Welcome to today’s Infopeople Webinar!

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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

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Cultural Literacy Programs in Your Library: Connecting with Diverse Children & Families

8/09/2016

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Cultural Literacy Programs in Your Library: Connecting with Diverse Children & Families

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?

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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?

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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

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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

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Examples of Cultural Literacy Programs

Dia: 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 Dia 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

http://www.patmora.com/dia-planning-booklet/
Cultural Literacy Programs in Your Library: Connecting with Diverse Children & Families

Ideas for Dia Programming

Día is turning 20!

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.

* Official Dia Website: http://dia.alala.org/

Ideas for Dia Programming

Dia Resource Guide: http://dia.alala.org/content/free-program-downloads

* Official Dia Website: http://dia.alala.org/

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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

Project Outcomes, Tools
Website
www.talkstorytogether.org
Manual

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CALA
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.

Dai Dai Xiang Chuan 代代相传

★ Targets 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.

Dai Dai Xiang Chuan 代代相传
http://daidai.cala-web.org/node/2

★ 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

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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


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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.


Create an Advisory Committee

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.

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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

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

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Resource for Outreach to Diverse Patrons


Questions? Comments?
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