach the low income sector and encourage their active participation in library family reading and health programs, as this group stands to benefit most from this project.

To summarize, we have the facilities, reading programs and collections, health information resources, professionally trained staff and flexible hours of operation to ensure the successful delivery of the project.

#### 5. **Book Bags:**

An attractive book bag will be distributed to the parents of every baby born in Ottawa-Carleton during the Millennium. The project name *1,2,3, Read With Me/1,2,3,Lis Avec Moi* will be printed on one side of the bag and the names and logos of project sponsors displayed on the other side. The bag will contain:

- ◆ a welcome letter to parents of Millennium babies.
- ◆ a certificate for a free Canadian board book, in English or French, for the new baby. This certificate will be redeemable at any of the 33 public library branches in the Ottawa-Carleton region.
- ◆ a bilingual brochure with suggestions on why, how and what to read to infants along with recommended board books and picture books.
- ◆ a listing of the locations of the 33 participating public libraries in Ottawa-Carleton.
- ◆ a bookmark printed by First Words, the Preschool Speech and Language Program of Ottawa-Carleton.
- ◆ *The Incredible Directory* of resources and services for parents, children, child care providers and professionals in Ottawa-Carleton published by the Parent Resource Centre.
- ◆ a pamphlet on Family Resource Services in Ottawa-Carleton produced by a network of family resource programs.



## 6. Project Partners:

The Forum of Public Libraries of Ottawa-Carleton and their library Friends' groups are enthusiastically committed to *1,2,3 Read With Me/1,2,3 Lis Avec Moi* and are contributing \$17,000 towards the implementation of the project. These libraries receive the majority of their annual funding from their local councils. The eleven public library systems of Ottawa-Carleton will take the lead in promoting the project in their communities. Each of the 33 branches will maintain a supply of board books to present to the Millennium babies. Volunteers will be recruited from the community organizations to assemble and distribute the kits.

To successfully launch this Millennium project, additional financial support is needed from the Regional Municipality of Ottawa-Carleton and the federal and provincial governments. The Federal Government's Canada Millennium Partnership Program has been asked to contribute \$17,275 towards the project. Another \$17,274 is being requested from the Regional Municipality of Ottawa-Carleton. The Provincial Government's Special Projects Program with Ontario 2000 will be approached in September for a contribution of \$17,275 and the Ottawa Citizen Literacy Foundation for \$3,000 in October.

## 7. Community Support:

Discussions are ongoing with a number of key community organizations for both in-kind services and financial support. *First Words*, the Preschool Speech and Language Program of Ottawa-Carleton, will supply 10,000 bookmarks for inclusion in the book bags. *Healthy Babies, Healthy Children*, a Health program with the Regional Municipality of Ottawa-Carleton, responsible for visiting/phoning mothers who have delivered babies in Ottawa-Carleton, has offered to follow-up with new mothers to encourage them to visit the public library to receive a free board book. *Success by 6*, a United Way/Centraide Ottawa-Carleton initiative, has acknowledged our project meets their criteria for support, and we will be meeting shortly to finalize our partnership. *The Reading Readiness Working Group* of the Child and Youth Health Network for Eastern Ontario and *Child and Youth Friendly Ottawa* have enthusiastically endorsed the project and have provided letters of support (see Appendix). As a group, the Chief Librarians of Ottawa-Carleton (CLOC), is a founding member of the *Ottawa-Carleton Coalition for Literacy* and maintains permanent representation on their Board. The Board will soon be confirming its support for the project.

## 8. Lasting benefits to the community:

By developing good reading skills in their preschool children, parents equip their children with the tools to perform well in school and within society and pursue independent life-long learning - benefits that impact the entire Regional Municipality

of Ottawa-Carleton. Early reading reduces illiteracy and dependency on social assistance. A survey conducted of 400 social service recipients in Ottawa-Carleton revealed that 48% had grade 11 or less education (statistics from Ontario Works, Regional Municipality of Ottawa-Carleton). This project will also benefit the entire community by connecting Ottawa-Carleton residents to a valuable community resource - their public libraries - doorways to first-rate reading programs and health resources and professional staff trained to foster a stimulating environment for early reading and readiness for school as well as a love for life-long learning.

#### **9. Evaluation of Project:**

The Baby Kit Committee will monitor and evaluate the distribution of kits and general success of the project. It will track the number of certificates redeemed, the number of newborns registered as new library members and the number of parents with new memberships. Participation in the branch Millennium celebrations for newborns/parents will be reviewed. The public libraries of Ottawa-Carleton will seek feedback from parents and caregivers on this project, library reading programs and health resources, by means of a survey. Also, the Committee will report on the number of new library-community partnerships formed within the region as a direct result of the project.

#### **10. Promotion of Project in Community:**

Each of the 11 public library systems of Ottawa-Carleton will promote and market the project within their respective communities ensuring that the public is well informed of the project through media releases, library Web sites and posters prominently displayed in the 33 branches, baby clinics, hospitals and health centres. Each branch will organize special social gatherings of the Millennium babies and their parents at six-month intervals to publicize the project.

The Ottawa Public Library will host, on behalf of the eleven public libraries of Ottawa-Carleton, a special event to mark the launch of the project. The Chair of the Forum, representatives of the regional, federal and provincial governments and other project partners will be invited to participate in the ceremony. The library and literacy community, parents and their Millennium babies and members of the public will be invited to attend the event.

#### **11. Dates of Project:**

Dates of Project: January 1, 2000 to December 31, 2000

#### **12. Project-End Report:**

The Forum will submit a project-end report to all funders outlining how the project objectives were met.

<b>Part C - Project Budgets</b>
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<b>Planned Expenditures</b>	<b>Estimated Costs</b>
10,000 Book Bags, size 18''w x 18''h with two color printing on both sides (\$0.55 per bag)	\$5,500
Plate Charges	\$ 300
Artwork	\$ 100
Delivery charges	\$ 200
3% GST and 8% PST	\$ 671
10,000 Canadian Board Books (\$5.00 per piece with 40% Library discount )	\$50,000
3% GST	\$ 1,500
Printing:	
10,000 Bilingual Brochures, 8 1/2 x 17, coated stock, 2 colors printed 2 sides	\$2,000
10,000 Bilingual Certificates, 8 5/8 x 3 1/4, coated stock, 2 colors printed 2 sides	\$ 600
10,000 List of Public Libraries of Ottawa-Carleton	\$ 700
Translation of texts	\$ 150
3% GST	\$ 103
Project Coordinator (Part-time) To coordinate the program	\$5,000
Program Marketing Publicity and Launch of project	\$5,000
<b>Total Planned Expenditures:</b>	<b>\$71,824</b>

<b>Pact C - Project Budget (Continuation)</b>
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Sources of Revenue	Dollar Amount		
	Confirmed	Non-Confirmed	Total
Federal Government of Canada Canada Millenium Partnership Program		\$17,275	\$17,275
Government of Ontario Special Projects Program		\$17,275	\$17,275
Regional Municipality of Ottawa-Carleton		\$17,274	\$17,274
Public Libraries of Ottawa-Carleton	\$17,000		\$17,000
Ottawa Citizen Literacy Foundation		\$ 3,000	\$3,000
<b>Total Revenues:</b>	\$17,000	\$54,824	\$71,824

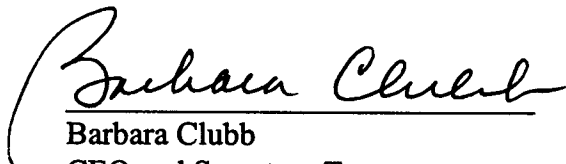
**Part D - Applicant Declaration**

I, the undersigned, hereby certify that:

- all the information provided to the Community Services Committee, Regional Municipality of Ottawa-Carleton in support of this request for funding is true and complete.
- if funding requested in this application is approved, the funds will be spent solely for the project and activities as described in this application. I agree to submit a project-end report to the Community Services Committee upon completion of the planned project.

Signed this 30<sup>th</sup> day of June, 1999

Signature of Treasurer



Barbara Clubb  
CEO and Secretary Treasurer  
Ottawa Public Library

## APPENDIX

## Letters of Support



APR 29 1999

April 16, 1999

To Whom It May Concern:

**Re: Support for the '1, 2, 3 READ WITH ME/LIS AVEC MOI' Program**

I am pleased to write on behalf of the Reading Readiness Working Group of the *Child and Youth Health Network for Eastern Ontario*. The *Network's* Advisory Committee represents the diversity of Eastern Ontario as well as the key sectors (health, education, social services, recreation) and disciplines (from physicians and educators to social workers and advocates) which impact on the health of the region's children and youth. The thrust of the *Network* is to sponsor and support projects which model an integrated approach to service delivery. To this end, we look for projects which include cross-sectoral partners, health promotion initiatives, a role for clients and/or their families and can have broad applicability.

The Reading Readiness Working Group is a cross-sectoral committee working to address a shared vision that all children of this greater community enter school ready to learn. As educators, health and social service practitioners, librarians and literacy advocates, we know the benefit that early reading experiences can have in children's lives. Early experiences with books and reading foster a love of literature, art, information and, most importantly, learning so that children can approach their formal education years full of skill and enthusiasm.

We at the Reading Readiness Working Group are excited by the *1, 2, 3, READ WITH ME/LIS AVEC MOI* program. This program will bring reading and early literacy to our newest members of the community and to their families. This is a wonderful way to highlight the message of the importance of reading to the young. By bringing books and reading into the lives of the youngest members of our communities, we can begin to stem the tide of illiteracy that threatens the welfare of individuals and the well-being of our society. This program can become an important component in the effort to bring all children to school enthusiastically and ready to learn.

Sincerely,

Dennise Albrecht

Director, External Development, CHEO

Staff Resource to the *Child and Youth Health Network for Eastern Ontario*



Region of Ottawa-Carleton  
Ottawa-Carleton Health Department  
Child and Adolescent Division  
495 Richmond Road  
Ottawa, Ontario K2A 4A4

Tel. (613) 722-2281  
Fax. (613) 724-4191



Région d'Ottawa-Carleton  
Service de la santé Ottawa-Carleton  
Division des enfants et des adolescents  
495, chemin Richmond  
Ottawa (Ontario) K2A 4A4

Tél. (613) 722-2281  
Télécopieur (613) 724-4191

28 May 1999

Ms. Vera Yuzyk  
Ottawa Public Library  
120 Metcalfe Street  
Ottawa, Ontario  
K1P 5M2

Dear Ms. Yuzyk:

**Re: Support for the '1,2,3 Read With Me/Lis Avec Moi' Program**

I am pleased to write on behalf of the Ottawa-Carleton Health Department to support the '*1,2,3 Read With Me/Lis Avec Moi*' program. The Health Department's mission is to promote optimal health in the community through leadership, innovation, partnership and service. Partnership with the Ottawa Public Library and the other libraries across the Region on this project would fit well with our mandate.

As the Director of the Child and Adolescent Division, I can see how the '*1,2,3 Read With Me/Lis Avec Moi*' program would support the health of children in our community. Parents who read to their infants and young children support appropriate language and speech development. Difficulties with speech and language have been associated with lower self esteem and put children at risk for behavioural problems.

As a Health Department, we are committed to supporting families so their children reach school ready-to-learn from their environment and the school setting. Partnership with libraries across the Region on the '*1,2,3 Read With Me/Lis Avec Moi*' program would assist in achieving this goal.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Claudette Nadon'.

Claudette Nadon, B.ScN., M.H.A.  
Director  
Child and Adolescent Division

/ml



(613) 745-9441 or  
(613) 562-0092 xt. 240

Ms. Barbara Herd  
Chair, Baby Kits Committee  
Ottawa Public Library  
120 Metcalfe Street  
Ottawa, ON K1P 5M2

Dear Ms. Herd,

I am writing to express the support of Child and Youth Friendly Ottawa (CAYFO) for your infant literacy initiative for the millennium. The "1,2,3 Read-With-Me/1,2,3 Lis-avec-moi" program is a unique opportunity to promote infant literacy while at the same time encouraging families to learn about the services that are available to them. Raising awareness of existing programs and activities is the first step in the promotion of an increased sense of community and the library network in the capital region is uniquely placed to play a leading role in that process.

Child and Youth Friendly Ottawa was founded in order to raise awareness of youth issues and develop community partnerships that would encourage children and youth in the Ottawa region to participate more fully in their communities in social, political, cultural, and economic ways. For the millennium, we are hoping to develop meaningful partnerships with groups that seek to advance objectives compatible with our own, particularly undertaking projects that encourage a civic spirit inclusive towards children and youth.

Child and Youth Friendly Ottawa is proud to support your project and we are confident that as it develops we will be able to undertake a more formal partnership with you. It is my hope that children and youth themselves will be able to participate directly in the "Baby Kits" initiative and adopt active roles in its implementation.

This program is a unique opportunity to encourage activity at the community level while providing an important educational service to the children of our region. We are anxious to work with you to ensure that it is a success.

Best Regards,

Elder C. Marques  
Co-Chair, CAYFO Board of Directors

**1 Nicholas St.  
Suite 712  
Ottawa ON K1N 7B7  
Ph (613) 244-3803  
Fx (613) 244-3808**