Welcome to today's Infopeople Webinar!

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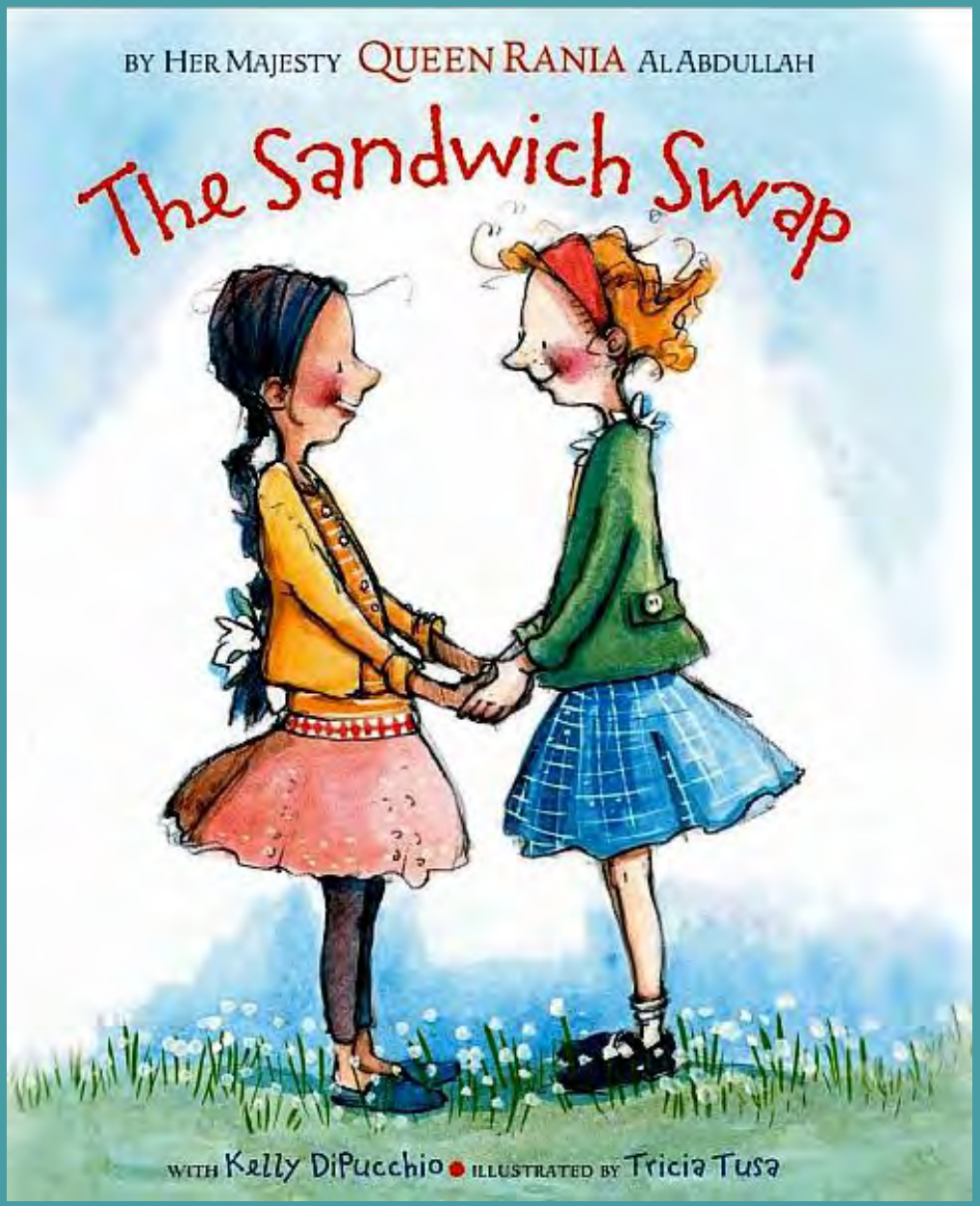
Cultural Literacy Programming in Your Library:
Connecting with Diverse Children & Families

An Infopeople Webinar

Presented on August 9, 2016
by Jamie Campbell Naidoo, Ph.D.
Associate Professor
University of Alabama
School of Library & Information Studies

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


BY HER MAJESTY QUEEN RANIA AL ABDULLAH
The Sandwich Swap
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

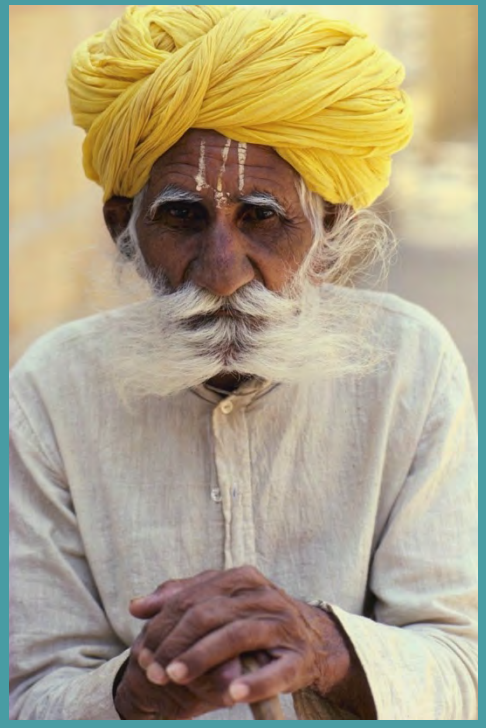
When have YOU been a cultural insider? Cultural outsider? How did it make you feel?

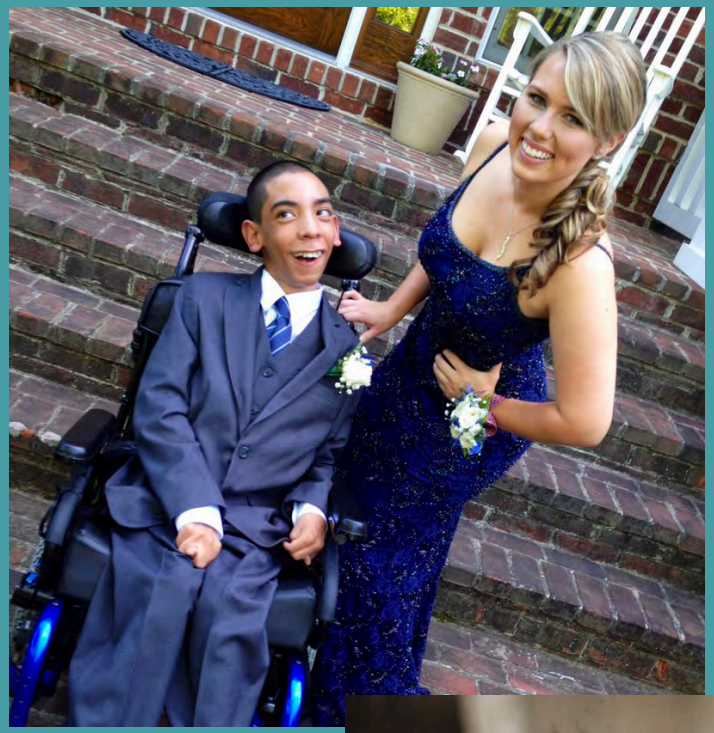
Personal Stereotypes

- **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.

Image Sources: http://analternativeeducation.com/five-things-look-education-app/; and http://papaswitch.nifty.com/blog/cat222/

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.**

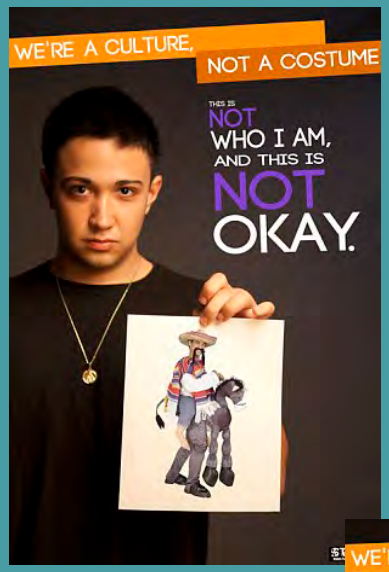
Considerations:
Cultural Authenticity, Stereotyping

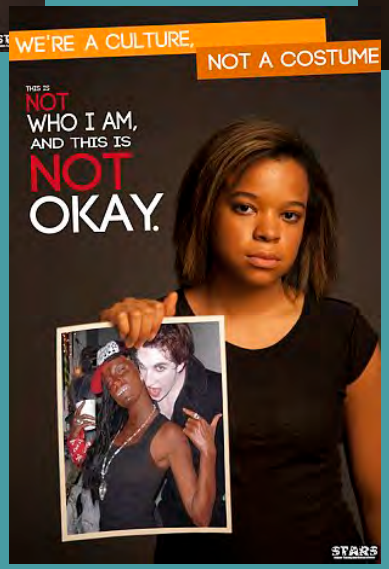
- How do you determine if a book or materials about a cultural group is culturally authentic and accurate?
- What do you do with current titles that are inaccurate?
- Do you only purchase materials created by someone from the specific cultural group? Who has the right to write?
- How can you check for stereotyping in materials?
- What if the materials are in a language that you do not read or speak?

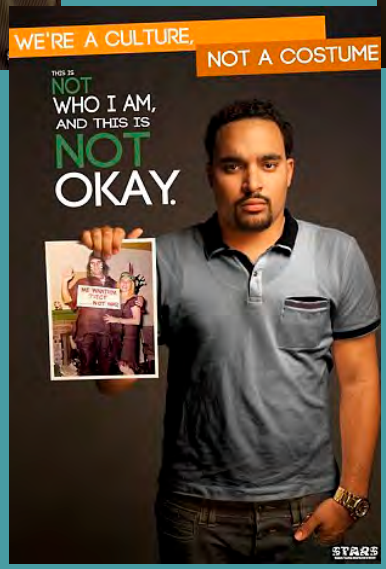
Beyond the Five F's: Food, Festival, Folklore, Fashion, & Famous People

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

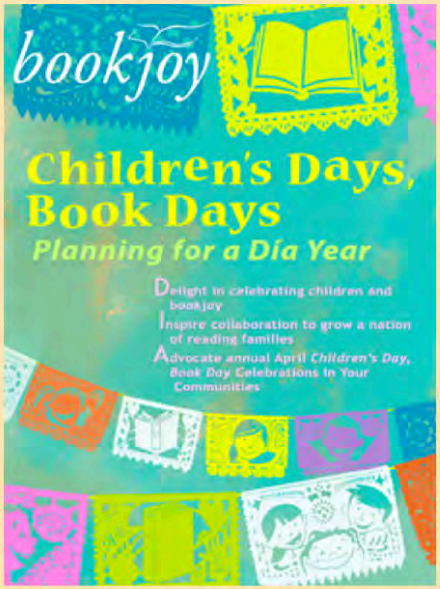
- **Celebration of children, families, and reading that culminates every year on April 30th (but can be celebrated throughout the year).**
- **Highlights the importance of literacy for children of all linguistic and cultural backgrounds**
- **Incorporate programming ideas from Día into daily, weekly, 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.**

Pat Mora author, presenter, literacy advocate bookjoy

Home About Pat Books Educators Kid Fun Literacy Creativity blog Search Site

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**.



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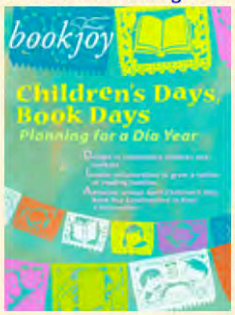
7. Children's Day, Book Day Literacy Games
8. Planning Checklist for April Día Celebrations
9. Places to Celebrate Children's Day, Book Day
10. Funders and Partners
11. Día's Full Name in Different Languages
12. Literacy-Focused Craft Ideas
13. Día Dynamos
14. Estela and Raúl Mora Award Winners
15. Día Advocates A-Zing! Poster
16. Growing a Nation of Readers Poster
17. Let's Share Bookjoy

Celebrate Día's 20th anniversary in 2016!

Congratulations to this year's Mora Award winners!

- What's Día/Children's Day, Book Day?
  - Día FAQ
  - Día Articles and Interviews
  - Día Song
  - Dia A-Zing Poster
- Día Dynamos
- Día's History
  - Pat's Visual Día History
- Planning for Día
  - Día Planning Booklet
  - Archive of Día Ideas
- The Estela and Raúl Mora Award

Download Día Planning Booklet

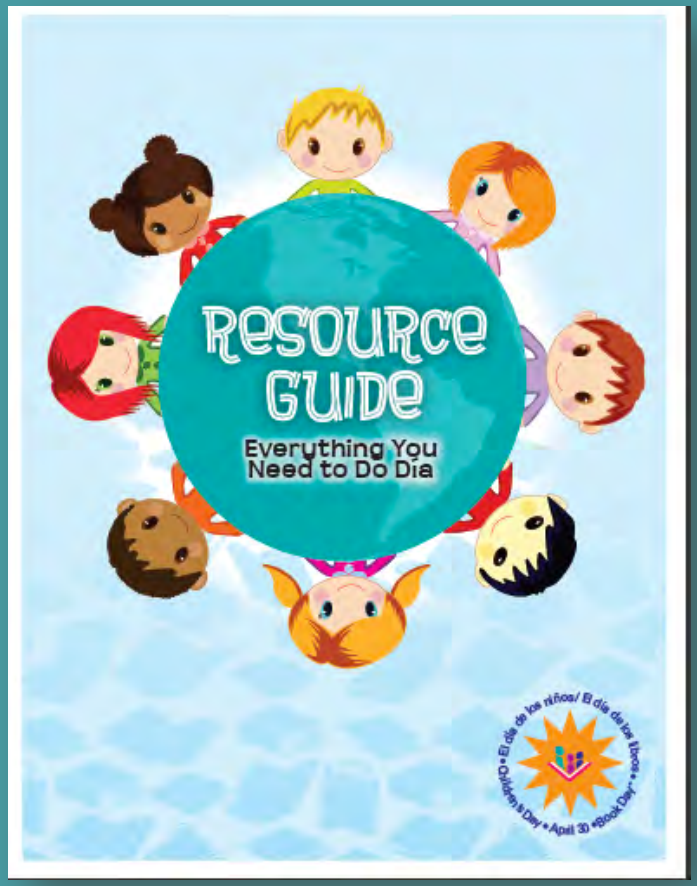


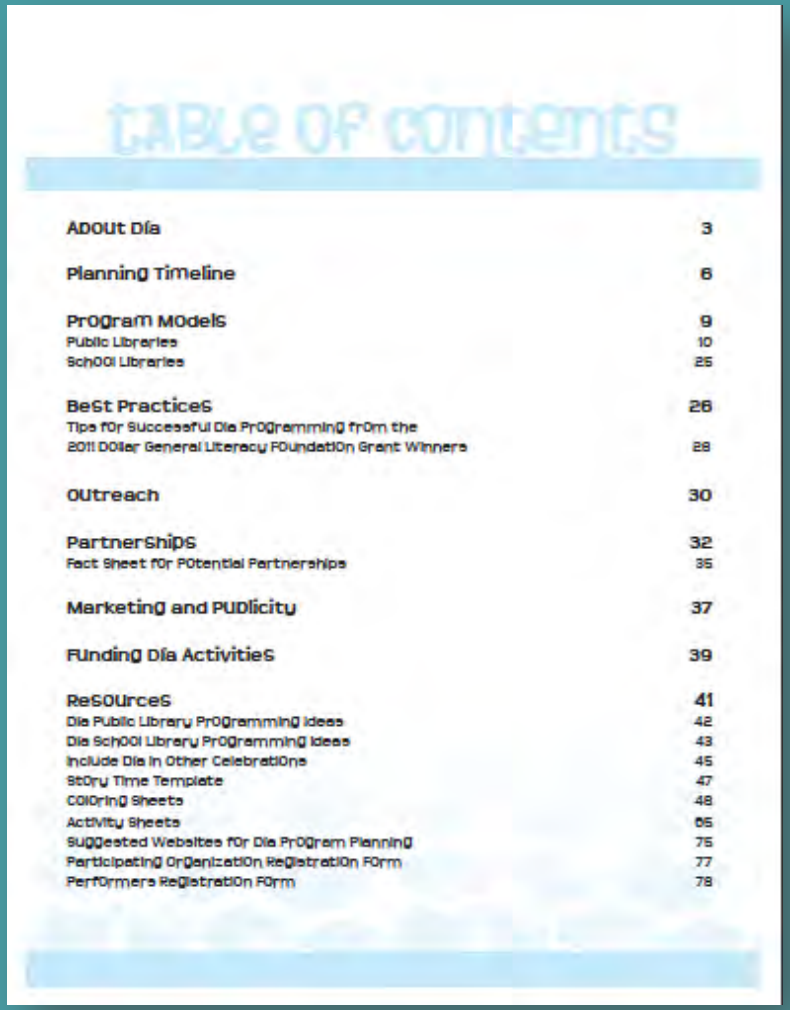
★ http://www.patmora.com/dia-planning-booklet/

Ideas for Día Programming

★ **Official Día Website**: http://dia.ala.org/

Ideas for Día Programming





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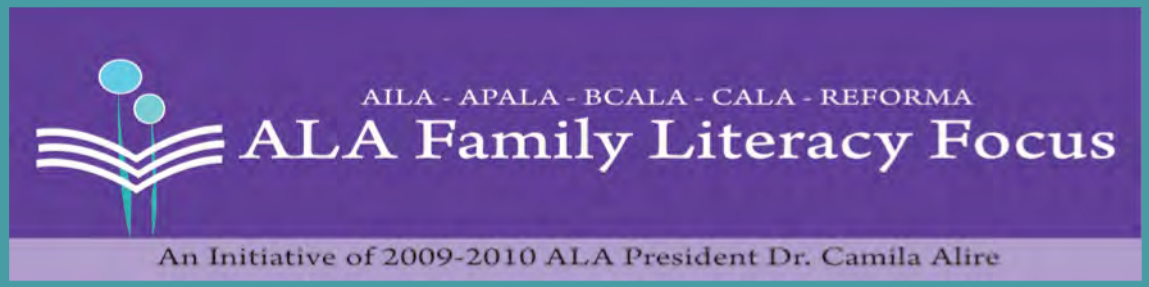
★ **Día Resource Guide**: http://dia.ala.org/content/free-program-downloads



Camila Alire's Presidential Initiative

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**

TALK STORY

sharing stories, sharing culture

a joint project of the american indian library association and the asian/pacific american librarians association

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Project Outcomes, Tools

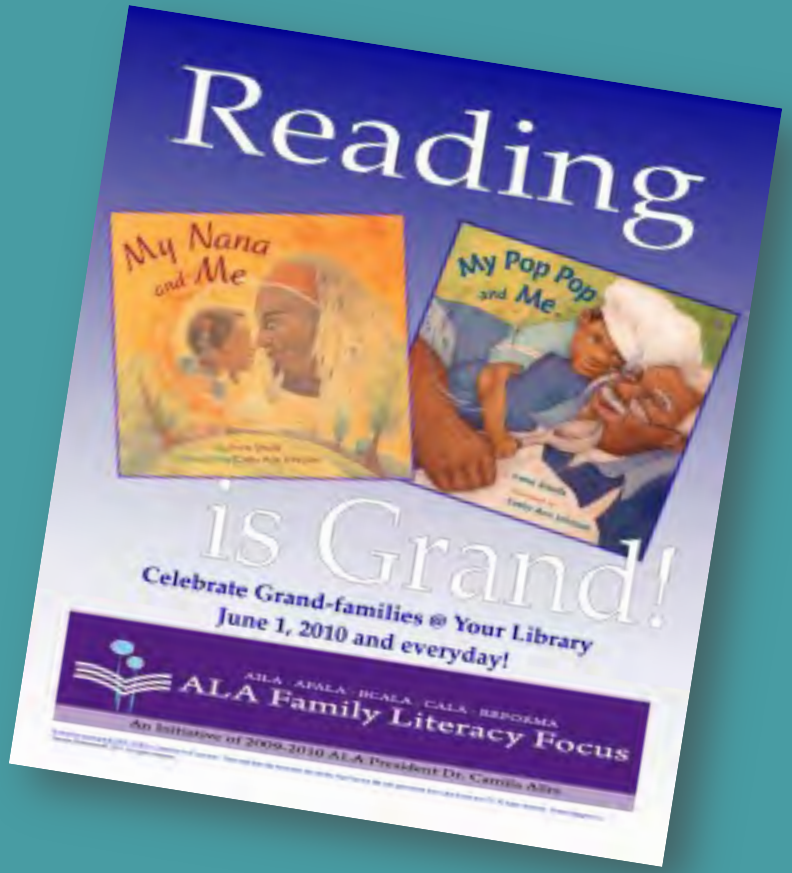
Website

www.talkstorytogether.org

Manual

BCALA

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!

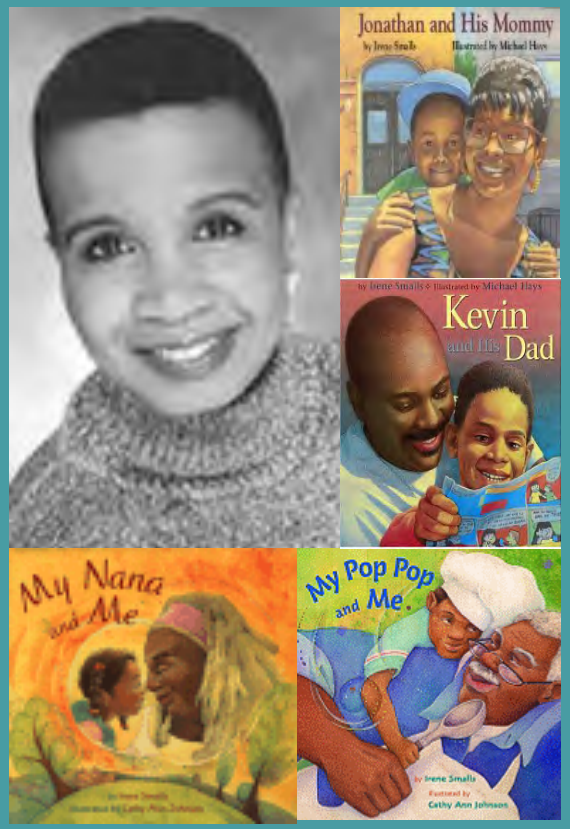
Online Toolkit

http://bcalareadingisgrand.weebly.com

★Finding Partners

★Choosing Activities

★Reading Together



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

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.**

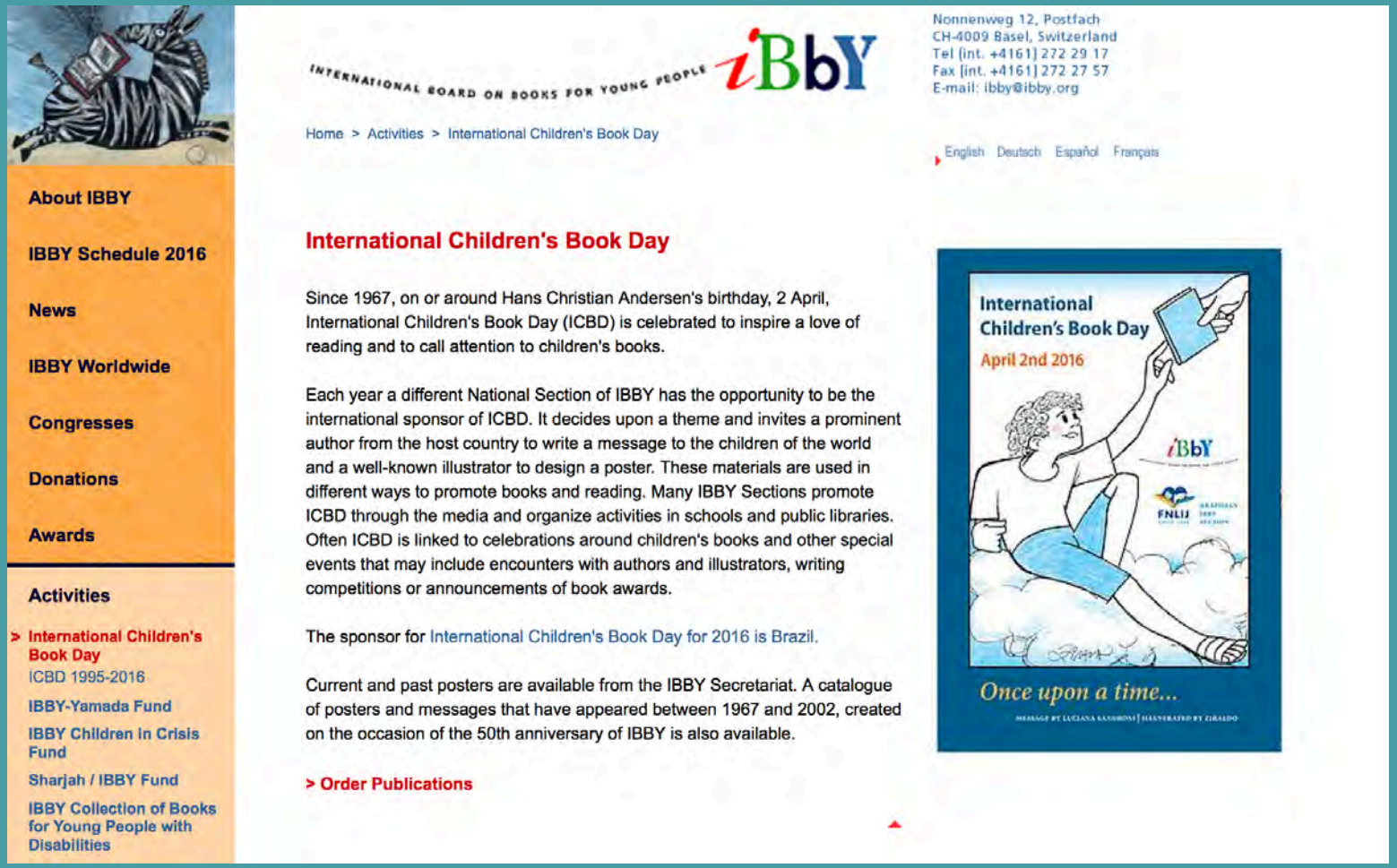
* Previously celebrated on World Storytelling Day – March 20th

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



- **International Children's Book Day: http://www.ibby.org/index.php?id=269**

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.**

Ideas taken from: Fish (1992) article "Responding to Cultural Diversity: A Library in Transition."

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**

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

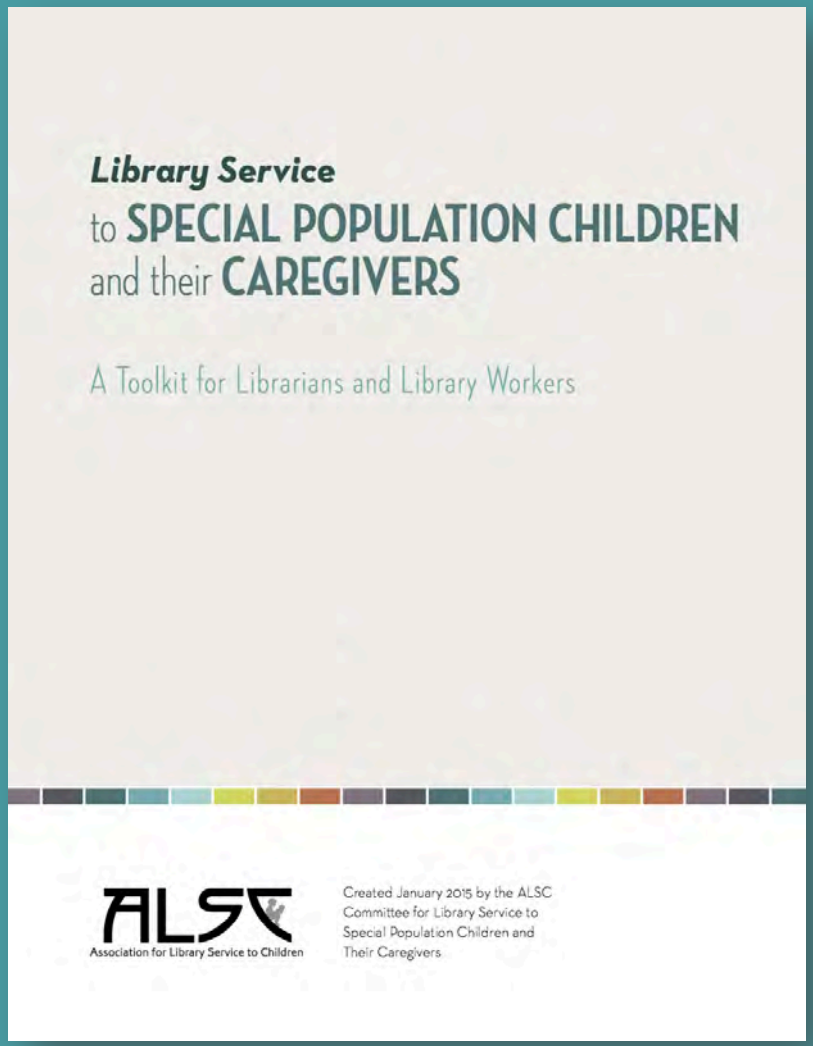
Forging Community Collaborations

- **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

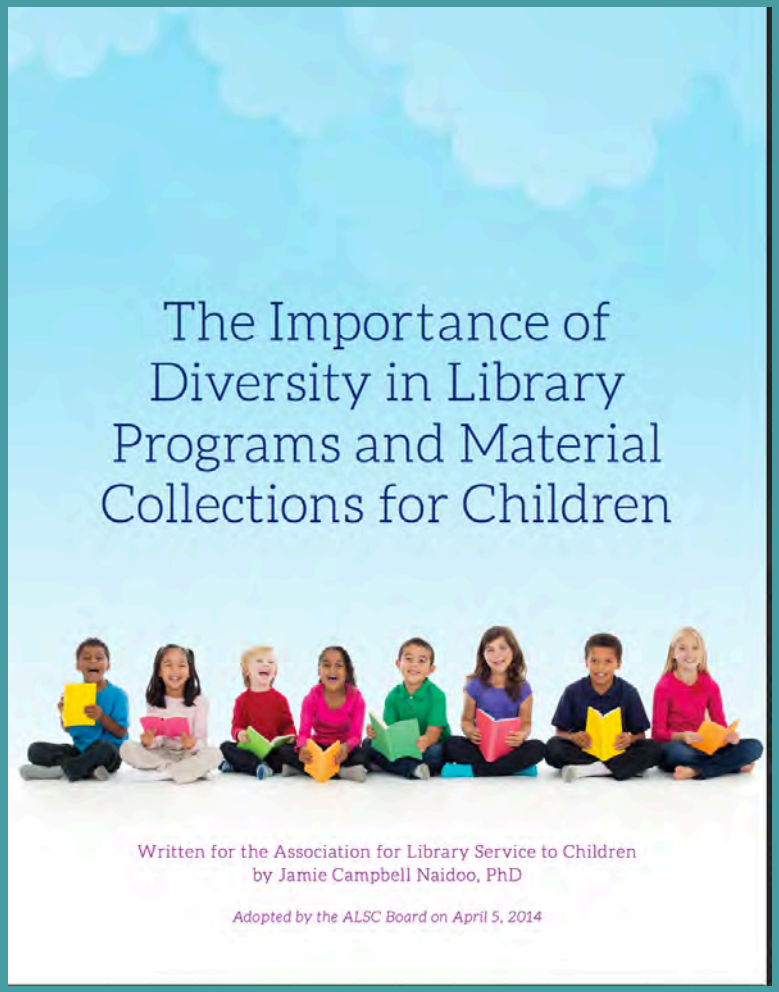
Getting it Right: Evaluating Services

- 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



★ **Source:** **http://www.ala.org/alsc/sites/ala.org.alsc/files/content/professional-tools/lsspcc-toolkit-2015.pdf**


The Importance of Diversity in Library Programs and Material Collections for Children
Written for the Association for Library Service to Children
by Jamie Campbell Naidoo, PhD
Adopted by the ALSC Board on April 5, 2014

Questions? Comments?

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