

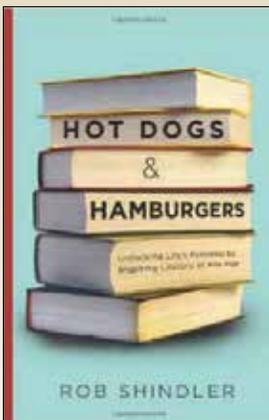


Hot Dogs & Hamburgers: Join the Statewide READ

Imagine a young child sitting in a classroom not being able to process the words on the page as the rest of the class reads together aloud. Imagine an adult with low literacy not being able to read directions to a job interview or safety regulations for using machinery at work. Staff and volunteers at our 75 member agencies work with adults and children who face these obstacles every day.

Learning to read builds confidence and hope. It also leads to independence. Our brains are hard-wired for speaking, but reading is an acquired skill that must be explicitly taught. Identifying separate speech sounds within a word and learning how letters represent those sounds is a common challenge that we all face early on in life. For some, that challenge remains a daily struggle.

In our role as a statewide voice for adult and family literacy efforts, Wisconsin Literacy, Inc. (WLI) will hold our first Statewide READ this fall. *Hot Dogs and Hamburgers: Unlocking Life's Potential by Inspiring Literacy at Any Age*, by Rob Shindler, is a book with an uplifting story, one that relates to the success stories that our member agencies have shared with us over the past 30 years of working with passionate volunteer tutors



and dedicated learners. Author Rob Shindler becomes an adult literacy tutor at Literacy Chicago in order to learn how to teach his son how to read when no one else can.

Once you read about the trials and triumphs in this book, you may want to become a volunteer literacy tutor yourself!

WLI's Statewide READ will kick off in conjunction with our annual 1200 Tutors in 12 Weeks campaign on Sept. 8. We envision book clubs,

libraries, literacy agencies and any other interested groups of people reading the book during September, and even into November, and then sharing their thoughts and ideas. We put together a toolkit to help our member agencies use this Statewide READ as a way to recruit new tutors and volunteers for their literacy programs. The toolkit also contains a discussion guide that can be used by book clubs as well as a Reader's Guide that can be used by tutors and learners who might want to use the book for their reading lessons. The Reader's Guide includes vocabulary lists and comprehension questions as well as a press release template for promotion. We invite you to join in at any time during the campaign. You can find more details at www.WisconsinLiteracy.org.

WLI Celebrates 30th Anniversary All Year Long

- We re-energized with some outdoor fun on March 15, 2015, at our Family Frozen Fête at McKee Farms Park in Fitchburg. This free community event was the kick-off to a year of celebrating three decades of our coalition's work in changing lives through literacy.
- Our NW Region celebrated on July 12, 2015, with an Anniversary Music Sampler of very talented local musicians overlooking a beautiful vineyard and rolling hills at the Cottage Winery and Vineyard in Menomonie. It was a perfect afternoon of fabulous music, wine, friends, and amazing scenery!
- We hope you will join us on Sept. 8, 2015, for our next event, What's Brewing at Wisconsin Literacy?, from 5:30 - 8:00 p.m. at Badger State Brewery in Green Bay.



Help Our 12th Annual 1200 Tutors Campaign Reach New Heights

Our 75 community-based member agencies are the core of our statewide literacy coalition. WLI was founded in 1985 as an all-volunteer coalition comprised of adult, family and workplace literacy providers with the mission of supporting each other through information sharing, referral, advocacy, resources, and training. These literacy advocates each recognized a need in their community that was continuing to be unmet.

Our membership makes the most out of donations and funding by working with professional staff and more than 3,300 trained volunteer tutors dedicating over 190,000 hours of one-to-one instruction to more than 17,700 learners each year. Despite this network of passion and dedication, waiting lists for literacy services remain at many of our member agencies. You can help by becoming a volunteer tutor or making a donation this year. Help us make this tutor recruitment and training campaign the most successful in our 30-year history! You can find the literacy program closest to you and you can also make a donation online at www.WisconsinLiteracy.org. The campaign begins on Sept. 8 (International Literacy Day) and ends on Dec. 1. Our member agencies receive funding based on the amount of new tutors they are able to recruit and train within these 12 weeks. We raise funds for this campaign year-round and hope to build support throughout the remaining months of 2015.

Thanks to our generous 2015 campaign sponsors!



Sheena Arndt Joins WLI as Northeast Regional Consultant



WLI thanks Andrea Pease for her four years of dedicated work in helping our northeast literacy agencies build their capacity to serve more adults and families.

As we wish Andrea the best in her retirement, we welcome Sheena Arndt as the new NE Regional Consultant. Sheena spent the last six years at the Fox Valley Literacy Council as the Program and Volunteer Coordinator. She is a ProLiteracy nationally certified tutor trainer and has worked to train hundreds of tutors for the organization. Sheena has strong volunteer management skills and held a leadership position in her community's volunteer coordinators membership organization. She played a role in successful community-building relationships with local organizations to help serve adult literacy learners.

Sheena has worked with a number of assessment procedures used in literacy and has played a key role in transitioning students on to Fox Valley Technical College. She has a strong passion for helping others to succeed whether it be the adult learner, volunteer tutor, or an entire organization. Sheena attended the University of Wisconsin – Milwaukee & Oshkosh and Fox Valley Technical College and taught at a Montessori School in Neenah. Welcome to Wisconsin Literacy, Sheena!



A tutor/learner pair develops a special bond at Milwaukee Achiever Literacy Services.

Health Literacy Summit Fuels New Ideas

"I will revise existing materials and web copy to apply the principles of plain language."

"I will integrate health literacy information into our curriculum for tutors."

"I will assess how data gets used, read or applied in our organization."

"I will work on building a health literacy coalition in my state [Michigan]."

These and many other takeaway goals were mentioned by attendees at the end of the 2015 Wisconsin Health Literacy Summit held at Monona Terrace in Madison on April 13-15. This sixth Wisconsin Health Literacy Summit experienced the highest attendance since biennial summits began in 2004. Over one-third of participants came early for pre-Summit learning sessions. Renewed enthusiasm for health literacy was a common theme among attendees. "This was life-changing," said one hospital marketer. "Starting today, I'm immediately changing how I communicate."

Attendees came from 22 states and three foreign countries. They included nurses, public health workers, adult/family literacy professionals, physicians, health insurance professionals, pharmacists, medical librarians, and others. Good news for the health literacy field is that 100 attendees identified this as their primary work focus.

The Summit began with inspiring comments from Health Literacy leader Dr. Rima Rudd and a panel of eight health care stakeholders. Concluding the event was a rapid-fire list of 40 ways to improve health literacy, followed by a moving rendition of the poem "This is Bad Enough" by Scottish poet Elspeth Murray connecting via Skype.

Most importantly, in a post-Summit evaluation, 92% of attendees said they would recommend the Summit to friends and colleagues, and 93% said they were energized to take the next step on a health literacy project. The next Summit will be held in spring 2017. For more information, contact steve@wisconsinliteracy.org.

Summit sponsors included: Anthem Blue Cross and Blue Shield, Gundersen Health System, Hospital Sisters Health System, MetaStar, UW Health and Unity, WHA Foundation, Dean & St. Mary's, Epic, Meriter & Physicians Plus, WEA Trust, and Wisconsin Health Information Organization.

For a full list of sponsors and videos of many Summit presentations, visit WisconsinHealthLiteracy.org.



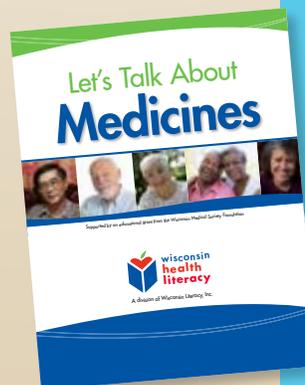
Jackie Taylor (at left), President, Commission on Adult Basic Education, shared health implications of a recent landmark international adult literacy study. Demonstrating creative one-handed juggling of lemons was Ben Perreth (above), who joined his mother Katherine in a presentation about Ben's life-long health care journey resulting in the book *Making Lemonade with Ben*.



Medication Workshops

Adults throughout Wisconsin are learning how to better manage medications through "Let's Talk about Medicines" workshops by Wisconsin Health Literacy. These workshops are being held through 2015 in over 60 different locations. Topics include interpreting medication labels, types of containers, dosage instructions, strategies for remembering to take medications and basic storage techniques. Funding for 50 workshops is provided by Security Health Plan, and 16 workshops by the Wisconsin Medical Society Foundation

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Karl (left) and Adan (right), a volunteer tutor/learner pair, meet weekly at Northern Waters Literacy, one of WLI's 75 community-based literacy program members. Adan now has a partner in the community helping him to achieve life-changing goals.