

Final Report

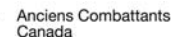
Reading and Remembrance 2011: Peacekeeping and Peacemaking

Measuring Success: Materials

- Ten new lessons, 23 new Minutes involving Canadians all over the world
- Fifty plus archived lessons and 32 archived Minutes (2005-2010)
- Twenty-one lessons in French; 28 Minutes in French
- Minute Snapshot page with an overview of 55 short lessons
- Seventeen Minutes for Women's History Month (six new in 2011)
- NEW: YouTube Video on CBC Remembrance Day Shoot at Westcreek P.S.
- NEW: Black History Month Minutes feature for February 2012
- 2010 User guide and YouTube
- NEW Ontario History Society Reading and Remembrance Award for Ontario Heritage Fairs

Measuring Success: Project Penetration

- Between mid-August and mid-November 2011, we had nearly 3,000 unique visitors. Conservatively estimating 30 student contacts for each unique visit—that's 90,000 students reached in two months. A year of 26,000 unique visits translates to 190,000 student contacts if just ONE QUARTER of the unique visitors are counted as Canadian teachers using the materials with one of their classes.
- CBC's The National used the website as a source for Remembrance Day spots at 5 and 10 pm
- A database with over 500 schools/boards/libraries that participated once or more—that's 10% of the schools in Ontario, a remarkable penetration (2% increase over last year)
- Letters to Ontario Directors of Education; emails to former participants (over 500 contacts)
- Feature article in *SLiC*, the online magazine for school librarians across Canada
- Feature article in Ontario Historical Society newsletter, on the OHS website and Facebook page
- Article in *ArtScene* of PineRidge Arts Council; information on DWAC website, Pickering Public Library website, PineRidge Arts Council and Angie Littlefield's website
- Article in *News Advertiser* print version and on line (attached) "Durham-based Reading and Remembrance site honours veterans"
<http://www.durhamregion.com/community/education/article/1236567--durham-based-reading-and-remembrance-site-honours-veterans>



- OPG media release on newswire and promotional email to OPG's provincial affiliates
- Reading and Remembrance packages to all Durham Superintendents of Education for area meetings with principals
- Visits to MP Corneliu Chisu and MP Chris Alexander
- External Link on Wikipedia entry for Remembrance Day and on entry for List of prisoner-of-war escapes
- On news aggregator Silobreaker under Civil Affairs Nov 11, 2011
- Included on MP Corneliu Chisu's website <http://www.corneliuchisu.ca/index.php/using-joomla/extensions/components/content-component/article-categories/116-reading-and-remembrance-2011-peacekeeping-and-peacemaking>
- Project remains on IODE's website <http://www.iode.ca/REMEMBRANCE.aspx>
- Project remains on Coutts Canadian-Flavoured Education News <http://blogs.library.ualberta.ca/ednews/index.php/2009/10/16/1623/>

Conservatively speaking, the project's promotion was visible to hundreds of thousands. With a 10% penetration into Ontario schools (There are 2.1 million Ontario students), there are now between 100,000 and 200,000 students exposed to Reading and Remembrance materials.

The demand for materials that stress the importance of veterans, literacy and Canadian history has grown incredibly since 2005. The demand shows no sign of slowing down!!



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 Reading and Remembrance Project Managers

N.B. Reading and Remembrance is a not-for-profit project and its lead partner, the Ontario Historical Society is a charitable organization

