Welcome to today’s Infopeople Webinar!

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Cultural Literacy Programming in Your Library: Connecting with Diverse Children & Families
An Infopeople Webinar

Presented on August 9, 2016
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Today’s Topics . . .

* Conceptualizing culture, literacy, cultural literacy, and cultural literacy programming
* Identifying personal stereotypes and their influence on library services to diverse populations
* Planning cultural literacy programs
* Reaching diverse cultural populations
* Recommended Professional Materials & Resources
The Sandwich Swap

by Her Majesty Queen Rania Al Abdullah

with Kelly DiPucchio • illustrated by Tricia Tusa
“Hey, this is delicious!”
“And this is heavenly!”
The girls giggled.
And hugged.
And traded sandwiches.

And that’s how it all began with a peanut butter and jelly sandwich...

...and ended with a hummus and pita sandwich.
Culture, Literacy, & Cultural Literacy

✔ What is “culture” (aka cultural diversity)? What is your culture?

✔ What is “literacy?”

✔ What is “cultural literacy?” How can librarians become culturally literate? (Read diverse books, interact with diverse patrons and community members, attend cultural events, etc.)

✔ What are cultural literacy programs and services? What do they look like in action?
What is “Culture”

Cultural diversity – Shared characteristics that define how a person lives, thinks, and creates meaning.

- ethnicity
- race
- ancestry
- family composition
- linguistic ability/language fluency
- religious preference
- gender identity

★ physical ability
★ domicile
★ immigration or citizenship status
★ sexual orientation
★ socioeconomic status
★ And . . .
Cultural Literacy Programs

 Cultural literacy programs (CLP) are programs that celebrate diverse cultures and the contributions of members from cultural groups.

 CLP provide opportunities for people from diverse cultural backgrounds to make cross-cultural/intercultural connections.

 CLP foster the development and reinforcement of cultural competence among librarians and library patrons.
What is Your Culture?

- Cultural Background
- Education Level
- Marital/Family Status
- Religious Affiliation
- Hobbies
- Profession
- Age & Physical Attributes
- Sexuality
Cultural Insiders & Cultural Outsiders

When have YOU been a cultural insider?
Cultural outsider? How did it make you feel?
Personal Stereotypes

- Exploring personal stereotypes
- Identifying your personal stereotypes
- Managing your personal stereotypes in your daily interactions with diverse populations in the library
Picture Associations

★ What thoughts come to mind when you see the various images?

★ What causes these thoughts?
Exploring Personal Stereotypes

★ What thoughts came to mind when you saw the various images?

★ What causes these thoughts? (Influences on your thinking: Media, society, your cultural composition, past experiences)

★ How can you overcome these personal stereotypes? (identify stereotypes, make conscious effort to check yourself when interacting with patrons)
Descriptive Analogies

- Immigrant Family
- Muslim Child
- Lesbian Mothers
- Homeschoolers
- Homeless Family
- Transgender Teen
- Welfare Dad
- Autistic Tween
- Religious Parent
Managing Personal Stereotypes

🌟 How do you manage your personal stereotypes?

🌟 Overt vs. Covert Prejudices

🌟 “Passing the Buck” - Not my fault; not my problem

🌟 Practice Makes Perfect
Cultural Programming & Events

Image source: http://ronsmusicbox.com/2013/02/15/multicultural-programs-at-public-libraries/
Role of Libraries in Literacy Development

★ Provide opportunities for children and their families to interact with high-quality children’s literature in the first language of the family.

★ Offer exciting, culturally relevant, literacy programs in the library throughout the calendar year.

★ Connect all children with rich materials (print and digital) that represent their cultural experiences.

Role of the Library in Literacy Development

- Demonstrate the importance of literacy to life-long learning.
- Promote cultural literacy by creating a safe environment for facilitating understanding and acceptance of diversity based upon culture, ethnicity, linguistic ability, religion, physical ability, immigration status, etc.
Locating Diverse Books

- Know your local community and the cultures represented.
- Select culturally appropriate and culturally sensitive materials that celebrate various diverse populations and promote cultural literacy.
- Pay attention to books that show children from different cultures interacting with each other.
- Note materials winning both U.S. and international book awards.
- Select books in both English and in the languages of the cultures being celebrated.
Considerations:
Cultural Authenticity, Stereotyping

* How do you determine if a book or materials about a cultural group is culturally authentic and accurate?

* What do you do with current titles that are inaccurate?

* Do you only purchase materials created by someone from the specific cultural group? Who has the right to write?

* How can you check for stereotyping in materials?

* What if the materials are in a language that you do not read or speak?
Beyond the Five F’s: Food, Festival, Folklore, Fashion, & Famous People

https://thecliparts.com/the-best-free-clipart-17192
We’re A Culture, Not A Costume Posters

Created by Ohio University Students
Developing Culturally Competent Services, Programs, & Policies

- Understand community demographics.
- Make the library as inclusive as possible
- Community input – cultural groups provide suggestions
- Resources – other comparative libraries serving specific population or inclusive populations
How to do it: Planning & Partnerships

★ Make the best use of your time and your resources.
★ Give yourself enough time to plan an event that allows you to:
  ▪ create a planning team
  ▪ involve the target audience
  ▪ secure space and funding
  ▪ develop an evaluation plan
★ Collaborate with local community organizations and enlist volunteers to make a small celebration go far.
★ Include your target audience in your planning process. This is a key for marketing and the ultimate success and impact of the program.
★ Create an Advisory Committee from members of the community.
Examples of Cultural Literacy Programs
Día: Day of the Child, Day of the Book

- Celebration of children, families, and reading that culminates every year on April 30th (but can be celebrated throughout the year).
- Highlights the importance of literacy for children of all linguistic and cultural backgrounds.
- Incorporate programming ideas from Día into daily, weekly, and monthly library services:
  - Encourages everyone to learn about the cultures that are different from their own.
  - Communicates to all members of the community that the library values their cultures and languages as well as the literary contributions of their people.
Children's Days, Book Days: Planning for a Día Year

In April 2016, Children's Day, Book Day, often known as Día: for El día de los niños, El día de los libros, will celebrate its 20th anniversary, twenty years in which literacy advocates have motivated families in their communities to honor all children and to share bookjoy throughout the year. Annually, during April, book fiestas are held at schools, libraries, childcare centers, universities/colleges, community centers, parks, etc. In this booklet you'll find helpful tips to share with your planning committee or colleagues. Click on a chapter link below to download/print that chapter, or Download/print the complete booklet.

1. Introduction and Table of Contents
2. Pat's Vision for Children's Day, Book Day
3. What Every Día Advocate Needs to Know
4. Families As Children's Day, Book Day Partners
5. Children's Books about sharing bookjoy
6. Literacy-focused Programming for Días
7. Children's Day, Book Day Literacy Games
8. Planning Checklist for April Día Celebrations
10. Funders and Partners
11. Día's Full Name in Different Languages
12. Literacy-focused Craft Ideas
13. Día Dynamos
14. Estela and Raúl Mora Award Winners
15. Día Advocates A-Zing! Poster
16. Growing a Nation of Readers Poster
17. Let's Share Bookjoy

★ http://www.patmora.com/dia-planning-booklet/
Ideas for Día Programming

Día is turning 20!

Día Turns 20 Mini-grants - Announced!

Have you already started planning for your big Día Turns 20 Celebration? April 30 of 2016 marks 20 years of the celebration of Día as the connection of children and books, so the Association for Library Service to Children (ALSC) has awarded 20 mini-grants to make the celebration even bigger!

Read more

CSMCL 2016 Día Grant Winners Announced!

★ Official Día Website: http://dia.ala.org/
Ideas for Día Programming

Día Resource Guide: http://dia.ala.org/content/free-program-downloads
The vision: help families in ethnically diverse communities improve their literacy skills.

The concept: support and mentor family literacy models through ALA’s five Ethnic Affiliates.

The initiative: help public libraries build innovative and replicable family literacy program models.
ALA’s Five Ethnic Affiliates

- American Indian Library Association (AILA)
- Asian/Pacific American Librarians Association (APALA)
- Black Caucus of ALA (BCALA)
- Chinese American Librarians Association (CALA)
- REFORMA: The National Association to Promote Library and Information Services to Latinos and the Spanish Speaking
AILA and APALA

*Talk Story* shares the richness and diversity of American culture with new readers. [http://www.talkstorytogether.org](http://www.talkstorytogether.org)

*TALK STORY*
sharing stories, sharing culture

*a joint project of the american indian library association and the asian/pacific american librarians association*
Project Outcomes, Tools

Website
www.talkstorytogether.org
Reading is Grand!
Celebrating Grand Families @ your library
BCALA

Reading is Grand!

★ Celebrates the important role grandparents play in the lives of children.
★ Reaches out to grandparents acting as primary caregivers.
★ Builds literacy through shared stories.
Reading is Grand!

Online Toolkit
http://bcalareadingisgrand.weebly.com

★ Finding Partners
★ Choosing Activities
★ Reading Together
Dai Dai Xiang Chuan 代代相传

Bridging Generations, a Bag at a Time

Dai Dai Xiang Chuan brings generations together through culture, reading, movement, and technology.
Target immigrant families and families with adopted children from China/Chinese-speaking countries.

Improves the literacy and life skills that every immigrant family needs to thrive.
Libraries create theme-based bags. The bags include materials in Chinese and English and instructions for using and tailoring the bags for families, libraries, and communities.

- Books
- Audiovisual materials
- Board games
- Resource lists
- Family activities
Noche de Cuentos: Evening of Stories

★ A family literacy initiative created by REFORMA

★ Encourages families from Latino communities to gather in libraries across the U.S. during Hispanic Heritage Month*, to share:
  - Cultural stories and songs
  - Experiences from their families, communities, and native countries.

* Previously celebrated on World Storytelling Day – March 20th
Noche de Cuentos

★ Creates a forum that allows everyone in the audience to connect with the rich Latino culture through storytelling.

★ Extends beyond a single day to encourage children and families from all cultures to share their personal stories throughout the year.

★ Facilitates an appreciation of oral tradition as well as respect for the stories from other cultures which promotes cultural literacy.

http://nochedecuentos.org/
International Children’s Book Day

Since 1967, on or around Hans Christian Andersen’s birthday, 2 April, International Children’s Book Day (ICBD) is celebrated to inspire a love of reading and to call attention to children’s books.

Each year a different National Section of IBBY has the opportunity to be the international sponsor of ICBD. It decides upon a theme and invites a prominent author from the host country to write a message to the children of the world and a well-known illustrator to design a poster. These materials are used in different ways to promote books and reading. Many IBBY Sections promote ICBD through the media and organize activities in schools and public libraries. Often ICBD is linked to celebrations around children’s books and other special events that may include encounters with authors and illustrators, writing competitions or announcements of book awards.

The sponsor for International Children’s Book Day for 2016 is Brazil.

Current and past posters are available from the IBBY Secretariat. A catalogue of posters and messages that have appeared between 1967 and 2002, created on the occasion of the 50th anniversary of IBBY is also available.

> Order Publications

Sister Libraries Program

http://www.ifla.org/node/1746
Developing Library Policy

★ Develop a mission, vision, and values statements related to serving diverse populations in the library.

★ Create goals and objectives that will help the library to meet the statements.

★ Design library policy that reflects these goals/objectives to ensure that value statements are met.

★ Formulate diversity committees to serve an advisory function over policy. Can’t always choose your board but you can choose advisory groups.

★ Include members from diverse cultural groups in advisory committees.

The Advisory Committee helps to ensure the success of cultural programs by:

★ Assisting librarians in the selection, acquisition and use of books in other languages for children, tweens, and teens;

★ Assisting in the development of programs to encourage all children from all cultural backgrounds to read for enjoyment, education and information;

★ Providing multicultural training or input for librarians

★ Identifying best practices related to library services and literacy programs for multicultural, multilingual populations
Forging Community Collaborations

🌟 What is “outreach”?  
- Numerous definitions  
- Varying levels of participation

🌟 Outreach to Community  
- Mailings & Marketing  
- Partnerships with organizations  
- 2-way communication line with community members

🌟 Collaborations are supportive of serving the diverse needs of the local community.

🌟 Who does the outreach?  
- All staff  
- Outreach Coordinator  
- Director/Assistant Director  
- Youth Services Coordinator
Forging Community Collaborations

**Who do you partner with?**
- Hospitals – Reach Out and Read
- Social Services Agencies
- Local Businesses
- Ethnic & Cultural Associations – including churches/synagogues
- Museums and Art Centers
- Adult Education Centers
- Universities/Schools/Public Libraries/Educational Institutions
- Literacy & Advocacy Organizations

**Considerations**
- Funding
- Time Commitment
- Willingness of Partners
- Benefits vs. Costs
Getting it Right: Evaluating Services

- Survey members of local target community (i.e. children and their families)
- Examine user statistics (programs & services)
- Analyze collection statistics
- Compare with model programs in other libraries
- Focus groups with families from local target community
Resource for Outreach to Diverse Patrons

The Importance of Diversity in Library Programs and Material Collections for Children

Written for the Association for Library Service to Children
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Adopted by the ALSC Board on April 5, 2014
Questions? Comments?
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