

JYVÄSKYLÄ'S NEW LITERACY PROGRAMME 2026-2029 STRENGTHENS LITERACY THROUGHOUT LIFE

The aim of the City of Jyväskylä's new literacy programme for 2026–2029 is to strengthen the well-being of city residents, their participation in society, intergenerational reading and linguistic security of supply. The programme brings together the region's wide-ranging literacy work, highlights local implementations and invites people to promote reading together.

The Jyväskylä Literacy Programme describes existing measures and functional structures and presents ways to develop literacy and literacy work. The programme is based on the Jyväskylä City Strategy 2026–2029 and the National Literacy Strategy 2030 of the Finnish National Agency for Education. Early adolescents, local literacy professionals and various stakeholders have been consulted in the preparation of the programme. The strategic work of the Jyväskylä Literacy Programme has been funded by the Finnish National Agency for Education's Literacy Programme.

Literacy is born in early childhood

The early years are central to the development of lifelong readership. In the 2026–2027 season, the Jyväskylä Literacy Programme emphasises the model of the reading adult.

"The significance of reading aloud to others is enormous and cumulative. An equally important role, that glues the community together, plays the visibility of children's and young people's texts," says Marko Kämäräinen, coordinator of the literacy programme.

Good literacy increases well-being and strengthens trust in other people. Writing and reading are an inseparable pair.

The literacy of children and young people is the responsibility of adults – at home, in hobbies, in leisure time, and in environments for growth and learning. Repetitive, pressure-free and systematic reading routines require a suitable level of reading.

"Thrilling texts can be found with the help of library professionals," says coordinator Kämäräinen.

Multiliteracy is a combination of literacy skills

When the reading fluency of silent reading continues to develop even after the age of 20, multiliteracy develops throughout life. Multiliteracy is a combination skill that refers to the ability to interpret and produce different texts in different situations.

Literacy work includes, for example, the wellbeing services county's language-aware maternity and child health clinic services, the City of Jyväskylä's basic education in the arts, the presence of youth workers, multilingual and easy language library services, general

education at the adult education centre, the provision of employment services, the reception of new Jyväskylä residents or the opportunities for older Jyväskylä residents to come together. Language is present everywhere. It is a way to listen, hear, be impressed, delighted, moved and understood. Both early adolescents and literacy workers in Jyväskylä emphasize that texts are interpreted and produced together.

See you at the library!

The Jyväskylä Literacy Programme challenges families, leisure communities and all city residents to join in building a culture of reading – to read, discuss it, share and exchange ideas.

"The library offers advice, reading, events and space for residents' own activities and encounters. In the library, you can develop your reading skills and find the joy of reading. Literacy develops throughout life, and library services are available throughout the journey," says Laura Hekkala-Vatula, Head of Department at the Jyväskylä City Library.

Literary art instructor Aleksis Salusjärvi summarises the importance of reading as follows: literacy is a survival skill. The Jyväskylä Literacy Programme brings together city residents to co-develop reading in Jyväskylä ([Aleksis Salusjärvi's column: Reading is not fun, it's a survival skill | Yle](#)).

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