



United Nations
Educational, Scientific and
Cultural Organization

Organisation
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pour l'éducation,
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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)

“Read and Write! Language at the workplace”



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: Read and Write! Language at the workplace

Implemented by: Expertise Center ETV.nl

Basic facts

Country: The Netherlands

Starting year: 2007 (1st series) and 2008 (2nd series)

Outreach: Since March 2007 more than 26,000 workbooks of the 1st series have been ordered via the free phone line and almost 22,000 people have registered on the website. Since the start of the 2nd series on 2 April this year, 6,000 workbooks have already been ordered.

Target Population: Adults with reading and writing problems on approximately level 2 of the IALS

Language of instruction: Dutch

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Brief Description

'Lees en Schrijf!' ('Read and Write!') is a successful multimedia initiative and aims at providing easy access to groups among the 1.5 million adults in the Netherlands with reading and writing difficulties. These groups are approximately on Level 2 of the IALS scale as concerns practicing reading and writing related to everyday situations (series 1) and to the workplace (series 2).

The primary objective is to motivate and stimulate these adults to practice their reading and writing skills and also their ICT skills. The second objective is to

stimulate them to go back to school for a reading and writing course. 'Read and Write!' is mainly targeting the independent learner.

Both series are based on the Irish series 'Read Write Now' (1999-2005), and were adapted to the Dutch context.

Television, free work books, websites with exercises and audio support, a free phone line to order the workbook, exercises and a game on the mobile phone are used to deliver learning material to independent learners to practice reading and writing skills themselves. Learning is undertaken in a non-formal way.

The evaluation of the programme showed that it had a very positive impact, with 90% of the respondents saying that the self-esteem they gained increased their reading and writing skills.

'Read and Write!' is a vital element within the Dutch campaign to tackle illiteracy.