



A Literacy Promotion Project at the Montreal Children's Hospital: *Project Imagine: Lire/Read*

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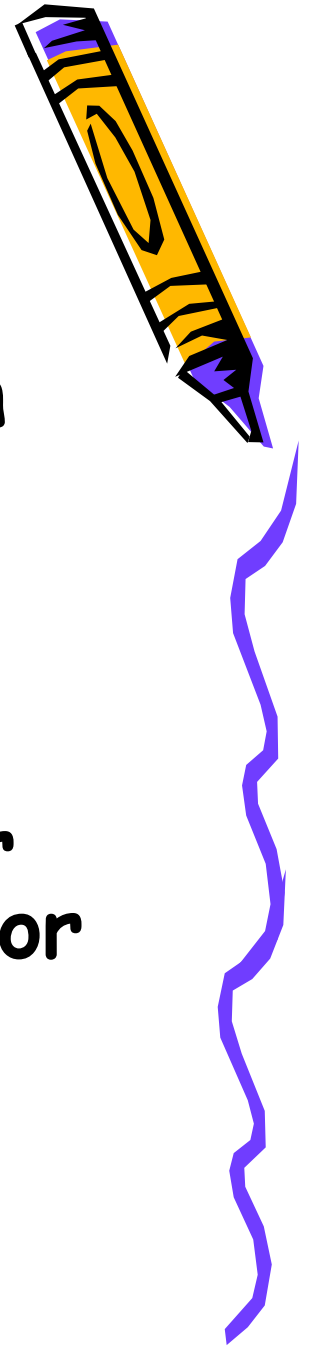
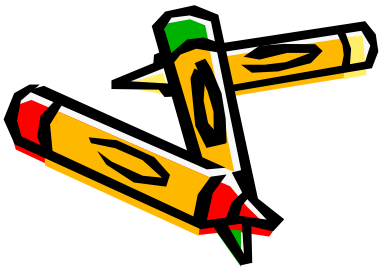
Background

- Literacy is a Social Determinant of Health *Health Canada 2006*
- Literacy is a major variable influencing health in many ways *Ontario Public Health Association (OPHA), 1990*



Background

- The economic and social costs of illiteracy make literacy promotion an important part of preventive medicine (*CPS Statement, 2006*)
- Reading aloud by parents is the single most important activity for building the knowledge required for eventual success in reading (*US National Commission on Reading 2006*)



Something to think about:

With 10 MINUTES of daily reading beginning in infancy, a child

- Will have heard > 30 million words by age 3
- Will have heard 900 hours of rich language by age 5
- Will have a vocabulary of 20,000 words by age 6

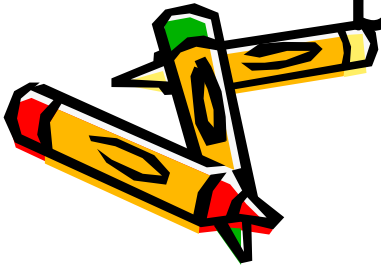
(CPS, 2006)



For children coming to hospital or pediatric centers



- Those at risk for developmental delays: an opportunity to give them a better start?
- Parents of technology-dependent children may struggle with their parental role: become experts in advanced care may not be so comfortable, or are too busy/tired/stressed, to think about anything else



Literacy statistics in Canada and Quebec

Average proficiency score and % of population at each proficiency level, Canada, provinces and territories, population aged 16 +, 2003					
	AVG score	Level 1 (%)	Level 2	Level 3	Level 4/5
Prose literacy					
Quebec	266	22.3	32.3	32.8	12.6
Canada	272	19.9	27.8	35.4	17.0
Document					
Quebec	263	25.1	31.5	30.4	12.9
Canada	271	21.5	27.1	33.5	17.9
Numeracy					
Quebec	263	27.6	31.3	28.6	12.5
Canada	259	25.5	29.6	30.1	14.7
Problem solving					
Quebec	262	39.8	36.4	19.8	4.0
Canada	266	35.9	36.3	23.1	4.6

Literacy statistics in Canada

<http://www.statcan.ca/Daily/English/051109/d051109a.htm>) 2003

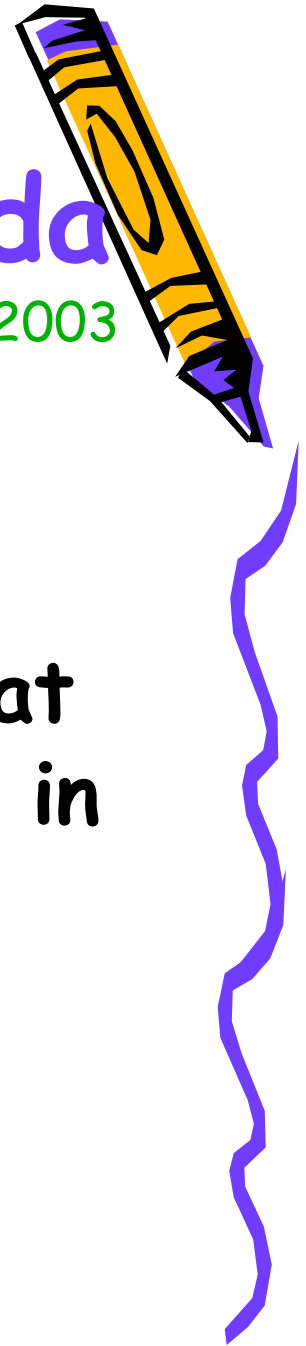
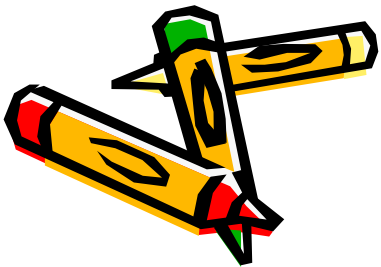
- 22 % of adult Canadians have lowest level of literacy (level 1)
- cannot view a medicine label & make sure of the correct amount to give to a child
- limited in ability to deal with written material encountered in daily life



Literacy statistics in Canada

<http://www.statcan.ca/Daily/English/051109/d051109a.htm>) 2003

- 26% are at Level 2
 - can only deal with material that is simple, clearly laid out, and in familiar contexts





Literacy statistics in Canada

<http://www.statcan.ca/Daily/English/051109/d051109a.htm>) 2003

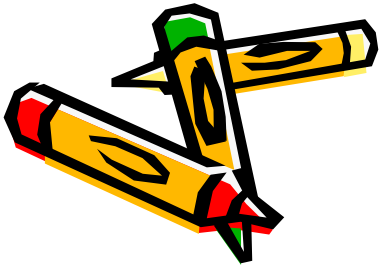
- So nearly 50% of Canadians avoid reading except for materials relatively simple and familiar to them





Evidence of effectiveness of literacy promotion by HCP

- Parents want information from their health care professional (HCP) about reading & literacy, & believe that it is helpful (*Needleman, 2004*)
- Effective in ↑ language & reading scores on school entry, particularly in lower SES populations

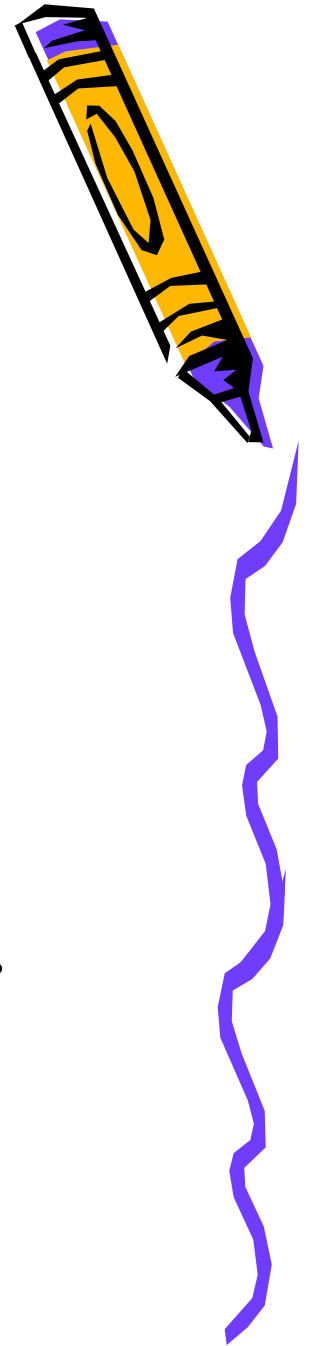


(*High, 1998; Needleman, 2004*)

Evidence of effectiveness of literacy promotion by HCP

➤ Reduces the number of children with language delays which may prevent them from succeeding in school (*Karass, 2003 & 2005; Kuo, 2004*)

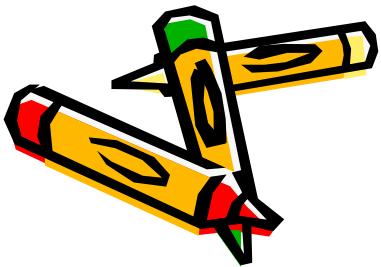
➤ Changes parents' attitudes about reading aloud (*DeBaryshe, 1998; Karass 2003 & 2005*)



Evidence of effectiveness of literacy promotion by HCP



- Increases young children's access to picture books & helps make reading a regular & favorite part of more children's lives (*Wade & Moore, 1986*)
- Results in more compliance with well child visits (*Jones, 2000; ROR, 2007*)



Evidence of effectiveness of literacy promotion by HCP

Young, KT, Davis K, Schoen C, et al: Listening to parents. A national survey of parents with young children. APAM 1995



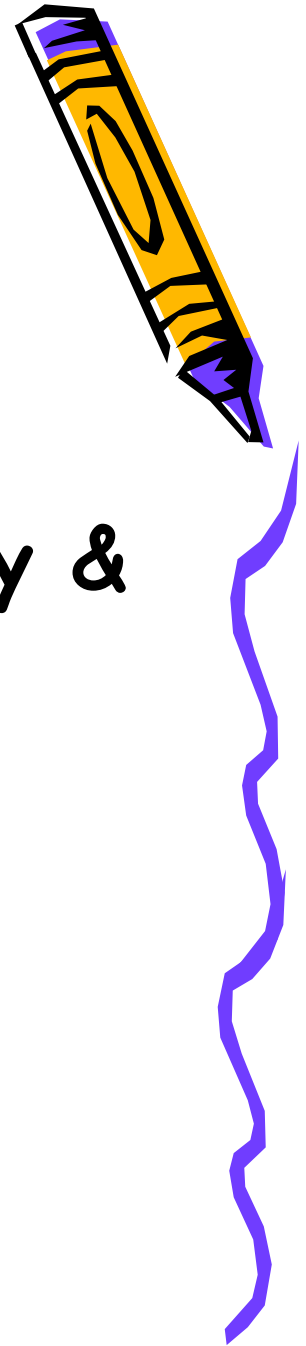
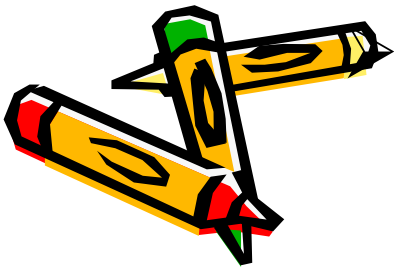
- 16% of parents of children <3 yrs old do not read at all with their children, and 23% only 1-2 x weekly
 - * % even lower among low-income families



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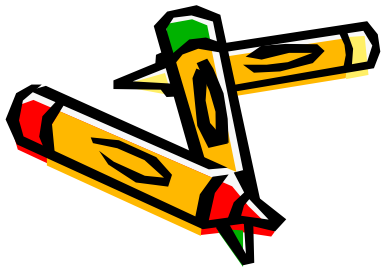
- Poor reading ↑ school failure + perpetuates the cycles of poverty & dependency
 - ↑ absenteeism
 - ↑ school dropouts
 - ↑ juvenile delinquency
 - ↑ substance abuse
 - ↑ teenage pregnancy



Evidence of effectiveness of literacy promotion by HCP

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- Parents who were not read to as children may not realize the tremendous value of reading to their own children



MCH Pilot Project

- A pilot literacy promotion project was started in 2007 in 4 pediatric clinics at the Montreal Children's Hospital based on the Reach Out & Read model

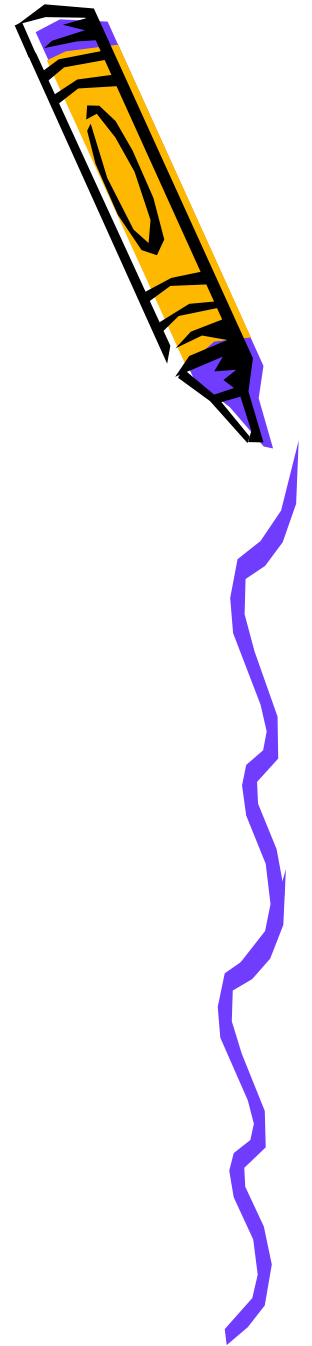
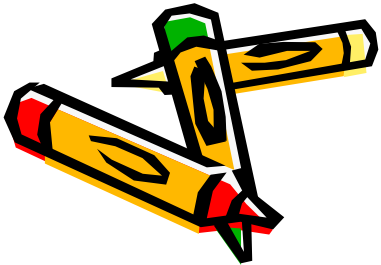
www.reachoutandread.org

- Partnered with the Centre for Literacy of Quebec www.centreforliteracy.qc.ca



Clinics Involved

- Neonatal
- Resident Continuity
- Pediatric Consultation
- Multicultural



Objectives

1. Develop & implement training workshops, protocols and tools to support effective literacy promotion by all staff
2. Create a hospital orientation to literacy and health
3. Build community resources to support such a program
4. Evaluate the program during and at the end of Year 1
5. If evaluation results warrant, develop a sustainability plan to maintain the program



Goals



- Staff & families will have increased awareness of the importance of literacy and of the individual & societal implications of poor literacy
- Health care professionals will be informed about their important role in encouraging literacy practices in the families with whom they have contact
- Trainees will develop effective literacy promotion skills that will translate to their office practice



Program Components

- At every clinic visit, staff offer information for parents about the importance of reading together (*CPS: Read, Sing, Talk to Your Baby, 2006*) and a reading promotion bookmark. Parents who may struggle with reading are encouraged to tell stories to go with picture books, and can be referred to adult literacy programs (*LEARN in Yellow Pages*)
- Age, cultural & language appropriate books are distributed (20 languages) to all children from age 0- 5 years at their clinic visits



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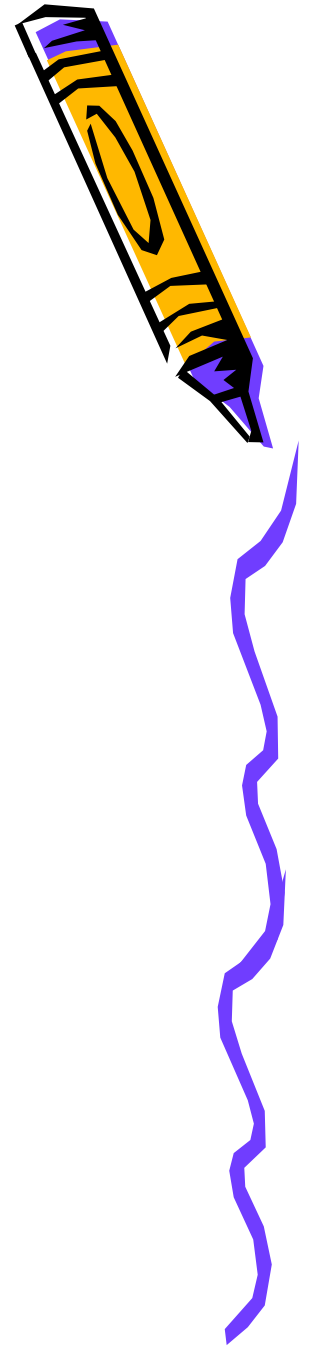
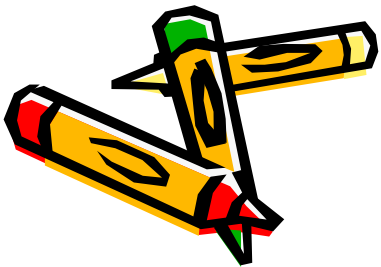
It's
fun
to read as
a family
every day

L'Hôpital de Montréal pour enfants
The Montreal Children's Hospital



l'enfant avant tout | where kids come first

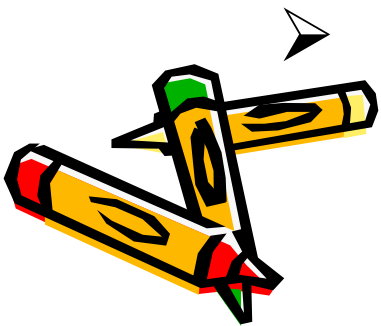
Centre universitaire de santé McGill
McGill University Health Centre



Program Components

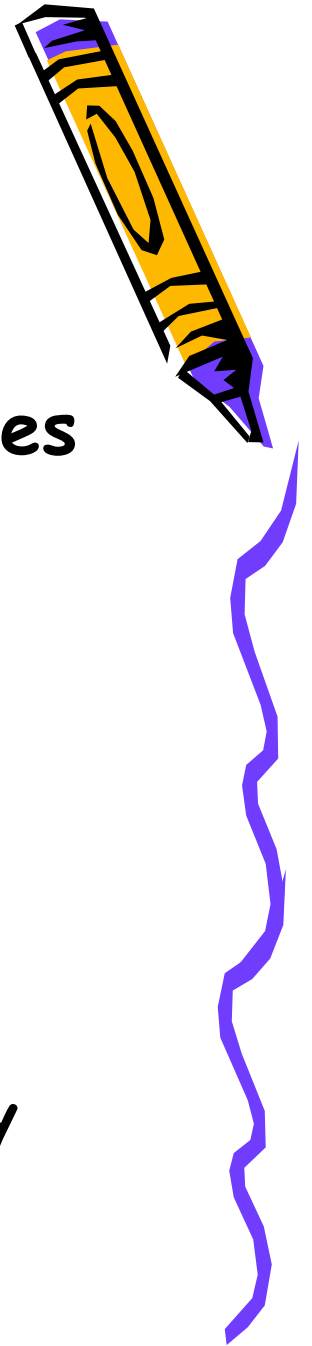


- Volunteer readers trained to work in waiting rooms offer to read to children & may model reading for parents unsure how to do so
- Educational modules are being designed for staff training in anticipatory guidance
- A part-time program coordinator has been hired for 1 year to set up structures



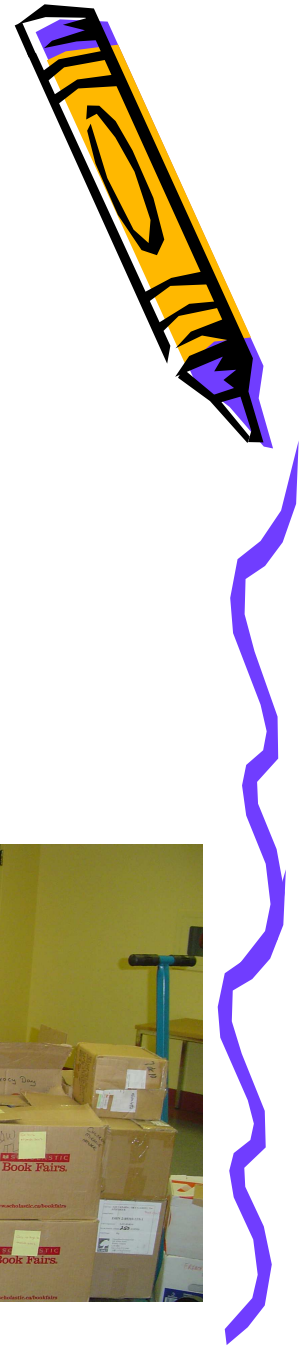
Program Components

- List of multicultural libraries/ stores in Montreal has been developed
- Participation in events that raise public awareness:
 - Scholastic Books donation of books through Children's Miracle Network (2006-present)
 - Annual Family Literacy Day in January (2005- present)
 - Poetry Challenge participation (2007)
 - Can-West Raise a Reader (2007)



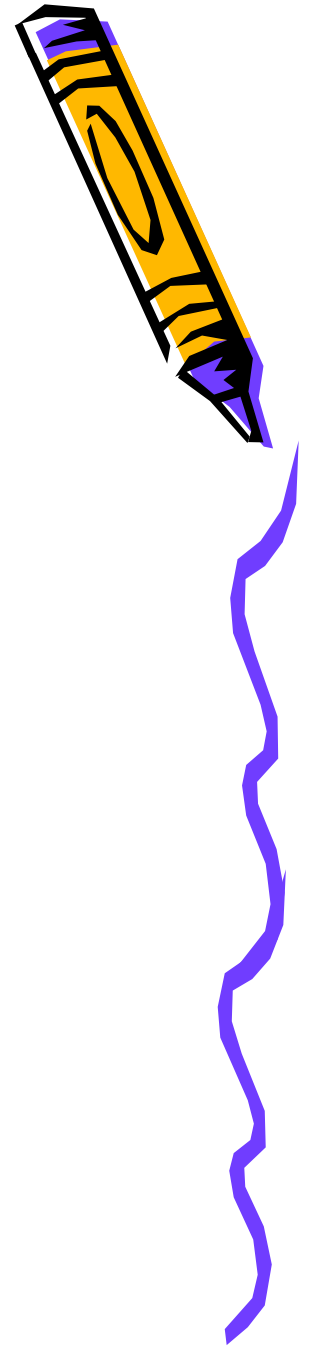
Program Support

- Multidisciplinary committee (The Centre for Literacy, child life, nursing, volunteers, QM, Family Resource Librarian, pediatrics)



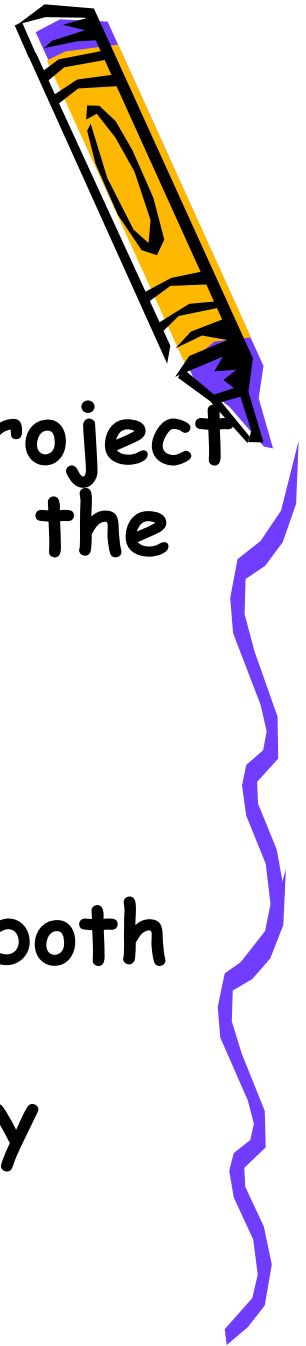
Funding

- **MUHC innovative program bursary 2005**
- **MCH Foundation award**
- **Alva Foundation Grant**



Evaluation

- Formal evaluation of the pilot project will be carried out at the end of the year
- Informal evaluation to date has demonstrated satisfaction from both families & staff, and increased discussion of literacy and literacy promotion



Element	Indicators	Data Sources	Reporting Frequency	Responsibility
Development of resources and training program	Written protocols Defined goals	Written records	Quarterly	1.Coordinator 2.Centre for Literacy of Quebec
Resource usage	Total # of books given out	Written records	Quarterly	1.Clinic Child Life Specialist 2.Volunteers
Customized trainee programs developed and in place	Protocols Number of training sessions Number of participants in sessions	Written records	Quarterly	1.Coordinator 2.Centre for Literacy of Quebec
Community partnerships established to ensure sustainability: •Resources (Books) •Financial Support	Partnerships with booksellers/ publisher Commitments for funding	Signed partnerships Signed commitment to support the program	Quarterly	1.Coordinator 2.Centre for Literacy of Quebec
Creation of hospital literacy orientation	Staff awareness Evidence of change in practice	Random interviews, focus groups with staff, trainees	Biannual	1.Coordinator 2.Centre for Literacy of Quebec
Family awareness of importance of literacy orientation	Evidence of change of habits	Client questionnaire, Interviews	Biannual	1.Coordinator 2.Centre for Literacy of Quebec

Future Directions

- All children aged 0-6 would be offered a book to take home, in mother tongue, & encouraged to use their local library and/or bookstores & to make a habit of reading
- All outpatient waiting rooms, including the emergency department, test center and outpatient departments would have a "reading corner", including volunteer readers
- All wards would have a similar program where a time would be set aside when children could gather for communal reading when possible, or volunteers would be available to read to individual children if necessary/ desired



Thank You

