

Celebrate digital participation with an Adult Learners' Week Award



A recent report* by Ofcom has shown that there has been considerable growth in levels of media literacy in the UK, with more people than ever using social networking sites, reading their daily news online and even watching their TV programmes through broadcaster websites.

To try and promote the benefits and importance of digital participation in all its forms, Adult Learners' Week has introduced the Digital Participation Award, sponsored by the BBC, as a special award for 2010. It recognises learning where the use of any new technology has been central to a course or learning experience.

Adult Learners' Week Awards celebrate all kinds of learning, whether it's informal, leading to a qualification or just for fun. They recognise the achievements of adults who have improved their lives through learning and seek to inspire others to get involved too, which make them an ideal way to promote the benefits of media literacy.

Individuals, groups and families can be nominated for any learning they have undertaken that has had a great impact on them, and learning projects that have improved access to learning can be nominated for the Opening Doors to Learning Award.

Nominees may also be entered for special awards sponsored by partner organisations such as Booktrust, Foundation Degree Forward, the Museums, Libraries and Archives Council and the European Social Fund, as well as the BBC.

When professional musician Maria Tolly, aged 75, found she could no longer play guitar she took up learning music production software to continue with her dream:



'The difference it has made to my life is immeasurable...Learning new technology makes me feel I am still an active member of this fast world. I can almost feel my brain sparking with delight as I get the hang of it.'

To recognise the achievements of someone you know, nominate them for an Adult Learners' Week Award. Each winner will receive a learning voucher and will be presented with their award in a ceremony during Adult Learners' Week (15-21 May 2010).

Nomination forms and guidance notes are available at www.alw.org.uk/nominate and all nominations submitted by 15 December 2009 will be entered for a FREE prize draw to win £20 worth of shopping vouchers, in time for Christmas. **Nominations close on the 29th January 2010.**

*'Report of the Digital Britain Media Literacy Working Group' 27 March 2009. For the full report, please visit http://www.ofcom.org.uk/advice/media_literacy/media_lit_digital_britain/

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