



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 and CONFINTEA VI  
Preparatory Conference in Latin America  
and the Caribbean

*"From Literacy to Lifelong Learning:  
Towards the challenges of the 21 Century".*  
(Mexico City, Mexico, 10-13 September 2008)

“Enhancing National Productivity through Literacy”



## United Nations Literacy Decade

### EFFECTIVE PRACTICE

Presented at the Regional Literacy and CONFINTEA VI Preparatory Conference in Latin America and the Caribbean, 10-13 September 2008, Mexico City, Mexico

**Programme name: Enhancing National Productivity through Literacy**

**Implemented by: Jamaican Foundation for Lifelong Learning (JFLL)**

### Basic facts

Country: Jamaica

Starting year: 1997

Outreach: about 2500 learners per year in various client enterprises and organizations

Target Population: manual and low-skill workers

Language of instruction: English, Jamaican Creole

Operating in: a range of facilities across the island including those owned by client organizations, business hotels and 29 Adult Learning Centres operated by JFLL

Facilitator/Beneficiary ratio: 1:15

Main Funding: client organizations

### Brief Description

The programme "Enhancing National Productivity through Literacy" offers basic literacy and numeracy training from the primary level up to the regional (Caribbean) high school graduation level. The programme targets low skill workers, restrained by their low levels of literacy and numeracy. The programme operates from a range of facilities across the island including those owned by client organizations, business hotels and twenty-nine Adult Learning Centres operated by the Jamaican Foundation for Lifelong Learning. Successful completion of the programme is often tied to Human Resource Management inducements such as formal appointment to a post for temporary employees, and consideration for promotion for full time staff.

### **Rationale**

It is estimated that 70% of the Jamaican workforce is not fully qualified for the jobs performed, being unable to apply literacy and numeracy skills at the requisite level to function effectively in the current globalized economy. This has consistently undermined national productivity. In response to this reality, the Jamaican Movement for the Advancement of Literacy (JAMAL) developed a Workplace Literacy Programme in 1997, engaging private sector partnerships.

### **Objectives**

The key objective of the programme is to help the beneficiaries to function more independently, to gain confidence and to be able to better cope with the new and changing requirements in their workplace.

### **Conceptual Model and Methodology**

The basic curriculum is customized to meet the learning needs of the workers enrolled, reflecting the vocabulary and concepts of the specific industry in which they work.

### **Innovative features**

Use of industry-specific jargon, mentors in delivery, application of life skills to reinforce learning