

1. “1-2-3 READ WITH ME/1-2-3 LIS AVEC MOI” PROJECT - FORUM OF OTTAWA-CARLETON PUBLIC LIBRARIES

COMMITTEE RECOMMENDATIONS AS AMENDED

That Council approve the following:

That funding in the amount of \$17,274 be approved for the “1-2-3 Read With Me/1-2-3 Lis avec moi” Project (funding to come from the savings from the National Child Benefit Program), subject to:

- a) the libraries working closely with the Health and Social Services Departments to ensure that outreach occurs to ensure the participation of low income parents and that the library report back to the Committee after the distribution of the first 4,000 kits on their success in reaching these families.**
- b) the Region being clearly identified as a co-sponsor on all materials; and,**
- c) the Finance Department providing in it’s comments on this matter when it rises to Council.**

DOCUMENTATION:

1. Co-ordinator, Community Services Committee report dated 24 June 99 is immediately attached.
2. Extract of Draft Minute, Community Services Committee of 8 July 99 follows the report, and includes a record of all votes.
3. Summary of Project submitted by The Forum of Ottawa-Carleton Public Libraries, appears at Appendix 1.

REGION OF OTTAWA-CARLETON
RÉGION D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf. 03-07-99-0127
Your File/V/Réf.

DATE 24 June 1999

TO/DEST. Community Services Committee

FROM/EXP. Committee Co-ordinator

SUBJECT/OBJET **“1, 2, 3, READ WITH ME/1, 2, 3, LIS AVEC MOI” PROJECT-
FORUM OF OTTAWA-CARLETON PUBLIC LIBRARIES**

REPORT RECOMMENDATION

That the Community Services Committee receive a presentation on the “1, 2, 3, Read with Me/1, 2, 3, Lis avec moi” Project for information.

BACKGROUND

The Committee Chair, A. Munter, has requested that the Committee hear a presentation from the Forum of Ottawa-Carleton Public Libraries on the above-noted subject.

Attached is a letter from Barbara Clubb, Chief Librarian and Secretary-Treasurer to the Board, Ottawa Public Library, to Chair Munter requesting an opportunity to discuss this matter with the Committee. A brief synopsis of the project is also provided for information.

Ms. Barbara Herd, Chair, Baby Kits Committee and Ms. Vera Yuzyk, Development Officer, Ottawa Public Library, will make the presentation to Committee.

Approved by
M. J. Beauregard

Attach: (1)



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

OTTAWA-CARLETON'S PLEDGE TO MILLENNIUM CHILDREN

Declaration of Commitment

Our vision for the new millennium: Every child in Ottawa-Carleton is given a good start in life and enters school ready to learn and to fulfill his or her potential.

Our mission: To work together in unprecedented ways to support parents and to promote healthy early childhood development for all children in Ottawa-Carleton from the prenatal stage to age six.

Our core beliefs:

We believe... Every child deserves to be born healthy, free of preventable health problems and deserves to achieve the best possible growth and development with nutritious food, adequate housing and the fulfillment of all basic needs.

We believe... Every child deserves to live in a safe home and community environment, free from abuse and violence, and in the care of nurturing adults.

We believe... Every child deserves early learning opportunities and experiences to enter school with a solid foundation for learning.

We believe... Investing in our youngest citizens will yield a lasting legacy that will strengthen Ottawa-Carleton for years to come.

OUR PLEDGE

We, the community of Ottawa-Carleton, pledge to do everything in our power to:

- ☉ Increase investment in early childhood development and education
- ☉ Provide support to all families with young children
- ☉ Provide additional support to families and neighbourhoods in greatest need
- ☉ Support programs based on best practices; approaches which we know make a positive difference for young children
- ☉ Increase understanding about the importance of early childhood and about the value of investing in our children in their crucial investment years
- ☉ Advocate for public policies which support young children

BABY KITS
CHIEF LIBRARIANS OF OTTAWA-CARLETON (CLOC)
1,2,3 READ WITH ME
1,2,3 LIS AVEC MOI
QUESTIONS AND ANSWERS

1. What is a CLOC Baby Kit?

A handsome bag to be given to every baby born in Ottawa. The bag will contain a colourful brochure about the importance of reading, ideas for reading, suggestions for where and when to read. Also in the bag will be a map of Ottawa-Carleton marking the locations of all the libraries; and a colourful certificate which will be redeemable at any CLOC library for a free board book for the baby. The bag will have the *1,2,3, READ WITH ME/1,2,3,LIS AVEC MOI* theme on it, as well as *The Libraries of Ottawa-Carleton* and any sponsor's name and logo. The theme is repeated on the brochure.

2. Why have a Baby Kit?

Many studies have shown the importance of reading to children from the day they are born. Children who are read to do better in school. Children are ready for informal learning experiences at birth and parents are crucial in starting them off right away. Many parents do not know this. One half of a person's ultimate intelligence is developed by age four. Reading expert, award winning author and lecturer, Jim Trelease, 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...." Recent studies are showing that spoken language has an incredible impact on brain development. According to a report in *The Ottawa Citizen*, "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 library is a doorway to worlds of information, wonderful books and other material, as well as programs for parents and babies alike.

3. Can these kits be seen as part of fighting the illiteracy problem?

Yes. Five million Canadians cannot read, write or handle numbers well enough to meet demands of today's society. Poverty and education play major roles in deciding whether illiteracy is transmitted from one generation to the next. In Ontario, functional illiteracy ranges from 21% in London to 27% in Toronto, and from 23% in Ottawa to 32% in the rural area around Owen Sound. These Baby Kits can be seen to help at nipping illiteracy in the bud. They can help the parent as well as the child, since our goal is to get the adult into the library with their baby, where there are special literacy collections for all ages.

4. How were these kits organized?

Since the babies born in Ottawa hospitals come from the entire region, the Chief Librarians of Ottawa-Carleton agreed to support the planning of the kits. Representatives from Ottawa, Nepean, Gloucester and Kanata Public Libraries are on the Baby Kit Committee. This group of four experienced librarians drew up the brochure, researched literacy figures, investigated the number of babies born each year in Ottawa, looked at similar programs held in other cities, mainly in the U.S.A.

5. How many Baby Kits would be needed in Ottawa each year?

About 10,000 babies are born in local hospitals each year. The two midwifery groups in Ottawa deliver about 125 babies at home annually.

6. What would be the annual cost of the kits?

7. Sponsors are important!

It is hoped that corporate sponsor(s) will be found to start *1,2,3, Read With Me* and to keep it going for more than one year. Separate sponsors for the bags, books and printing could be found, or one major sponsor. Reaching 10,000 families a year is no small thing.

8. Library involvement/partnerships:

Each of the 11 Ottawa-Carleton libraries would have a store of the board books to redeem for the certificates. Some of the libraries may act as resource centres for the hospitals; local groups could become involved in the packaging of the kits as well as become part of the distribution plan.

9. Monitoring, Co-ordination and Evaluation:

The Baby Kit Committee could be the vehicle for the co-ordination of distribution, as well as the monitoring and evaluation of the program. The Committee would continue to report to the Chief Librarians of Ottawa-Carleton.

Prepared by
Barbara B. Herd, Chair
Baby Kits Committee
revised Feb. 1999

Extract of Draft Minute
Community Services Committee
8 July 1999

“1-2-3 READ WITH ME/LIS AVEC MOI” PROJECT-FORUM OF
OTTAWA-CARLETON PUBLIC LIBRARIES

-Co-ordinator, Community Services Committee report dated 24 Jun 99

The Committee heard from Ms. Barbara Herd, Chair, “Baby Kits” Committee and Ms. Vera Yuzyk, Development Officer, Ottawa Public Library. Ms. Herd provided details about a pilot infant literacy program called 1,2,3 Read With Me/1,2,3 Lis avec moi. The goal of the program is to educate the parents/caregivers of 10,000 babies born in Ottawa-Carleton during the Millennium Year about the importance of early reading, starting at birth. Ms. Herd said this is a preventative program that will contribute to a reduction in illiteracy, to better educated parents and to less dependence on social assistance in later years.

Ms. Yuzyk said the project will need four (4) key partners, and the Region is being asked to contribute \$17,274 as its share. The federal government has been asked to contribute \$17,275 and both the Province of Ontario and the Ottawa Citizen Literacy Foundation will be approached later in the year. Ms. Yuzyk listed a number of contributing agencies including the United Way/Centraide Ottawa-Carleton, the Child and Youth Health Network for Eastern Ontario and the Regional Health Department who will do some follow-up through the *Healthy Babies, Healthy Children* program. She made reference to a Health Canada document entitled “How Does Literacy Affect the Health of Canadians?” calling it an excellent paper that touches on some of the mechanisms by which literacy affects health and suggests ways in which the health field can respond.

Mr. Nicholas Patterson, Economist, posited that the best thing libraries can do for literacy is to remain open more often. He pointed out the library has the same budget it had eight years ago but it is open less often and he suggested it drop new projects and have more frequent hours of operation. Mr. Patterson went on to say that Canada has the worst public education system in the western world, notwithstanding the fact it spends more per student to get this result. Only 4% of the education system in Canada is private, a percentage that is vastly inferior to that in the United States. In recent mandatory literacy tests, 40% of the students at one of the largest public colleges in Canada could hardly read and write. Mr. Patterson suggested the libraries not worry about infant literacy and that governments concentrate on improving the education system.

Responding to a question from Chair A. Munter, the Social Services Commissioner, D. Stewart, confirmed that, as of 1 August 99, there will be sufficient savings in the National Child Benefit Program to cover the amount of funding requested by the Forum of Public Libraries of Ottawa-Carleton.

Extract of Draft Minute
Community Services Committee
8 July 1999

Councillor D. Holmes asked whether organizers could guarantee that clients of the Social Services Department will have access to the program and that follow-up will occur. Ms. Herd said the libraries will be working with other community partners to ensure follow-up is done. Ms. Yuzyk added that partners agencies are working with people at-risk and the goal is to develop these partnerships more extensively.

Councillor M. McGoldrick-Larsen put forward the view a project such as this would more properly be funded by publishers. She wondered whether it wouldn't make more sense to begin this initiative when a child is registered to start school and also, how many parents would see the value of it beginning at birth. Ms. Herd pointed out that the value of speaking and reading to babies from day-one has been documented and it could be too late to wait for a child to be registered for nursery school before beginning the process.

Councillor McGoldrick-Larsen echoed earlier statements about libraries being challenged to remain open, and she asked where the funds needed to ensure staff follow-up would be found. Both Ms. Herd and Ms. Yuzyk reiterated that the libraries are committed to making the program work, and will look to their community partners to ensure the necessary follow-up is done. In response to a further question from the Councillor, Commissioner Stewart indicated that approximately 25% of the 10,000 children expected to be born in Year 2000 will be born to parents living below the poverty line.

Chair Munter presented a Motion from Councillor Holmes, asking that the requested funding be provided, subject to a number of caveats.

Councillor A. Loney said the program has the potential to improve learning and to stimulate life-long study in participants. He expressed his support for funding on a one-time only basis, positing that funds should come from the lower tier municipalities, who are responsible for library services. Councillor Loney also presented the following Motion for consideration:

WHEREAS the request for regional funding from the Chief Librarians of Ottawa-Carleton is further evidence of the region-wide nature of public library services;

RESOLVED that the Committee and Council agree to accept the transfer of all public library services along with the attendant tax points.

Chair Munter ruled the Motion Out-of-Order.

Extract of Draft Minute
Community Services Committee
8 July 1999

Councillor C. Doucet alluded to an earlier comment about publishers supporting the program and he posited publishers in Canada would be unable to fund these kinds of programs. He called this a very good project which should be supported by the local municipalities. He pointed out that the Region is regularly called upon to step in to cover costs it is not required to cover and a way must be found to get “out of this box”. Councillor Doucet said he also agreed with the approach suggested by Councillor Loney.

Councillor McGoldrick-Larsen said she knew the value of libraries to communities, however she is having difficulty supporting this program. She spoke about the fact that 25% of children will be born to parents living below the poverty line, and she expressed the view that funding this project may not represent the best value for the Region. The Councillor made reference to the fact the libraries will be looking to their community partners to do the necessary follow-up, and she wondered whether this means these agencies will in turn be asking the Region for additional funding to meet their obligations. Councillor McGoldrick-Larsen emphasized the need for the Region to stick to its mandated responsibilities.

Councillor Holmes said the Region’s mandate is its clients and they need to be able to access libraries. She expressed uncertainty about what will happen in the event provincial and federal funding is not approved. She wanted to ensure clients of the Social Services Department get access, and, for this reason, she asked that the libraries present a progress report to Committee half-way through the project.

Chair Munter expressed the hope there would be continued advocacy for more money for libraries so they can continue to be available to everyone. He pointed out the Region is being asked to fund 25% of a project that tries to link parents and their children to a public resource and, as such, it is a valuable program.

The Committee then considered the following Motion:

That funding in the amount of \$17,274 be approved for the “1,2,3 Read With Me/ 1,2,3 Lis avec moi” Project (to come from the savings from the National Child Benefit Program), subject to:

a) the libraries working closely with the Health and Social Services Departments to ensure that outreach occurs to ensure the participation of low income parents and that the library report back to the Committee after the distribution of the first 4,000 kits on their success in reaching these families.

Extract of Draft Minute
Community Services Committee
8 July 1999

- b) the Region being clearly identified as a co-sponsor on all materials; and,**
- c) the Finance Department provide its comments on this matter when it rises to Council.**

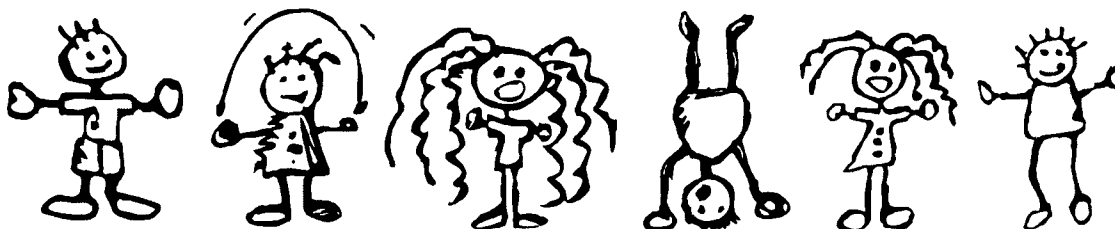
CARRIED, as amended

APPENDIX 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

Summary of Project

Presenter:	Forum of Public Libraries of Ottawa-Carleton, representing the Boards of 11 public library systems in Ottawa-Carleton.
Project Organizer:	Barbara Herd, Chair Baby Kits Committee, who developed and researched idea for a baby literacy project.
Description:	Pilot Bilingual Baby Literacy Project for region of Ottawa-Carleton to celebrate the Millennium starting in January 1, 2000 to December 31, 2000.
Project Goal:	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.
Benefits:	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.
Book Bags:	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.
Promotion:	Widely promoted in library media releases, web sites, posters in 33 branches, baby clinics, hospitals and health centres.
Proposed Partners:	The Forum, Federal Millennium Bureau, Regional Municipality of Ottawa-Carleton , Ontario 2000 and Ottawa Citizen Literacy Foundation.
Budget:	\$71, 824
Request from RMOC:	\$17, 274
Recognition:	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

Part B - Project Information

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.

Part C - Project Budgets

Planned Expenditures	Estimated Costs
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
Total Planned Expenditures:	\$71,824

Pact C - Project Budget (Continuation)

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
Total Revenues:	\$17,000	\$54,824	\$71,824

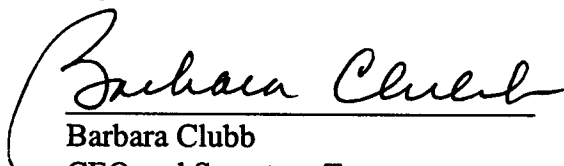
Part D - Applicant Declaration

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 30th day of June, 1999

Signature of Treasurer



Barbara Clubb
CEO and Secretary Treasurer
Ottawa Public Library