

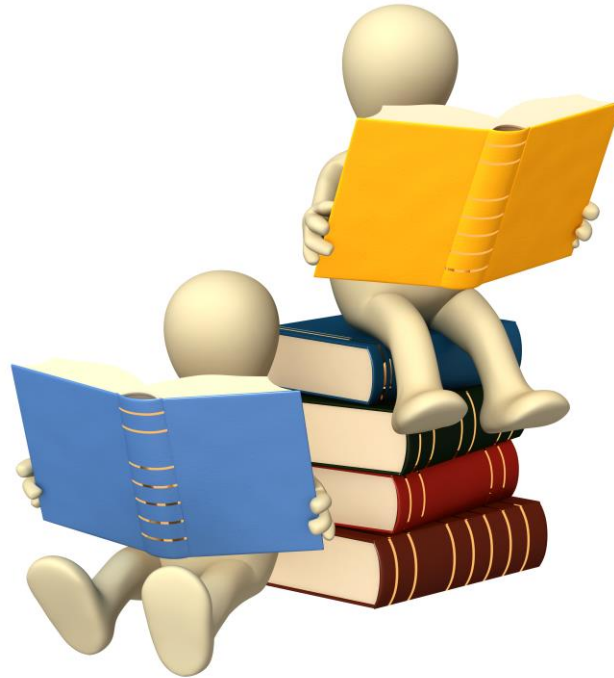
Reading Is Fundamental: The Relationship between Success and Reading

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Impact of reading on societies



Reading creates literate societies



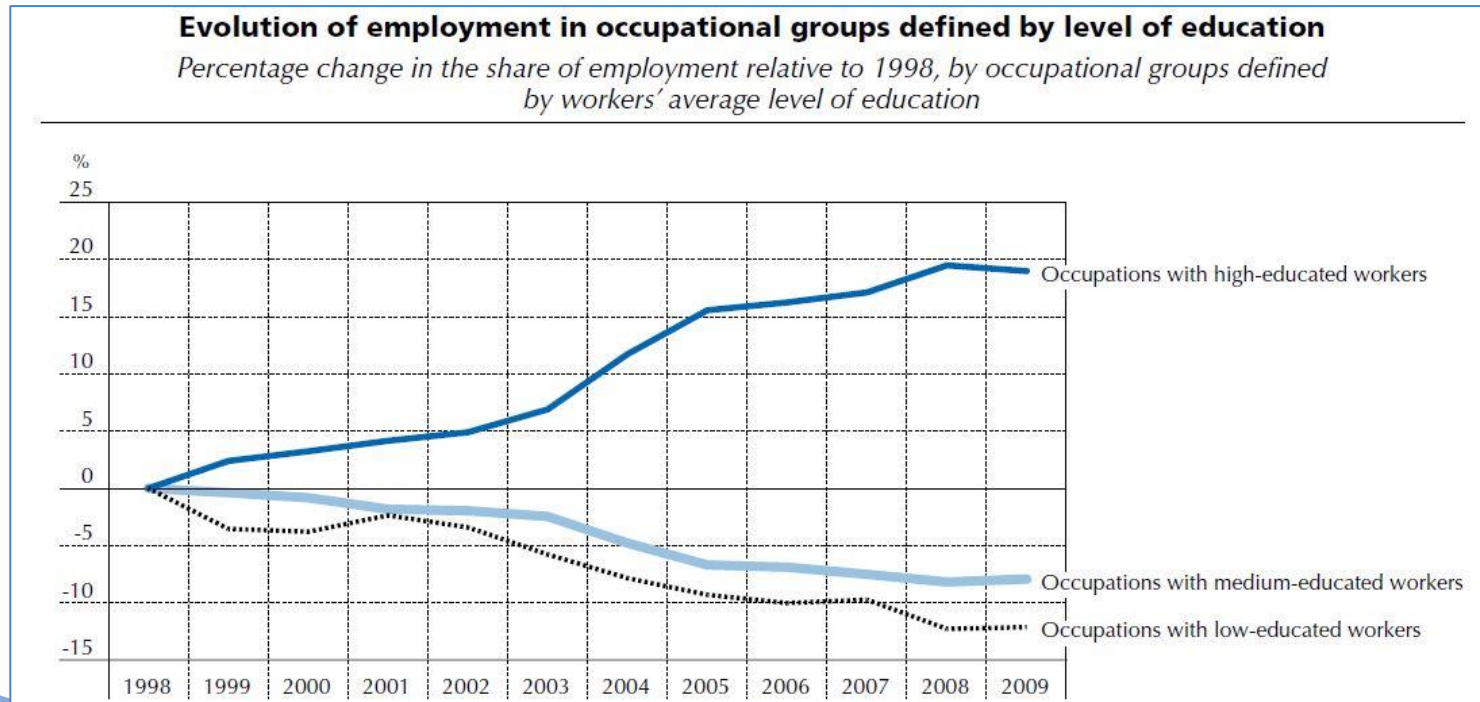
Literacy levels

Levels	
Level 5	Highest level
Level 4	
Level 3	minimum level for modern society
Level 2	
Level 1	Lowest level

Literacy & economic success

- Wages
- Employment
- Greater workplace opportunities
- GDP
- National productivity

Literacy in a changing economy



OECD's Skills Outlook 2013

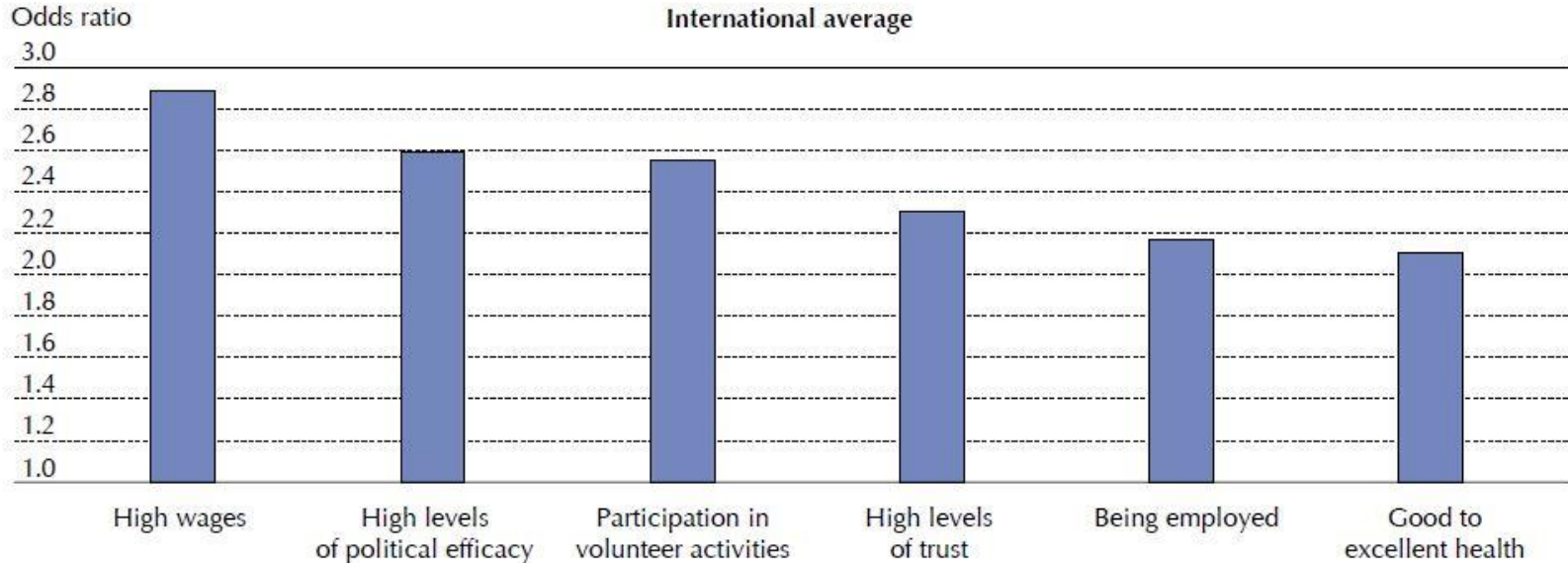
Literacy & engagement in society

- Voting
- Political awareness & engagement
- Cultural & sports engagement
- Community integration

Literacy & positive outcomes

■ Likelihood of positive social and economic outcomes among highly literate adults ■

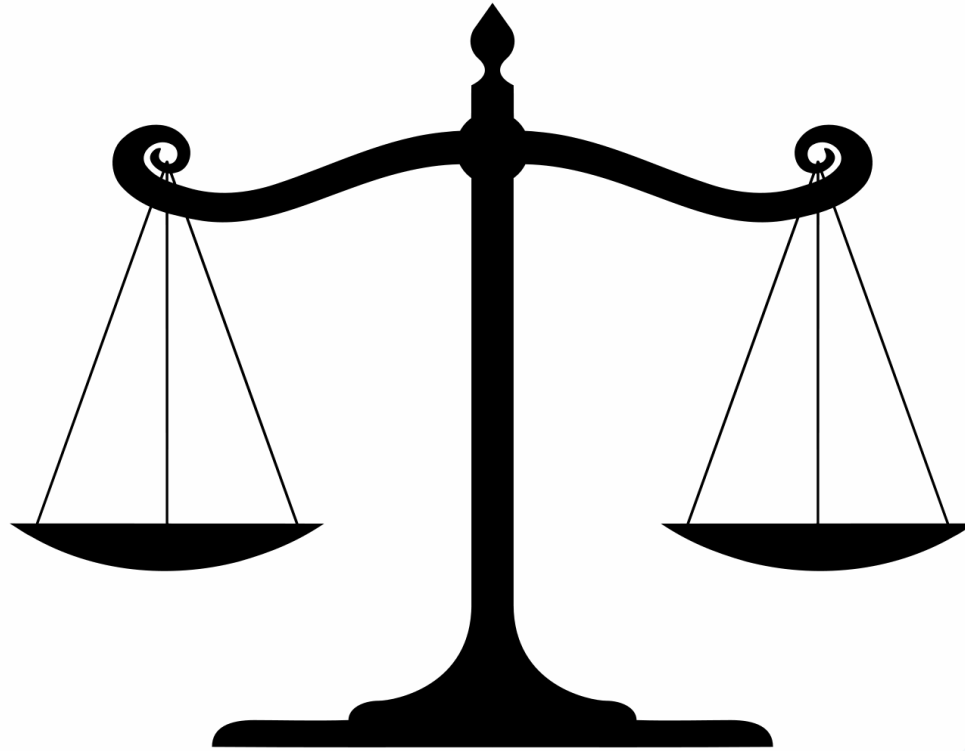
Increased likelihood (odds ratio) of adults scoring at Level 4/5 in literacy reporting high earnings, high levels of trust and political efficacy, good health, participating in volunteer activities and being employed, compared with adults scoring at or below Level 1 in literacy (adjusted).



Notes: Odds ratios are adjusted for age, gender, educational attainment and immigrant and language background. High wages are defined as workers' hourly earnings that are above the country's median.

OECD's Skilled for Life (2013)

Literacy & equity



Literacy & marginalized groups

- Immigrants
- Other minority groups
- Inmates

Reading and the Individual

- What are the individual benefits of reading?



The Physical Domain



- Reading poetry aloud can regulate breathing and blood pressure
- Regular reading builds our cognitive reserve – the physical layout of neurons in the brain

The Mental Domain



- Early literacy creates measurable benefits all the way to high school graduation
- Reading is a recommended therapeutic intervention for depression or social isolation
- Reading places us in a larger human context

The Emotional Domain

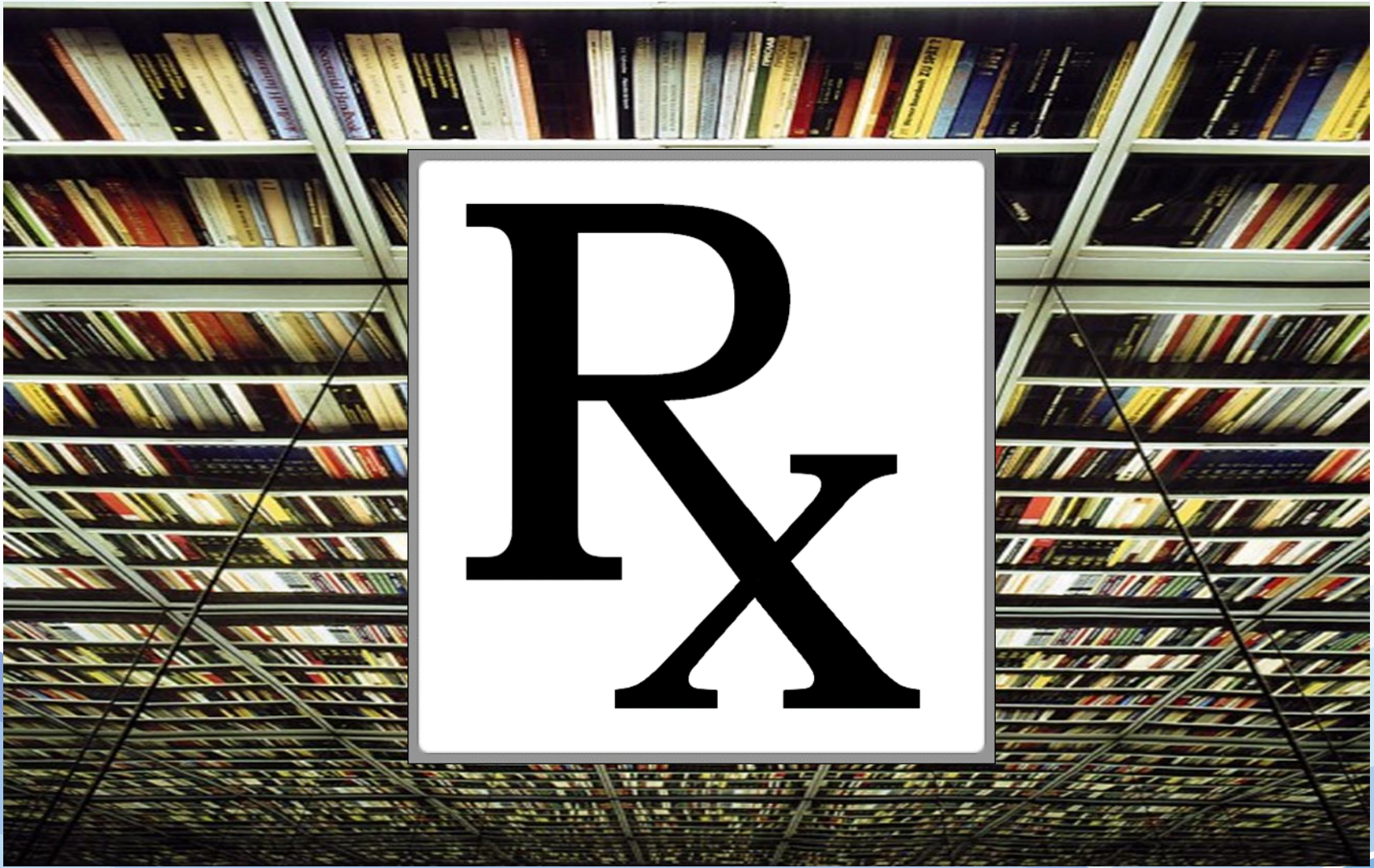


- Stress relief: there are also physical and mental relaxation responses to reading
- Reading is a “virtual reality” lab allowing us to practice empathy and imagination

The Spiritual Domain



- There is a tradition of devotional reading in many religions
- Reading is a spiritual practice, allowing silence, solitude and reflection



Public Libraries

A potent force in community reading

In 1897, the ALA President stated that "the personal influence of librarians who assisted and advised readers was the most potent force in moulding community reading."

Creating a Reading Culture

- Develop staff as a team of readers
- Engage readers and build relationships
- Maintain comprehensive collections
- Promote reading at every opportunity
- Share successes

Develop a Team of Readers

- Hire staff who are readers
- Encourage staff to read
- Make book sharing a part of daily interactions
- Offer training opportunities
 - Webinars, conferences, RA in a Day
 - Internal RA training

Develop a Team of Readers

- Core Competency Toolkit
 - Collection Knowledge
 - Reader Services Skills
 - The Readers' Advisory Conversation
 - Reader Development

Reader Relationships

- Engage users in conversations about books
- Get to know your community
- Showcase Reader Advisory skills
- Deepen readers' appreciation of their reading
- Give readers tools to discover more
- Design inviting reading spaces

Collection Development and Knowledge

- Monitor trends and be responsive
 - Demographics, circulation, bestsellers
- Ensure adequate copies are available
- Encourage purchase suggestions

Promotion

- Develop dynamic reading-related programs
- Displays and booklists in library and programs
- Support shared reading activities
 - Book Clubs, Summer Reading Clubs
- Website, blog, social media
- Community Partnerships

Advocacy

- Readers' Advisors are Readers' Advocates
- Share success stories
 - social and traditional media
 - with boards and city councils
 - with Community leaders
 - National Rerading Campaign

You can
borrow
a book,

but you
get to keep
the ideas.

Reading's goodness is contagious. Help us spread it
around some more at nationalreadingcampaign.ca



THE WALRUS

