

# ***LiteracyWorks* Action Overview**

## **Synergy**

A coordinated literacy action plan requires a synergy among the providers, the public sector, and the public in general to effectively communicate the need for action and to garner support.

An effective strategy builds on the issue of literacy as much as it builds on the role of literacy in quality of life and economic development.

Once established, New Bedford's progressive and innovative *LiteracyWorks* initiative could become a national model.

## **Awareness**

Awareness of a problem is the first step toward enlisting support to resolve it. A comprehensive awareness strategy that reaches multiple constituencies simultaneously is necessary.

## **Momentum**

Many public campaigns kick off with a bang but falter down the road as media interest subsides. Thus, a long-term awareness strategy with benchmarks for success is what is needed to keep the literacy issue on the front burner of the public consciousness.