



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aatikd.co.za · Website: www.aatikd.co.za

COURSE BROCHURE

Literacy and Reading Promotion in LIS Communities

Communication Studies and Language / Information Studies

Unit Standard 244280 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips library and information service (LIS) professionals with the skills to promote literacy and a culture of reading within their communities. Participants will learn to assess community literacy needs, design targeted reading promotion initiatives, and evaluate the impact of their programmes.

Category	Communication Studies and Language
Subfield	Information Studies
Unit Standard	244280
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the literacy and reading needs of a specific LIS community using appropriate assessment tools.
- Design a literacy and reading promotion programme that addresses identified community needs.
- Implement reading promotion activities using a variety of resources and methods.
- Evaluate the effectiveness of a literacy promotion programme and recommend improvements.
- Demonstrate an understanding of the role of literacy in social and economic development.
- Apply ethical and inclusive practices in promoting literacy and reading.

WHO SHOULD ATTEND

- Librarians, library assistants, information officers, and community outreach workers in public, school, or special libraries who are responsible for literacy and reading promotion.

COURSE OUTLINE

Day 1: Foundations of Literacy and Reading Promotion

- Introduction to literacy concepts and types
- Historical and current literacy landscape in South Africa
- Role of LIS in literacy and reading promotion
- Overview of reading promotion strategies
- Case studies of successful literacy programmes

Day 2: Understanding User Communities and Needs

- Community profiling and needs assessment techniques
- Reading interest surveys and focus groups
- Barriers to reading: socio-economic, cultural, and linguistic
- Addressing multilingualism in South African LIS
- Designing inclusive reading materials

Day 3: Designing and Implementing Reading Promotion Programmes

- Programme planning frameworks (logic model, SMART objectives)
- Resource selection: books, e-books, audio, and multimedia
- Digital literacy integration
- Partnership development and stakeholder engagement
- Budgeting and resource mobilisation

Day 4: Facilitating Reading Activities and Events

- Types of reading events: reading clubs, story hours, book talks
- Techniques for engaging different age groups
- Storytelling techniques and read-aloud practices
- Monitoring and evaluation of reading activities
- Using feedback for continuous improvement

Day 5: Advocacy, Sustainability, and Professional Development

- Advocacy strategies for literacy promotion
- Sustainability: funding, volunteers, and institutional support
- Professional development resources and networks
- Action planning for personal and organisational change
- Course wrap-up and evaluation

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	07 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	07 Aug 2026	On-Campus	Cape Town, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Mauritius
03 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 244280) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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