



wisconsin
literacy



wisconsin
health
literacy



Impact Report
2021-2022

Dear Champions of Literacy,

The world as we know it is nothing like it was just a few years ago. Yet the students served by our member literacy agencies continue to achieve and succeed – thanks to your support.

Your investment in Wisconsin Literacy—and our 70+ community-based agencies – shows over 14,000 students across the state that you believe in them. It also demonstrates to the dedicated staff and volunteers at these agencies that their work is valued and supported every day.

Your gifts last year provided innovative learning tools, training, advocacy and resources to our agencies for in-person and virtual teaching, helping agencies to adapt to meet their students' needs.

The 2022 Impact Report highlights the impact your gift has had on adult learners and their families across Wisconsin. Thank you!

Please reach out to us with any questions – or to enhance your commitment to the life-changing power of adult and family literacy.

Join us at wisconsinliteracy.org to advocate, educate, or donate!

Warmly,



Steve Mundt, Board Chair



Michele Erikson, Executive Director



Photo provided by Winnebago
Area Literacy Council

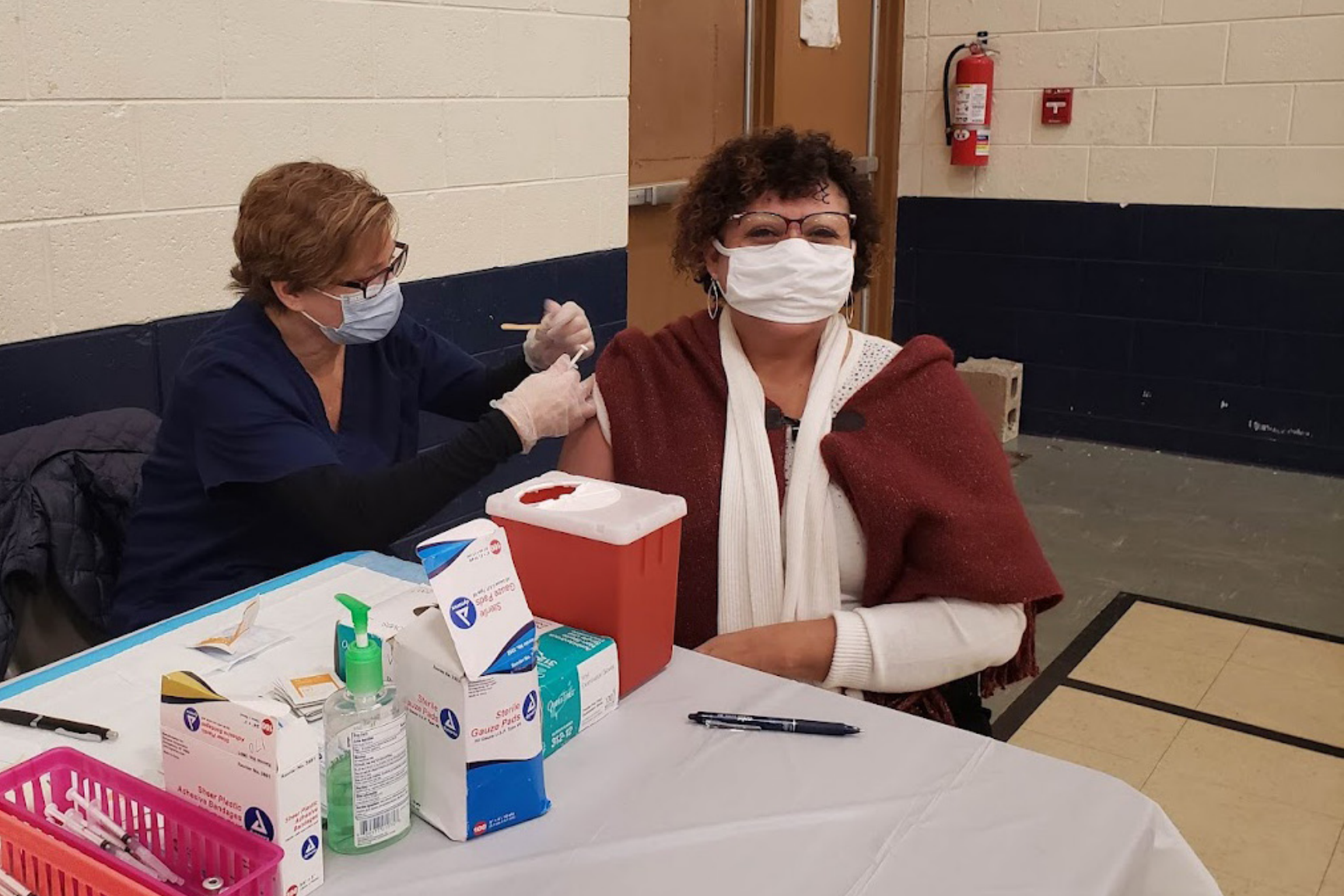
Partnering to Strengthen COVID-19 Vaccine Outreach and Education

Wisconsin Health Literacy (WHL) has been working hard to provide education and outreach about the COVID-19 vaccine. Through funding from the Wisconsin Department of Health Services, we trained four regional Vaccine Community Outreach Specialists who are working with community organizations across the state to ensure that adults and families have easy-to-understand, actionable information about the COVID-19 vaccine. Specialists work closely to hold listening sessions, design tailored materials and messages, and lead public workshops to assist participants in making informed decisions about getting the vaccine.

Understanding that information is best provided by trusted members of the community, WHL has also funded 19 community-based organizations to lead efforts in their sphere of influence. Current grantees include organizations that work with diverse communities and in counties with lower vaccination rates.

During the Community Center for Immigration's Citizenship Celebration picnic held in August, program staff reached local residents like Nant Htee Mu, who didn't realize she could get boosted. After hearing the information they provided, it inspired her to talk with her family doctor about getting her booster. She had been scared of the vaccine at first, but she wanted to keep her family as safe as possible from COVID-19 - now both Nant Htee Mu and her children have been vaccinated.

Photo provided by Casa Guadalupe Education Center



Connecting Refugees with Employment

Wisconsin Literacy (WL) increased support and networking for members offering specialized workplace literacy and employment skills training for refugees. As a result, refugees in communities across the state obtained employment, retained employment, and increased their wages.

“One of our students was a dentist in Afghanistan. He was working as a dental assistant here, and successfully completed all of his technical responsibilities, but his employer requested he improve his English so he could better communicate with the patients. He worked with a tutor, joined a group class and was able to retain his employment.” — Fox Valley Literacy, Appleton

WL member agencies are:

- collaborating with Wisconsin Works (W2) agencies
- partnering with local employers
- meeting with human resource professionals to design English language courses
- loaning computers to refugees so they can attend virtual classes

“A newly-hired staff member helped encourage program attendance for new refugee arrivals. Not only did we serve more participants eligible for Temporary Assistance for Needy Families (TANF) than in previous quarters, but we more than doubled instructional hours over the last quarter!”— Literacy Network, Madison, WI

Photo provided by Neighborhood House of Milwaukee



I JUST GOT HIRED!

#PAYSBIG

VISITOR

VISITOR

The Wisconsin Health Literacy Summit

This past spring, WHL hosted the Midwest's largest Health Literacy Summit, titled, *Embracing Health Literacy in the New Normal: Digital Communications, Telehealth, Health Insurance, and Health Equity*.

We were proud to offer a free pre-conference summit on Science Communications and Vaccine Outreach. This year's national event attracted more than 300 attendees from 24 states and featured 70 presenters and 20 different breakout and plenary sessions.

Keynote speakers included Emma Andrews, PharmD, V.P. of Global Patient Advocacy, Pfizer, Abdul El-Sayed, MD, DPhil, Host of America Dissected, and Microbiologist and Health Communicator, Associate Professor Siouxsie Wiles from the University of Auckland. Dr. Wiles was also named one of the BBC's 100 Influential Women of 2020 and Kiwibank New Zealander of the Year in 2021. The keynote speakers all spoke to how health literacy, health equity and challenging health communications during the pandemic played a vital role in how families, communities, and our world responded.

Photo provided by Hedi LaMarr Photography

Did anything from this activity surprise you?

Did anything from this activity confuse you?

Do you have any questions as a result of this activity?



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Providers And Teens Communicating for Health

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Building Connections and Capacity

WL staff provided members with 63 free professional development and networking opportunities this past year. We created collaborative sessions for members to share best practices and to seek advice on challenges they were facing.

Linking them with other literacy programs in their region and throughout the state, WL Regional Literacy Consultants provided a forum for engaging discussions. One member agency noted that “It helps to share challenges, solutions, and ideas. This also helps programs support each other when facing common problems.”

WL offered fall and winter virtual conferences covering a variety of topics. Carefully chosen speakers presented on subjects including how to use Job Center of Wisconsin online tools; Diversity, Equity and Inclusion; and digital and financial literacy.

Regional Literacy Consultants also connected member agencies with other organizations in their communities. Despite the ongoing challenges of the pandemic, consultants ensured that agencies stayed connected with WL and with their peers. We leveraged digital tools to reach organizations throughout the state.

Photo provided by Columbus Literacy Council



con·nect·or

A noun: a thing which links two or more things together; a device for keeping two parts in contact; a short road that connects two longer roads. —*Oxford Languages, Oxford University Press*

The work of Wisconsin Literacy and Wisconsin Health Literacy is solidly rooted in the word “connector.” We have focused on this connectivity role before and since the pandemic – and will continue to do so for years to come. Our commitment to building bridges and advocating for adult and family literacy has been recognized by many of our state agency partners.

Through their support, we connect literacy programs to resources, funding, professional development, easy-to-understand health information, training and advocacy efforts.

In turn, our 70+ member agencies connect Wisconsinites to learning and work opportunities that move their lives forward.

WL is connecting the dots between the life-changing work of Department of Workforce Development, Department of Children and Families, Department of Public Instruction, Department of Health Services, Department of Corrections, and Department of Administration.

Photo by WL of Governor Evers and WHL Staff



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All the hard-working people who offer literacy
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Literacy for All
Liz, Michele and the whole Wisconsin Literacy staff.
Michele Erikson
Michele Erikson - a champion of literacy!
Poppy and Scooter Pinkowski
Stephanie Sellek and Erik Gennerman

In Memory Of

My beautiful bookworm, Linda Frankson
Elizabeth Phillips
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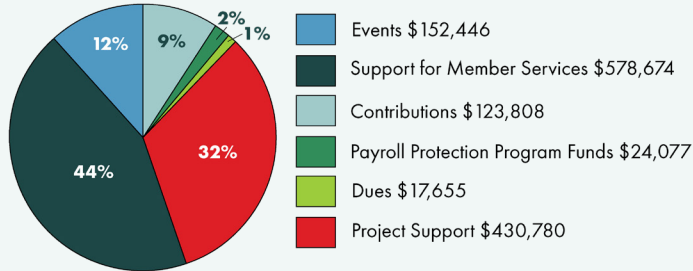
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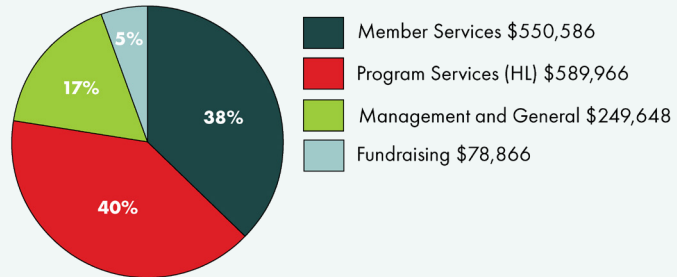
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Our Mission

Changing lives by strengthening literacy statewide.

Our Vision

All people in Wisconsin have the literacy skills to reach their full potential.

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