



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Regional Literacy Conference Addressing “*Literacy Challenges
in Europe with a sub-regional focus:*”

Building Partnerships and Promoting Innovative Approaches.

(Baku, Azerbaijan, 14-16 May 2008)

“Written Off?”



United Nations Literacy Decade

EFFECTIVE PRACTICE

Presented at the UNESCO Regional Conference in Support of Global Literacy “Addressing Literacy Challenges in Europe with a sub-regional focus: Building Partnerships and Promoting Innovative Approaches”, 14-16 May 2008, Baku, Azerbaijan

Programme name: “Written Off?”

Implemented by: National Adult Literacy Agency (NALA)

Basic facts

Country: Ireland

Starting year: 2000

Outreach: The outreach of the service varies according to the day, time and date of broadcast. Average number of viewers for each series has peaked at an estimated 188,000 per week for 12 weeks, with 10,000 phone calls to the Freephone service.

Target Population: 500,000 Irish people at OECD Level 1

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Brief Description

NALA has been developing distance education approaches to literacy since 2000. In partnership with the Department of Education and Science (DES) and RTÉ (the national TV broadcaster), NALA has developed seven highly successful TV series, two radio series and three learning websites with associated print and freephone support.

NALA continues to work on providing adult literacy tuition through distance education, involving the use of print, broadcast and web media along with telephone tutoring. The target audience are adults who wish to improve their reading, writing and numbers skills. NALA’s Distance Education Policy is to ensure people with literacy and numeracy difficulties can fully take part in society and

have access to learning opportunities that meet their needs. To meet this goal, NALA is committed to widening access to literacy learning opportunities through the use of distance education approaches.

In 2008, NALA is continuing to advance this approach through an 8-part TV series called 'Written Off?' This series is supported by a distance education service including

- A freephone support line for callers.
- A website to support literacy learning at a distance with the option of accreditation
- A telephone tutoring service.

The experience of the students documented on film provides clear insight into social inclusion and engagement aspects of adult literacy work.