



Ethiopia Reading Promotion 2016: Outcomes and learning

In 2016, Book Aid International piloted a reading promotion programme. The charity provided funding, marketing materials, advice and support to allow libraries to hold reading promotion events on or around International Literacy Day 2016.

Each participating library prepared a report on their activities, learning and impacts as well as their hopes for future reading promotion activities.

The following report was prepared by the staff of Book Aid International partner CODE Ethiopia.

Description of participating library

Sheno Community Library is 78km from Addis Ababa – Oromia region, North Shoa Zone, Kimbebit District, Sheno Town. The library is one of the new community libraries CODE Ethiopia (CE) established during the project period 2012-2016. The library has a staff of three and has been serving the community since 2013. The community is both a farming community and a community of small traders.

The reading promotion event

The event was opened by a blessing given by the local elders as this is normal in the culture of the Oromos. That was followed by an opening speech by the Guest of Honour, Head of the Woreda Administration Office. Then, there were question and answer sessions for competing schools. This again was followed by testimonials from successful readers selected by the library, recognition of the former Culture and Tourism Office Head for his contribution in the establishment of the library and provision of services efficiently.



Successful readers shared their testimonies





Participating children received gifts

There was also a time given to people to give their suggestions on how the library should be in the future. Different gifts and prizes were given out to those who won the Q&A sessions, frequent users. Teachers who prepared the questions and conducted the Q&A session were also given prizes. Different gifts (project love kits) and were distributed to the participating children. Refreshments were also served with a coffee ceremony

Feedback

The Children's Corner is a colourful set up that attracts the attention of children. The comment was that it should have some modern furniture other than just the reading mat. The message of the Guest of Honour, H.E. Mr. Shiferaw, was delivered both in English and Amharic and was well received as it indicated the commitment of the district administration to support the library in all the means possible.

People were thrilled by the event in general and asked us to conduct such events at least twice a year.

Media

There were people from The Ethiopian Herald newspaper, Brana Radio (FM97.1) and the district Government Communication Affairs Office. The event was reported by the Ethiopian Herald newspaper and the online version is also published. It was also broadcasted by the Brana Radio programme of the FM Addis 97.1.

What has changed?

Even though there is little time lapsed since the event, it is reasonable to say that this event has changed the attitude of the participants both from CE and the local community. It is our expectation that those who participated during this event will be friends of the library hereafter.

For whom has the change occurred?

The change is for all in the community library, the sector offices, the community as a whole and even for Book Aid International as there were some comments on the types of books needed by the community.

Has the change been significant?

As there were representatives from all the sector office, it will be good for the library to get support from any sector as needed.

What led to the change?

As this was the first of its kind, the event, we can say that was triggered by Book Aid International as an initiator of the event

How would you seek to improve this intervention?

We would like to do it again and again but instead of giving all the books to one library, we have distributed to all the three participants based on their ranks in the completions. Book Aid International should increase the amount of money needed for such an event so that we can conduct more activities and increase the time of the event.

Find out more

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Registered office: 39-41 Coldharbour Lane, London, SE5 9NR

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