
Literacy Matters For So Many Reasons

HISTORY OF LITERACY ACTION WEEK

In the late 1990's, a project that would provide a vehicle for literacy advocacy began. The project was titled Literacy Action Week (LAW) and was created by Literacy Nova Scotia, formerly the Nova Scotia Provincial Literacy Coalition. We are proud to say that LAW still continues today, helping people across the province make advancements within the literacy field.

LAW runs the first full week of November. It is a time when individuals and organizations that have an interest in supporting adult literacy share information with governments and the public about literacy and essential skills in their community. LNS publishes a LAW Tool Kit each year to help community members supporting literacy achieve successful literacy awareness.

After traveling to Ottawa in the 1990's for Literacy Action Day which was hosted by the Movement for Canadian Literacy, Coalition Chair Ann Marie Downie was inspired. Ann Marie and adult learner representative Gordon DeWolfe wanted to create a project to promote literacy across the province.

There was a need for a project like LAW for various reasons, one of them being funding. At the time the coalition relied on federal funding, but to receive federal funding, there had to be a project. The hope was for the project to be national, but it did not catch on that way.

In the early years of LAW, LNS provided grants to organizations to fund their awareness activities in support of literacy. Later, LNS helped organizations access the resources they needed to properly reach out to government and the public about literacy.

In 2015, we began promoting literacy and LAW efforts in a new way, through social media. We still have a LAW tool kit and an opportunity for you to get involved in literacy supports across social networks.

During LAW, LNS posts photos of people on social media holding posters we've provided. You can add your logo and help get the word out about why literacy is so important.

