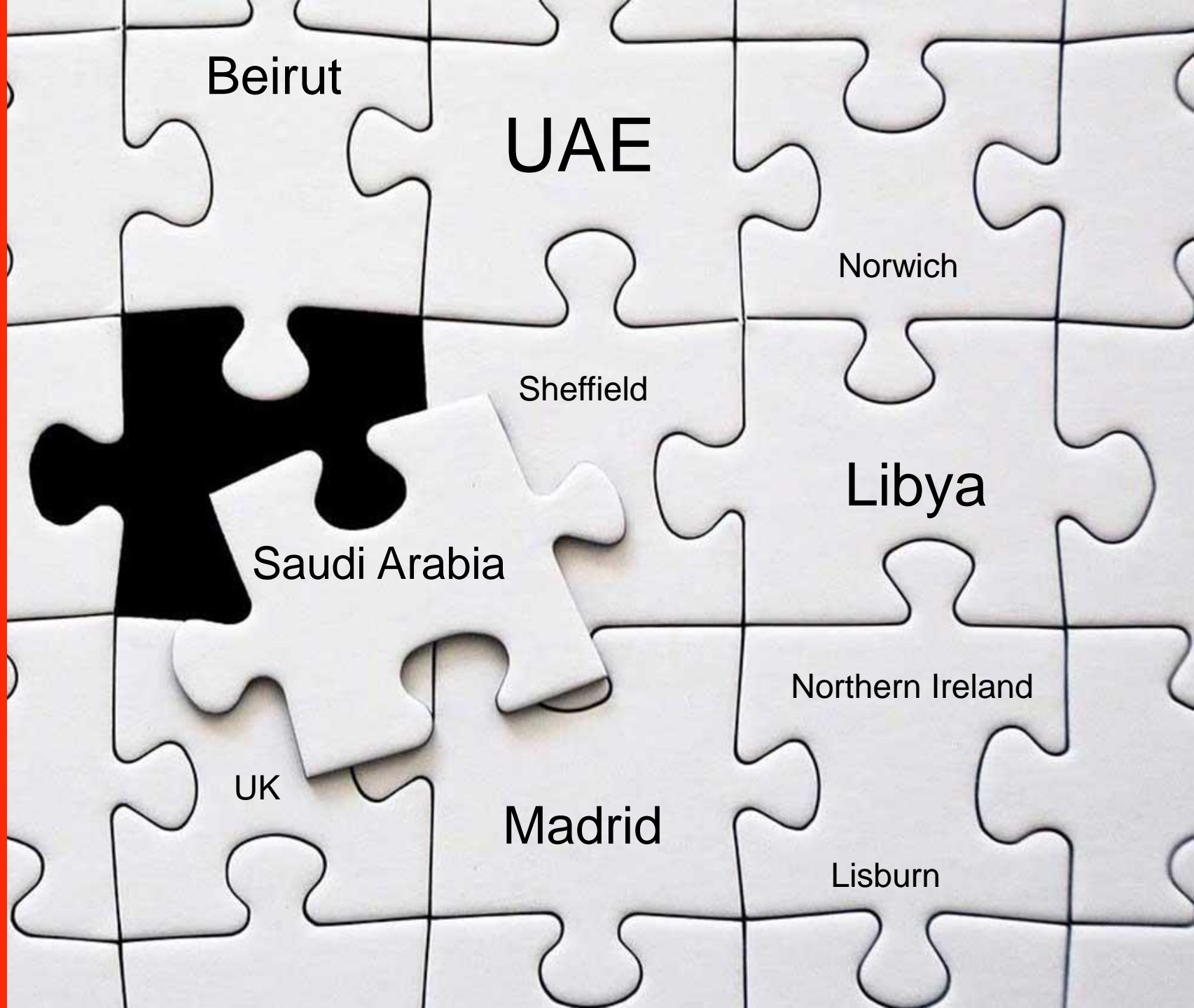


# POWER OF ONE

BUILDING A  
NATION OF  
READERS



READING STARTS AT HOME



**WHAT**

**WHO**

**WHERE**

**WHEN**

**WHY**

**WHICH**

**HOW**



Reading Champion

Publisher

Campaigner

Teacher

WHO AM I ?

Father of five

Ambassador  
WLF

# WHY IS LITERACY AND READING SO IMPORTANT

Consider some of the everyday choices that require literacy to make informed decisions.

- ▶ Reading a medicine label
- ▶ Reading a food nutritional label
- ▶ Balancing a chequebook
- ▶ Filling out a job application
- ▶ Reading and workplace correspondence
- ▶ Filling out a home loan application
- ▶ Reading a bank statement
- ▶ Comparing the cost of two items
- ▶ Working out the correct change at a supermarket
- ▶ Understanding government policies
- ▶ Voting in elections
- ▶ Using a computer to do banking
- ▶ Calculating a financial investment
- ▶ Using a computer or smartphone to read the news
- ▶ Communicating with others via email or social networks
- ▶ Shopping online
- ▶ Completing a higher education degree or training
- ▶ Analysing sophisticated media and advertising messages
- ▶ Assisting children with homework



ARTICLES

REASONS

**WHY  
KSA?**

REPORTS

PROBLEMS

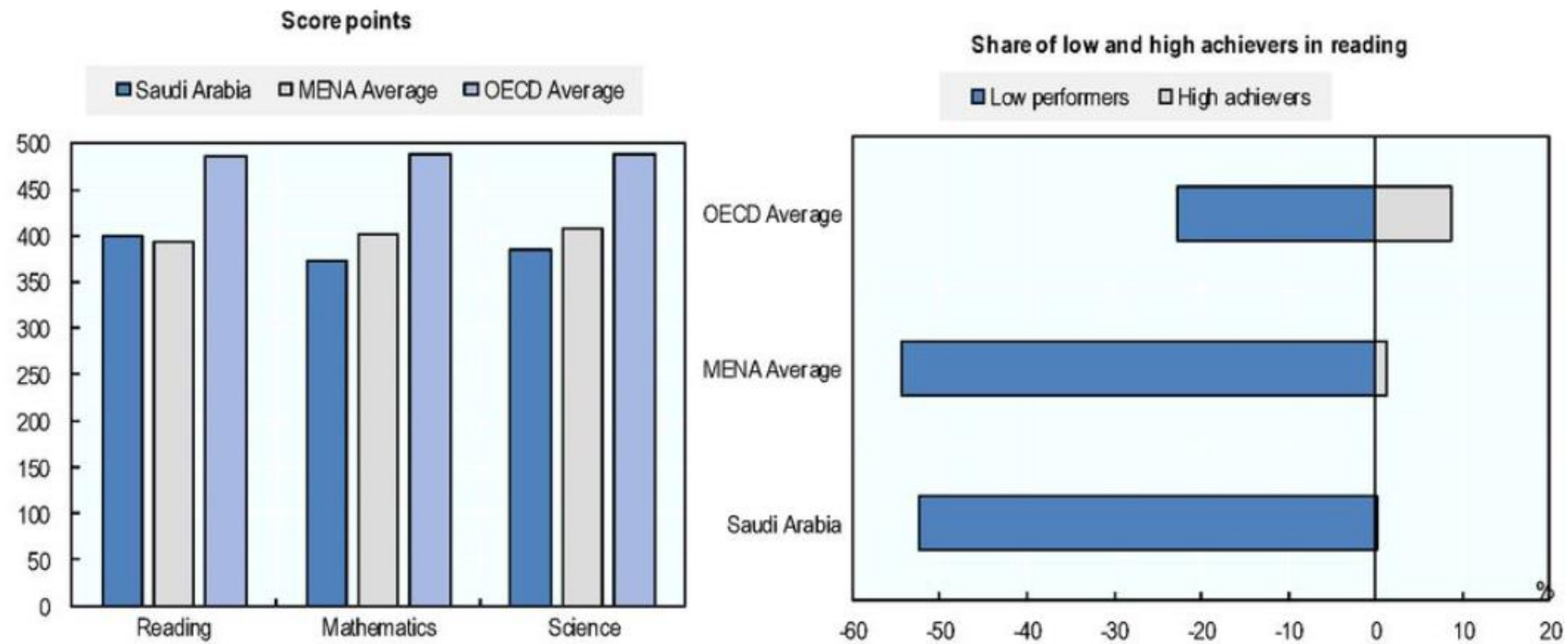
RESEARCH

PROJECTS

INITIATIVES

# Problem: Low levels of reading, maths & science

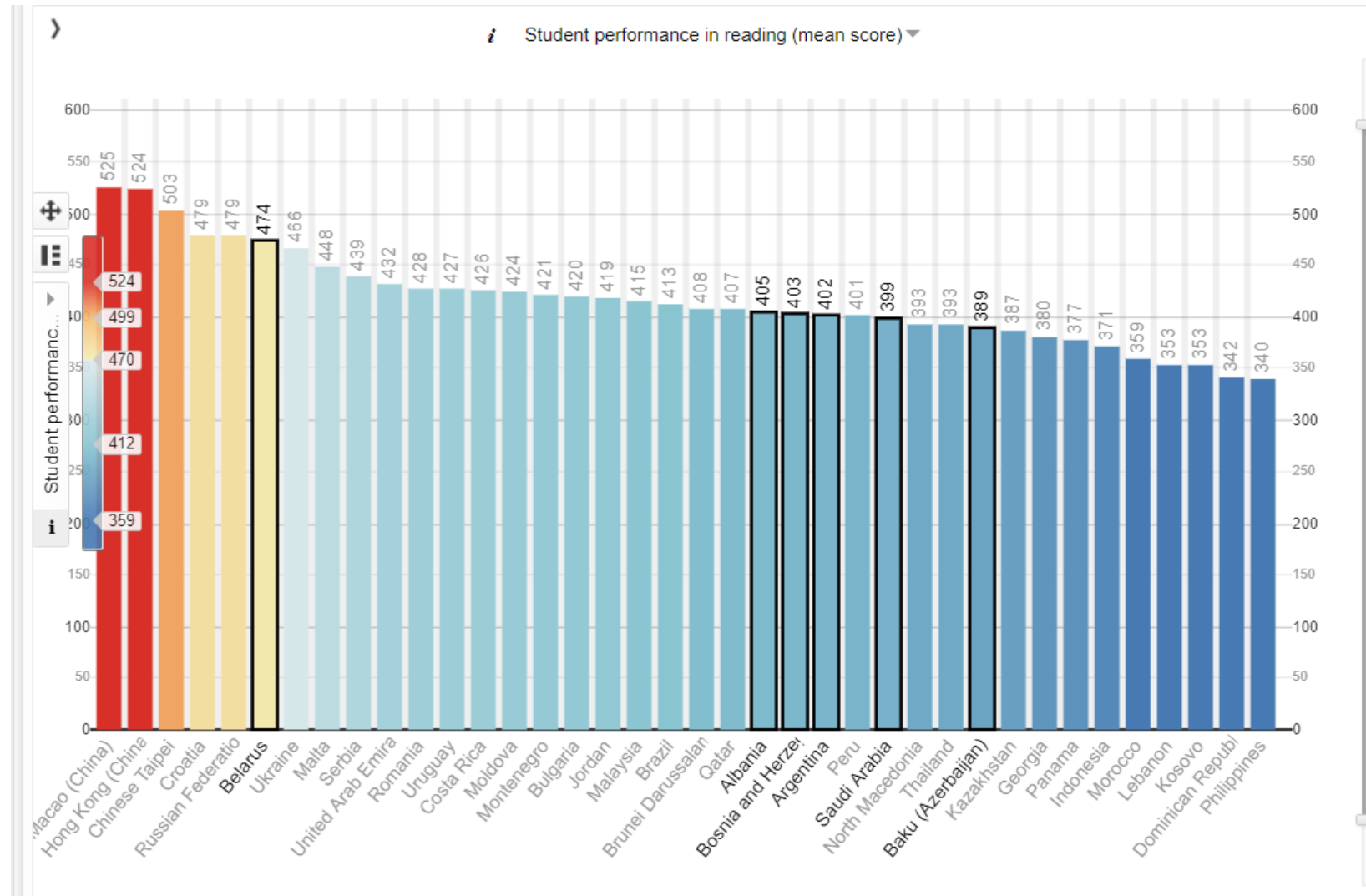
Figure 1.1. PISA 2018 results



Source: PISA 2018 database.



# Student performance in reading is poor.



**Poor literacy leads to poor reading and inability to reach the 2030 vision of a knowledge based society. Problem starts at home with parents not reading to their children. 2020 Results from English proficiency tests: EPI KSA ranked 97 out of 100 countries surveyed.**





# 2020 Results from English proficiency tests: EPI KSA ranked 97 out of 100 countries surveyed.

## MIDDLE EAST

### EF EPI Rankings

56	Iran	483	74	Bahrain	453
66	United Arab Emirates	472	87	Syria	431
70	Kuwait	461	97	Saudi Arabia	399
71	Qatar	459	98	Oman	398
72	Jordan	456	99	Iraq	383



**“Education in Saudi Arabia is the cornerstone through which we can achieve our nation’s aspirations towards progress and advancement in sciences and knowledge.”**

**Custodian of the Two Holy Mosques  
King Salman bin Abdulaziz**



# Poor literacy leads to poor reading and inability to reach the 2030 vision of a knowledge based society.

However, these gains in participation have not yet been matched by equivalent progress in learning and skills. To better understand the quality of education outcomes, Saudi Arabia participates in several international surveys, such as the Trends in International Mathematics and Science Study (TIMSS), Progress in International Reading Literacy Study (PIRLS) and most recently the OECD Programme for International Student Assessment (PISA). Results from these surveys show that there has generally been a low return on educational investment in terms of the country's learning outcomes. According to PISA 2018, students in Saudi Arabia consistently scored lower than in reading, mathematics and science compared to OECD countries and lower in mathematics and science compared to other participating countries in the Middle East and North Africa region (MENA)<sup>1</sup> that participated in PISA. Over half of students from Saudi Arabia were unable to achieve the baseline level of reading proficiency needed to participate fully in society, compared to less than a quarter across OECD countries (OECD, 2019<sub>[4]</sub>) (Figure 1.1). These results suggest that improving the learning outcomes of students is urgently needed if Saudi Arabia is to achieve the economic goals set out in Vision 2030.



**COST**

**OBSTACLES**

**CONSEQUENCES**

**IMPACT**



## IMPACT ON USA SIMILAR TO KSA

Students who need interventions, such as additional assistance by teachers with special training and curriculum, are twice as expensive to educate. Most school districts spend \$1,800 to \$3,400 per child, per year on students who need remediation. This catch-up growth is very expensive and historically unsuccessful because children who are behind must achieve their normal year of growth plus another year of growth to catch up by even a single level.

# Problem Starts at Home

Nevertheless, despite these efforts, overall levels of parental involvement, and general recognition of the importance of the home environment in a child's development, remain limited. In some cases, there are large waiting lists to enrol in kindergartens. In other cases, even when kindergartens are near, some families still do not enrol their children (World Bank, 2017<sup>[1]</sup>). Interviews with parents and some kindergarten teachers also revealed that there is a lack of understanding around some fundamental child development issues, such as the importance of reading with children to improve their comprehension and vocabulary. In PIRLS 2016, for example, 23.1% of Grade 4 Saudi Arabian students' parents read often to them, compared with 53.7% internationally.



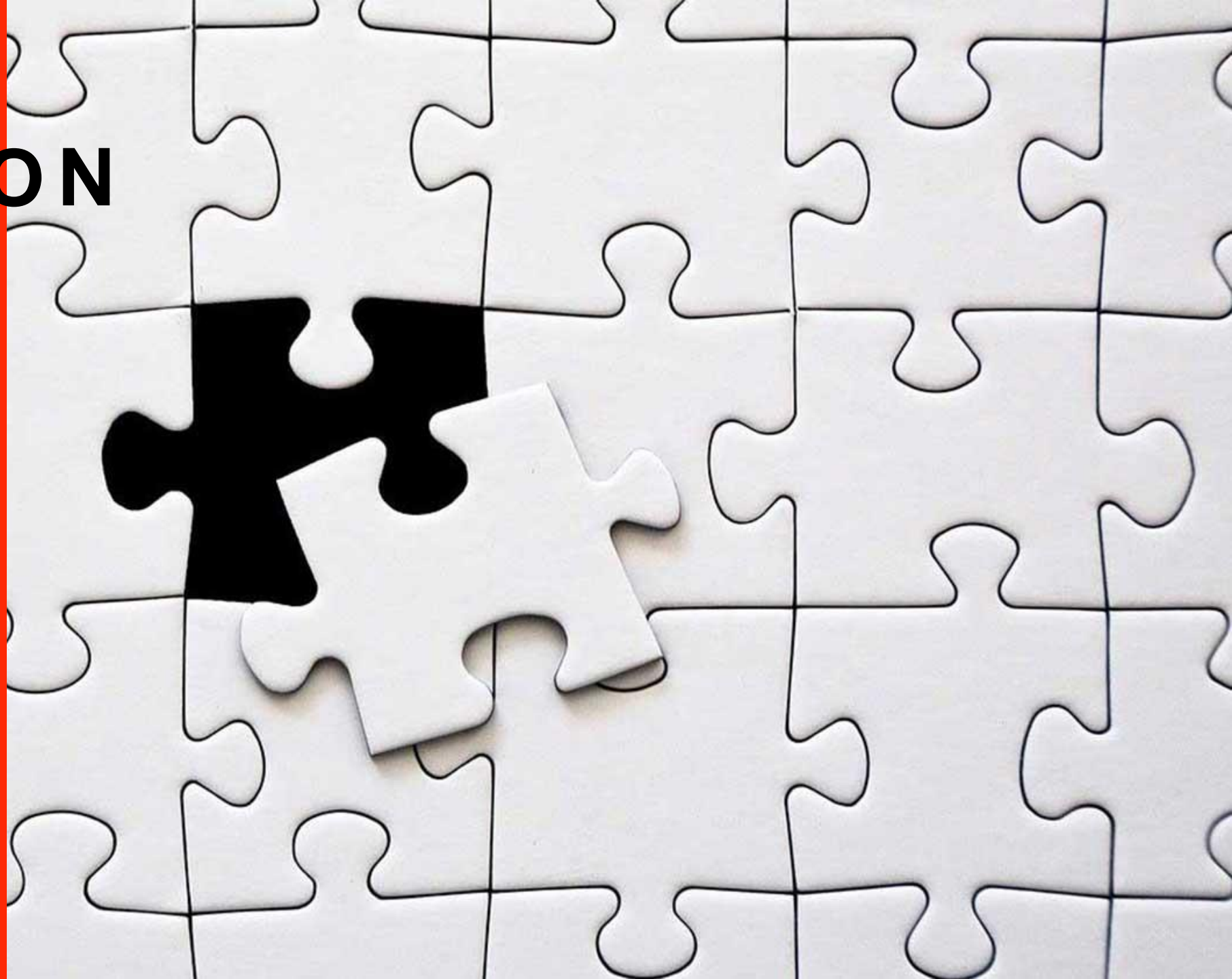
Why your country ?

# SOLUTION

READING  
STARTS  
AT HOME



BUILD A NATION OF  
READERS





# READING STARTS AT HOME

## When Children Are Not Read to at Home: The Million Word Gap

Logan, Jessica A. R. PhD<sup>\*</sup>; Justice, Laura M. PhD<sup>\*</sup>; Yumuş, Melike PhD<sup>†</sup>; Chaparro-Moreno, Leydi Johana<sup>\*</sup>

**Author Information** 

Journal of Developmental & Behavioral Pediatrics: June 2019 - Volume 40 - Issue 5 - p 383-386

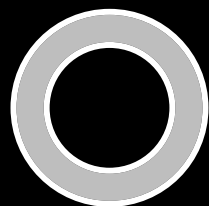


# Solution

Families, schools and communities all have a role to play to ensure every child receives the lifelong advantages of literacy and early learning before an achievement gap is created.

Children need to enter school with basic reading, math, social and emotional skills. From birth to age 5, when a child's brain develops rapidly, is the time to build the foundation of cognitive abilities and character. These early skills are necessary for success in school, health, career and life.





# Light at the end of the tunnel.

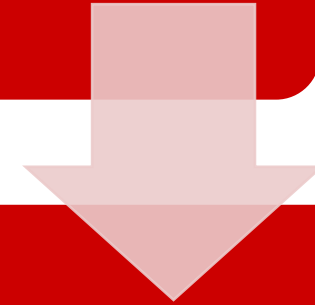


According to research fostering essential reading and math skills is up to 10 times less expensive from birth to age 5, than from kindergarten to fifth grade. By allocating a fraction of their remediation budgets, schools and communities can significantly narrow the readiness-gap in a positive, proactive way. The short-term costs are more than offset by the immediate and long-term benefits through reduction in the need for special education and remediation.



# READING STARTS AT HOME

Parents



Children



# ROLE MODELS





## Be a Reading Role Model

If you want your child to be a good reader, be one yourself! Your child walks like you, talks like you, absorbs everything you do. So set the right example when it comes to reading.



# PARENTS AND CHILDREN AT HOME

## Reading Champion

Mohamed Khalifa Bin Howaiden is a 17 year old young man who decided to start reading for the first time. He wants to be a role model for the rest of his family members and to share the habit of reading with all his friends. Mohammad is at Al Dhaid High School studying in grade 11.

## How long have you been reading?

I decided to start reading three days ago after I heard that AL Dhaid Club is promoting "Reading Champions." I told my dad, who has the greatest influence on me, and he encouraged me to join the group. We went together to the bookstore, and I bought a book and started reading it.

## Which book did you choose to read?

I chose a book entitled "Sard Al That" by HH Dr. Sheikh Sultan Bin Mohammed Al Qassimi the Member of the Supreme Council of the United Arab Emirates and Ruler of Sharjah.

## Why did you choose to read this book?

I chose to read this book because of all the information provided in it. It talks about some historical events and the major milestones in the emirate of Sharjah, the Persian Gulf, and the Arab World. It also gives details about the Sharjah Ruler's life, from the 1940s to the 1970s. As an Emirati, this book means a lot to me because of all the valuable information it has.

## What are you going to do once you've finished reading the book?

The idea is to engage other people in reading, so I will encourage my younger brother Ahmed who is 15 years old to read the book. I am also willing to share my book with any of my friends.

## Which book are you planning to read next?

I like biography, history, and geography books, so my next book will definitely be for Ibn Batootah. For a change, I might also read *A Thousand and One Nights*.



# PARTNERSHIPS

Children

Parents

Teachers





# PARENTS AND SCHOOLS



The banner features a background image of children in a school playground. On the left is the school crest, which is a shield divided into four quadrants: top-left blue with a white lion, top-right yellow with a black bull, bottom-left yellow with a blue 'P', and bottom-right blue with a white 'L'. Below the crest is a yellow banner with the motto 'Learning with Pleasure'. The school name 'LIONEL PRIMARY SCHOOL' is written in large white letters, followed by the tagline 'WORKING TOGETHER TO PROVIDE AN EDUCATIONAL ENVIRONMENT THAT INSPIRES, CHALLENGES AND NURTURES EACH CHILD.' in smaller white letters. A dark blue semi-transparent box contains the text 'READING FOR PLEASURE' and 'Home > Children > Reading for Pleasure'. Below this is the title 'Reading for Pleasure' in large white font, followed by two paragraphs of white text. At the bottom of the banner, there are navigation links: 'LATEST NEWS', 'CALENDAR', 'READING FOR PLEASURE', and 'YEAR GROUP PAGES'.

**LIONEL PRIMARY SCHOOL**  
WORKING TOGETHER TO PROVIDE AN EDUCATIONAL ENVIRONMENT  
THAT INSPIRES, CHALLENGES AND NURTURES EACH CHILD.

READING FOR PLEASURE

Home > Children > Reading for Pleasure

## Reading for Pleasure




At Lionel Primary School, we know that children who read will do well at school and beyond. We aim to develop a positive attitude towards reading and to foster a love of books through our enthusiastic reading culture.

We encourage children to read not only at school, but beyond the school gates too: at home, in the park, on holiday.

LATEST NEWS   CALENDAR   READING FOR PLEASURE   YEAR GROUP PAGES




## Khalifa University Reading Champions

	What memories do you have of reading or being read to when you were a child?	What do you enjoy reading for yourself?	How do you find time for reading for pleasure?	How do you encourage students or your children to read?
<p><b>GILL KNIGHT</b></p> 	<p>My mother and grandmother read or told me stories as a small child and I always had a bedtime story. Going to the library and selecting new books was a weekly outing - everyone used the library. I remember reading a lot of poetry at primary school. The tree house was my favourite place to read.</p>	<p>I particularly enjoy books that are set in foreign countries and give an insight into the life and social history of a place/period.</p>	<p>I read the newspaper every day and I try to read a British Sunday paper every week. I normally have two books on the go at one time, so what I choose to read depends on mood &amp; the spare time I have.</p>	<p>Remove the remote control!</p>
<p><b>TOM LE SEELLEUR</b></p> 	<p>When I was younger I used to read a lot of non-fiction ladybird books. I liked reading about countries, as my parents lived in Caracas o Turkey. My mum and dad read to me when I was little. My mum had housework and a part time job in a hospital theatre and seven of us.</p>	<p>I normally read The Times and the Gulf News or the National. I love books about the Royal Navy. I also love reading to my kids - Grace loves fairy tales, Hannah loves adventure.</p>	<p>You just have to fit it in. After the kids are in bed and the house is quiet then I get an hour or more. The park at weekends, in the passenger seat, on holiday anywhere. I love reading.</p>	<p>The important factor in encouraging reading is to find books that target the interests of young people and capture their imagination. Throw away the video game, turn off the computer, find a nice place to sit or lie and read.</p>
<p><b>NICK MOORE</b></p> 	<p>I know my parents read to me from a very early age. I was very eager to learn to read. My older brother was already reading and I couldn't wait to catch up. I was already a reading champion when I was 6. As soon as my younger brother was old enough to listen, I read to him.</p>	<p>I enjoy detective stories by Ian Rankin, comedies by Ben Elton and novels by Umberto Eco. My favourite novelist writing in English is Peter Carey, whose <i>Hlywhacker</i> may be my favourite novel.</p>	<p>Most novels I read over the summer or on long trips. I spend time during the year reading fact rather than fiction. How do you find time for life without reading?</p>	<p>Find something that interests you and share. I use <a href="http://www.goodreads.com">www.goodreads.com</a>, which is like a Facebook for books.</p>

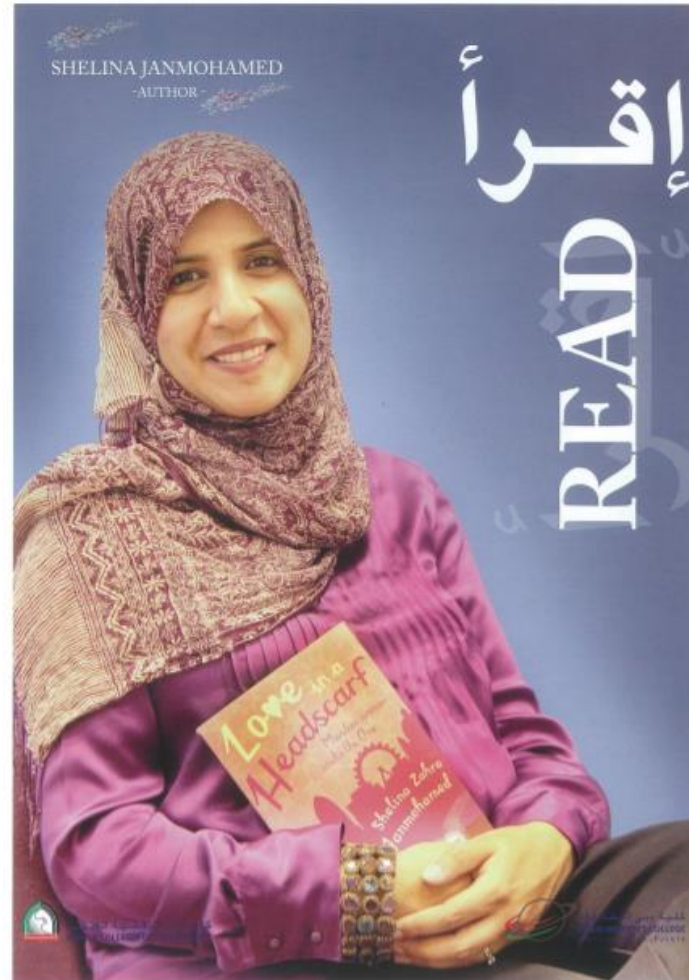
# READING CHAMPIONS ARE YOUR STUDENTS

## Khalifa University Student Reading Champions

	Tell us about yourself	What memories do you have of reading or being read to when you were a child?	What do you enjoy reading for yourself? What are you reading at the moment?	How would you encourage students in particular to read?
 <p data-bbox="784 758 884 772">Maryam Al Ali</p>	<p data-bbox="901 629 1108 736">I am 18 years old and a student at Khalifa University, freshman year. My aim is to enter the field of nuclear energy to change the power system in the UAE.</p>	<p data-bbox="1123 629 1337 896">When I was child I had read a lot of children magazines and short stories but the most interesting stories that I remember was 'The Four Nights and Lila Wa Altheieb' (Red Riding Hood) and also a magazine which called Majed. In addition, when I was child I preferred to watch cartoons more than reading stories, so I can say then I was not a good reader. I do not remember if my parents read to me when I was child.</p>	<p data-bbox="1352 629 1559 896">I prefer to read horror stories which are about crimes and murders because I think it's excited to read these kind of stories which make me interact with the characters and events . In addition, I love to read magic stories because it takes me to a different world where everything is possible to happen and always the good people win at the end, so it gives a positive purpose to the readers.</p>	<p data-bbox="1577 629 1765 861">I really have a strong belief that reading is important, is an important thing and it should be one of our habits, so I advise all the students to read if they do not want to repeat my mistake and also to not lose one year of their life in foundation and if they want to have a good knowledge that will help them in their studies and their life.</p>
 <p data-bbox="784 1043 884 1072">Abdulrahman Goin</p>	<p data-bbox="901 919 1108 1075">I am 19 years old and resident in UAE. I am interested in reading and solving mathematical problems. Currently, I am a student in KUSTAR and I am aiming to get a bachelor's degree in Electronic Engineering with distinction.</p>	<p data-bbox="1123 919 1337 1089">To be honest, I read a lot of books but most of these books were written in Arabic. Before I entered KUSTAR I felt afraid from reading English books. However, when I became a student in KUSTAR, many things changed and I became more interested in reading English books.</p>	<p data-bbox="1352 919 1559 1075">I actually like to read about a variety of topics. However, the most three interesting topics for me are adventures, science fiction and detective. At the present time, I am reading about ' The Silent World' and 'The Secret Garden'.</p>	<p data-bbox="1577 919 1765 1039">Reading is the key of success. The more you read, the more information you learn. Reading also is the best way to enhance your level in English and gain many new vocabularies.</p>
 <p data-bbox="784 1235 884 1263">Abeer Obaid Al Yammahi</p>	<p data-bbox="901 1110 1108 1195">I'm a 19 year old student at Khalifa University, freshman year. My aim is to spread the concept of reading over the whole world.</p>	<p data-bbox="1123 1110 1337 1248">I remember many magazines my parents were reading them for me, for example, Majid Magazine for young people. Also, I had read some Islamic books about Prophet Mohammed peace be upon him.</p>	<p data-bbox="1352 1110 1559 1280">I usually love reading books that have a purpose in it, because, in my opinion, these books will increase my knowledge and my experience in my life. Actually, I had read many things since I have entered the university, but most of the time I read many magazines to entertain myself.</p>	<p data-bbox="1577 1110 1765 1280">I extremely recommend students at schools to start the first step on their own, which is to read a lot of books in English, even if they were silly books, because this move or step will help them to develop in their study at the university.</p>

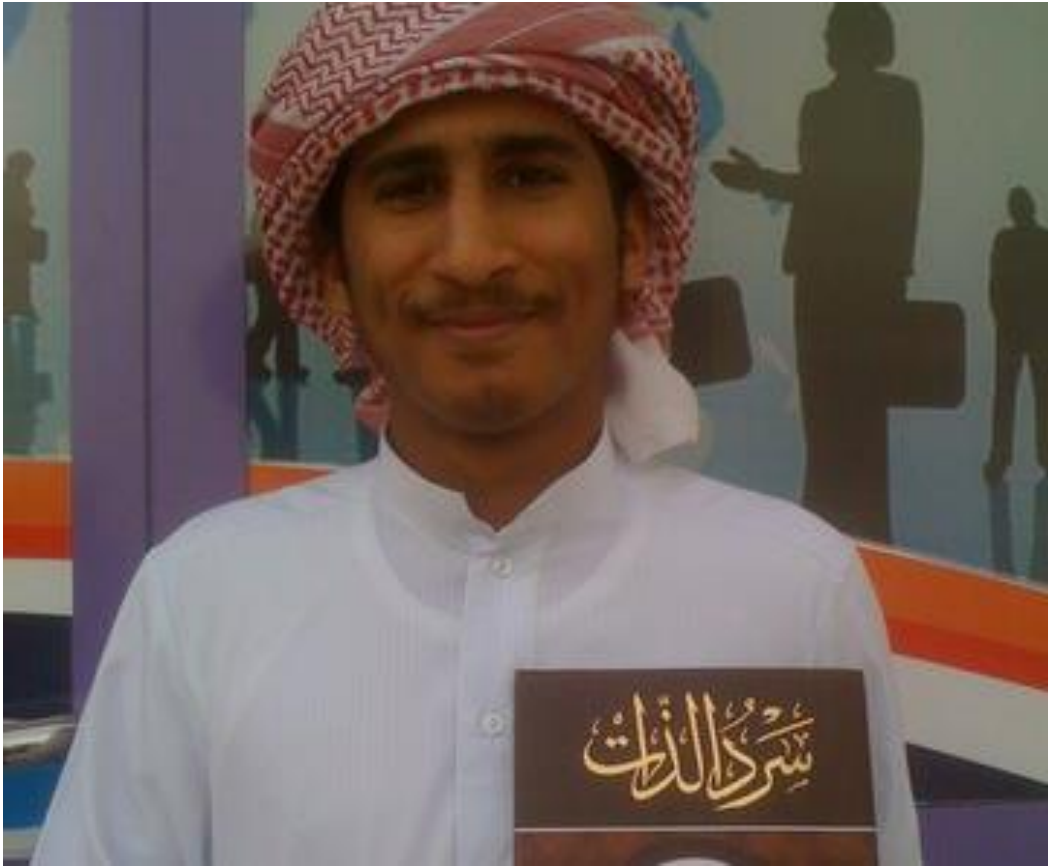


# AUTHORS WRITERS POETS INFLUENCERS



# Role Models

## Reading Champions



# FIND READING CHAMPIONS

AT HOME

AT SCHOOL / UNIVERSITY

AT WORK

IN THE COMMUNITY

*Pamela Omokolo Awuori, a trained secretary with a military background and exceptional organizational skills, joined the field of security with 4GS and is deployed at Khalifa University. Although she aspires to attain greater heights in her profession through great interpersonal skills and integrity in a multicultural environment, Pamela has taught French on a voluntary basis and aspires to study business French to fulfill her dreams sooner rather than later.*



**Pamela Omokolo Awuori**

G4S  
Sharjah

# Reading Champion

## READ ANYWHERE

Reading is a habit that benefits our life in many ways. Through reading, we are uplifted Mentally, Spiritually and Socially. Thus, we get the will-power to be more confident, smarter and improve our general knowledge of the world around us. As practice makes perfect therefore, our thoughts are elevated.

Reading is a fundamental skill-builder that has enabled me to get a glimpse into other cultures and religions. Some friends give me different books to read and that has broadened my life experience and mind since I am living in a multicultural environment.

Consequently, reading has made me to be always confident, polite but firm. No matter how wrong-footed I may be, I always focus on the best.

Since reading has improved my vocabulary and creativity, my previous employers used to ask me to edit daily reports and initiate ideas during meetings to increase the work performance. Through extensive reading, I am always vigilant and observant and I am able to form opinions and predict every move of the people around me.



# ARE YOU A READING CHAMPION / ROLE MODEL?

What memories do you have of reading or being read to when you were a child?

---

---

---

Can you name a book(s) that you particularly liked when you were younger?

---

---

What do you read with your children or your brothers and sisters?

---

---



# How to get started?







# Reading Audit

## How much do you read?

Please take a moment to help us understand your reading habits. By completing this questionnaire you can help us improve the reading resources we offer you at our institution and to match your needs.

### Your Reading Habits

How often do you read?

- Every day
- 4 or 5 times a week
- 3 or fewer times a week
- Never

What do you typically read? (Tick any)

- Fiction Books
- Non – Fiction Books
- E-Books
- Magazines
- Newspapers
- Other (Please write here) \_\_\_\_\_

How do you think you read?

- Excellent
- Generally good
- OK
- Poor

How much do you enjoy reading?

- I love reading
- I like reading
- I read because I need to
- I don't like reading
- I don't read

### Reading at Home or School

Who reads at home? (Tick any)

- All my family
- My parents
- My brothers and sisters
- No-one

How many books do you have at home?

- About (say how many) \_\_\_\_\_
- About 100
- Not many
- None

Where is reading done at school? (Tick any)

- Everywhere
- In the library
- Outside of the classroom
- Only in the classroom

Does your school do enough to promote reading?

- Yes
- No



# SWOT

## STRENGTH

The government commits a large budget to education, has a vision of where it wants to go and aims to irradiate illiteracy in KSA by 2024. It is also embarked on radical education reform programmes and projects.

## Weaknesses

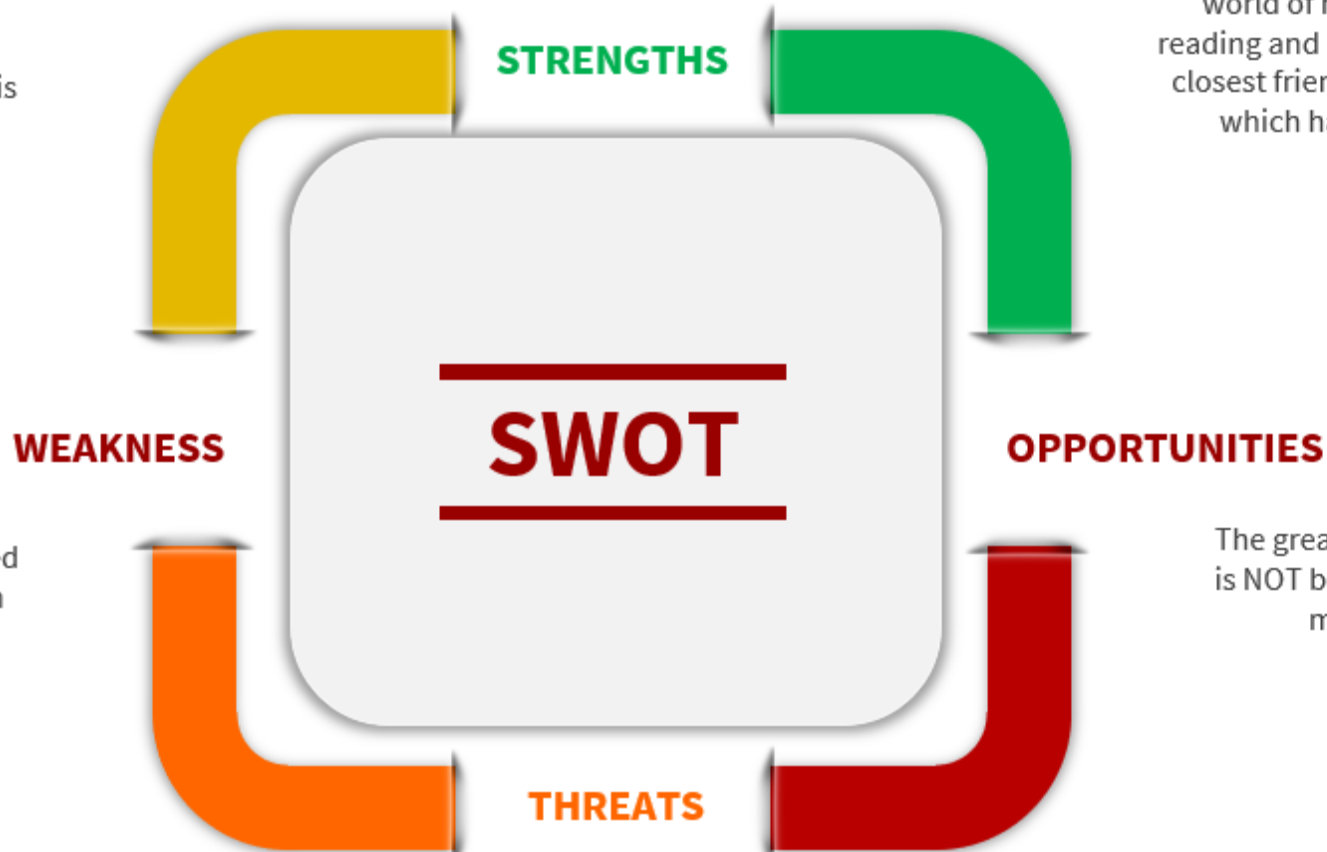
The statistics speak louder than words and yet it is the very words that we need our nation to learn. The problems stem from home, continue through schools into universities and beyond into the workplace.

## Opportunities

There are many examples around the world of nations creating a culture of reading and none better than one of our closest friends and neighbours the UAE which has build a nation of readers.

## Threats

The greatest threat to the future of KSA is NOT building a nation of readers, not meeting the 2030 vision and not changing lives..



# FIND GOVT PROJECTS

INITIATIVES

CAMPAIGNS

POLICIES

LAWS

VISIONS

MISSIONS

COMPETITIONS


AWARDS

## “IRTIQAA” A MORE PROMINENT ROLE FOR FAMILIES IN THE EDUCATION OF THEIR CHILDREN

The engagement of parents in their children's education is one of the main principles of success. Our goal by 2020 is for 80 percent of parents to be engaged in school activities and the learning process of their children.



SPECIAL



## Now read this: How Saudi Arabia is aiming to end illiteracy by 2024

BY JENNIFER BELL · 21 November 2018



# NATIONAL LAW OF READING 2016 UAE



In an unprecedented, civilised and legislative gesture for the region, President His Highness Sheikh Khalifa Bin Zayed Al Nahyan issued the first-ever National Law of Reading, that sets legislative frameworks, executive programmes and specific government responsibilities to establish the value of reading in the UAE. The law aims to support human resources development and contribute to building mental and cognitive capabilities, while support national intellectual production and

build knowledge-based societies in the country. The law will institutionalise all efforts to enhance reading in the community, said Sheikh Khalifa, while confirming that it aims to invest in humans and establish the UAE's image as an inspirational model in the region. The law aims to make learning a lifelong process for all segments of the society and promote the intellectual and cultural assets for the UAE's citizens, the president pointed out. Reading and knowledge are the real foundations for genuine development and concerted efforts should be made to ensure the success of this law, he added. "Our

# National Plan for Reading

A 10-year national strategic plan for reading has been developed, which constitutes of six objectives, five principles and 34 strategic initiatives. It seeks to foster reading as a daily habit and to make it a lifestyle in the UAE society by year 2026, through:



## Foundations lying

Laying the foundations and skills of reading since early childhood.



## Enhancement

promote reading for children and young people through the educational system.



## Creating opportunities

Creating opportunities for reading and providing channels and facilities for lifelong learning



**WHAT  
INITIATIVES/PROJECTS  
EXIST IN YOUR CONTEXT?**

---

# SCHOOL YEAR OF READING

The screenshot shows the Bentley Wood High School for Girls website. At the top is the school logo and a navigation menu with links: Home, Information, Curriculum, About Us, British Values, Safeguarding, News, Sixth Form, and Contact Us. Below the navigation is a sidebar with a green header 'Also in this section:' and a list of links: Newsletters, Year 6 into 7 Transition Day, Enrichment Timetable 2021, Poetry Competition, Bentley Wood Year of Reading (highlighted), Calendar, GCSEPod, Erasmus+ Programme, and Young Carers. The main content area features the title 'Bentley Wood Year of Reading' above a row of colorful book spines. Below the books is a photograph of four students in school uniforms holding up their favorite books.

Bentley Wood  
High School for Girls

Home | Information | Curriculum | About Us | British Values | Safeguarding | News | Sixth Form | Contact Us

Also in this section:

- Newsletters
- Year 6 into 7 Transition Day
- Enrichment Timetable 2021
- Poetry Competition
- Bentley Wood Year of Reading**
- Calendar
- GCSEPod
- Erasmus+ Programme
- Young Carers

## Bentley Wood Year of Reading

My Antonia · Cather · Myra  
them  
Donna Tartt · The Goldfisher  
SALEEM  
WHITE TEETH · ZADIE SMITH  
WHITE TEETH · ZADIE SMITH  
WHITE TEETH · ZADIE SMITH  
White Teeth · Zadie Smith  
The Handmaid's Tale · Margaret Atwood  
Pride & Prejudice · Jane Austen  
OCTAVIA E. BUTLER · KINDRED  
Modern Love · Emma Straub  
CHIMAMANDA Ngozi Adichie  
AMERICAN X  
THE HANDMAID'S TALE · MARGARET ATWOOD  
KATE ATKINSON · LIFE AFTER LIFE  
Jane Eyre · Charlotte Brontë  
Evil under the Sun · Agatha Christie  
THE CRIME CLUB





# PARTNERSHIPS YEAR OF READING CAMPAIGN

13 February 2019

Scores of literacy leaders attended events in Ashford, Whitstable, Tunbridge Wells and Walderslade to launch the KM Year of Reading campaign.

The drive is a partnership between the KM Group and a leading children's educational charity to promote a love of reading across the county.

As a result, literacy events and activities run by the KM Charity Team will be given a higher profile in the multimedia company's print and online offering throughout 2019.



Highlights of the campaign include the Kent Literacy Awards, Buster's Book Club, the Kent Teacher of the Year Awards and Literacy Stars. The latter scheme empowers young people to take the lead in championing literacy in their schools.



# A CITY READS

# JEDDAH READS

Because reading can  
change everything



# CITIES IN UK

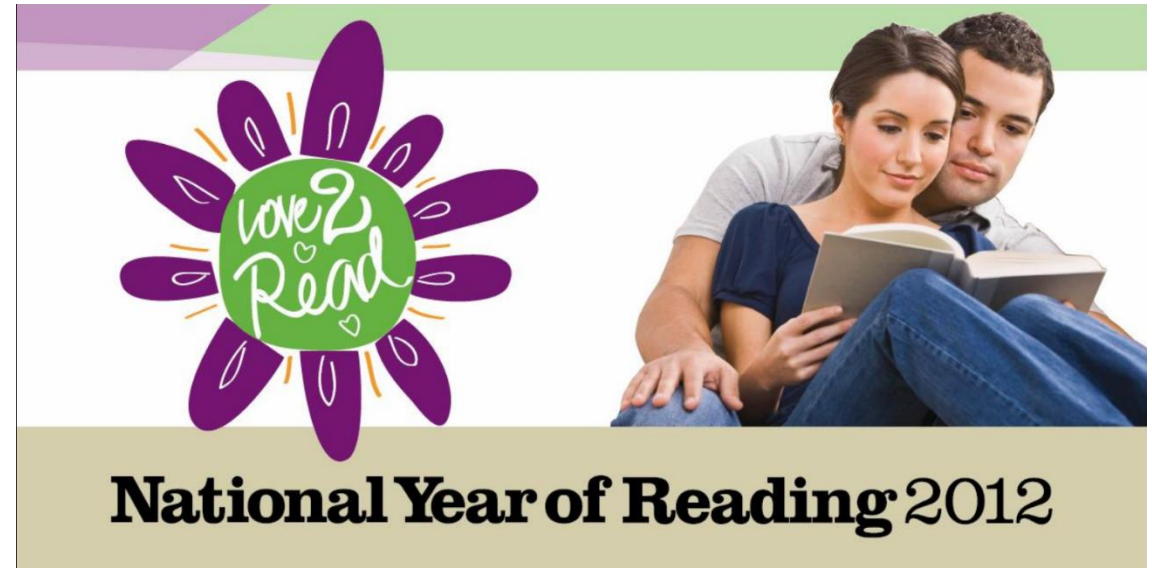


31 Jan 2020

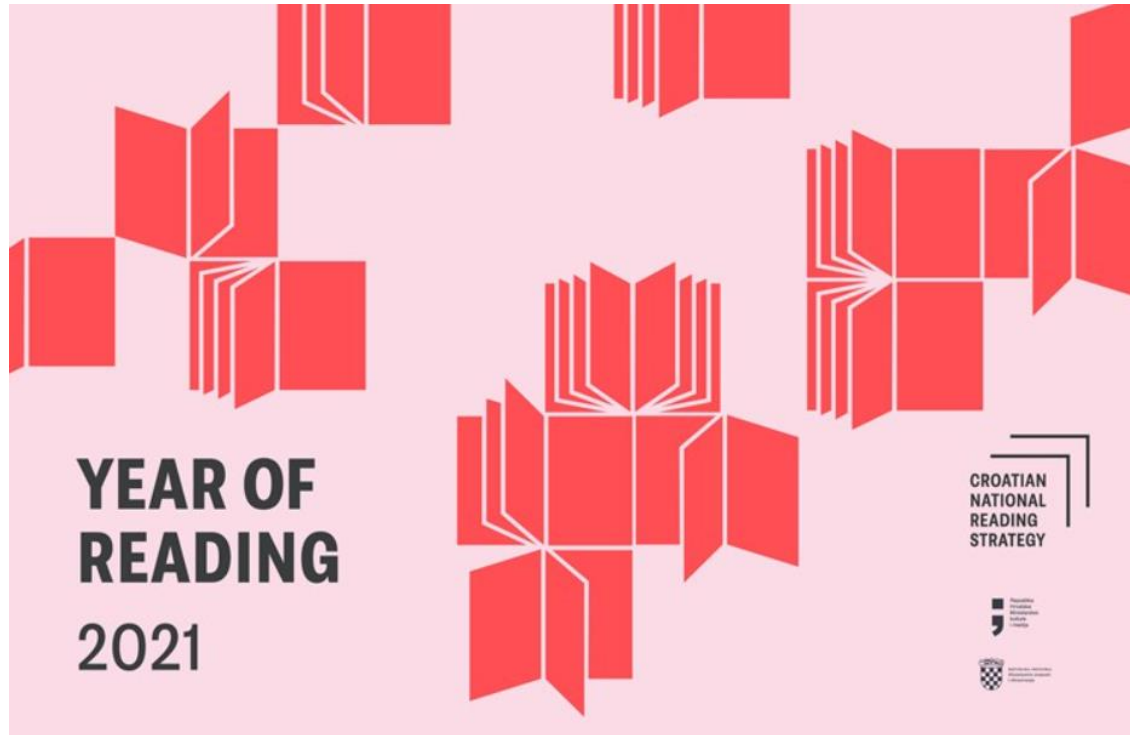
**All aboard the new Leeds story buses**



# COUNTRIES NYR



# NYR CROATIA 2021 & UAE 2016



**LAUNCH A CAMPAIGN,  
CREATE A SOCIAL ENTERPRISE,  
ORGANIZE READING ROADSHOWS,  
HOLD COMPETITIONS OR AWARDS,  
CREATE A CULTURE OF READING,  
BUILD A NATION OF READERS,  
HAVE A VISION. CREATE. PUBLISH.**



# Creating a Reading Culture at School

Classroom

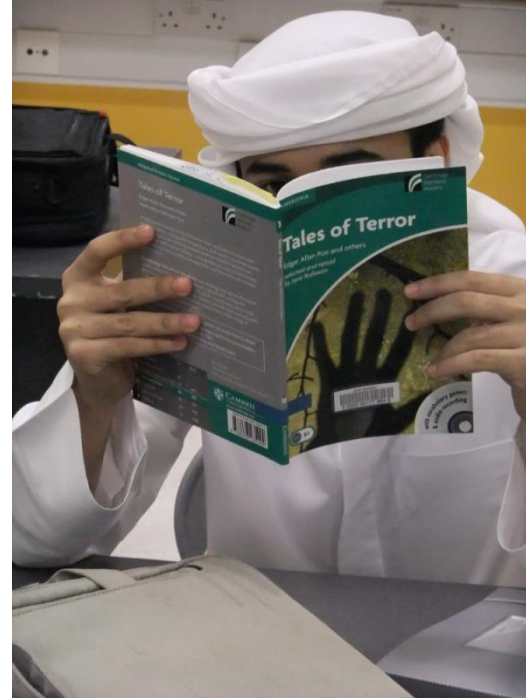
Library

Playground

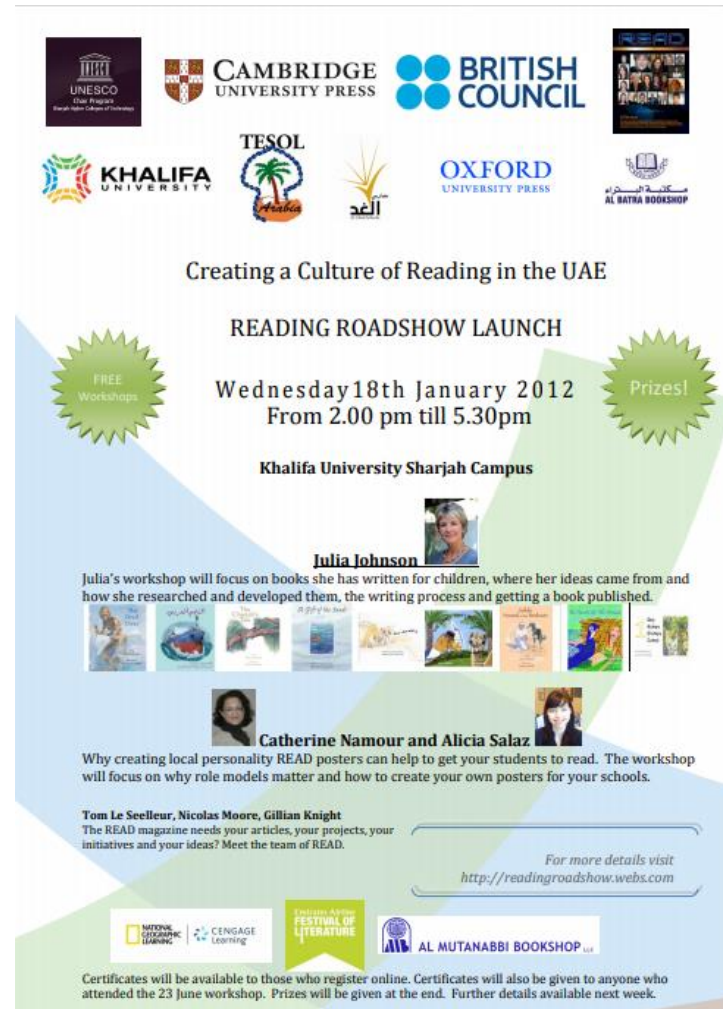
Hall

Competitions

Whole School



# READING ROADSHOW LAUNCH



The poster features logos for UNESCO, Cambridge University Press, British Council, TESOL, Khalifa University, Oxford University Press, and Al Mutanabbi Bookshop. The central text reads: 'Creating a Culture of Reading in the UAE', 'READING ROADSHOW LAUNCH', 'Wednesday 18th January 2012', 'From 2.00 pm till 5.30pm', and 'Khalifa University Sharjah Campus'. It highlights 'FREE Workshops' and 'Prizes!'. The main activity is a workshop by Julia Johnson, with a description: 'Julia's workshop will focus on books she has written for children, where her ideas came from and how she researched and developed them, the writing process and getting a book published.' Below this are images of children's books. Another workshop is by Catherine Namour and Alicia Salaz, described as: 'Why creating local personality READ posters can help to get your students to read. The workshop will focus on why role models matter and how to create your own posters for your schools.' A third workshop is by Tom Le Seelleur, Nicolas Moore, and Gillian Knight, described as: 'The READ magazine needs your articles, your projects, your initiatives and your ideas? Meet the team of READ.' At the bottom, it says 'For more details visit <http://readingroadshow.webs.com>' and lists sponsors: MTONS Learning, CENGAGE Learning, Festival of Literature, and AL MUTANABBI BOOKSHOP. A final note states: 'Certificates will be available to those who register online. Certificates will also be given to anyone who attended the 23 June workshop. Prizes will be given at the end. Further details available next week.'





# HOW THE READING ROADSHOW GREW

## Useful Websites

<http://www.alqasimifoundation.com/en/Home.aspx>  
"We recognize that we in RAK are only as good as the schools we have and without good schools we cannot realise our dreams or take hold of our future."

<http://rakteachersnetwork.ning.com/>  
The mission of the Ras al Khaimah Teacher's Network is to enable educators within Ras al Khaimah to collaborate, share knowledge and support one another.

All teachers within Ras al Khaimah are welcome to join, to share their experiences, to ask questions and to help one another make Ras al Khaimah an inspiring and transformative teaching and learning environment.

<http://hctdlibraries.wordpress.com/help/read/>  
Find out more about how to promote reading using role models and how to produce posters

<http://www.teachingenglish.org.uk/britlit/>  
This site has downloadable short stories with many accompanying teacher resources for primary, young teens, older teens and tertiary language learners.

[http://www.goodreads.com/author/show/4077656.Maitha\\_Al\\_Khayat](http://www.goodreads.com/author/show/4077656.Maitha_Al_Khayat)  
'Goodreads' mission is to help people find and share books they love. Along the way, we plan to improve the process of reading and learning throughout the world

[www.olivethebook.com](http://www.olivethebook.com) or [www.beirutthebook.com](http://www.beirutthebook.com)  
Find out more about Alexander McNab and the books based in the Middle East

<http://www.literacytrust.org.uk/>  
<http://www.wordsforlife.org.uk/>  
<http://www.readingrockets.org/>  
<http://www.reading.org/General/Default.aspx>

## Thank you to our Sponsors



## Reading Roadshow Ras al Khaimah 2012



**Catherine Namour**  
READ Posters  
Why role models matter



**Alexander McNab**  
The importance of narrative, cultural identity and reading.



**Jancis McGrady**  
Promoting reading, literacy and literature: how to get kids to read



**Maitha Al Khayat**  
The importance of reading from an early age.

**1400 Doors Open**  
Snacks and beverages available. Visit Stalls  
There will be stands with:  
**Maitha Al Khayat** selling her books  
**British Council** **Al Qasimi Foundation**  
**English 4U** **Higher Colleges of Technology**  
and **Oxford University Press**

### Program

**14.40 Catherine Namour**  
**15.00 Alexander McNab**  
**15.45 Jancis McGrady**  
**16.30 Break**—beverages and stands  
**17.00 Maitha Al Khayat**  
**17:45 Prizes & Certificates**  
**Special GRAND Prize:** Hilton Hotel  
**Other prizes:** EAFL, British Council, OUP.

## Speakers

**Alexander McNab:** The importance of narrative in maintaining and communicating cultural identity has long been underestimated in the Middle East. With a number of social and governmental barriers to the development of fiction, changing the region's reading habits may be the key to promoting stronger international understanding for the Arab world. So what's stopping us?

**Maitha Al Khayat:** The importance of reading from an early age, how it affected Maitha and encouraged her to write something about our culture that is interesting enough for children to want to explore. Tips on how to use her stories in classrooms or libraries or special occasions will be given.

**Jancis McGrady:** There are a variety of ways of encouraging kids to read and how to extend existing programs including 'Kids Read' in the classroom, in schools and at home. Jancis will provide a wealth of ideas to promote reading, literacy and literature for all ages.

**Catherine Namour:** Why creating local personality READ posters can help to get your students to read. The workshop will focus on why role models matter and how to create your own posters for your schools.

## Catherine Namour READ Posters

### READ Posters

1. Why create local personality READ posters
2. Why role models matter
3. Student survey "who are your role models"
4. How to create posters and how they are produced
5. Tips on participation
6. Legal considerations / Release Forms
7. Recommendations for sharing
8. Building within education
9. How to create your own
10. Design sources (eg ALA production software)
11. Q&A.



## Reading Roadshows Getting Kids to Love Books



The workshops will be given by guest teachers, lecturers and experts from schools, universities and organizations in the UAE. The workshops will inform practitioners and educators of the latest pedagogical practice and will be fully interactive with practical and useful activities that have been successful both in the UAE and abroad. All workshops will have prizes as well as certificates of attendance. Starting January 2013.

**Workshops will include:**  
Creating a Reading Culture  
Getting K-12 Students Reading  
How Reading Supports Science and Maths  
Reading is Fundamental for Knowledge  
Reading Starts at Home  
Reading Champions  
How to Get Reluctant Readers to Read  
How to Set up a Community Library  
How to Promote Reading at school



# Practical Activities for Teaching Reading for K-12



**Presenter**  
**Rob Hill**

- \* Free Gifts for all Participants
- \* Free Light Refreshments
- \* Limited Places - Register Early Please
- \* Free Certificate of Attendance
- \* Free Prizes for Lucky Winners

(Given By : Black Cat Publishing and Al Mutanabbi Bookshop at 1645)

**Venue : Khalifa University  
Sharjah Campus**  
**Date: Wednesday 17th March 2010**  
**Time : 2.30 pm - 5.00 pm**

Mail us your name, place of work and contact email  
to [readingchampionsuae@yahoo.co.uk](mailto:readingchampionsuae@yahoo.co.uk) by **12th March 2010**



# BECOME A WLF AMBASSADOR OR CREATE ONE

The screenshot shows the 'LEARNING PLATFORM' interface for the 'WLF AMBASSADOR PROGRAM 2021'. At the top left is the World Literacy Foundation logo. A 'DASHBOARD' button is in the top right. The user profile for 'Thomas Le Seelleur' is on the left, with a menu including 'Dashboard', 'Account Settings', 'Meet the Ambassadors', 'Facebook Group', 'Terms and Conditions', 'How to send your funds', and 'Log out'. The main area features six colored buttons for different modules: 'Meet the WLF Ambassadors 2021' (blue), 'MODULE 1: Welcome to the World Literacy Foundation' (purple), 'MODULE 2: Literacy and Education in the World' (green), 'MODULE 3: Leadership Skills' (teal), 'MODULE 4: Advocacy Skills' (light blue), and 'MODULE 5: Fundraising Strategies' (orange). A contact email 'ambassador@worldliteracyfoundation.org' is at the bottom left of the dashboard.



# JOIN LITERACY OR READING ORGS

- BECOME A VOLUNTEER
- MENTOR
- READING CHAMPION
- AMBASSADOR
- REPRESENTATIVE
- LEADER
- HOST
- FUNDER
- SUPPORTER
- DONOR
- PROMOTER



# START A GROUP OR CLUB OR SIG OR MEET UP



 **Read Easy**  
Helping adults learn to read

**Become a Pioneer**  
Help start a volunteer  
Read Easy group in your area



# WORK WITH LIBRARIES & COMMUNITIES

## Developing “reader communities”

- The Kingston University/Kingston Public Libraries initiative *KU Big Read* promotes literacy and reading as a shared experience across students, staff and residents



# WHERE

ON RADIO / TV

ON THE INTERNET

SOCIAL MEDIA

WITH A STALL

IN A SHOP

IN WORKSHOPS / TALKS

CONFERENCES

WEBINARS

YOUTUBE



# READ

READ Magazine 2011

Issue 03

ISSN 2221-3740



## In This Issue:

Shaheena Fazaldin, Abeer Obaid AL Yammahi, Erin Ganju, Pamela Omokolo Awouri, Charlie Higson, Rashid Ahmad Saeed Baomran, Alicia Salaz, Peter Viney, Nick Moore, Helena Frith Powell, Louise Ragan, Maryam Al Ali, Renad Qubbaj, Marion Engin, Paul Nation, Ghassoub Mustafa, Rob Hill, Khalifa Ishaq Ibrahim, Caroline Brandt, Sheikhha Bodour bint Sultan Al Qasimi, Fiodhna Gardner-Hyland, David Hill, Tom Le Seelleur, Jackie McAvooy, Abduirahman Goin, Isobel Abulhouli.





# KSA READS

BUILD A NATION OF READERS



Establish hub or centre in every school with at least one reading leader and other role models to inspire students and parents to create a culture of reading in the school, the library and the local community



**38,368**

Number of **schools**



**6,230,108**

Number of **students**



**537,147**

Number of **teachers**



**28**

Number of **public universities**



**30**

Number of **private universities and colleges**



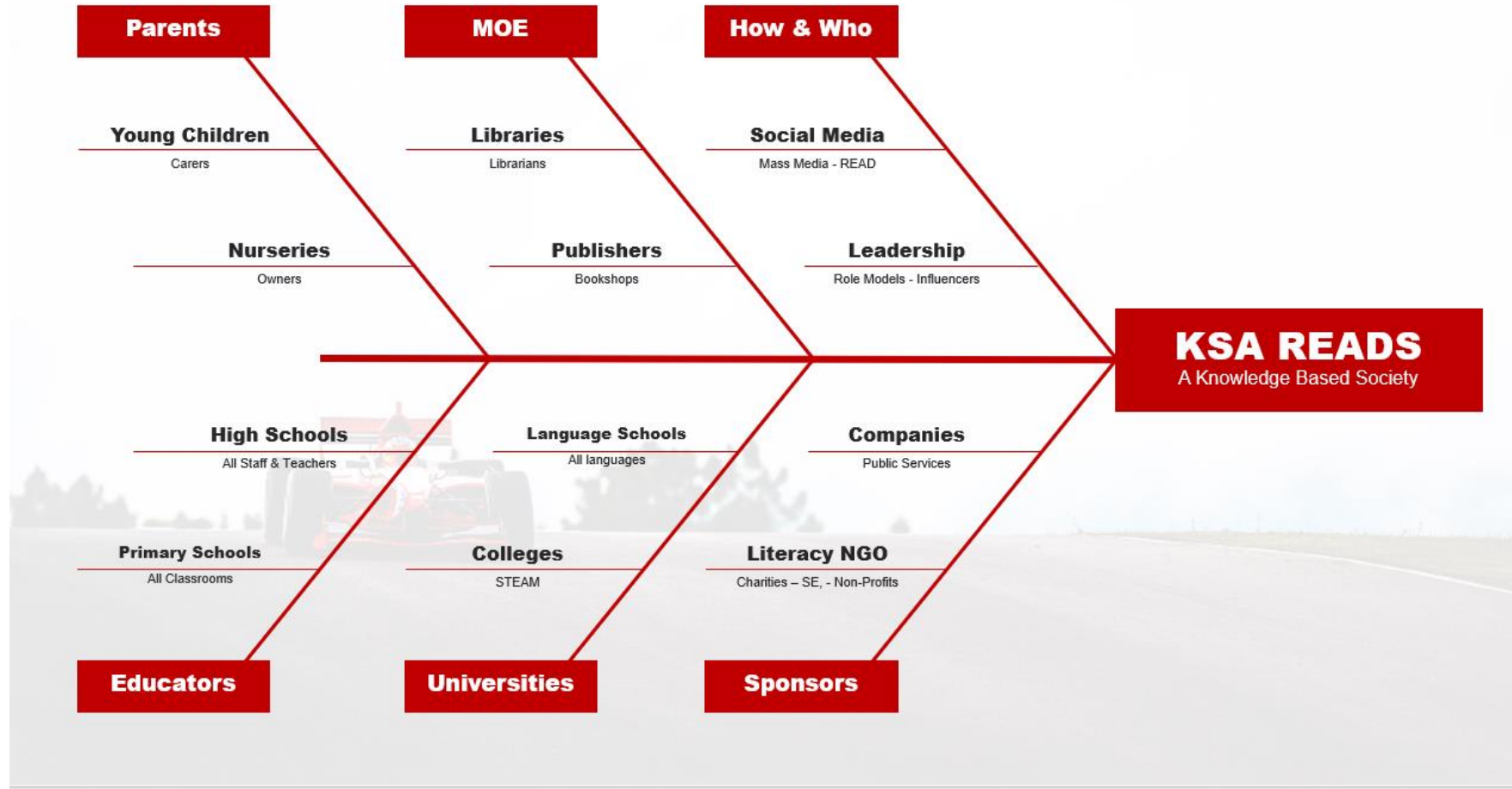
**174,333**

Number of **scholarship students**

**BUSINESS MODEL: CHARITY, TRUST OR FOUNDATION**

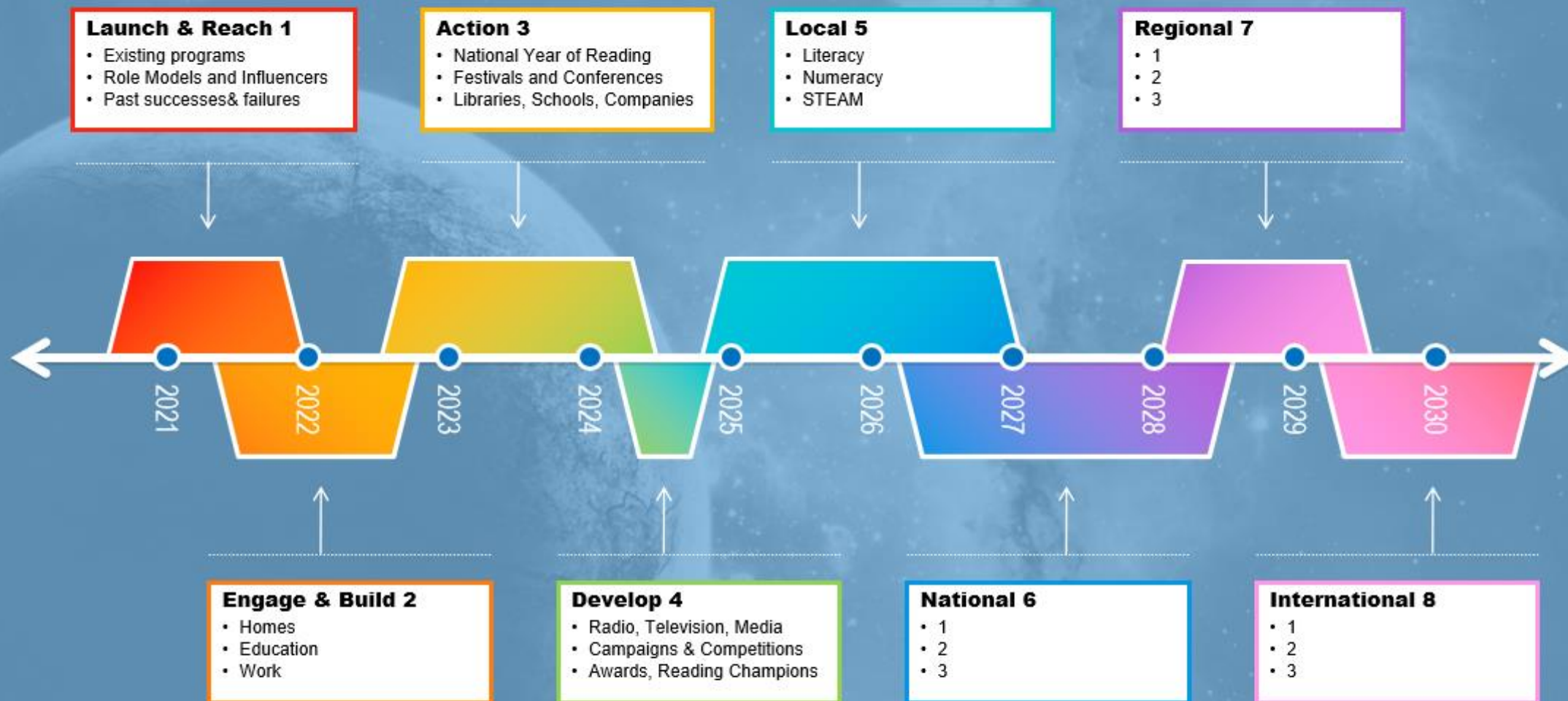


# IDENTITY ALL THE STAKEHOLDERS



# JOURNEY

REACH, ENGAGE, ACTION, DEVELOP





# HOW



# BUILD A TEAM

Team	Board	Leaders	Advisors
<ul style="list-style-type: none"> <li>• Tom (Liaise)</li> <li>• Jancis (BC)</li> <li>• Yvette (EAFL)</li> <li>• Charlotte (AQF)</li> <li>• READ SIG (TESOL Arabia)</li> <li>• Karen Ryan (GEMS)</li> <li>• Maitha Al Khayat ((Khalimat)</li> <li>• Helen Emery (IATEFL)</li> </ul>	<ul style="list-style-type: none"> <li>• Rob Waring (ERF)</li> <li>• One Other (ERF)</li> <li>• Isobel Abouhoul (EAFL)</li> <li>• Alex McNab (Author)</li> <li>• Nick Cochrane Dyet (BP)</li> <li>• Sheika Bodour Al Qasimi (Patron)</li> <li>• Mohammed Farah</li> <li>• Renad Qubbaj (Tammer Institute)</li> </ul>	<ul style="list-style-type: none"> <li>• Mr X (Oman)</li> <li>• Mrs Y (Qatar)</li> <li>• Camille Bondi (Kuwait)</li> <li>• Mrs Z (KSA)</li> <li>• Mr A (Iran)</li> <li>• Miss B (Barain)</li> </ul>	<ul style="list-style-type: none"> <li>• Melanie (TESOL Arabia)</li> <li>• Ada Lanzaro (Pearson)</li> <li>• Julie Till (OUP)</li> <li>• Julian (CUP)</li> <li>• x (Macmillan)</li> <li>• Peter Holly (Garnet)</li> <li>• xxx (Cengage)</li> <li>• Brandy Scott (Radio)</li> <li>• XXX KHDA</li> <li>• ZZZ (ADEC)</li> <li>• Clair Hattle (IH)</li> <li>• Christina Gitsaki (HCT)</li> </ul>

## FIND

- ADVISORS
- LEADERS
- AMBASSADORS
- MENTORS
- SPONSORS
- PATRONS
- FUNDERS



# FIND RESOURCES IN BOTH LANGUAGES



## مرحبًا

إن التحدث مع طفلك أو صغيرك ومشاركة الكتب معه يوفر له أفضل بداية في الحياة.

فأنت لديك دورًا مميزًا لتتلمسه بصفتك والدا. ومن حسن الحظ أنك لست بحاجة إلى أن تكون خبيرًا حتى تساعد طفلك على أن يكون جاهزًا للتعليم.

هل تعلم أن الأطفال يتعلمون الكثير من الأشياء من خلال التجارب السهلة واليومية معك!

## Welcome

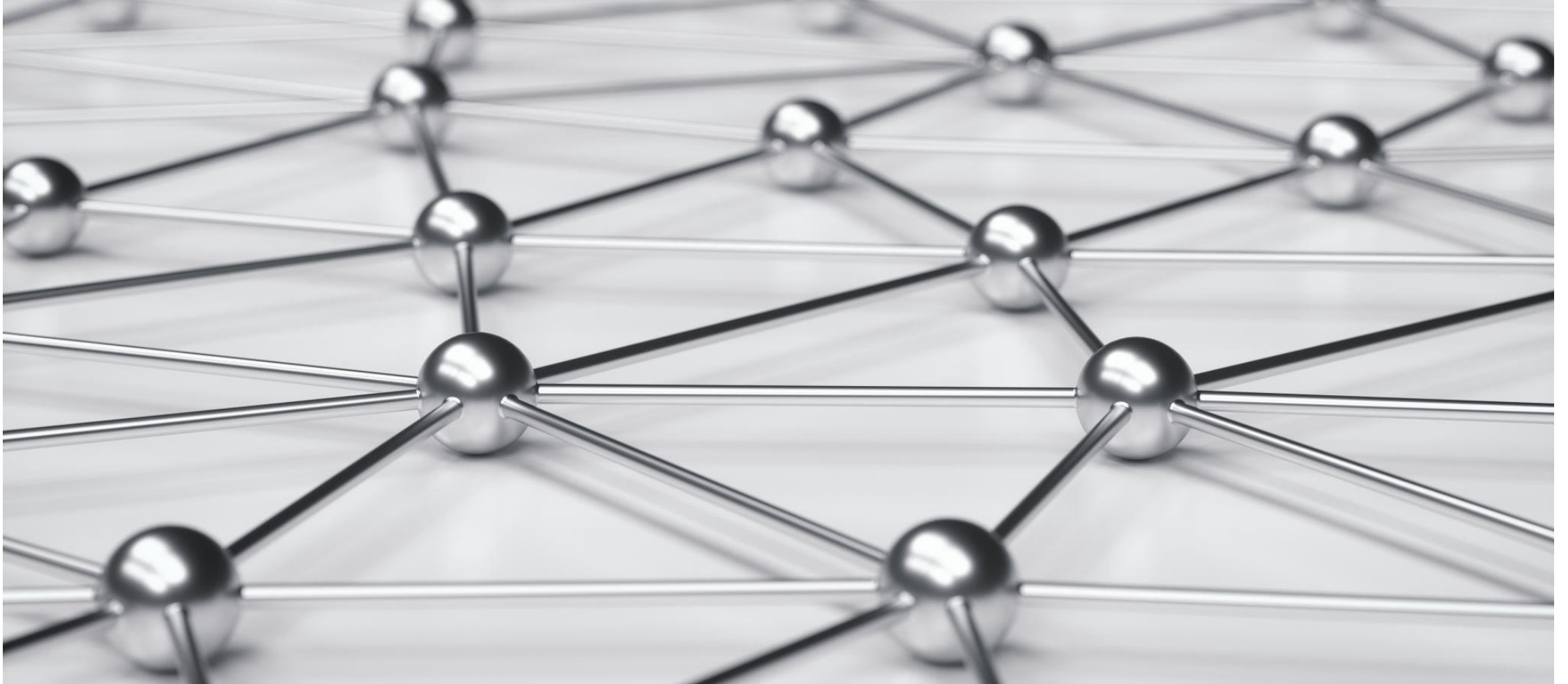
Talking with your baby or young child and sharing books gives them the best start in life.

As a parent you have a special role to play. The good news is you don't need to be an expert to help your child be ready to learn.

Did you know that children learn lots through simple, everyday experiences with you!



# WHERE DO YOU FIND RESOURCES?





National  
Literacy  
Trust

## Read of the week



Type the name of your  
recommended read of the  
week here



[www.readingconnects.org.uk](http://www.readingconnects.org.uk)

Date: Type date here



# Links to literacy / ER

<https://fcbg.org.uk/readingliteracy-organizations/>

[http://www.schoolslinks.co.uk/links\\_literacy.htm](http://www.schoolslinks.co.uk/links_literacy.htm)

<https://thereadingtub.org/literacy/resources/literacy-links-for-educators/>

<https://home.oxfordowl.co.uk/reading/>

<https://ukla.org/about/useful-links/>

<https://www.readtomeday.com/literacy-organisations>

<https://worldliteracyfoundation.org/>

<https://www.publishers.org.uk/about-publishing/reading-for-pleasure/>

<https://www.listening-books.org.uk/library>

<https://ounews.co/education-languages-health/education/ou-joins-forces-with-organisations-from-across-publishing-books-and-education-to-raise-awareness-of-shared-reading/>

Get in touch: [thomas.leseigneur@kfupm.edu.sa](mailto:thomas.leseigneur@kfupm.edu.sa)

<https://www.youtube.com/watch?v=WGOZYiI4Zvg&t=91s>

