

## Common messages spread widely

Workers from a range of agencies across Birmingham have identified a small number of recurring messages that are worthy of repeating in numerous ways.

These messages have, to date:

- been fed into specific leaflets on language development
- been repeated in family booklets used by the professional football and cricket clubs in the city, as part of their children's coaching activities and as hand-outs to parents in the family seating areas at team home games
- been repeated in a prominent side bar on a calendar distributed by Environmental Project Services Ltd to every household in the city.

There will be other consistent uses of the same repeated messages in the future.

The messages are:

Birmingham aims to substantially improve the reading, writing, speaking, listening and number skills of an additional 15,000 young people and 35,000 more adults by 2007.

Here's how you can help:

### Parents with young children:

- find time to talk with them about what they are doing
- use the library
- have reading and writing things at home
- read together
- talk about numbers, shapes, colours
- talk about words on signs and posters

### Young people:

- get involved in homework clubs; holiday schools; youth groups
- take all the opportunities at school, whilst you can
- carry on reading and writing for your own reasons
- use libraries
- ask for extra help if you need it to do well in your work
- make contact with Connexions and other support services

### At work:

- ask about training courses
- find out who can best explain things
- take on new challenges – e.g. offer to take notes
- carry on reading in your own time
- get better at using computers
- look at the skills you might need next
- contact learndirect (0800 100 900)

Looking for work:

- ask about extra support available
- talk to JobCentre Plus advisers
- aim for qualifications
- take up opportunities to get work experiences
- brush up your use of numbers
- contact learndirect

Adults:

- phone for information (Get On: 0800 100 900)
- ask about local courses
- read and write for different reasons
- brush up your maths
- contact libraries about support and use of computers
- get involved in new activities