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# Engaging families in reading

**Viv Bird, Booktrust**

**18<sup>th</sup> October 2014**

booktrust

A large red geometric shape, resembling a right-angled triangle or a trapezoid, is positioned in the bottom right corner of the slide.

# Booktrust's children's programmes, prizes and campaigns



bookstart



the letterbox club



READ FOR MY SCHOOL



Booktime  
[www.booktime.org.uk](http://www.booktime.org.uk)

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# Bookstart: the 1<sup>st</sup> bookgifting programme in the world

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## Key Facts

- 1992: Bookstart pilot established in Birmingham, England
- Research studies proved that an early introduction to books help children to develop educationally, socially, emotionally, culturally and creatively.

<http://www.bookstart.org.uk/show/features/Press-and-research/Bookstart-research>

- 2006: Bookstart extended to three packs (with Government funding)
- 2011: Bookstart expands its targeted offers through Bookstart Corner
- Sponsorship by children's publishers, and others, brings in significant social return on investment (£4 for every £1 of Government money)
- Bookstart addresses family, education and health policy objectives

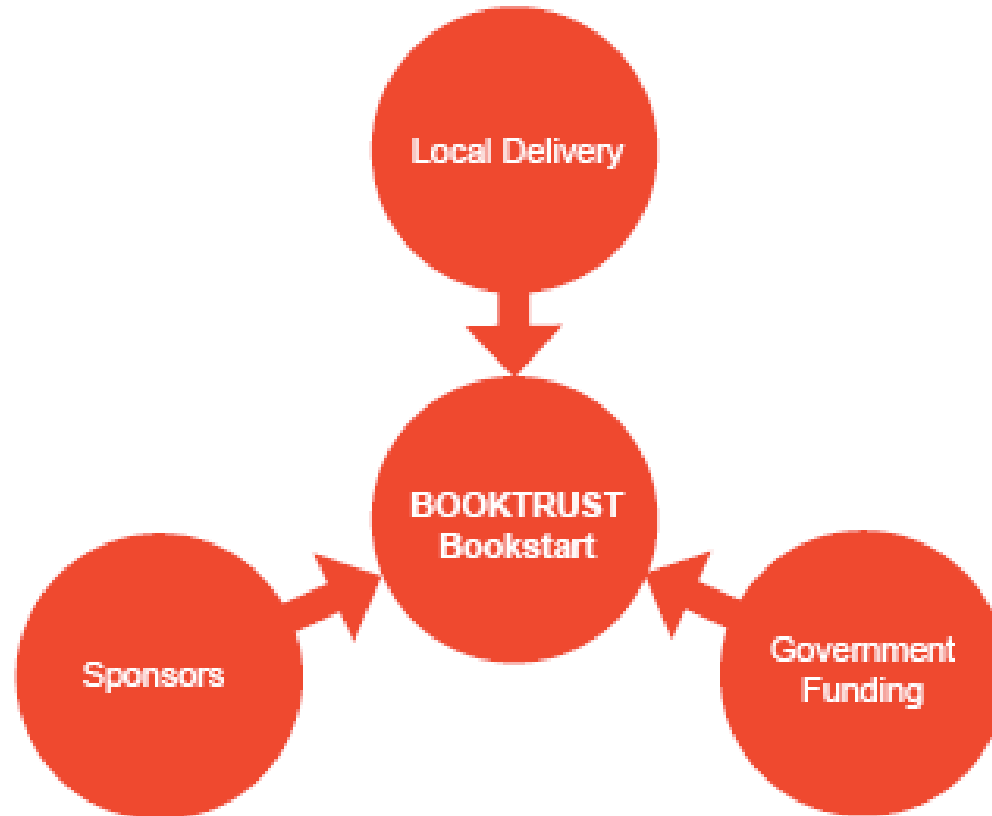
# Bookstart: A strategic approach to early literacy in the home

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- Bookstart's simple concept is that reading is not only important but FUN and that it's never too soon to share books in the home
- Bookstart has affiliated schemes in Europe, Korea, Japan, Taiwan, Australia, Thailand and the Falkland Islands, and has links with schemes in New Zealand, USA, Canada.

# Bookstart: How Bookstart works - a public private partnership

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## Bookstart: Core partners

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Publishers

National Government

Health

Local Government

Public Libraries

# Booktrust Early Years Programmes

Bookstart Universal packs for every Baby and Pre-schooler in England.

<http://www.bookstart.org.uk>



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# BOOKSTART CORNER – Targeted Programme 12 – 24 months



bookstart  
est. by booktrust 1992

booktrust  
Inspiring a love of books



## Bookstart Additional Resources for Early Years

- Dual Language
- Booktouch (for visually impaired)
- Bookshine (for hearing impaired)
- Bookstart Star (additional needs)



# The key impact of bookgifting schemes

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## Evidence of impacts on:

- Language and literacy development
- parents' attitudes to role of sharing books with babies and young children
- children's enthusiasm for looking at books
- frequency and quality of reading books with children
- increase book ownership & library use

## Features of effective programmes

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- Focus on enjoyment / enthusiasm / dialogue
- Bookgifting event & guidance
- Strong partnerships
- Relevance to families
- Book selection
- Sustained bookgifting

## Some challenges

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- **Building the evidence**
- **Sustainability and funding**
- **Partnerships:** and support for professionals
- **Policy responsibility:** health, education, lifelong learning?
- **Marketing:** digital, mass media, social media

## Bookstart: Parent feedback



“Fabulous Rhymetime sessions. Very much enjoyed by my 2-year-old and it has encouraged us to borrow books and use the library at other times.”

“As a non-native, this is vital for my son to hear rhymes and hear (and) see other children in action. It develops his language and motor skills.”

Bookstart Annual Audit 2013,  
Northamptonshire, England

# In Conclusion

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*“The point of greatest leverage for social mobility is what happens between ages 0-3 primarily in the home”*

All-Party group of MPs, [www.poverty.ac.uk](http://www.poverty.ac.uk)

- Prevention is better than cure
- Window of opportunity
- Partnerships between libraries, early years professionals and local centres together create reading families