



# Workshop

Why sports and why reading?  
Successful methods, key factors from  
reading and sport-projects, key factors  
for literacy and language-skills,

# Activity 1: Ranking

Reading	Sports
Is fundamental to be functional in today's society	Helps us to keep physically fit
Is vital to finding a good job	Develops a sense of belonging
Develops the mind (the mind as a muscle)	Helps young people develop discipline and perseverance
Is how we discover new things	Develops social skills
Develops imagination	Develops self-esteem
Develops creativity	Promotes lifelong health
Is fundamental to develop good self-esteem	Develops teamwork and leadership skills
Helps expand vocabulary	Relieves stress
Is the foundation of democracy	
Develops empathy	

# Activity 2

“Reading and sports have a lot in common. You need both of them in order to build citizens with intelligence and respect for democracy and others.

Just like the muscles in your body need to be trained and looked after in order for them to work properly, your brain needs to work out as well.

Reading has an amazing effect. It affects your brain in a different way than other tasks do. Imagination, the ability to live the story, to re-load and start over again.

These skills are needed in both sports and reading.”

The former reading and sports-coach, Johan Unenge of The Swedish Arts Council, also talks, in the book: Paus-one book, about the importance of cooperation with libraries, sport clubs, parents and school to find ways to help children to get a healthy and rich life through life both with reading and sports. “

# Activity 3: Reading Motivation

Linda Gambrell's essential factors in reading motivation:

(1) What's in it for me? Empower and encourage!

Relevant reading tasks

(2) Access to a wide range of reading materials.

(3) A generous amount of time for reading.

(4) Opportunities to make choices about what they read.

(5) Socially interactivity with others about the text they are reading.

(6) The right difficulty of texts, but also challenging texts.



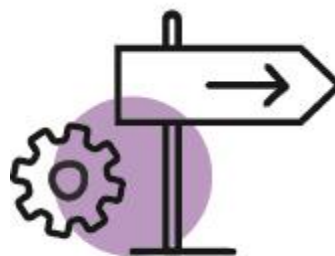
**Fokusera**



**Ta fram idéer**



**Testa idéer**



**Förverkliga**



**The main aim of the Project group for “Literacy & Democracy”:**

***Sport and Culture should co-operate to create different ways to develop good and competent readers, in the group of YA, 12-15 year , in Mombasa and Västernorrland.***

***Find methods for “more” reading.***

**Meet the needs of children and young adults.**



**Fokusera**



## Ta fram idéer

### The role and responsibilities of the Project group:

#### What we would like to do in Mombasa:

Build up reading corners in strategical sport clubs, centers have reading materials/different media.

6 main centers in suburbs. Target group: 12-15 years. Role models. Use youtube/social media.

Start with Soccer. (Sport/library/education in Mombasa)

Need of equipment: sport stuff, books, media, internet-access, electricity

The sport in Mombasa also wanted exchange-program-visit-program with Sweden.

Also thoughts to start with co-operation around reading, sport and health. Ex. Kigali (go out and move)

Capacity building: train up school-librarians (23 centres which can become resource centres out in the suburbs).

Big need to train teachers to become school-librarians and reading promoters.

Right now Mombasa have 6 container library with 1000 books that needs librarians...

Also work with:

Motivation talks, organized reading promotions talks, for children, teachers and parents

Cooperation- information-knowledge, coaching e-learning/information, find information online-educate yourself.

Library Card campaign (library/education)

Need of equipment: books, media, internet-access, electricity

Booksport & teamreading- methods, good example continue the work in Timrå and connect to Mombasa.

Start a summer-session "Timrå hoops" co-operate with the whole society



**Mombasa-soccer-projects:**

**<http://footballforwater.nl/kenya/>**

**Water sanitation hygiene –NGO, Unicef  
(Connect to them?)**

**Work with both boys and girls**

**Girl-team often in school basket, volley boll,  
netball.**

**<http://www.dw.com/en/football-changes-girls-lives-in-rural-kenya/a-5746793>**

**DIVAS-pink shirts (a social football-project:  
Meet the soccer teams, talk about mothers-  
children-reading. Connect to SDF (Sadaka).**

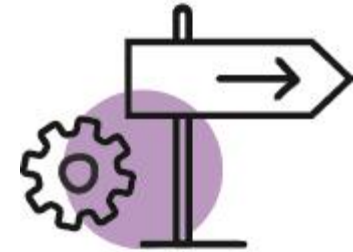




**Ta fram idéer**



**Testa idéer**



**Förverkliga**

Focus: aim, ideas, tools/key factors,  
Challenges-Possibilities

Discuss and choose 1 or 2 challenges.

Write down possibilities: What can we do, right now both in Mombasa and Sweden.  
What do we need help with? What's possible in this project.



How can we strengthen the capacity of the education sector and enhance community involvement to meet the needs of children and young adults who face a variety of barriers to becoming the competent readers who are necessary for democratic societies?

# Conclusions: Successful Reading Promotion

- Start early
- Identify target groups that have greater needs than others
- Provide a wide range of reading materials: different genre and types of text
- Promote social reading
- Make use of reading role models
- Emphasise freedom of choice
- Work on different target groups' identified interests
- Encourage cooperation between schools and public libraries
- Formulate clear, achievable goals and evaluate

Jonas Andersson

[www.kulturradet.se/sv/english/New-Swedish-book-on-Reading-Promotion](http://www.kulturradet.se/sv/english/New-Swedish-book-on-Reading-Promotion)

# Activity 4: Reading Key Factors

Early Literacy

Reading Role Models

Readers' Advisory

Book Availability

Involvement

# Activity 5

- Communication and activities between the projects!
- List and discuss

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