

**H**OOK  
**B**OOKS  
INTO

**JOIN US ON  
OUR JOURNEY**

**Supporters Pack**



# SUPPORTERS PACK

Thank you for being a *Hook into Books* Supporter!

A campaign like this needs people like you! You are essential for spreading the message and ensuring that those young people who are falling through the cracks in education are not forgotten!

## WHO ARE WE?

*Hook into Books* is a Campaign of the Youth Plus Foundation. The Foundation is a charitable trust focused on supporting vibrant and innovative responses to equitable educational access for some of Australia's most diverse and complex young people. Much of the work of the Foundation is awareness raising and funds generation to increase the capacity of Flexible Learning Centres (FLC's) to respond to the needs of young people who are disengaged from education, through best practice.

The Youth Plus Foundation operates to enable important programs and partnerships to bridge gaps for at risk young people in our community and those who attend FLC's. Youth+ currently operates 20 FLCs, and a number of outreach/bridge programs – each a registered school, around Australia. They provide a place and an opportunity to re-engage with learning and community. FLCs operate on a common ground basis where young people are empowered to determine their own pathway.

For more information see:



<https://youthplusfoundation.org.au/>



<http://youthplus.edu.au/>

*Hook into Books is the pinnacle campaign of the Youth Plus Foundation*

## **WHAT IS *HOOK INTO BOOKS*?**

We live in a knowledge-rich society, characterised by a wealth of ideas and information. The ability to understand, communicate and transfer this abundance of information is built upon the foundation skills of reading and writing.

*Hook into Books* highlights the many young Australians who struggle everyday with these very skills. These young people experience daily barriers to accessing meaningful, appropriate educational opportunities and consequently, sadly contribute to the 50% of 15 to 24-year-olds are unable to read to an adequate level to properly function in society. Additionally, they go on to make up the 46% of Australians who cannot function effectively in a knowledge-based economy, due to poor literacy.

Improved literacy and the actual art of reading has many benefits including, mental stimulation, stress reduction, knowledge building, vocabulary expansion, improved memory, stronger analytical thinking skills, improved focus and concentration and better writing skills. However, we are not all made equal, and many young people in Australia have experienced disrupted educational journeys for a range of complex reasons.

Many of these young people have not been provided with opportunities to develop literacy skills, including the joy of being read to in childhood, or guided to develop an interest in, or an understanding of the benefits of reading.

*Hook into Books* is an awareness raising Campaign – it's an opportunity to start a conversation about these young people who are slipping through the cracks in our education systems. This Campaign is about those young people who are expected to contribute positively to society, yet have not been given an equal opportunity to thrive and grow like their peers.

*Hook into Books* aims to change the lives of these young people, one page at a time.

The Campaign begins in June each year and runs through National Book Week and concludes at the end of National Numeracy and Literacy Week each year (June – September).

During this time, our aim is to get the word out - that being literate is essential to positive life outcomes. We aim to increase societal awareness that there are many young people today, who continue to experience significant educational disadvantage.

## ACTIVITIES OF THE CAMPAIGN

- *Catch-a-flexi-reader* - an online photo sharing competition operating across Flexible Learning Centres. Students are encouraged to 'catch' someone reading at home, in the community or at school and take artistic, unidentified photos to be shared across the Youth Plus Foundation's socials
- *The Traveling Suitcase* – A stocked Suitcase will travel across the Flexible Learning Centres containing a range of YA resources - books, magazines and audio-books during the Campaign
- *Choose Your Own Adventure* writing workshops - Flexible Learning Centres may engage in a series of writing workshops, facilitated by Queensland Author, Samantha Wheeler. The workshops engage young people in meaningful literacy-based activities and aim to build on young people's literacy levels and produce age/developmentally appropriate material (an anthology of short stories) that will be shared across the Flexible Learning Centre Network
- A mindfulness reading hour will be encouraged across Flexible Learning Centres during the campaign to highlight the importance of prioritising reading and being in the 'moment'
- Cross-promotion and linkage with libraries and book shops as localised literacy support
- A range of information about programs, services and resources will be distributed via the Youth Plus Foundation socials to cater for all people at all stages of their learning journey.

## SUPPORTING THE CAMPAIGN?

We don't want *Hook into Books* to be onerous on your time – so we have developed a number of mechanisms to engage in the campaign.

Do as much or as little as you can – all activities play an important part to positively contribute to achieving our goal of raising societal awareness of young people with low-literacy levels.



## OUR AMBASSADOR



### **Samantha Wheeler**

Samantha Wheeler studied Agriculture, worked with dairy farmers, and taught science, before writing her first children's book, inspired by koalas, in 2011. Her books, which include *Smooch & Rose*, *Wombat Warriors*, *Mister Cassowary*, and *Turtle Trackers* have been shortlisted for the Queensland Literary Awards, the Readings Book Prize, The Wilderness Society Environmental Award and the Royal Zoological Society, Whitley Commendation.

Her most recent story, *Everything I've Never Said*, was inspired by her youngest daughter, who has Rett Syndrome and can't talk. Samantha hopes her books will inspire everyone to speak up and make a difference.

Samantha has begun building relationships within the Youth+ Flexible Learning Centres and has a passion for promoting a range of diverse literature engagement opportunities for young people. Through her work, Samantha knows first-hand how important good literacy is, how important it is to expose children and young people to literature and to support a love of reading.

The Youth Plus Foundation is honoured to join with Sam as it endeavours on a National Campaign to highlight the importance of literacy in our everyday lives and promote a love of reading and the joy that can be experienced by losing yourself in reading!

<https://www.samanthawheeler.com.au/>

## WHAT'S INCLUDED IN THIS PACK

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### Key messages & facts

It's important that everybody is using the same message to talk about the campaign and the campaign themes

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### Logo

Our logo will help you promote the campaign through the channels you see as appropriate (available for download from our website)

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### Social media posts

Designed graphics and associated copy to post on your social media channels to drive people to the campaign website pages and Facebook page (available for download from our website)

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### Tweets

Suggested tweets you can use to support the campaign (available for download from our website)

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## KEY MESSAGES

- Education is a human right and we all have a role to play in the education of our young people
- We will positively expose young people to high quality literature that meet their needs
- It is fundamental to bridge the gaps in young people's literacy experiences
- A functional society requires a contributing community - young people are our future - we need to nurture and support their capacity to positively contribute
- Literacy skills enable young people to engage in learning and ultimately fully participate and lead productive lives
- Knowledge is power, education is freedom
- It's in everyone's interest to make sure our young people get the best education possible

## KEY FACTS

- Research shows that highly developed numeracy and literacy capabilities strongly contribute to the social, economic and physical wellbeing of individuals <sup>(1)</sup>
- The Building blocks for literacy start very early in life and a child's early literacy skills are a predictor of later literacy and academic achievement <sup>(2)</sup>
- A number of factors affect successful educational outcomes during the school year such as a young person's home environment (including whether books are available at home and whether parents read aloud to their children. <sup>(3)</sup>
- Aboriginal and Torres Strait Islander children are considered more developmentally vulnerable in each of the Australian Early Development Index (AEDI) measures than non-Indigenous children, with a higher proportion of children living in very remote areas considered developmentally vulnerable in each of the AEDI measures <sup>(4)</sup>
- 46% of adult Australians cannot function effectively in a knowledge-based economy, due to poor literacy <sup>(5)</sup>
- 50% of 15 to 24-year-olds are unable to read to an adequate level to properly function in society <sup>(6)</sup>
- 50% of our language is learned by three years of age <sup>(7)</sup>
- 93% of children in out-of-home care are behind their peers academically <sup>(8)</sup>

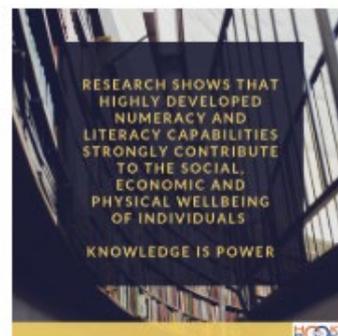
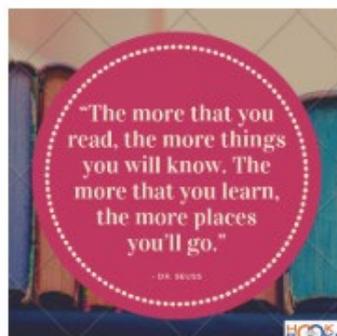
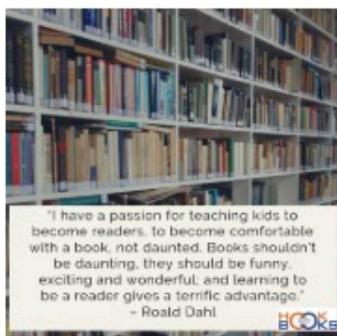
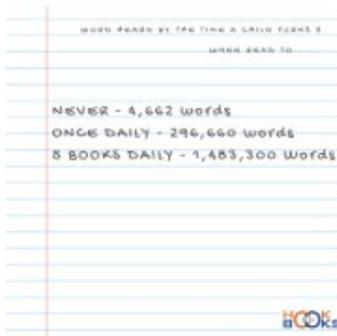
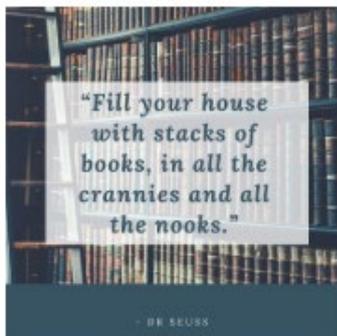
# LOGOS

It's important the campaign brand and message are used consistently to build awareness. You may wish to add the campaign logo to other materials you produce.



# SOCIAL MEDIA POSTS

Copy and paste the share graphics, or adapt or add a comment as you see fit to add to your social media posts #hookintobooks



More Share Graphics available online

## TWEETS

Suggested Tweets you can use to support the campaign #hookintobooks

#hookintobooks

Did you know that a key to building literacy is communicating with your child?

#hookintobooks

Literacy skills enable young people to engage in learning, participate and live full lives

#hookintobooks

Access to education is a basic human right!

#hookintobooks Research shows that highly developed numeracy and literacy capabilities contribute to the social, economic and physical wellbeing of individuals

#hookintobooks How can you use words to describe and talk about pictures and objects to build literacy with children & young people?

#hookintobooks Building blocks for literacy start very early in life – have you read lately with your child?

#hookintobooks Did you know that child's early literacy skills are a predictor of later literacy and academic achievement?

<https://youthplusfoundation.org.au/support-us/hook-into-books/>

## THANK YOU

Thank you for getting involved and supporting the *Hook into Books* campaign. With your help, we can improve educational outcomes for young people with limited literacy.

If you have any questions about the campaign, or to obtain a hardcopy supporters pack - you can contact **Megan Hall** at the Youth Plus Foundation on 0428 157 561 [foundation@youthplus.edu.au](mailto:foundation@youthplus.edu.au)

## REFERENCES

- (1) Department for Education and Child Development, (2013) *Numeracy and literacy a numeracy and literacy strategy from birth to 18*. Adelaide: Government of South Australia (Department for Education and Child Development).
- (2) Neuman, S.B., Dickinson, D. K (eds) (2010). *Handbook of early literacy research*. The Guildford press: New York.
- (3) Walsh L & Black R, (2009). *Overcoming the barriers to engagement and equity for all students*. Canberra: Foundation for Young Australians.
- (4) [http://video.wch.org.au/aedi/National\\_Report-March\\_2011\\_Reissue\\_final.pdf](http://video.wch.org.au/aedi/National_Report-March_2011_Reissue_final.pdf) Australian Early Development Index (AEDI) National Report 2009, Re-issue – March 2011 Pg 12 (Summary of key findings)
- (5) <http://www.abs.gov.au/ausstats/abs@.nsf/mf/4228.0> Australian Bureau of Statistics 2007, Adult Literacy and Life Skills Survey, Summary Results, Australia, cat. no. 4228.0, ABS, Canberra.
- (6) <http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/4102.0Chapter6102008> Australian Bureau of Statistics 2008, Australian social trends 2008 Australia, cat. No 4102.0, ABS, Canberra
- (7) [http://www.literacytrust.org.uk/assets/0000/7883/Updated\\_Strategic\\_Guidance\\_Paper.pdf](http://www.literacytrust.org.uk/assets/0000/7883/Updated_Strategic_Guidance_Paper.pdf) Hamer, Dr Cathy, Guidance for developing a strategic approach to speech, language and communication in the early years. Talk to Your Baby, National Literacy Trust, updated February 2011
- (8) McDowall, J. (2018). *Out-of-Home Care in Australia. Children and young people's views after five years of national standards*. Create Foundation