

Adult Learners' Week 2006 Cultural Diversity Day Guide



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Cultural Diversity Day - a guide

Saturday 20 May 2006



As part of Adult Learners' Week 2005, NIACE is designating Saturday 20 May to Cultural Diversity Day.

What is Adult Learners' Week?

Adult Learners' Week is the UK's largest national learning campaign. It promotes education and training for adults, provides access to information and guidance and motivates more adults to participate in learning opportunities. It is a collaborative venture between education and training providers, broadcasters and national and local government.

Cultural Diversity

Cultural Diversity Day was introduced in 2002 in recognition of the importance of the Equality and Diversity Agenda with a vision to support providers in addressing some elements of their equality and diversity agendas. It has become integrated into NIACE's national motivational campaign – Adult Learners' Week in May to give providers the opportunity to widen participation and be responsive to the needs of the wider community making it a learning journey for the providers and the learners.

You may want to have a look at the Learning and Skills Equality and Diversity strategy for 2004-2007 on their website www.lsc.gov.uk

The objective of the day is to:

- Raise awareness and understanding between different cultures
- Celebrate the similarities and differences between cultures
- Encourage community cohesion
- Support in challenging racism, xenophobia and intolerance
- Support and promote activities and events celebrating diversity
- Raise awareness of concerns and issues around barriers to learning to policy makers
- Intergenerational learning – differences between the older and younger generation in relation to learning
- To represent diversity in the broadest sense, promoting all equalities through various activities

“Cultural diversity initiatives provides an opportunity for people to come together and share ideas and good practice. So much good practice in the field of challenging racism and promoting cultural diversity through adult education goes unnoticed. Cultural diversity day provides an opportunity for you to showcase what you are doing in this area and for other providers to learn from your experiences. It also provides an opportunity for you to encourage learners from minority groups to take advantage of your services and explore a range of issues, discussions and ideas around an ever changing Britain and Europe”.

(Lenford White, Development Officer, NIACE)

connections...

→ The museums, libraries and archives are very interested in understanding the needs of different cultures and working with partners to reach audiences from diverse backgrounds.

North West Museums, Libraries and Archives Council organised a collaborative event called 'culturemarket'. It aimed to raise awareness of the actual range of what learning offers – to whet people's appetites and to provide a platform for promoting the 'very best' of all kinds of learning. Over 3700 people took part and many were inspired to attend Museums in the city and do further family learning related activity.

Others attending took away information and advice about related courses. One attendee stated, "I discovered that the Open University has a careers service and will contact the OU for advice as I am a part time student."

Another stated, "I was most interested in the free careers advice and art activities and will go to my careers centre at Manchester University."

→ To make your event more interesting, combine cultural diversity day with the Adult Learners' Week themes. The themes for 2006 include: Community, culture and Citizenship, Equality and Diversity, Learning and Health, and Skills for Life. The latter major theme seeks to encourage adults to engage with the importance of taking control of our everyday lives through literacy, language and numeracy learning, through ICT and through developing our media literacy and the final theme is learning in a global context taking into consideration fairtrade, language learning and migration issues.

Dacorum Learning Forum organised a large event in collaboration with local training providers and community centres. Training Providers had stalls in the main shopping street with a variety of entertainment to attract the crowds. The Dacorum Chinese school has a stall advertising its Mandarin and Chinese classes which increasingly attract adults interested in doing business in China.

Community organisation Muskaan played Carom board and promoted swimming classes for Muslim women and sewing and English classes.

The events attracted 300 people with 60 signing up for further information.

To keep the creativity flowing, you may want to think about tying your event to another campaign such as Health Literacy Month, Learn to Sign Week or Black History Month.

Wandsworth Libraries attracted 40 people to an event which highlighted the work of Toni Morrison – a Black writer. The event was also about encouraging people to think differently – to think in images and patterns. Readers were invited to provide an image which was then displayed.

As a result of the event The Seasons Reading Group which is based at the African Caribbean Community Library and other library reading groups are now reading and discussing Toni's work. The event is also linked to the promotion of Black writers and artists as part of the annual Black History Month and Wandsworth Arts Festival programmes.

→ If you would like get an idea of what other local activities are taking place that you could tap into, contact your local regional co-ordinator who will advise of contacts or networks. Find your local contact from the attached list.

Get planning

The Adult Learners' Week event archive is a great starting point for collecting ideas. The archive contains information on events organised for ALW 2005. You don't have to restrict the events to the NIACE themes.

Ideas...

- Food for thought – ask participants to bring along different foods and hold a competition to guess which country the food originates from.
Stockport Library introduced Asian cookery to 12 learners. The tutor provided pre-cooked food and demonstrated how to make the dipping sauces to accompany them. Learners were invited to identify the various spices used in Asian cookery which proved a useful icebreaker for the learners.
- Dress to impress – take in different fabrics, styles of clothing, different cultural dress, hold an in-house catwalk show, with an introduction to each dress.
On 27 May to engage parents of school children, the learning ambassadors Of Drove Primary School in Swindon organised a fancy dress or national day parade. The Head of the School closed the school at 2pm so the children and parents could participate in the various learning activities on offer. Activities included Bollywood dancing, Sale of International Food, Singing, Juggling and Food Hygiene.
Over 100 people took part and 35 signed up for further opportunities.
- Say it with words – celebrate the variety of languages that are spoken in Britain today, turn it into a competition or a quiz –who knows the most phrases or what things mean to different cultures.
Newham Library celebrated Congolese Culture and Arts. The aim of the day was to provide a platform for Congolese artists to promote their work and to network. Events included a workshop for parents and children run by Congolese journalist and writer Norbert Mbu-Mputu. The basis of the workshop was Norbert's book 'Africa Tales' which have been translated into English, French and Lingala.
- Getting out into the community! This could be through visiting local community groups but also through visiting religious and cultural centres.
Captain Cook Square was a prime location for passing trade due to members of the public shopping in the centre. Middlesbrough Learning Shop distributed over 200 leaflets advertising Adult Learners' Week to the public.

As a result of the day over 40 names were taken to arrange career advice appointments and send information regarding educational courses and Middlesbrough Libraries had a huge response of nearly 50 new members joining the library.
- Listen to or tell a story – different cultures have great mythical stories. Ask families to come along and hold a storytelling session.
- Past and present – hold a discussion group and reflect on how things have changed for the younger generation as well as the older generation. What does learning mean to the older generation compared to the younger generation. How can older learners benefit from learning and what vast experiences can they bring to education.
- Tradition or religion – what's the difference? Bring in people from different faith groups and discuss the difference between tradition and religion.

- Be someone else – shadow someone from another faith group and see how they live for the day.
- Have a look at Kick It Out's website www.kickitout.org to get ideas of how you could use football to encourage learning through sport and promote understanding between cultures.

Get your ideas publicised on the NIACE website www.niace.org.uk/alw/2004/calendar

Building on your activity

To keep the momentum going, you may want to think about ways you could build on the activity. This could be done in various ways and could lead to many things:

- Tie in your activity to your Equality and Diversity action plan or your Equality and Diversity agenda
- The outcome of the activity could help you identify gaps in your provision and how to fill them
- Your activity could help identify needs of the local community and how you could support this
- Your activity will ensure you are widening participation and will give you ideas on how you can engage those less likely to engage in learning
- It may be worth repeating the activity at the time of enrolment to ensure word is reaching to more and different learners
- Tie the activity into other campaigns throughout the year. NIACE produce a campaigns calendar which lists the various campaigns through the year with contact details.

Do browse through some of the websites which may give you some ideas.

Tell us about your event

You can publicise your event through the online calendar on the Adult Learners' Week website www.alw.org.uk or fax your event details for inclusion in the calendar to 0116 223 0050.

In 2005 the website received over 56,000 visits with learners and the media directed via the information on the calendar to local events.

Useful websites

Find out about different campaigns, religions and festivals, any funding possibilities, or how different organisations are promoting the diversity theme.

World Day of Cultural Diversity for Dialogue and Development
www.unesco.org

Commission for Racial Equality
www.cre.gov.uk

Islamic Awareness Week
www.iaw.org.uk

Member organisations of the Inter Faith network for the UK 2003-2004 – contains useful website links
www.ifnet-adsl.demon.co.uk/member.htm

Council of Libraries, Museums and Archives
www.mla.gov.uk

Chartered Institute of Libraries and Information Professionals
www.cilip.org.uk

Council of the Ethnic Minority Voluntary Sector Organisations
www.ethnicminorityfund.org.uk

Research, learning, information and dialogue tool focusing on world religions
www.multifaithnet.org

Community driven site operated on a not-for-profit community basis by volunteers provides a forum in which British-born Chinese can share experiences, ideas and thoughts
www.britishbornchinese.org.uk

Cultural co-operation is an independent arts charity that promotes cross-cultural contact, dialogue and understanding
www.culturalco-operation.org

The Arts Council East of England's diversity programme
www.diversityprogramme-pace.org.uk

National Arts Council website – information on funding opportunities
www.artscouncil.org.uk

Empowering and influencing the black community through history, family genealogy and heritage
www.everygeneration.co.uk

Background information for all those who wish to expand their knowledge of the different communities in the UK
www.multicultural-matters.com

Black Information link
www.blink.org.uk

Information around the single equality commission
www.ippr.org.uk

Useful resources

Light and Shade (Alan Tuckett and Fiona Aldrige; £6.95)

Light and Shade: A NIACE briefing on participation in adult learning by minority ethnic adults draws upon data from the 2001/2002 English Local Labour Force Survey and was produced in partnership with the Department for Education and Skills for Adult Learners' Week 2003.

The analysis shows that there is an absolute need to focus on adults from minority ethnic groups and sub-groups who are under-represented in learning, particularly Pakistani and Bangladeshi communities, as well as women from a number of minority ethnic groups. The report also shows that some communities, notably African and those with mixed ethnic origins, significantly outperform the national averages for participation. The data shows that the educational system is dramatically more effective at serving the learning needs of some communities than others.

Charting the Experiences and achievements of black adult learners £24.95 (Edited by Fiona Aldridge and Lenford White)

Building on the research paper [Light and Shade](#), this report contains further analysis on participation in adult learning by learners from a range of minority ethnic groups. The report contains a collection of short essays examining key issues arising from the research, and further discussing and extending the debate around factors affecting participation in adult education. The discussions explore a number of areas for future research and policy development.

Colour blind: A practical guide to teaching black and minority ethnic adult learners (Alyson Malach, £45.00)

This well-informed and practical guide brings together the collective experience and knowledge of black practitioners, students and researchers whose activities, efforts and insights have been growing within the black education movement since the 1960's. It focuses on ways in which black and minority ethnic adult learners are marginalised, and identifies ways in which their needs, in relation to the needs of all learners, can effectively be met to support recruitment, retention and achievement in adult learning institutions.

With the help of case studies, practical suggestions, hand-outs and exercises, this photocopiable pack provides an invaluable source of information and advice. It contains examples of good practice to show how to plan, create, deliver and market inclusive programmes to grow an equality culture.

Lifelines 4: Engaging black learners in adult and community education (Lenford White, £6.95)

Demonstrating the importance of adult and community learning in challenging racism and promoting cultural diversity, this guide sets out how education providers can make their learning programmes relevant, challenging and appropriate to adult learners from black and minority groups.

Case studies illustrate models of effective and innovative practice, with quotes from practitioners and learners who have been involved in projects. Highlighting problems that practitioners often have in managing projects and the constant search for funding, the guide also examines strategies for sustainability.

With checklists, ideas for further follow-up work and useful contact addresses, this guide will provide practitioners with an understanding and confidence to engage more successfully with black learners.

Lifelines 10: Working with Asian heritage Communities (David McNulty, £6.95)

From an award-winning initiative, which resulted in an extra 10,000 people engaging in learning, this practical guide offers the secret of one town's success in engaging effectively with Asian heritage communities. It explores how to use existing networks and work with mosques and madrasahs; looks at key political issues that need to be tackled, assumptions that need to be unlearned and the impact of gender on participation; offers successful models of change and tips for developing effective programmes; and considers how this innovative approach fits with underlying ideas of good practice and issues of transferability.

For more information about these resources or to order please contact the Publications team at NIACE on 0116 2044 200 or visit www.niace.org.uk/publications

Fail to Plan: Plan to Fail

A toolkit for Black Voluntary and Community Organisations (Lenford white, £20.00)

Historically Black voluntary and community organisations have missed out on funding and financial support in adult and community learning. Whilst having unique strengths in connecting with 'hard to reach' communities, funding streams seem to dissolve making long-term sustainability difficult, no matter how effective the results.

This practical toolkit is designed to help.

Stressing the importance of planning, strategic thinking and working with infrastructure networks; it looks at how the system works and what you need to be successful within it.

Regional Contacts

<u>Region</u>	<u>Contact</u>	<u>Organisation</u>	<u>Tel. No.</u>
Eastern	Alan Bramwell	CSV Media	abramwell@csv.org.uk
East Midlands	Janet Northover	Nottingham County Council	0115 9773496 janet.northover@education.nottsc.gov
	Rosa Buxton	Northamptonshire Lifelong Learning Partnership	01604 670 057 rbuxton@northamptonshirelp.org
	Rebecca Bridges	Leicestershire Lifelong Learning Partnership	0116 2823780 rbridges@llclp.org.uk
	Chris Hastie	Derby Learning Partnership	01332 868374
	Susan Lapsley	Greater Nottingham Learning Partnership	0115 9773496 susan.lapsley@education.nottsc.gov
London	John Wise	Fourteen Plus	jpwise@blueyonder.co.uk
North East	Patricia Whaley		07747 488430 patricia.whaley@niace.org.uk
North West and Merseyside			
Cumbria	Janet Doolan	Connexions Cumbria	01229 400041 janet.doolan@connexionscumbria.co.uk
Lancashire	Karen Woods	Blackburn & Darwen Borough Council	01254 585 582 karen.woods@blackburn.gov.uk
Cheshire	Frank Collins	Cheshire County Council	01244 602410 frank.collins@cheshire.gov.uk
Manchester	Joanne Ward	North West Museums, Libraries and Archives Council	01925 625069 jo.ward@mianorthwest.org.uk
Liverpool	Phil Roberts	Liverpool Learning Partnership	0151 252 3870 phil.roberts@liv-coll.ac.uk
Warrington	Mike Stoddard	Warrington Adult & Community College	01925 494494 mstoddard@warrington.ac.uk

South East	Pauline Roussos	NIACE	01483 484264 / 07771 524254 pauline.roussos@niace.org.uk
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	Di Lewis	Weymouth College	01305 764709 di_lewis@weymouth.ac.uk
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West Midlands	Jo Knight	Promotions Co-ordinator	07717 178246 jo.knight@niace.org.uk
Yorkshire & The Humber	Godfrey Sutcliffe		01924 478663 gands@mfdbatley.fsnet.co.uk
	Janet Chalk		01274 882176 jan.chalk@blueyonder.co.uk