



Zambia 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 in Zambia, the Zambia Library Service.

Description of participating library

Kasama Provincial Library is situated in the Northern Province of Zambia. It is a public library located in a town whose community is largely literate.

Description of the Day

The event started with a march past from the centre of town to the library. The programme for the day included an official opening, children's activities, games and competitions. There was also a library and Children's Corner tour as well as speeches by the Provincial Librarian, the Provincial Education Officer and Guest of Honour.

Feedback

People were pleased with what they saw. They commented on how well organised it was and very educative.

Media

Zambia Information Service, Radio Mano and Radio Lutanda covered the event and reported the event on the news.

What has changed?

Staff morale has increased because of the positive attention and feedback that the library and the Children's Corner have generated. There is a renewed interest from members of the community in what the library has to offer.

For whom has the change occurred?

The library staff and the community.

Has the change been significant?

Yes – more interest and enquiries about the library.

What led to the change?

The event itself brought about the change and the book prizes given by Book Aid International.

How would you seek to improve this intervention?

To organise the event at a different place - like on the outskirts of town for more sensitisation. With Book Aid International support more prizes to needy schools.

Find out more

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