# **Get Set Learn**

Summary Report 2019

**Get Set Learn** is a holistic family literacy program that provides a foundation for families with literacy challenges to experience successful lifelong learning.



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The Regional Municipality of Waterloo Community Services funds the **Get Set Learn** program, coordinated by Project READ Literacy Network Waterloo-Wellington and hosted by community partners in Kitchener and Cambridge.

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Project READ Literacy Network Mission Statement

Our mission is to provide any adult or family in Waterloo Wellington with access to literacy training.

#### Get Set Learn Community Partners



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# **Executive Summary**

This report summarizes the outcomes and impact of the **Get Set Learn** program, its successes and challenges in 2019, and our goals for the program in the future.

The **Get Set Learn** program had a successful year in 2019. We exceeded our target number (40) by having 41 participating families. We were excited to witness high levels of engagement from families. Parent evaluations indicate a highly positive impact of the program on families.

- 95% of parents report knowing 'more' where to get help for themselves or their child if they need it, as a result of attending the program
- 93% of parents report feeling they connect with their child more as a result of attending the program
- 85% of parents report knowing more families they can spend time with as a result of attending the program
- 4 past participants of **Get Set Learn** were contracted by Project READ Literacy Network as peer workers
- 15 parents registered for literacy assessments as a direct result of participating in **Get Set Learn**

We continued to work together with our partners to promote the program and provide a friendly and welcoming environment to the participating families. Our staff team and community partners worked successfully to respond to the increasingly complex needs of the families.

# About Get Set Learn

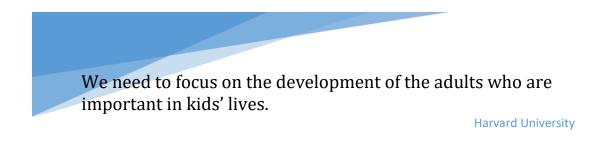
**Get Set Learn** is a literacy program for families. Our goals for the program focus mainly on parents. The results from our parent evaluations show that the program continues to have a significant impact on families and meets the defined outcomes. Parents reported learning new skills and using them with their children at home. Parents also self-reported the positive impact of this program on their family, their child's learning and social skills, and their own skills, attitudes, and confidence.

Our participants (parents) all experience low income and often arrive at the program experiencing multiple life challenges, which may include low literacy skills which often correspond with isolation and mental health issues. These challenges directly impact the ability to gain and maintain employment and to take part in and contribute to the community.

Our program outcomes include providing parents with opportunities to increase their skills and to participate in their community. In this way our program seeks to break the cycle that can occur when parents experiencing low literacy pass those challenges on to their children. When parent engagement and skills increase, outcomes for children improve. Our aim is an ambitious one, but we aim to raise literacy rates in our Region and to decrease the effects of poverty and poverty itself by improving the outcomes of parents.

This program guides parents to plan for their next steps on the path to employment. Project READ offers **Get Set Learn** participants access to a free literacy assessment to determine what they need to complete their education and supports them in their transition to further education. The program acts as a stepping stone to entry or re-entry into the workforce for parents who have been caring for a preschool-aged child. Families learn about community services and how to access them. Visits from Employment Services representatives further help parents move to their next steps.

This report will show how our goals for the Get Set Learn program in 2019 were achieved, and will detail our goals for a successful 2020, with your continued support.



Retrieved from: https://developingchild.harvard.edu/resources/building-adult-capabilities-to-improve-child-outcomes-a-theory-of-change/

#### Introduction

**Get Set Learn** is a literacy program for families. Our goals for the program focus on the parents. Our program outcomes include providing parents with opportunities to participate in their community and increase their own skills.

Parents who attend **Get Set Learn** programs learn and practice skills they can carry to further education and employment.

Our program also seeks to break the cycle that can occur when parents experiencing low literacy pass those challenges on to their children.

> The family is the strongest element in shaping lives. It is the most powerful support network there is. It's where the cycle of learning begins, where the attitudes of parents about learning become the educational values of their children.

> Through education of more than one generation, family literacy programs build on families' strengths and provide the tools and support they need to become stronger and more self-sufficient.

> > National Centre for Family Literacy 2015

Retrieved from: http://www.familieslearning.org/

This report will show how the **Get Set Learn** program **met outcomes** in 2019.

#### Get Set Learn Program Outcomes

Get Set Learn gives parents knowledge, skills and opportunity:

- to see themselves as their baby or child's first and most important teacher
- to engage in family literacy activities on a regular basis (talk, read, sing, draw and play with shapes and numbers) so that children are more successful at school
- to engage in positive discipline practices so that family literacy activities are more successful
- to develop relationships with other parents that help them not to feel alone
- to advocate for themselves and their children to get the help they need
- to develop community connections that can help them move forward with their goals

When our programs achieve these outcomes, parents

• **demonstrate increased confidence and skills** which they can carry forward to their next steps,

- **are more ready to use community services** to help them reach their goals, and
- have begun to develop a plan for their future.

#### How does the Get Set Learn program achieve these outcomes?

The **Get Set Learn** program can appear to the casual observer as a preschool program. The families meet for 2 hours twice a week, and the first hour, or Parent and Child Together (PACT) time, consists of play, singing, story time, snack, and crafts or games.

But there is a lot going on in that first hour of PACT time. **Get Set Learn** facilitators and staff help parents learn and practice the skills they need to interact and play with their children in literacy-rich ways. For example, facilitators and staff might

- model how to get a toddler interested in reading a book together
- help parents develop strategies for getting children ready for school, such as by encouraging parents to teach children to listen, share, ask, say please and thank you
- show parents ways to discipline that are positive, using praise and teaching methods

Parents have the opportunity to try out the skills they are learning, together with other parents, in a friendly and supportive environment.

As well, parents see first-hand how their literacy skills influence their child's growing skills. Parents become inspired to increase their own skills to improve outcomes for their children.

In the second hour of each **Get Set Learn** class, parents participate in their own program separate from their children. The parent program facilitator guides parents through a series of lessons, with topics such as

- how do we learn?
- read with your child
- be a role model
- use numbers together every day
- help your child start school
- take care of health
- manage technology and your child
- plan your future

Parents use a workbook to follow along with and complete lessons, and actively participate in discussions and homework. The skills parents learn during these lessons can transfer to further education and employment.

Attending the program in and of itself represents a series of steps toward employability, as parents use a calendar, get out of the house, plan to attend a class on time or report ahead if they cannot attend, work with others and work in a group, find out about community resources and other programs, and choose other programs to attend. Parents often report increased self-confidence as a result of taking these steps into the community, which are all steps toward employability and employment.

As the program progresses, parents think about next steps in their lives once their children have started school. Project READ provides a free literacy assessment for participants and refers them on to literacy training, further education, or employment services. Many parents are able to take advantage of this service. Of those that do not, the reasons include that they have recently had a baby, they have already accessed this assessment in the past. Those who can benefit from the literacy assessment but do not access it at the program's end often register for it at a later date after having learned about it in the program.

This year, 15 parents registered for this literacy assessment directly as a result of participating in **Get Set Learn**. We are following up with a few parents while 6 of them have completed this assessment. This opportunity, accessed free through the program, allows parents to increase their readiness for employment.

#### How do we measure program outcomes?

Parents attending **Get Set Learn** programs complete an assessment (survey) at the beginning and end of the program. By analysing survey results, we can see a marked increase in parent awareness and skills.

Last year we began a 6-month follow-up evaluation with our participants to further determine the effects of our programs on the lives of parents and families. The results show a marked positive impact on participants which continues after the program's end, increasing parents' potential to seek and gain employment.

# Get Set Learn 2019 Results

• These results were drawn from the post-program parent survey in the Spring and Fall 2019 sessions.

We asked parents to complete an evaluation at the end of the program. Questions and data are below.

#### **Results:**

- 7%

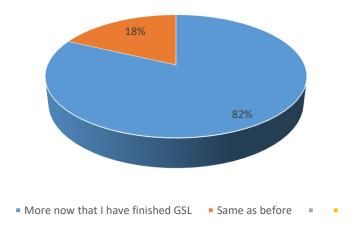
   93%

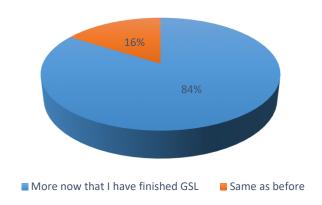
   Yes

   Partly
- 1. Did the program meet your needs?

(Note: Parents have opportunity to write comments after this question. Those who answered "partly" were unable to fully participate in the program as they joined a little late. These parents were keen to repeat the program to fully benefit from it).

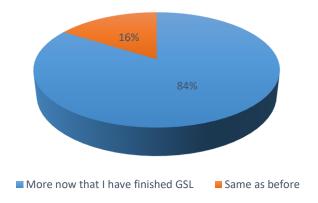
#### 2. I see myself as my child's first and most important teacher.



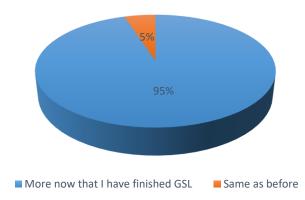


3. I know other parents who I can spend time with.

4. I can speak up for myself and my child if we need help.



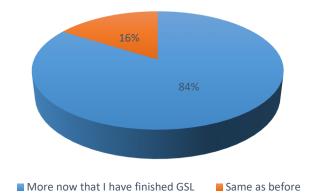
5. I know where to get information or help for my child and myself if I need it.



6. I use "Positive Discipline" with my child:



7. I talk with my child.



8. I read with my child.



9. I sing with my child.



# 10. I draw with my child.



11. I play with shapes and numbers with my child.



12. I feel that my child and I "connect" during learning and play time.



## Successes, Challenges, and Recommendations

Region of Waterloo is one of the fastest growing regions in terms of population. A number of families are attracted to this region because of low cost of living and high quality of life. The **Get Set Learn** program hence reflects a diversity in participating families and their complex needs.

Newcomer families, for example, have to face a number of challenges including social isolation, language barriers, accessing resources and finding work. We have recently developed a guide to help facilitators understand the unique needs of the newcomer families and to serve them more effectively. Guest speakers from Employment Services and Family Outreach workers play an important role in supporting families to overcome the challenges they face.

We arranged trainings for our staff on 'Gender Diversity' and 'Trauma Informed' to understand some of the needs of the families attending the program. Our staff attended KidsAbility Discovery Lab in July to learn in depth about the referral process and wait time.

**Get Set Learn** facilitators and staff document observations in the form of learning stories or success stories, that further allow us gauge our programs' effects.

The following success stories stem from documented observations from the facilitator in two of our Fall 2019 **Get Set Learn** classes.

A 2-year-old boy did not say a sound or attempt to speak for several classes. The parent was encouraged to go to Early Years when a Kids Ability worker was present for an assessment. The parent was very grateful for what she learned at that session. She was given pointers about how to communicate with her son and put them to use--when he came to the next class, he couldn't stop gibbering and "talking." The parent was overjoyed.

Families initiated a WhatsApp group during the program to stay in touch. They started sharing information about different resources and events with each other. They continue to plan outings together. It was a very effective support system to address isolation by building a Get Set Learn community.

A parent shared that her 3-year-old looks forward to attending the program. She was happy to make new friends and to be able to share her personal issues with them. She shared that this program has brought so many positive changes in her and her child's life.

With the help of the Regional Municipality of Waterloo, this year we were able to increase referrals from caseworkers to our programs, by being able to provide information sessions for caseworkers, and through the online referral system. These points of contact represent a marked success in our partnership, as caseworker awareness and involvement in recruiting clients will help us reach those who will most benefit from participation in our programs.

We received a total of 3 referrals from 2 caseworkers in the spring. Two of the families did not participate in the program as their children had started school. There were 10 families who learned about the program through their caseworkers and called to register. 5 out of those 10 families attended the program while the others reported that their availability had changed. There were no direct referrals in the fall. 5 families learned about the program through their caseworkers and 3 of them attended. Referrals from caseworkers continue to be a successful method of recruitment.

In 2019, 41 parents were served by the Get Set Learn program.

A missed cheque insert in the fall session affected the number of selfreferrals, typically our greatest source of participants. Historically 70% of those contacting us to register for the program self-refer after receiving a cheque insert (the other 30% are referred by a caseworker, a community worker, the hosting community centre, or the Project READ Educational Assessor). We recognize that this interruption in inserts can't be helped, and we continue to appreciate the support of the Region in distributing our cheque inserts when possible.

We will continue to use our promotion methods and seek out new ideas and opportunities to recruit clients to **Get Set Learn**, including:

- distribution of promotional materials at community centres, literacy agencies and adult schools, libraries, and service organizations
- email blast to all service organizations and contacts
- attendance at community committees and events to promote **Get Set Learn**, such as Kitchener and Cambridge Mobilizations teams, Early Literacy Alliance of Waterloo Region, Children and Youth Planning Table, and Positive Parenting Waterloo-Wellington, and Family Literacy Day
- information presentations at Region OW caseworker team meetings as well as a variety of community agencies
- promotion efforts in cooperation with our community partners at the centres where the program is offered
- working within our new Family Literacy Peer Worker Program to increase word of mouth recruitment and provide testimonials of the impact of the program
- sign up option on **Get Set Learn** website

We have introduced a Family Literacy Peer Worker Program in the fall 2019 at two of the three GSL sites. Peer Workers are former **Get Set Learn** participants who are trained and contracted to support parents in this program, as part of family literacy initiatives funded by the Lyle S. Hallman Foundation. Peer worker programs offer many benefits to both participants and peer workers alike, as well as to program promotion. Peers were a valuable asset during the recruitment phase and session, as clients could identify with someone who has previously participated and can express and model the positive effects of program participation.

Peers could also give testimonials that would help to increase referrals from outside agencies to further interest from agencies.

Project READ is an umbrella agency supporting literacy programs in our Region. We will look for and follow up on new promotion avenues for our programs within our network.

# In summary, in 2019 the Get Set Learn program met its program outcomes.

Parents learned and practiced skills which they can carry forward to their next steps.

Parents learned about and accessed community resources to help them move toward their goals.

Parents developed plans for their future and their family's future.

#### The effect of low literacy rates

We live in a community that is rich with resources. However, statistics show that a high number of community members live with low literacy skills.

#### 48% of Canadian adults have inadequate literacy skills.<sup>1</sup>

Literacy is more than knowing how to read and write. Literacy includes all the skills needed to participate fully in school, work, and life.

Literate individuals can use reading, writing, speaking, and numerical skills to communicate and to understand the world around them. These skills are vital to an individual's ability to function and build security and wellbeing in their lives.

Project READ Literacy Network

<sup>&</sup>lt;sup>1</sup> Retrieved from: http://www.conferenceboard.ca/hcp/provincial/education/adlt-lowlit.aspx

For example, those experiencing low literacy skills might struggle to fill out forms, understand prescriptions, pay household bills, or seek information or services they need.

Low literacy skills can prevent a person from accessing community resources needed to achieve their goals. Low literacy skills often coincide with lack of employment, poverty, isolation, and mental health issues.

Literacy skills are vital to securing and maintaining employment. These skills allow a person to function and be a productive member of our community.

# History of Get Set Learn

In early 2000, the Literacy Service Planning Committee of Waterloo Region noticed that some low-literate parents were not able to attend a literacy program, since they had preschool children at home. They identified a need for a program that would offer parents a place to learn with their preschoolers. As well, parents wanted a quality program for their children. Research showed that parents are more likely to attend a program for their children than one that is solely for them<sup>2</sup>.

Project READ researched and piloted a family literacy program in 2003. The program would act as a transition or bridging program to ease parents

<sup>&</sup>lt;sup>2</sup> Sauve, L. (2006). *Get Set Learn*! A Case Study of a Family Literacy Program in Waterloo Region. Kitchener, Ontario: Project READ Literacy Network.

into further education and employment readiness, while also providing children's programming as the parents learned.

#### What Get Set Learn does today

Since 2003, the **Get Set Learn** program has developed into what it is today, an 8-week program for parents receiving Ontario Works (OW) or Ontario Disability Support Program (ODSP) and their preschoolers, who live in Waterloo Region. Our community partners host **Get Set Learn** programs in locations across Kitchener and Cambridge. These programs help parents improve literacy skills and move toward further education and employment.

In 2019, Get Set Learn programs funded by the Region were offered in 6 sites/locations in spring and fall sessions.

Our community partners who hosted these programs included

- Stanley Park Community Association
- Highland-Stirling Community Group
- Kinbridge Community Association

As well, with the support of the Regional Municipality of Waterloo, Project READ continues to build community relationships to better serve our participants.

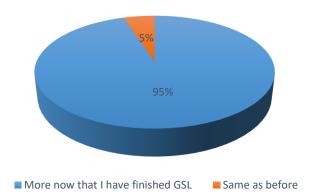
For example, we connect **Get Set Learn** participants with employment counseling and programs offered by the Regional Municipality of Waterloo. Where possible, we engage a speaker from the Region to present information on employment supports available to our **Get Set Learn** participants. This year a speaker visited program sites and parents received valuable support and information. Several parents made follow-up appointments for additional guidance. Families also have the chance to find out about community services they can access. For example, as part of the **Get Set Learn** program families will

- take a field trip to the public library, where parents get a library card and learn what resources are available, as library services are available
- learn about how to access the leisure card for participation in community activities
- receive information and support to attain the Canada Learning Bond for their families

As well, we frequently refer or guide families to access community services such as

- help with basic needs such as through the food banks or House of Friendship Family Outreach services
- mental health resources through Carizon
- speech and language services through KidsAbility
- parenting and mental health support through KW counselling
- additional programs for parents and children held in community centres, libraries, and schools

The chart below illustrates parents' self-assessment of the increase in their ability to access community services as a result of attending **Get Set Learn** in the spring and fall 2019 programs.



Also, Project READ **continues its participation in several community committees and tables** to promote our programs and to share and receive resources and ideas for best practices in family literacy.

Our memberships include

- Child and Youth Planning Table
- Positive Parenting Community Committee
- Early Literacy Alliance of Waterloo Region (ELAWR)
- Family Literacy Day
- Let's Read

# Impact on families

Get Set Learn works with parents to build their confidence and skills.

Programs that focus on building parents' confidence and skills have **noticeable impacts on their children's future outcomes.** 

When parents' skills improve, children experience a greater level of success in school. This impact affects a child's life in an ongoing way. Children grow into adults with **more opportunities in life and employment**, and are better able to take part in and contribute to their communities. The National Literacy Trust in the UK report on their long standing research into the role of families and literacy reinforces these findings

Their key research findings:

• A parent's involvement in their child's literacy practices exerts a more powerful influence on academic success than other family background variables, such as social class, family size and level of parental education.

- The home is crucial. Families and parents are the most important factor influencing a child's future.
- Early intervention is vital. Learning begins at birth. The earlier parents understand and act on their role in their children's literacy development, the more impactful and long-lasting the result.<sup>3</sup>

Children are the future of our community. When parents receive the help they need to support their children's learning and literacy, our community grows stronger.

Family Literacy programs such as the **Get Set Learn** program are vital to the health and success of our community, and we thank the Regional Municipality of Waterloo for its continued support for our program.



Retrieved from: http://www.essentialskillsontario.ca/

<sup>&</sup>lt;sup>3</sup> Retrieved from: http://www.literacytrust.org.uk/assets/0000/7901/Research\_review-importance\_of\_families\_and\_home.pdf

# Get Set Learn 6-month Follow-up results

Our new research initiative includes a follow-up procedure 6 months after the parent exits the **Get Set Learn** program. The following results reflect the information gathered from 6-month follow-up with parents who participated in the 2018 sessions of **Get Set Learn**.

During a phone interview, parents are asked a number of questions to determine the longer-reaching impact of attending the **Get Set Learn** program.

Parents were asked the following question:

# What is the one thing that you learned or gained during GSL that has made the MOST difference to your family over the last 6 months?

After 6 months, 85% of participants reported that the one thing they learned or gained during GSL that has made the most difference to their families is that they engage in daily literacy activities (talking, singing, reading, drawing, playing with shapes and numbers) with their child as a result of attending **Get Set Learn**. The other 15% stated that the knowledge of community resources was most important and useful for them.

This finding suggests a longer-term impact of the **Get Set Learn** program. Not only are the parents continuing to practice their skills in raising literacy levels in the home, even more parents are indicating that the program changed the rate at which they are using those skills at 6 months' post-program, which seems to indicate that over time, participants are absorbing or finding new ways to use the strategies they learned.

This result demonstrates the importance of programs that build parent confidence and skills.

Other results from this 6-month follow up survey:

- Parents who reported that they are still using the tools and strategies learned in the **Get Set Learn** program: 85%
- Parents who reported that they kept in touch with other families they had met at **Get Set Learn**: 85%
- Parents who reported that they access community services they'd been introduced to in the **Get Set Learn** program: 100%

It is clear from these results that the **Get Set Learn** program creates a lasting effect on families who participate. As well, these results point to parents experiencing increased life and employment opportunities as a result of participating in **Get Set Learn**.

During the course of the program, parents learn and use skills that they retain and continue to use. Parents make friends, decreasing social isolation and increasing contacts within the community and sense of belonging. Parents participate in community events and access community services at a much higher rate after attending the program. These changes all place parents in a more positive position to move to their next steps toward employment.

We will continue to use in-kind funds to gather 6-month follow-up data from participating families in order to examine the impact of this program in our community.

# Get Set Learn 2019 - New initiatives achieved

## Growing from our base

Support from the Regional Municipality of Waterloo has allowed **Get Set Learn** to fill a vital role in our community since 2003. These programs have provided a base for family literacy in our community. **Get Set Learn** has become well-known and the impact of family literacy is becoming more widely understood.

Our work aligns with the Sustainable Development Goals of United Nations and we are happy to participate in this international effort to align local community-led transformation through to global systems change.

In 2019, we were able to continue to acquire grant funding to grow our programs and our scope for family literacy initiatives in the community.

#### Families First Waterloo Region project

PRLN received funding from the Lyle S. Hallman Foundation under Children and Youth initiatives for a planning project to scale up the impact of family literacy in our Region starting with our existing track record as our base. We engaged the support of Capacity Canada to participate in a design thinking process in which we conceived of and tested a number of models for scaling family literacy in our Region.

This process resulted in two main potential areas of focus.

• a Family Literacy Training and Certification program – we will train others to incorporate family literacy practices into their programs and services, and certify others to deliver **Get Set Learn**   a Family Literacy Peer Worker program – we will train and employ eligible parents who are Get Set Learn participants or past participants to offer peer support to parents in our programs and in our community

These growth initiatives stem directly from the base we have been able to build through our work with the **Get Set Learn** program in our community, and so, through the continued support of the Regional Municipality of Waterloo. These initiatives, such as the increase in resources for newcomers to Canada and the development of updated learning materials, will benefit the participants in all of our **Get Set Learn** programs.

#### Family Learning and Fun Night

This year, we were contracted by an elementary school to deliver a family literacy event, which increases parent engagement in their children's school success and help parents learn the importance of a home environment that supports learning. We intend to continue to offer this fee-for-service program.

# Get Set Learn 2019 Goals achieved

In summary, beyond meeting program outcomes, in 2019 our goals for the **Get Set Learn** program included

- continue to research and test methods to create a sustainable model to scale up the impact of family literacy in our community (achieved)
- increase the number of referrals to our **Get Set Learn** program (achieved)
- continue to work with community partners to serve families in need of literacy support (achieved)
- develop outcomes and methods to track outcomes for children attending the program (achieved)
- continue to measure links between program attendance and increased life and employment opportunities (achieved)

# Get Set Learn 2020 Goals

In 2020, we aim to:

• offer Newcomer Families Learning Together program

PRLN received funding from Kitchener-Waterloo Community Foundation and the Spinnaker Fund to offer this program, Newcomer Families Learning Together. This project will begin in January 2020 and the program will take place at Victoria Hills Community Centre.

• continue to create a sustainable model to scale up family literacy programming

We recognize a strong need for family literacy programming in our community. Through funding from the Lyle S. Hallman Foundation, we will continue to work toward developing a sustainable model for scaling up the impact of family literacy in our community.

We will focus our work with new funding from the Lyle S. Hallman Foundation on two main idea/program areas.

# 1. Family Literacy Peer Worker Program

Implementation phase of a Family Literacy Peer Worker Program model has already begun in 2019. Through this initiative **Get Set Learn** aims to ready more parents for employment. We will also have peers assist in our promotion efforts to recruit participants for **Get Set Learn**.

# 2. Training and certification

We have had contact from several community organizations seeking our services to offer family literacy information and programming. Using our expertise built over years of experience offering the **Get Set Learn** program and other related programs, we are in a unique position to train others to incorporate family literacy background knowledge and practices into their portfolio of client services. A certification process will ensure that community agencies' services and programming adhere to family literacy principles. Using this training and certification model we aim to impact more adults and families in our Region through family literacy initiatives.

In partnership with the Regional Municipality of Waterloo, we will

#### • continue to increase referrals to our Get Set Learn programs

With the assistance of the Regional Municipality of Waterloo in 2018 we successfully increased referrals to our programs through information presentations to caseworker teams and through the creation of an online referral system. We will continue to work to keep caseworkers informed of our programs, and to provide information about client life cycle with Project READ and how **Get Set Learn** impacts participants' journey to further education and employment.

#### • work with caseworkers to follow up on referred clients

We will monitor client sign-up/attendance and maintain a system of contacting the referring caseworker if communication is recommended.

These initiatives will include working with our Family Literacy Peer Workers to foster word-of-mouth peer-to-peer advocacy and promotion, and working within our literacy network to improve referral rates.

# • continue to work with community partners to serve families in need of literacy support

We value the input and assistance of our community partners in determining and meeting the needs of families in our **Get Set Learn** programs. We will continue to build on our relationships with our community partners through open communication and sharing information to best meet participants' needs.

- continue to track longer-term impact of the Get Set Learn program on parents and families
- implement new initiatives for program promotion
- find new site for Get Set Learn

We are considering a different site for spring 2020 GSL as a result of consistently low registration at Kinbridge. We are exploring a few options in some high need areas of the Region.

We have developed many new initiatives with what we have learned through offering our "core" programs (funded by the Region) and this is one example. We continue to be grateful for the Region's support - these other initiatives wouldn't be possible without it.



The Regional Municipality of Waterloo Community Services funds the **Get Set Learn** program, coordinated by Project READ Literacy Network Waterloo-Wellington and hosted by community partners in Kitchener and Cambridge.