

LIBRARY WEEK 2005

Libraries for Literacy

JANINE DE VILLIERS

Publications and Promotions

In 2004 we celebrated ten years of democracy with Bhuki and his new chameleon friend while discovering the wonderful world of books and libraries.

Access to the world of books and information requires literacy and it has therefore been decided to put literacy in the spotlight during the 2005 Library Week campaign which will run from 14 to 19 March.

Literacy embraces many aspects:

- illiteracy
- semi-literacy and semi-numeracy, implying limited education
- information literacy and media literacy, being able to use different kinds of information in a variety of mediums and to know where to find it
- continuous development of literacy by reading and the resulting life-long learning process.

In the light of the above it is intended for this campaign to be all-inclusive with all potential readers as its target market.

Slogan

The slogan *Learn... Read... Succeed! | Leer... Lees... Presteer! | Funda... uFunde... uPhumelele!* was developed to focus on the different aspects and benefits of literacy. To illustrate this concept a house built from books was chosen. It serves as symbol of success for many who believe that the acquisition of a house is the pinnacle of success in life. By empowering oneself by reading, education and a personal philosophy of lifelong learning this becomes an achievable goal.

In the *State of the Province Address* delivered on 28 May 2004 by the Premier of the Western Cape, Ebrahim Rasool set out his vision to make the Western Cape *A Home for All*. Public libraries play an essential role to create opportunities for all members in their communities to become fully literate

and thus to benefit from the wealth of information in libraries, 'A Home for All' on a local scale. In this way knowledge and education derived from books can serve to empower all members of the community to achieve their full potential.

With this campaign the Western Cape Provincial Library Service links up with the national theme, *Libraries: opening the doors of learning and culture for all* of the Library and Information Association of South Africa (LIASA). The theme is derived from President Thabo Mbeki's inaugural speech earlier in 2004 when he called for learning and culture to be made available to all South Africans.



Being able to read is the foundation of success. A special effort is therefore required to introduce reading and books to those currently unable to appreciate and enjoy the written word.

Free promotional material

As in the past the Provincial Library Service has gone to great lengths to design, produce and distribute free promotional material to public libraries affiliated to the Western Cape Provincial Library Service via the regional organisation. The new material will enable public librarians to plan and launch

Library Week celebrations during March 2005.

Posters

A colourful Library Week poster in three languages featuring a house built from books, not only reminds readers that the library is 'a home away from home' with all the connotations applicable to a home, books and libraries, such as security, access, shelter, entertainment, education and recreation - it also suggests that one can 'be at home with books' at your local library.

Bookmarks

The bookmark perpetuates the idea of the library as a home away from home/ a home for all and the design featuring a characterful key has been chosen to provide each library member with 'his/her own key' to the library with which to unlock the rich source of information housed within the library. The key suggests joint ownership for each library user as well as access to the library and its resources.

Literacy is the key to success and will reveal new horizons and benefits for the user if he is able to access and utilise the information in the library.

Licence discs

Licence discs for vehicles will certainly remind all potential library members to make a detour to the library.

Plastic bags

Library Week with the customary plastic carry bag is unimaginable. As in the past, libraries will receive colourful bags to hand out to borrowers.

'Build' a library

Librarians need an activity of some sort for young patrons in libraries during Library Week. A cardboard cut-out to 'build' a library will provide hours of fun. It can be weighed down and used as a paper weight or bookend, or serve as a container for stationery.

Only a limited number of these templates will be provided, so librarians will have to be creative to multiply their supplies. Photocopy the templates, preferably on card stock, and be sure to keep one or two copies as master copies in your libraries. These items can also be used as prizes in Library Week competitions.

Instructions on how to fold the cardboard library will be made available to all librarians.

Activities

Although librarians will surely create their own library magic to entice their patrons to

discover exciting aspects of their libraries, herewith some suggestions using the house concept:

- build a three-dimensional house using books in your library. Use books on the same subject in a display to promote that subject. This would be especially suitable for the DIY books!
- use strips of paper (or books) to mark the outline of a house on the floor and use it for children to 'sit in' during a story-telling session, to fill it with their favourite books even or to fill with coins as a fund-raiser!
- organise a competition for children to build and decorate a library using cardboard boxes of any size. Big boxes might create a space problem, but could be great fun if the children could actually 'play library' in their constructions. This could provide an entertaining opportunity to revisit basic library rules and basic library education.
- inspire young patrons to design their own bookmarks in the shape of a key and display their efforts. The supplied bookmark has a small hole on the top for a ribbon or other decoration such as a string of beads.

This is also an idea for to a competition - 'decorate the bookmark'. Other favourite activities have proven to be puppet shows, face-painting, colouring-in competitions, a fashion show where children dress up as their favourite book characters, library orientation and visits to local schools. Adult library members could be treated on book displays and read-aloud sessions, book discussions, choir singing, tea and cake. Literacy awareness would form an important part of this Library Week to promote the benefits of literacy and to make readers aware of the difficulties illiterate members of the population face every day. This might encourage members of the library or even the Friends of the Library to become involved or initiate literacy projects in the community.

Conclusion

The basic ideas illustrating Library Week 2005 are simple enough to develop into a variety of activities for the whole community. With special emphasis on literacy, Library Week provides an opportu-

nity for librarians, passionate about books and reading, to inspire their communities to learn, read and succeed!

Note: Remember to share your favourite Library Week moments with the readers of the CL. Photographs with detailed captions must be clearly marked and must reach us not later than 20 May 2005.

Suggested reading

Brown, A. Reference services for children: information needs and wants in the public library. **The Australian Library Journal**. - Vol 53 (3) August 2004, p.261.
Meyers, E. Building with three pillars, or lessons from a two-legged stool. **Public Library Quarterly**. - Vol 23 (2) 2004, p.3.

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