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EBS & NALA celebrate Family Literacy Day by launching book to encourage families to learn together

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To mark Family Literacy Day the National Adult Literacy Agency (NALA) in partnership with EBS Building Society have today re-launched a book specially written for parents of young children. Research has shown that up to 30% of primary school children from disadvantaged areas have literacy difficulties. This colourful book aims to tackle this problem and shows parents how to make the most of their home as a place where children can start learning in advance of formal schooling. The guide, 'At Home with Family Learning' includes 150 tips to enhance young children's literacy through simple fun activities around the house and garden.

Speaking today at the launch of the book, Inez Bailey, Director of NALA said: "NALA frequently receives requests from parents looking for guidance in terms of helping their children, and in some cases themselves, in improving their literacy and numeracy. While family literacy programmes are being delivered in VECs and other community contexts, there is very little support for families wishing to address these issues themselves, independently in their own homes. Once again we are very grateful to the EBS Building Society for supporting family literacy. This guide is invaluable as it presents parents with lots of handy and fun tips to help their children to start developing early literacy skills at home."

Parents are the first and most constant educators of their children, so engagement in family literacy is particularly important. However not every parent finds it easy to help their child develop and learn with 500,000 adults in Ireland coping with literacy difficulties every day. 'At Home with Family Learning' provides lots of ideas for parents to help babies, toddlers and primary school children's literacy and numeracy development.

Commenting today, Aidan Power, Head of Marketing at EBS, said: "EBS is committed to supporting families throughout Ireland. Through our long-term partnership with NALA we are very aware of the problems that literacy amongst families and children presents and were delighted to work with NALA to help develop a further tool to help address this issue that faces so many Irish adults and children. Research shows that children encouraged to read and learn at home develop better literacy skills and I would encourage all parents to avail of this book, take the tips on board and integrate them into your children's every day routine."

'At home with Family Learning' contains a series of practical activities that people of all ages can engage in, helping to build their literacy and numeracy skills. The booklet demonstrates how to practice reading, writing and maths skills with a child, in a fun and colourful way. It includes games and puzzles that have a wide appeal for all age groups. The booklet also contains information for adults wishing to join a literacy programme. It includes a handy section for parents

with practical information on what to do if their child needs further support in developing their literacy and numeracy.

A copy of 'At Home with Family Learning' can be ordered through the National Adult Literacy Agency on 01-8554332. The book is free of charge but postage must be paid by the recipient.

More Information...

'At Home with Family Learning' was originally produced in 2005 and through a generous donation from EBS Building Society has been updated and reprinted. It will be available free from the National Adult Literacy Agency. Postage will be charged.

The National Adult Literacy Agency is an independent membership organisation, committed to making sure people with literacy difficulties can fully take part in society and have access to learning opportunities that meet their needs.

NALA and the EBS Building Society entered into a partnership agreement in 2004. Through the partnership a variety of projects have been developed in the areas of Financial and Family Literacy. The ACE Awards demonstrates NALA and EBS Building Society's continuing commitment to developing exceptional learning opportunities for adults and recognising learners' achievement.

In 1997 the OECD carried out an international survey which examined how well adults could handle different types of reading and numeracy tasks which crop up regularly in work and in daily life – such as reading timetables, the labels on medicine bottles, or calculating and estimating quantities. This International Adult Literacy Survey concluded that one in four – that is, about half a million - Irish adults have problems with even the simplest literacy tasks, such as reading instructions on a bottle of aspirin.