



**Adult  
Literacy  
for Life**

# Let's talk about literacy

Partner pack  
June 2024



**Together we  
can ALL make  
a difference.**

## Please help us to promote our campaign.

This June, we are launching a new, national information campaign to raise awareness about literacy in Ireland. We would be grateful if you would help us to promote it with your staff and networks.

### About our campaign

Our campaign is called 'Let's talk about literacy'. We want to start a conversation about how literacy touches almost every aspect of our lives – at home, at work and online. But in our ever-changing, modern world, many of us face challenges with literacy, from understanding a bill to reading a prescription, doing online banking or using a smartphone – and that's okay. It's more common than you think.

Our aim is to raise awareness that literacy impacts all of us, and that there are many ways we can support each other. In June, we will deliver a postcard to one million homes across Ireland with information about literacy and how you can get involved and make a difference. This includes raising awareness of local literacy services and creating 'literacy friendly' spaces so that we can help build a more equal society for everyone.

There will also be radio and digital advertising, with all communications directing people to go to "<http://www.adultliteracyforlife.ie/get-involved>" to learn more.

We have included information in the following pages on messages and social media posts you can use to help us promote our campaign. Thank you for your continued support.





## Sample social posts you can use

Literacy touches almost every aspect of our lives at home, at work or online. Many of us face challenges with literacy in our everyday lives, from understanding a bill to reading a prescription, or using a smartphone - and that's okay. Literacy needs are more common than you think. Learn how you can make a difference at [adultliteracyforlife.ie/get-involved](https://www.adultliteracyforlife.ie/get-involved).

Our world is changing and it can be hard to keep up. Many of us find it challenging to fill in forms, understand bills or use a smartphone. It's more common than you think. Learn how you can make a difference at [adultliteracyforlife.ie/get-involved](https://www.adultliteracyforlife.ie/get-involved).

Let's talk about Literacy, it's a human right. It allows us to stand up for ourselves and our communities on issues that affect our lives. Learn how you can make a difference to support Literacy for all at: [adultliteracyforlife.ie/get-involved](https://www.adultliteracyforlife.ie/get-involved).



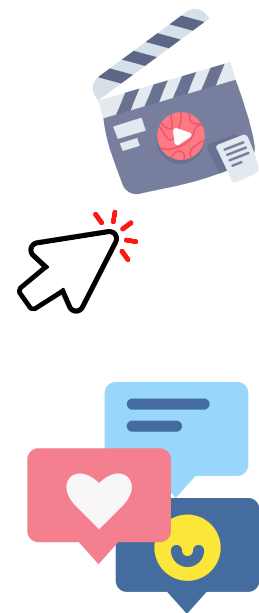
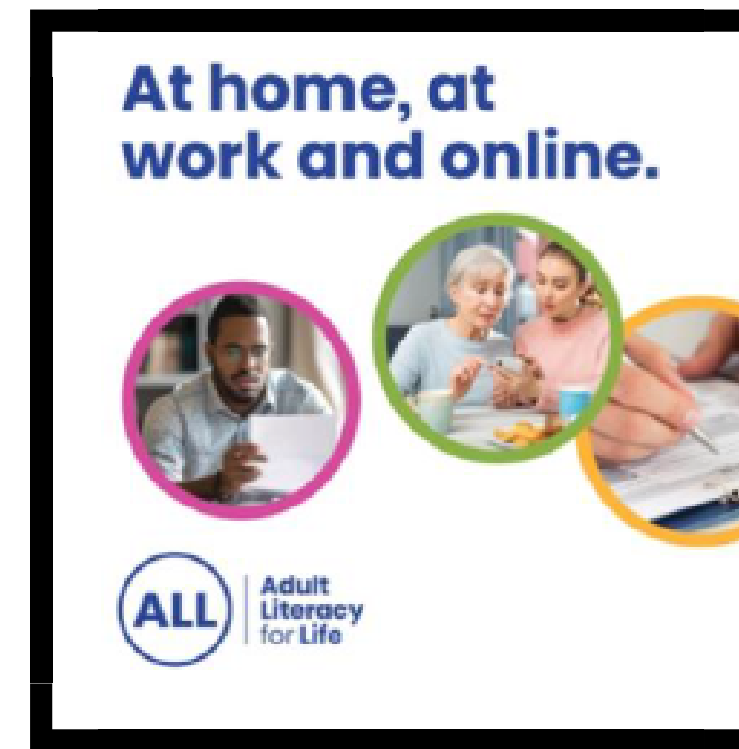
**Campaign link:**

[www.adultliteracyforlife.ie/get-involved](https://www.adultliteracyforlife.ie/get-involved).



**Adult  
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Please use the creative assets provided to support our campaign.



[Click this link to download videos and imagery to use here.](#)

Help to share our “**Let's talk about literacy**” message far and wide and encourage people to get involved at [adulthoodliteracyforlife.ie/get-involved](https://adulthoodliteracyforlife.ie/get-involved).

**Literacy matters. Together we can ALL make a difference.**



Tag us in the image or post using **#AdultLiteracyForLife**

Share your message with your network and tag us on social media.



**SOLAS X (Twitter) handle:** @SOLASFET

**SOLAS LinkedIn handle:** @SOLAS(AntSeirbhís  
OideachaisLeanúnaighagusScileanna)

**Please use our hashtag in your posts.**

**#AdultLiteracyForLife**



Adult Literacy for Life (ALL) campaigns are supported by many partners on a local and national level. This includes the Government of Ireland, Regional Literacy Coordinators (RLCs), Ireland's 16 Education and Training Boards (ETBs), and NALA. Thank you for your support.

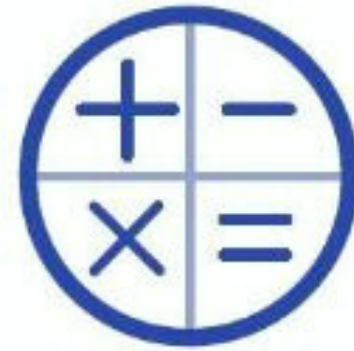


**Rialtas na hÉireann**  
Government of Ireland



**etbi**  
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# Thanks for your time.

Please contact [communications@solas.ie](mailto:communications@solas.ie)  
if you require further information.

