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Highland Adult Literacies  
Library Support Unit  
31A Harbour Road  
Inverness IV1 1UA  
Telephone 01463 251276/7  
Email [mary.rhind@highland.gov.uk](mailto:mary.rhind@highland.gov.uk) or  
[christina.mclintock@highland.gov.uk](mailto:christina.mclintock@highland.gov.uk)  
Website [www.halweb.co.uk](http://www.halweb.co.uk)

# Literacy Matters

## The Big Plus



*Campaign  
Launched on  
Monday 19<sup>th</sup>  
January*

A national awareness-raising campaign to encourage adults with low levels of literacy and numeracy skills to seek help was launched in Paisley by Deputy First Minister Jim Wallace. The campaign - *The Big Plus* - which is funded by Scottish Executive and supported by Communities Scotland will be run by learndirect scotland over the next two years.

The initial advertising campaign will run until February 22<sup>nd</sup> and will feature on TV and radio and in pubs, clubs and football stadiums. TV adverts highlight the everyday problems that poor literacy or numeracy skills can cause and, through a new national helpline and website, give details of how people can get help locally to improve these skills.

In addition, a range of promotional materials - posters, leaflets, window stickers and cards - has been distributed to local Adult Literacy and Numeracy Partnerships and a number of supporting organisations such as Careers Scotland, JobCentre Plus and libraries.

The campaign follows the success of similar initiatives in England and the Republic of Ireland which raised awareness of the issue and helped destigmatise the problem, encouraging people to seek help

The dedicated helpline number is 0808 100 1080 and callers from Highland are put through to our own helpline which can also be accessed directly on **0800 02 88 111**.

The line is manned by us at Adult Literacies and, in the first two weeks of operation, it has enabled us to put over 20 potential learners in touch with their local ABE co-ordinator. We have also taken calls from a number of people who would like to be volunteer tutors.

## Adult Literacies Funding Award

'Working without Walls' has been awarded a grant of £3,662 to pilot a project to create a fun, friendly and relaxed environment to support learning opportunities for adults with learning disabilities. Basic numeracy, literacy and communication skills will be presented in the context of a 'Know your City' theme. The project will run from January to March 2004.

## Funding Deadlines



The next deadlines for applications for Adult Literacies Funding are:

Friday 27<sup>th</sup> February  
Friday 28<sup>th</sup> May

Decisions will be made on 11<sup>th</sup> March and 14<sup>th</sup> June and successful applicants informed as soon as possible after those dates.

An updated application form has been issued this January and is available both in hard copy and electronic format. We would be grateful if all applicants for funding would use this new form.

If you have an idea for a project but you are not sure of how to carry it forward, please contact us at the Adult Literacies Office as we would be very happy to discuss it with you.

## Training Courses



These sessions are free and open to anyone who is interested. To book your place, please telephone or Email

Chris McLintock at the Highland Adult Literacies Office.

**TUESDAY 2<sup>nd</sup> MARCH 2004**  
11.00 am – 1.00 pm followed by lunch

### Challenges in Literacy

Looking at how various kinds of disability - sensory, aural and physical - can affect literacy and pose additional challenges for learners and tutors

Presented by Lynda Wilde, Lead Scotland Organiser

**Location: Beaufort Hotel, 11 Culduthel Road, Inverness**

**TUESDAY 16<sup>th</sup> MARCH 2004**  
11.00 am – 1.00 pm followed by lunch

### Challenge Dad

A family learning 'Pathfinder Project' aimed at encouraging fathers to become more involved in their children's learning

Presented by Gary Roberts, Senior Family Learning Worker, Aberdeen City Council

## Adult Learners' Week Awards



Closing date  
Monday 16<sup>th</sup>  
February

### Do you know someone whose learning achievements could inspire others?

If so, why not nominate them for an award. Each year the achievements of outstanding adult learners are celebrated through the Adult Learners Week Awards. Learners could win a Learning Voucher and an Invitation to a National Ceremony during Adult Learners Week which this year runs from 15<sup>th</sup> to 21<sup>st</sup> May. Individual Awards Nomination Forms are available from the Adult Literacies Office and have to be returned to the Scottish Adult Learning Partnership by Monday 16<sup>th</sup> February.



## ABE News

### ITALL Courses

The first ITALL course to take place in Skye starts on Thursday 5<sup>th</sup> February. Further courses will commence in other areas shortly as follows:

Inverness Thursday 4<sup>th</sup> March  
Alness Saturday 6<sup>th</sup> March

A course is also due to commence soon in Lochaber but the exact date and venue have yet to be confirmed. If you are interested in becoming an ABE tutor and would like to attend one of these courses, please contact the co-ordinator for the relevant area.

The 2-day fast track ITALL course is in its final stages of development and will be ready to be delivered to partners, practitioners and current tutors in the near future.

Adult Basic Education Co-ordinators	
<b>Caithness</b>	
<i>Libby Cook</i>	01995~605423
<b>Inverness</b>	
<i>Jill Crawshaw</i>	01463~710013
<b>Ross &amp; Cromarty</b>	
<i>Norma Christie</i>	01349~864579
<b>Lochaber</b>	
<i>Ann-Marie Donoghue</i>	01397~705003
<b>Badenoch, Strathspey &amp; Nairn</b>	
<i>Isabel Duncan</i>	01479~811689
<b>Sutherland</b>	
<i>Alison Dunbar</i>	01408~623900
<i>Barbara Watson</i>	01549~402406
<b>Skye &amp; Lochalsh</b>	
<i>Peter Mackenzie</i>	01478 612386

### Learners' Forum

Inverness ABE will be holding its first Learners' Forum together with the Workers' Educational Association on Tuesday 24<sup>th</sup> February from 11.00 am to 1.00 pm. It is hoped that this informal event will be an opportunity for learners to share ideas for improving the service.

### Prison Literacy Liaison Officer

Norman Ross, the new Prison Literacy Liaison Officer took up his post on Monday 2<sup>nd</sup> February. Norman will be spending part of each week at Porterfield Prison and the rest at the Adult Literacies Office where he can be contacted on 01463 251279. If any tutors are interested in either working in the prison or tutoring a prisoner on exit, please get in touch with Norman. He would greatly appreciate your interest.

### Christmas Prize Word Search - Solution

Here is the solution to the word search.

Congratulations to our competition winner, David Lightwood, an ABE tutor from Dornoch.

