TD Summer Reading Club...
A Partnership in Motion

Raising a Nation of Readers

Pre-Conference IFLA -. Roma 19- 20 Agosto

Lianne Fortin - Josiane Polidori
History

• Began in Toronto in 1994
• Expanded across the province of Ontario in 2001
• Offered across Canada in 2004
Objectives

• Reinforce what kids have learned in school
• Reduce summer learning loss
• Promote the joy of reading
• Improve reading skills
• Encourage more frequent use of the library.
Who

- TD Bank Financial Group: Funder
- Toronto Public Library: artistic and creative lead, Ontario distribution
- Library and Archives Canada: national program coordination, partnership with library systems reaching 2000 public and municipal libraries
- Website, Awards program, program evaluation.
Why

- 15-years olds, 3rd PISA
- 40% of youths with inadequate literacy skills
- Young Canadians read more, but less after age 10
- Girls outperform boys in reading but boys outperform girls in mathematics
- 2nd language learners in language minority communities have lower reading scores
- 46% of Canadians function at marginal levels of literacy.
How we provide

- Resource material online via Library and Archives Canada’s website (td-club-td.ca)
- Staff manual for librarians
- Activity kit for children
- Online interactive website for kids hosted by TPL (http://tdsrc.torontopubliclibrary.ca/)
- Outreach
- Training
TD Summer Reading Club

- Theme decided by national vote
- Artwork commissioned by published illustrator
- Versatile
- Appealing to kids of all age groups (3-12)
- Timely
- Interactive, easily used in activities
- Links to booklists
Artistic concept

- Full of energy
- Interactive
- Adaptable to all age groups
- Takes into account Canada’s cultural diversity
## Results

<table>
<thead>
<tr>
<th></th>
<th>2004 (pilot phase)</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating libraries</td>
<td>436</td>
<td>Data n/a</td>
<td>1,951</td>
<td>1,706</td>
<td>1,800</td>
</tr>
<tr>
<td>Children registered</td>
<td>Data n/a</td>
<td>216,312</td>
<td>238,090</td>
<td>248,016</td>
<td>269,112</td>
</tr>
<tr>
<td>Activities organized</td>
<td>Data n/a</td>
<td>13,548</td>
<td>18,582</td>
<td>21,367</td>
<td>27,258</td>
</tr>
<tr>
<td>Children participated</td>
<td>164,200</td>
<td>254,909</td>
<td>353,269</td>
<td>433,723</td>
<td>499,412</td>
</tr>
<tr>
<td>Books read</td>
<td>240,200</td>
<td>Data n/a</td>
<td>1.9 million</td>
<td>1.9 million</td>
<td>1.9 million</td>
</tr>
</tbody>
</table>
Moving forward

- Enhanced training
- Promotion at conferences
- TD Summer Reading Club
- Library Award
Bonjour Good afternoon
Buon pomeriggio Buenas tardes
Goede middag Guden tag Boa tarde

“The child learning to read is admitted into the communal memory by way of books, and thereby becomes acquainted with a commun past..”

A. Manguel
What does it mean to be a bilingual country?

- Population: 31 million
- French: 22.1%
- English: 57.8%
- Other languages: 20.1%

- French mother tongue:
  - Quebec: 79.6%
  - New Brunswick: 32.7%
  - Ontario, Manitoba: 4%
Creating a cultural and linguistic content

- Reading as social building factor
- Community life and cultural values
- New definition of Canadian « francophonie »
- Linguistic, cultural and identity issues
Building a Cultural Identity

Making a Difference Together

Faisons une différence ensemble
TD Summer Reading Club

Club de lecture d’été TD
“You can discover more about a person in a hour of play than in a year of conversation.” Plato
Jeu Game Jocus Gioco Joc Juego Joko Joke Jogo Play Plega Plaaga
Ludique ludico ludoteca ludus playfulness
“In every man a child is hidden that wants to play”. Nietzsche

- Thank you to TDSRC Creation Committees:
- Toronto Public Library
- Librarians in Montreal, Candiac, Quebec, Ottawa
- TD Financial Group