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MAIL TO:

Literacy Alberta

3060 – 17 Avenue SW

Calgary, Alberta, Canada

T3E 7G8

Interested in having a facilitator deliver a literacy audit workshop for you?

Contact:



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Opening Doors is a project of Literacy Alberta funded by
The Office of Literacy and Essential Skills,
Human Resources and Social Development Canada

Are you really reaching your clients?



Improve your customer service with

Opening Doors

A Literacy Audit Tool Kit for
Customer Service Excellence





Are you...

- A business?
- A social service agency?
- A community organization?
- A government department?
- Someone who works with the general public?

Did you know...

42% of Canadians have low literacy skills?

They will have difficulty with the kinds of daily literacy activities many take for granted:

- Reading brochures, newspapers, or business letters
- Filling out forms
- Understanding written instructions
- Using maps to find directions

These are your clients. Reach them more effectively with Opening Doors.

Opening Doors includes three pieces:

- 60-page manual
- 30-minute DVD
- *The Way In*

What is in the manual?

- Facilitation guide
- Literacy audit tool
- Literacy awareness facts
- Action planning templates
- Plain language guidelines
- Glossary and bibliography

What is on the DVD?

- Our Stories – literacy awareness stories from adult learners
- Opening the Door – a dramatization and tips on providing literacy friendly customer service

What is *The Way In*?

An inspiring collection of photo essays in which adult learners describe their lifelong literacy challenges and achievements.

What is a literacy audit?

The literacy audit tool asks you and your co-workers to rate your organization on the following factors:

- Advertising
- Service delivery
- Clear verbal communication
- Clear print materials
- Staff training

A literacy audit will:

- Help your organization systematically identify potential barriers the general public may face when accessing your services
- Give you practical suggestions to continuously improve customer service
- Help you communicate more effectively with clients and staff

