

Media Release 2000-11-23

For Immediate Release



“Precious Minds” educational video to be given to every new born in Ontario

Ottawa – Recent discoveries have shown that reading to children between the ages of 0 to 3 can help them realize the full potential of their brain. In the ground breaking report, “Early Years Study”, co-chairs Margaret Norrie McCain and Dr. J. Fraser Mustard concluded that “early child development is as important, if not more important than the periods children spend in education or post-secondary education.” The research reveals that children who are read to when exceptionally young, are more likely to develop a lifelong interest in reading, do well in school, and succeed in adult life.

The video has been available to the general public, as well as through various partnerships across North America, and the Club has distributed 14,000 copies of the video in the first year of release.

On Friday, 2001-11-27, at 12:30 PM in the Chateau Laurier Ballroom, the Kiwanis Club of Ottawa will be announcing a major partnership with the Province of Ontario to extend the reach of the video well beyond the original 10,000 foreseen by the Club. The Provincial Government through the Ministry of Community and Social Services has agreed to distribute 260,000 copies of the video, providing one copy of the video to each child born in Ontario during the next two years.

The video “**Precious Minds: Nurturing Literacy in the Early Years**”, was produced with the financial support of the National Literacy Secretariat, the Ontario Trillium Foundation, the Childrens’ Hospital of Eastern Ontario Foundation, and the Kiwanis Club of Ottawa. The intention of the video is to make parents and caregivers aware of the significant benefits created by reading to very young children. The video offers parents and caregivers a wide selection of practical suggestions on ways to nurture early literacy in children.

The Kiwanis Club of Ottawa is celebrating 85 years of active fund raising and community involvement as a not-for-profit organization. The largest Kiwanis Club in Canada, the Kiwanis Club of Ottawa is one of the most active and dynamic service clubs in the world. Each year the Kiwanis Club of Ottawa provides thousands of hours of community service and raises \$500,000 to the local community. One of the 8,400 Clubs in Kiwanis International, the Club has met every Friday since 1917 at the Chateau Laurier Hotel in Ottawa. Other projects carried on by Kiwanis in the Ottawa area include the Kiwanis Duck Race for Tiny Hearts, the “Never Shake a Baby” educational video, and the “Reading is Fundamental” project running at Connaught Public School.

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For information call Derek Finley (Kiwanis Club of Ottawa) at 828-1033;

Please join us at the launch of 'Precious Minds: Nurturing Literacy in the Early Years' at the regular Kiwanis Club meeting in the Chateau Laurier Ballroom, November 23rd, 2001, 12:30 p.m. A media table has been set up and will have members able to answer any questions.

Additional Information

- This information is available at <http://media.ottawakiwanis.org> in an electronic format
- "Early Years Study": http://www.childsec.gov.on.ca:80/3_resources/early_years_study/early_years.html
- Success by Six: http://city.ottawa.on.ca/city_services/finempsupport/8_2_5_en.shtml
- "Never shake a baby": <http://www.nevershakeababy.org>

Fact Sheet for the Video “Precious Minds, Nurturing Literacy in the Early Years”



(17 minutes, VHS format, English and French)

Created by: The Kiwanis Club of Ottawa: Young Children Priority One Committee

Recent discoveries have shown that reading to children between the ages of 0 to 3 can help them realize the full potential of their brain. In the ground breaking report, “Early Years Study”, co-chairs Margaret Norrie McCain and Dr. J. Fraser Mustard concluded that “early child development is as important, if not more important than the periods children spend in education or post-secondary education.” The research reveals that children who are read to when exceptionally young, are more likely to develop a lifelong interest in reading, do well in school, and succeed in adult life.

With the financial support of the National Literacy Secretariat, the Ontario Trillium Foundation and the Childrens’ Hospital of Eastern Ontario Foundation, the Kiwanis Club of Ottawa has prepared a video which present these exciting discoveries. The intention of the video is to make parents and caregivers aware of the significant benefits created by reading to very young children. The video offers parents and caregivers a wide selection of practical suggestions on ways to nurture early literacy in children.

The video will be made available directly to the general public, as well as through various partnerships across North America. The Club plans to distribute 14,000 copies of the video in the first year of release. Information on the video can be found at <http://www.preciousminds.org>.

Production

General Assembly Production Centre (Nepean), Script: Christopher Sarson

Director: Bob Callaghan, Actors: Real life families from the Ottawa-Carleton and Western Quebec Regions, Special Guest Appearances: Dr. Fraser Mustard and Mary Gordon

Distribution Partners

Success By 6 (Ottawa Carleton Region), Canadian Institute of Child Health (National), Kiwanis Clubs (International)

Target Audience

Parents and custodians of young children (0-3 years), caregivers, pediatricians, hospitals, children’s health professional groups, parenting classes, libraries, literacy organizations, day-care centres.

Contact information

Derek Finley 828-1033, Campaign Coordinator. (info@preciousminds.org)

Previous Video Products

The Kiwanis Club of Ottawa has previously released the very successful video “Never Shake a Baby: What parents and caregiver need to know”. This video has been used across North America to alert parents and caregivers to the issues and dangers involved in shaking a baby. Over 4500 copies have been sold to date.

Background on the Club

The Kiwanis Club of Ottawa is celebrating 85 years of active fund raising and community involvement as a not-for-profit organization. The largest Kiwanis Club in Canada, the Kiwanis Club of Ottawa is one of the most active and dynamic service clubs in the world. Each year the Kiwanis Club of Ottawa returns \$500,000 to the local community. One of the 8,000 Clubs in Kiwanis International, the Club has met every Friday since 1917 at the Chateau Laurier Hotel in Ottawa. Other projects carried on by Kiwanis in the Ottawa area include the Kiwanis Duck Race for Tiny Hearts, the “Never Shake a Baby” educational video, and the “Reading is Fundamental” project running at Connaught Public School.

Fact Sheet for the Kiwanis Club of Ottawa



Basic Facts

- The Kiwanis Club of Ottawa (KCO) is part of Kiwanis International [<http://www.kiwanis.org>], a world wide service organization of 600,000 members in over 8400 clubs in 76 countries around the world.
- The KCO was formed in 1917 as the second Club in Canada, and has met continually since that time every Friday at the Chateau Laurier Hotel.
- The Club currently has 250 members who include some of Ottawa's leading business and professional men and women.
- The KCO is one of 20 Clubs in the Ottawa Hull area that make up District 12 and 13 of the Eastern Canada and the Caribbean.
- The KCO is the 12th largest Club in Kiwanis International, and the 2nd largest fund raiser. The KCO is the largest Kiwanis Club in Canada.
- The Club is organized into an executive and 26 committees which take on the service, fund raising and social activities of the Club.

Direct Focus on Youth Today

- The Kiwanis International motto is 'Serving the Children of the World', and the KCO lives up to that motto in ways that range from hands-on service to fund raising.
- The KCO sponsors and guides youth organizations which include high school and university Clubs from Kiwanis. Four Key Clubs at Glebe Collegiate, Lisgar High School, Sir Robert Borden, and Nepean get guidance and support. In addition, both the University of Ottawa and Carleton have active Circle K Clubs sponsored by the KCO.
- The Kiwanis Music Festival provides opportunities for 8,000 youths to showcase their talents.
- The KCO sponsors the 211 Air Cadet Squadron and the Governor Generals Foot Guard Cadets. Sponsorship includes both financially and committee member assistance.
- Kiwanis provides funding through its Youth and Community Services Committee which funds cases of last resort.
- The KCO has been very actively involved in Kiwanis International's World Service Project <<http://www.kiwanis.org/wsp>> to eliminate Iodine Deficiency Disorders through the IDD committee.
- The Club has helped establish a 'Reading is Fundamental' program at Connaught Public School in Ottawa to provide Grade 1 children with the extra help required to develop not only reading skills, but a love of reading.

- With partners, the KCO produced a video on Shaken Baby Syndrome <<http://nevershakeababy.org>> which is targeted at educating young parents on the danger that shaking presents to infants. Over 5,000 copies of the video have been distributed to date.
- With partners, the KCO produced a video on the importance of early literacy. “Precious Minds: **Nurturing Literacy in the Early Years**” which is based on the Early Years study by Dr. Fraser Mustard. The video is available at <<http://www.preciousminds.org>>.

A History of Partnering to Help Children

- The highest profile event organized by the KCO is the Kiwanis Duck Race for Tiny Hearts at CHEO. The race has raised over \$3,000,000 for the Children's Hospital over its 12 year history.
- In 2000, the Kiwanis Club of Ottawa made a \$1,000,000 presentation to CHEO's Promise campaign, with the funds targeted to create the Kiwanis Cardiac Ward.
- In 1998 the Club released the video “Never Shake a Baby: what parents and caregivers need to know” to provide education on the issues and dangers of shaking a baby.
- A mortgage of \$100,000 was made available to the Youth Services Bureau to permit the acquisition of a building.
- The KCO partnered with ACT Foundation the introduction of a CPR program in Ottawa high schools, a program that has already saved lives, and is currently being rolled out across all Ontario schools.
- In 1960, KCO helped establish the Ottawa Chapter of the Canadian Cystic Fibrosis Foundation.
- The KCO started and operated Camp Banting for diabetic children for 30 years - the first of its kind in Canada.
- KCO founded the Ottawa Boy's Club in 1924, now the Ottawa Boys and Girls Club of Ottawa-Carleton, with continued support including \$25,000 to the centretown unit in 1977 and in the same year \$100,000 to help build the Britannia branch.
- KCO has been involved with Big Brothers, Big Sisters, Operation Go Home, Champions for Children Foundation, and many more organizations which are focused on youth.

Fact Sheet for Kiwanis International



Kiwanis International <<http://www.kiwanis.org>> is a worldwide service organization of women and men who share the challenge of community and world improvement. Since its founding in Detroit, Michigan, in 1915, Kiwanis has grown to about 8,400 clubs in more than 76 nations. Nearly two-thirds of a million Kiwanians in every culture and on every continent are helping to improve people's lives.

Who are Kiwanians?

Kiwanians are individuals who give a little of their time to make their communities and the world better places in which to live and work. As members of a local Club, members have the opportunity to:

- make business and professional contacts
- learn first-hand about local, national, and international issues
- improve and use leadership skills
- participate in the life of their community and world
- develop lifelong friendships

Kiwanis service

Kiwanis clubs take on humanitarian and civic projects that public authorities are not prepared or able to perform.

A typical Kiwanis club plans hands-on projects focusing on the special needs of the community, such as helping the elderly, promoting literacy, or supporting youth sports.

In addition to attending a club meeting, Kiwanians volunteer about two hours a month for projects involving children or persons in need.

“Young Children: Priority One” <http://www.kiwanis.org/young_children__priority_one.html> is a program addressing the needs of children through projects in pediatric trauma, safety, child care, early development, infant health, nutrition and parenting skills.

Under “Young Children: Priority One” Kiwanis is engaged in its first Worldwide Service Project <http://www.kiwanis.org/worldwide_service_project.html>. Kiwanis has teamed with UNICEF to virtually eliminate Iodine Deficiency Disorders by the year 2000. These disorders cause various degrees of mental and physical impairment in the fetus and in young children.

The Kiwanis Family

The “K” Family <http://www.kiwanis.org/kiwanis_family.html> includes organizations for young people, which are sponsored by local clubs, and the Kiwanis International Foundation.

Builders Club, Key Club, Circle K, K-Kids, and Kiwajunior provide school age youth the opportunity to help others, become personally involved in their community, and build a positive future for themselves.

The Kiwanis International Foundation assists Kiwanis International in serving the world by funding worthy causes and ongoing projects.

Objects of Kiwanis International

- To give primacy to the human and spiritual rather than to the material values of life.
- To encourage the daily living of the Golden Rule in all human relationships.
- To promote the adoption and application of higher social, business, and professional standards.
- To develop by precept and example a more intelligent, aggressive, and serviceable citizenship.
- To promote through Kiwanis clubs a practical means to form enduring friendships, to render altruistic service, and to build better communities.
- To cooperate in creating and maintaining that sound public opinion and high idealism which make possible the increase of righteousness, patriotism, justice, and good-will.

Where to find Kiwanis

For the club nearest you, write or call the Kiwanis International, 3636 Woodview Trace, Indianapolis, IN 46268-3196 (phone 1-800-KIWANIS) or submit a request by e-mail including your city and state, province or nation.

Feel free to contact the Kiwanis Club of Ottawa at 613.233.1900.

Fact Sheet Kiwanis in the National Capital Region



Kiwanis International is a world wide service organization of 2/3 of a million men and women, with over 8,400 Clubs in over 76 countries. The organization is broken up into Districts, with the National Capital area being part of the Eastern Canada and Caribbean District. The EC&C District is divided into Divisions, the National Capital area being covered by Divisions 12 and 13.

- Division 12 Clubs include: Prescott, Brockville, Cornwall, Orleans, Riverside, Sage, Perth-on-Tay, Rideau, Ottawa-Vanier, Ottawa, Southenders.
- Division 13 Clubs include: Hull, Westboro, Carleton, Cle d'or de l'Outaouis, Manotick, Pembroke, Nepean, Goulbourn, Bytown.
- There are nine Key Clubs based in high schools: Bell, Brockville, Fellowes, Nepean, Lisgar, Glebe, Rideau, Sir Robert Borden, and St. Joseph.
- There are two Circle K for universities: Carleton University and the University of Ottawa.

President of the Kiwanis Club of Ottawa – Richard Munro



Richard Munro is President of the Kiwanis Club of Ottawa for the fiscal year 2001/2002. He is responsible for the overall direction and operation of the Club, and chairs the Board of Directors for the Club. Richard joined the Kiwanis Club of Ottawa in 1993, and has been a member of the Board of Directors since 1997.

Mr. Munro is the Executive Director of the Dentistry Canada Fund, based in Ottawa.

Committee Chair - Harold Geller



Harold Geller is the 2001/2002 chair of the “Young Children Priority One” committee of the Kiwanis Club of Ottawa. The Committee is responsible for creating and implementing projects which support the Kiwanis motto of “Serving the Children of the World”.

Other Committee initiatives include the Early Literacy Reading pilot project at Connaught Primary School in Ottawa; and the nationally distributed, and critically acclaimed, “Never Shake a Baby” video (released in 1998).

Harold joined Kiwanis in 1996, and has been active on a number of committees including the “Young Children Priority One”.

Harold is a founder of Milton, Geller LLP, a business and intellectual property law firm based in Ottawa.

Program Coordinator - Derek Finley



Derek Finley is the Program Coordinator for the “Precious Minds” video from the ‘Young Children Priority One’ committee of the Kiwanis Club of Ottawa. The Committee is responsible for creating and implementing projects which support the Kiwanis motto of “Serving the Children of the World”.

Derek joined Kiwanis in 1995, and has been very active on a number of committees including chairing the Kiwanis Duck Race for Tiny Hearts at CHEO in 1997 and 1998, and the ‘Young Children’ committee on which he has been a member for the past 3 years. Derek was instrumental in the creation of the “Precious Minds” video and responsible for the distribution agreement with the Ontario Provincial Government.

Mr. Finley is the owner of CanMap, and software mapping company based in Ottawa.