



## Throughout its 2003/2004 fiscal year, the Federation pursued the following main activities:

- Advocating for French-language literacy and adult education organizations in dealings with the federal government and representing them on various committees and roundtables;
- Continuing to build its network of experts on family literacy issues;
- Raising awareness of the importance of reading in French;
- Promoting clear communications.



## Advocacy activities

In 2003/2004, the Federation continued to advocate on behalf of its members: provincial and territorial organizations working in the areas of French-language literacy and adult education. When leadership of the federal government changed hands at the end of 2003, the Federation made special efforts to maintain its ties with the staffs of the ministers affected by this change, as well as with the ministers themselves. The two major issues on which the Federation's spokespersons engaged in advocacy activities throughout the year were as follows:

- The need to maintain the aspects of the Action Plan for Official Languages that are essential for French-language family literacy;
- The need for continued progress on providing basic French-language adult education.

### The Federation participated in a great many political meetings over the year, including:

- Consultations on Canada's Innovation Strategy and on the Action Plan for Official Languages;
- The tabling of the federal budget in March 2004;
- A day of lobbying on Parliament Hill.

### The Federation also sat on numerous committees:

- The Follow-Up Committee for the United Nations Educational, Scientific and Cultural Organization's (UNESCO) Fifth International Conference on Adult Education;
- The federal government's Government On-Line Advisory Panel;
- The Quebec government's Table nationale en éducation (national roundtable on education);
- The Program Committee for "Staying the Course", the Second Canadian Conference on Literacy and Health;
- The Selection Committee for the Valuing Literacy in Canada Program of the Social Sciences and Humanities Research Council of Canada (SSHRC);
- The 2003 annual conference of the Fédération nationale des conseils scolaires francophones (national federation of francophone school boards);
- The National Literacy Secretariat's advisory committee on establishing research priorities;
- The Table de la Petite enfance (early childhood roundtable).

## Activities of the Federation's network of experts on family literacy issues

Over the year 2003/2004, the Federation continued to build the network of experts on family literacy that it had established in 2002. This network is composed of the FCAF, its members and its partners. Here are some of the things that the Federation achieved this year in co-operation with the members of this network:

- A review of the literature on promoting awareness of written French and French-language family literacy;
- A kit for delivering workshops to raise awareness of and promote French-language family literacy. This kit contains a video, a PowerPoint presentation and brochures;
- An on-line newsletter about promoting awareness of written French and French-language family literacy;
- A four-year communication plan;
- A training workshop on the basics of French-language family literacy in a minority context;
- The establishment of a team of 28 experienced trainers;
- Two working sessions with the network's members to improve their organizational capabilities;
- Participation in conferences and roundtables;
- New collaborative relationships with the following associations:
  - The Centre for Family Literacy (CFL);
  - the Groupe de recherche sur l'alphabétisation et l'acquisition de la littératie (GRAAL; research group on literacy training and acquisition of literacy) at the Université de Montréal;
  - The Canadian Language and Literacy Research Network;
  - The Canadian Institute for Research on Linguistic Minorities.

## FCAF Literacy Learners' Committee

The Federation established its Literacy Learners' Committee in 2001. This committee consists of five French-language literacy learners who sit on the Federation's Board of Directors. This committee enables the Federation to keep abreast of the needs and interests of all French-language literacy learners in Canada.

The Federation ran three training workshops this year for the members of this committee. The Federation also helped this committee to design and write three issues of *Mosaïque*, a newsletter for French-language literacy learners.

## Communication and promotion activities

In 2003/2004, the FCAF produced a number of information tools and carried out various activities to promote literacy. It wrote and distributed 10 press releases and produced a communication toolkit containing sample letters and press releases and lists of media contacts. The Federation also completely overhauled its Web site, which received 3,000 visits, and published the magazine *À lire*. 35,000 copies of this magazine were distributed throughout Canada.

In other awareness-raising and communication activities, the Federation:

- Co-ordinated a FCAF-sponsored writing contest called *Le Printemps des lettres 2004*;
- Prepared and distributed 800 copies of *Le Printemps des lettres 2003* booklet. This booklet contains letters that literacy learners wrote to singer/songwriter and FCAF spokesperson Daniel Lavoie as part of this contest;
- Distributed 500,000 bookmarks to schools, libraries and literacy groups in conjunction with Family Literacy Day;
- Organized the *Prix de la francophonie en alphabétisation*, a French-language literacy award competition;

## Communicateurs efficaces training organization

Since its founding in 1991, the FCAF has worked to maintain the reading abilities of adults who can read French, and especially of people who acquired their French-language literacy skills as adults. The Federation is aware that too many adults who acquire literacy skills still find many written documents difficult, if not impossible to understand. To serve these adults, among other groups, the Federation launched a business named *Communicateurs efficaces* in 2002.

In 2003/2004, *Communicateurs efficaces* delivered two training courses, *Écrire simplement* (Writing Simply) and *Pour des communications orales claires* (For Clear Oral Communications), to some 450 people. *Communicateurs efficaces* also developed and provided a new translation service that puts the principles of clear, effective writing into practice.

## Towards Clearer Communication forums

The Federation and its partners are organizing a series of bilingual forums called *Towards Clearer Communications / Pour des communications plus claires*. Communicators working in various levels of government and in private industry can learn about and discuss ways of making communications, that are destined to the general public, more clear and effective.

The Federation held the first of these forums on Prince Edward Island on April 15, 2004. 77 people attended this inaugural forum.

### A video

The Federation produced a 12-minute video that raises awareness of the problems faced by adults with low literacy skills. This video will be presented at every *Towards Clearer Communications / Pour des communications plus claires* forum.

### An all-new document about clear communications

In summer 2003, to express its vision of communications in general, the Federation wrote an all-new, bilingual document, entitled *Towards Effective, Accessible Communications / Pour des communications efficaces et accessibles*. The Federation has printed 1,000 copies of this document, which it will distribute at every provincial forum in 2004-2005.

## Training and liaison activities

The Federation took advantage of three meetings with the members of its Board of Directors to provide them with training on strategic governance. In addition to its annual general meeting, the Federation held two meetings where the members of its network of experts on family literacy issues participated in discussion sessions and professional development workshops.

For the Federation and its members, every meeting provides an opportunity to learn and to build and maintain relationships. The Federation also keeps its members regularly informed through telephone calls and its monthly member newsletter, *La FCAF vous rejoint*. This year, the Federation also worked closely with the Association canadienne d'éducation de langue française (Canadian association for French-language education) on its *Stages de perfectionnement en alphabétisation* (literacy education workshops for teachers in French-language schools).

## Other activities

### Revising the FCAF's constitution and by-laws

The Federation's Board of Directors worked throughout the year on revising its constitution and by-laws.

### Adult francization program

The Federation has developed a francization program based on one developed by the Éducentre in British Columbia. This program can be used throughout Canada.

## Federation allies and partners

Throughout 2003/2004, the FCAF worked with the following allies and partners:

- Health Canada's Consultative Committee for French-Speaking Minority Communities;
- Canadian Commission for UNESCO Follow-up Committee for UNESCO's Fifth International Conference on Adult Education;
- Association canadienne d'éducation de langue française;
- Canada Post;
- Daniel Lavoie;
- Centre for Family Literacy;
- Canadian Language and Literacy Research Network;
- Table nationale en éducation;
- Table nationale sur la petite enfance;
- Canadian Institute for Research on Linguistic Minorities;
- Canadian Public Health Association;
- Frontier College;
- Family Resources Program.

### For the 2003/2004 fiscal year, the FCAF's major financial contributors were:

- the National Literacy Secretariat;
- Canadian Heritage;
- Canada Post;
- the Canadian International Development Agency (CIDA).



## FCAF Fédération canadienne pour l'alphabétisation en français

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Founded in 1991, the **Fédération canadienne pour l'alphabétisation en français (FCAF)** is a Canada-wide organization representing francophone groups and associations that are dedicated to promoting French-language literacy in Canada. The Federation's members are provincial and territorial organizations that provide French-language literacy and adult education services in their respective provinces and territories.

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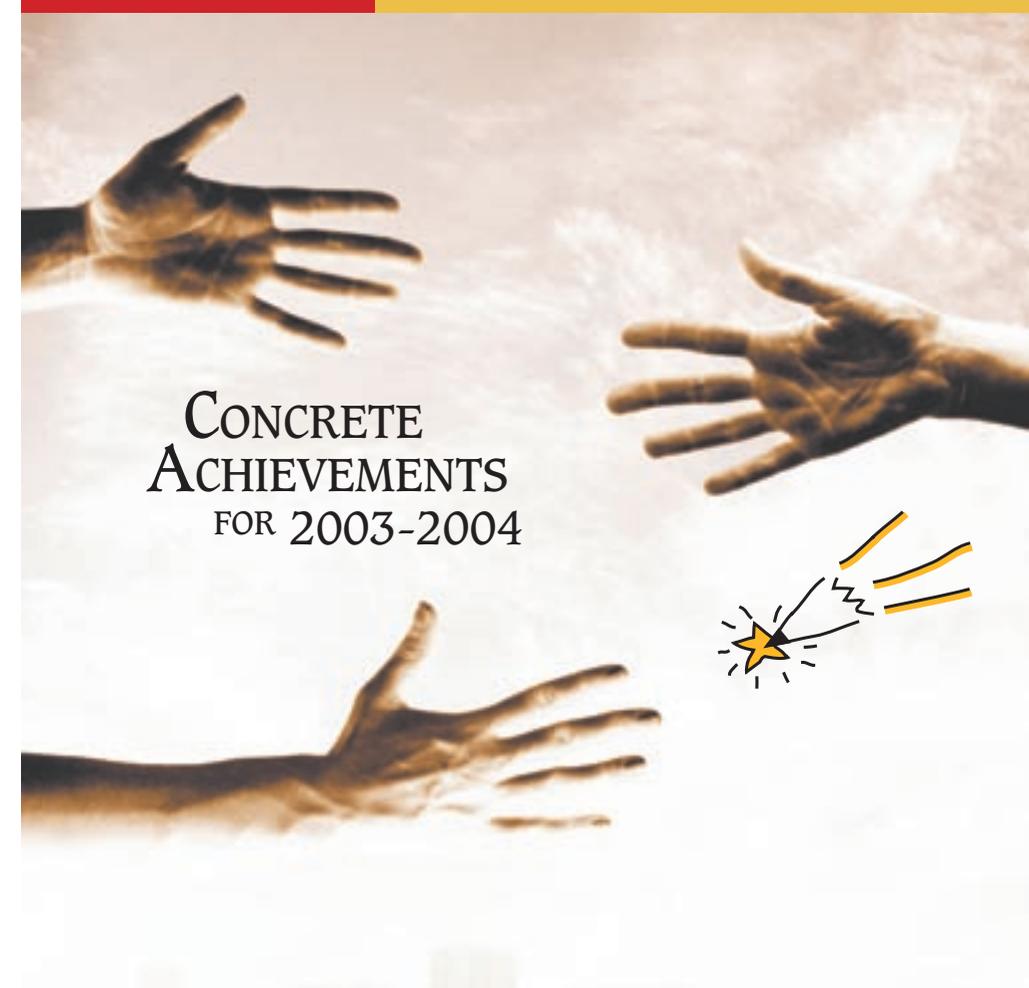
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## CONCRETE ACHIEVEMENTS FOR 2003-2004

