



ArrowMight Canada
99 Fifth Avenue, Suite 22/23
Ottawa, Ontario
K1S 5K4 Canada
Tel: 613 232-0901
Toll-Free: 1 877 332-0901
Fax: 613 232-8249
www.arrowmightht.ca

L I T E R A C Y F A C T S

International Research on Literacy Shows

Adults with poor essential skills experience:

- More discrimination
- More health problems
- Medication errors
- More workplace accidents
- Lower income
- Shorter lives
- Higher rates of unemployment

A high social cost liability on Provincial, Territorial and Federal budgets.

The ArrowMight Literacy and Essential Skills Program represent a Pan-Canadian response designed to standardize curriculum delivery, assessment and evaluation to address inadequate literacy skills crippling the nation's ability to grow its skill base and arrest lower Canadian productivity rates.

The Program uses modern technology in a home-based self-directed learning approach. ArrowMight is designed to be inclusive of the whole Canadian English-speaking environment by visually and contextually including people of all different ethnicities, cultures and lifestyles into the lessons on screen. The Canadian landscape is beautifully experienced through visual supports in every lesson.

The ArrowMight Program will support the development of skills for critical thinking and analysis. It promotes values of equity, inclusivity, respect for cultural differences and importance of civil responsibility in progressing family, community and country.

It is a life-changing program encouraging families to plan to succeed by working together and supporting one another. ArrowMight provides computer literacy in Module 4, requiring the use of an ArrowMight laptop that is pre-installed with the lessons and exercises necessary to complete the program. Students that successfully complete the Virtual Home-Based Computing (VHBC) Module may take ownership of the loaned laptop.

The pedagogy or learning path for ArrowMight is based on the internationally renowned program, Yo si Puedo (Yes, I Can). ArrowMight Canada acknowledges the methodology and support of IPLAC (Latin American & Caribbean Pedagogical Institute in Havana).

For further information contact ArrowMight Canada Ltd.

- ▶ In The London Evening Standard, **Andrew Kay**, CEO of the **World Literacy Foundation** said over 800 million people have poor literacy skills. *“The best way to end world poverty is to lift literacy levels, improve both employment and income levels”*
- ▶ New research reveals Illiteracy is costing the UK economy £81 billion pounds per year. That’s over **\$160 billion Canadian**.
- ▶ In USA **21 million adults can’t read** at all! 44 million adults can’t read a simple story to a child.
- ▶ 1 million young people drop out of school per year, costing \$240 billion dollars in **lost earning, foregone tax revenues, and extra social services costs**.
- ▶ In Canada half of the adult population have **less than Level 3 skills**.
- ▶ Canadian Council of Learning predict a 25% increase in inadequate literacy skills in Canada over the next two decades.
- ▶ **Irina Bokova, Director of UNESCO** praises Cuban Program **Yo Si Puedo** as a very effective way to teach large number of people to read and write. At 98%, Cuba has one of the highest literacy rates in the world. The Cuban pedagogy is currently operating successfully in over 30 countries including Canada with ArrowMight.