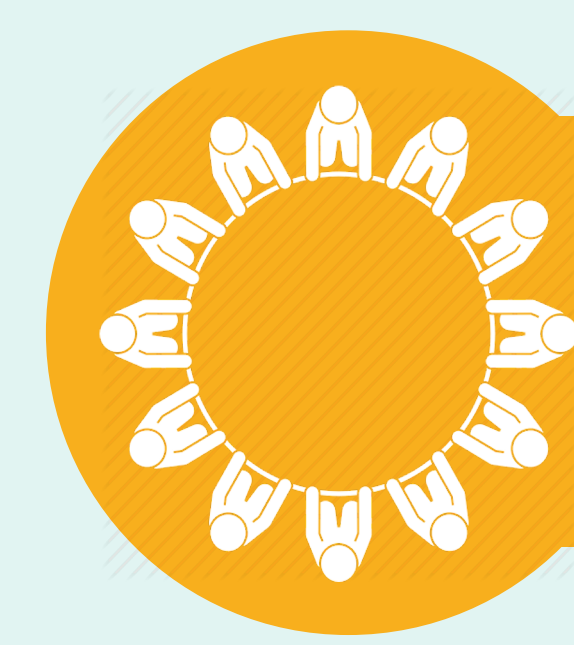


BUILDING HEALTHY COMMUNITIES A LITERACY MOVEMENT FOR LONDON



COMMUNITY PROFILE & ENVIRONMENTAL SCAN

Presented by Students in Sociology 3326G: Building Healthy Communities at King's University College



THE PROBLEM

Strong literacy skills are essential for healthy child development and future success in school and work

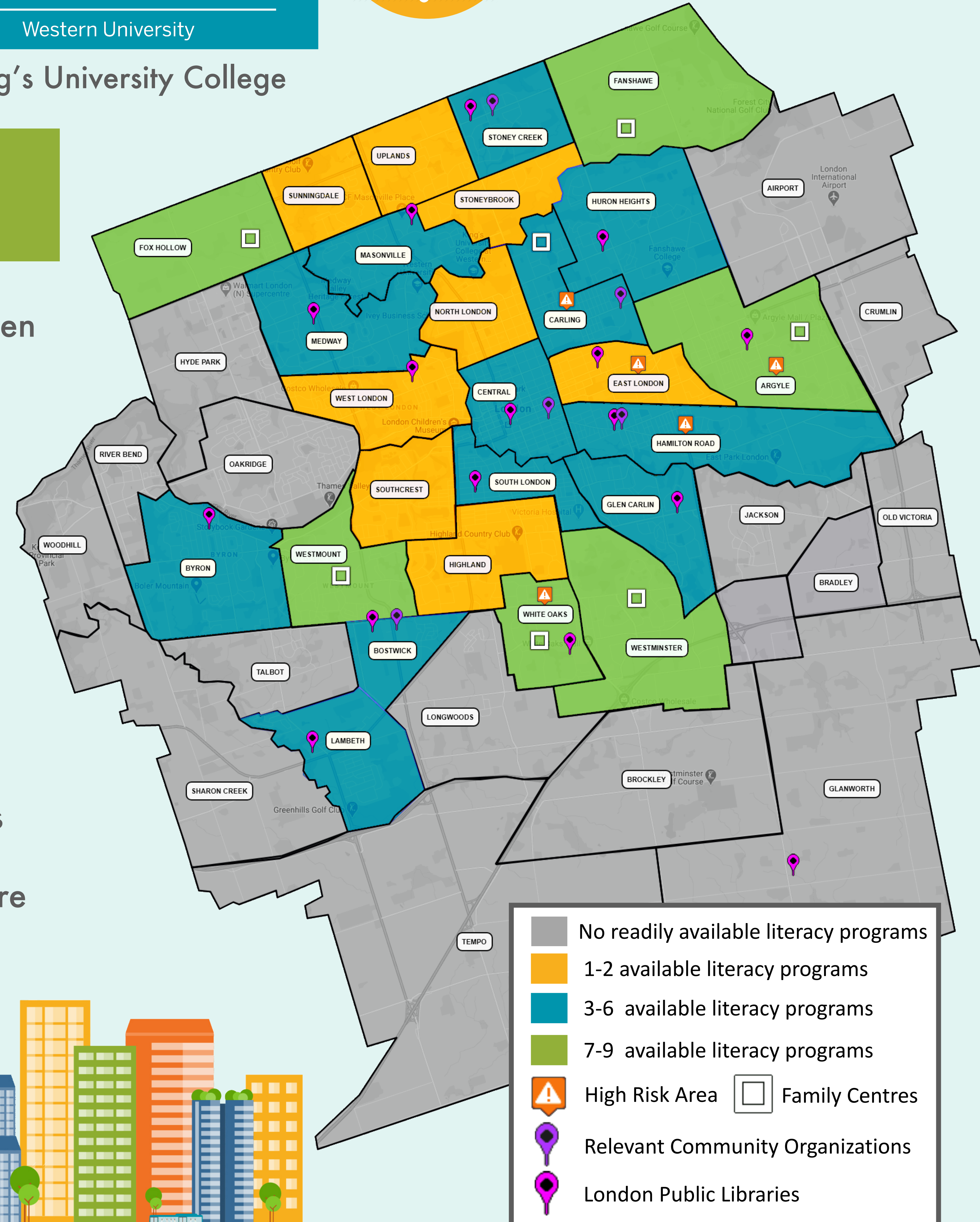
Literacy rates in London are low:

- ❖ 1 in 4 children are not ready to learn in grade 1
- ❖ 1 in 5 students do not graduate from secondary school



METHODOLOGY

- ❖ Assess the literacy needs of children in London through a community profile and environmental scan of available literacy resources
- ❖ Empirical evaluation of the family level characteristics associated with literacy development and the extent to which literacy is a social determinant of health in children
- ❖ Consult with families, health care providers, and community leaders
- ❖ Evaluate the policy and health care context relevant to literacy and child development



OUR OBJECTIVE

To assess the feasibility of engaging health care providers and other stakeholders in a strategy to improve literacy rates as well as child health and well-being in our community



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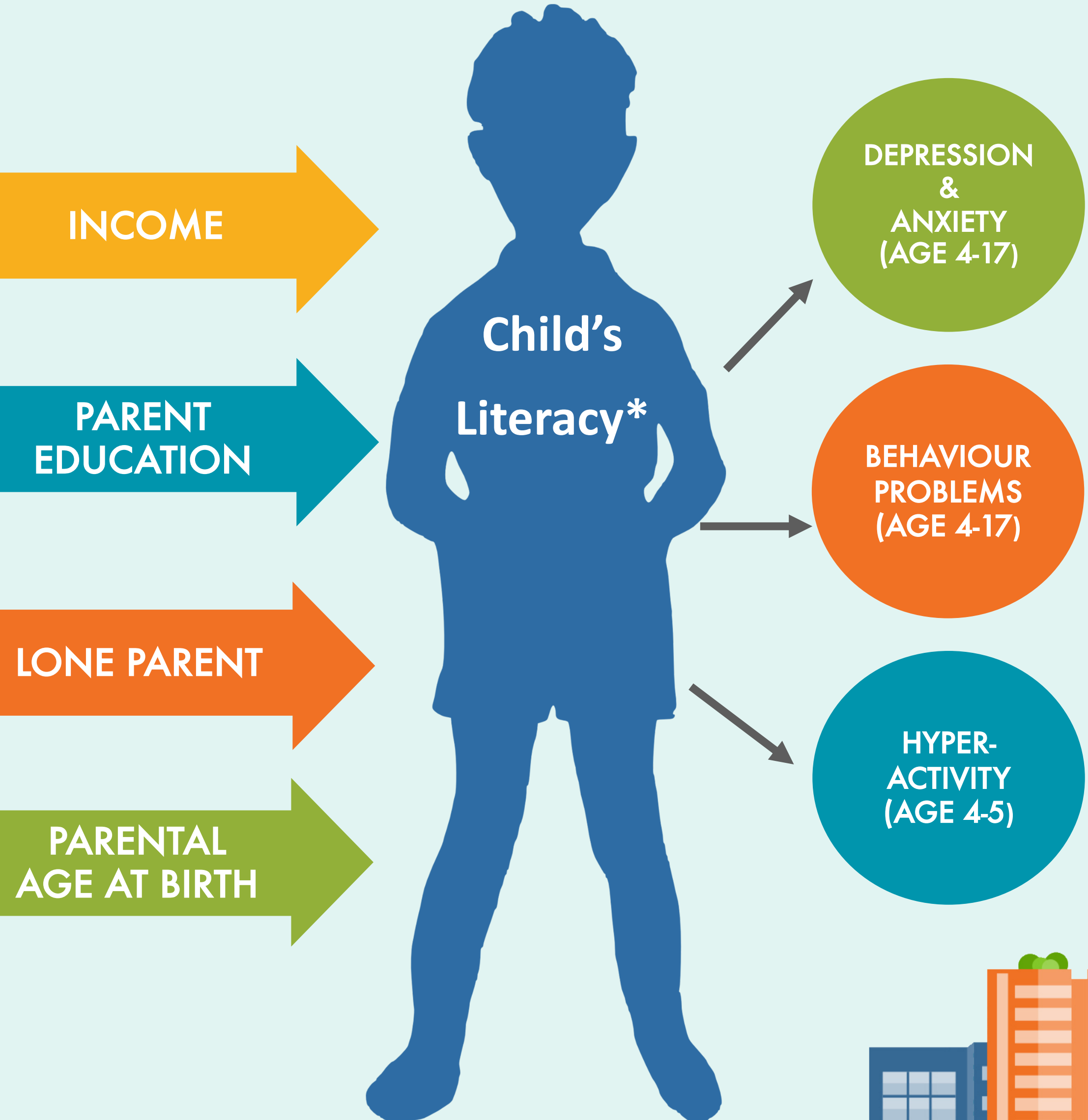
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POLICY CONTEXT

- ❖ There is a disconnect between municipal and provincial level politics (health care is the jurisdiction of the province, not municipalities).
- ❖ Municipalities retain some control of education → target of literacy strategy
- ❖ The health care system is overburdened and there are not enough doctors to meet the needs of London residents
- ❖ Primary care physicians work in a for-profit model with little incentive to promote literacy in their practice

QUANTITATIVE RESULTS

Data: Statistics Canada's Ontario Child Health Study (OCHS, 2014) and National Longitudinal Survey of Children and Youth (NLSCY, 1994)



* Literacy is measured using children's grades in reading, writing, and communication (OCHS, 2014) and the Peabody Picture Vocabulary Test (NLSCY, 1994)

QUALITATIVE RESULTS

Informants: Focus groups with parents and in-depth interviews with health care providers and community leaders

- ❖ Discrepancy across informants in knowledge surrounding community resources
- ❖ Families in poverty are not receiving benefits of available services
- ❖ Detrimental impacts of screen time on infant attachment
- ❖ Health care providers reluctant to engage in literacy initiatives and want limited role

A LITERACY MOVEMENT FOR LONDON

- ❖ A holistic and multi-pronged approach targeting high-risk areas in London and leveraging existing resources
- ❖ Family Centers will be the focal point
- ❖ A secondary school and university/college co-op program - literacy rich activities and programming
- ❖ Scale up efforts after incubation to work with London Middlesex Health Unit



Literacy Now, Equality for our Futures!