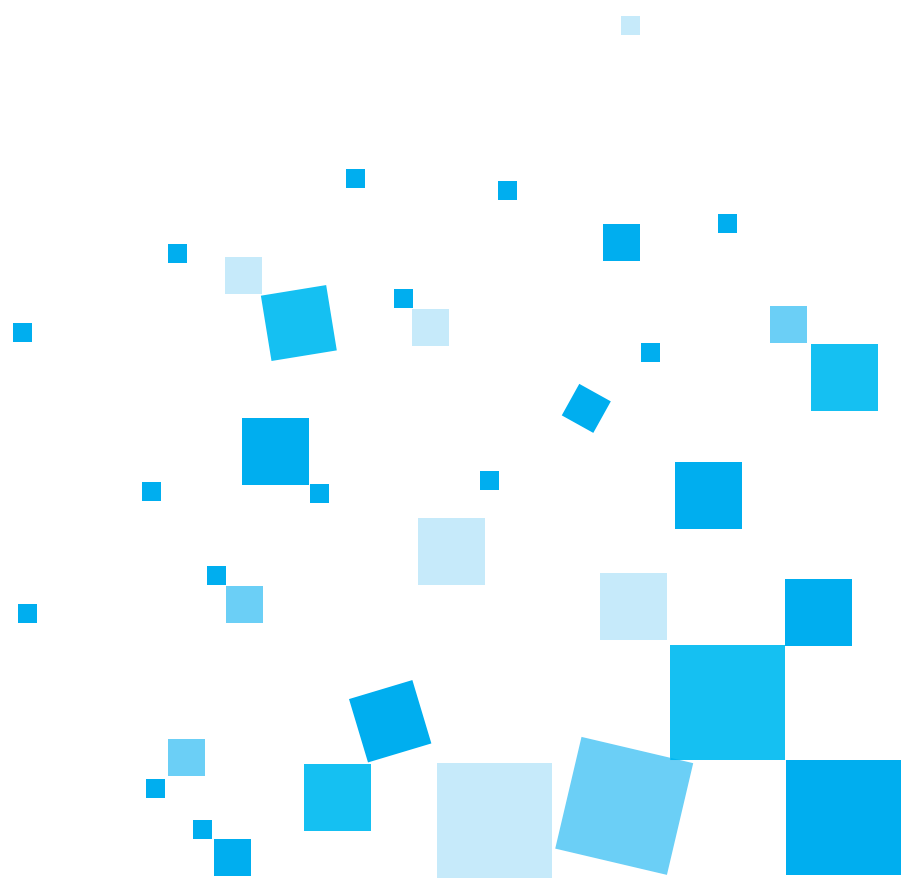


Awareness Raising Pilot CD

Glasgow's Learning Awareness
Raising Pilot Group, 2007



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your chance to tell us what you think!



Foreword

Literacies awareness raising can be an extremely effective tool in encouraging people to reflect on their practice, and adapt it to better meet the needs of people with literacies issues. It can also play an important role in informing people about local provision and giving them the confidence to take the next step on their learning journey.

For literacies awareness raising to be successful, it is vital there is a broad range of activities to reflect the diversity among adult literacy learners. To explore this, a group was set up in the south of the city to take an area-based approach and look at the various awareness raising resources that are currently available. The aim was to create a versatile package of tools and activities which could be tailored for delivery to the different target groups in the area.

The results are a comprehensive resource which we are confident will provide a platform for the sharing of awareness raising resources and ideas citywide. A copy of the CD will be distributed to all ALN projects across the city, and we hope that you will try out the resources and activities, give us your feedback on them, and also share with us your own practice. This feedback is so important as it will help shape the content of the awareness raising section on the Glasgow's Learning website and the future activities of the awareness raising group.

My sincere thanks go to all the members of the awareness raising pilot group who gave their time and energy to be part of the team and make this resource possible.

Jane Edgar

Community Learning Manager

Chair of the Adult Literacy and Numeracy Sub-group,

Glasgow Community Learning Strategy Partnership

Introduction

to the Glasgow's Learning Awareness Raising Pilot

What do we mean by awareness raising?

Effective literacies awareness raising can encourage people to reflect on their practice and how they could adapt it to better meet the needs of people with literacies issues for example, in health-related contexts, job centres, youth services, housing agencies, etc. It can also inform people about local literacies provision and how it differs from a more formal experience of education, giving people confidence to access it themselves or refer people they might know or come across in their daily lives.

Awareness raising activities in the context of adult literacies are diverse – from distributing promotional leaflets and posters advertising specific literacies provision to potential learners, to roadshow events informing existing learners of progression opportunities. They also include presentations to employers about how literacies awareness can benefit their workplace, their employees and members of the public they might have contact with.

Most learning programmes will at some point want to carry out awareness raising activities and there are many factors which will influence these for example, current and future capacity for taking on new learners, partnership development, progression opportunities and links to wider campaigns. It's important to remember at the same time that a key element of planning awareness raising is how to meet demand, both in terms of scale and of expectation of those having their awareness raised!

Why set up the awareness raising pilot?

This group was originally set up in the south of the city to pilot an area-based approach to awareness raising and to explore various creative and alternative approaches to awareness raising. The aim was to create a versatile package of action-based literacies awareness raising tools/activities which could be tailored for delivery to the very different target groups in the area, and for different purposes.

Pilot development:

- We identified potential target audiences.
- We gathered together existing awareness raising resources and considered how these could be used.
- We then undertook several awareness raising activities in diverse contexts using some of these resources and evaluated the activities and the approaches used.
- We collected the resources and evaluations on this CD for your use and feedback.

Our aim is to encourage the sharing of resources and ideas – we would value your feedback on this CD (positive and negative!) and have included a feedback form for this purpose. Also, and equally importantly, if there are any resources or approaches which you have found particularly effective, we would be really interested to hear about them.

Please send us all your feedback by 26th October 2007.

Beyond the CD

- There will be a dedicated Awareness Raising Activities section on the new Glasgow's Learning website (www.glasgowlearning.org.uk), developed on an ongoing basis. Depending on the feedback we receive, this section will include many of the resources and activities from the pilot CD. It will incorporate new contributions and updates on awareness raising activities carried out by the group as well as by providers across the city, to enable the exchange of good practice and to provide a picture of awareness raising training taking place citywide.
- The awareness raising pilot group itself is available to help organisations tailor resources, explore possible approaches and provide direct support and 'buddying' opportunities for awareness raising activities. Contact Maria-Elena Heather (contact details below) if you would like to access this support.
- The group will continue to identify specific areas of focus, e.g. youth literacies, further area-based approaches. Please let us know if there are areas you would want to suggest to the group.

Finally, if you would like to become involved in the future work of this group, please let us know!

Contact Maria-Elena Heather, maria-elena.heather@csglasgow.org, 0141 287 0953

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