



1. INSTITUTION INFORMATION: just by LINK  
[http:// www.penanglib.gov.my](http://www.penanglib.gov.my)
2. NAME AND POSITION OF THE CONTACT PERSON WHO SENDS THE FORM  
Ms. Shukriah Binti Hj. Yon, Director, Penang Public Library Corporation, JKR 2118, Jalan Perpustakaan, Seberang Jaya, 13700, Penang, MALAYSIA  
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IFLA membership number (Personal , Institutional or Association): MY001  
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3. DESCRIPTION: (please colour black)

**Subject :**

- access
- activities
- architecture
- reading promotion**
- staff

**Age group:**

- children's services**
- young adults services

Briefly describe the "best practice" , or the program, project, activity that is new and promising! The text should not exceed 150 words or 800 characters in length.

The program "Every Baby A Book" is developed and is being implemented by Penang Public Library Corporation (PPLC) Malaysia and the Ministry of Women, Family and Community Development, Malaysia. The target group for this program are babies and the program involves the parents /caregivers of babies. The program was launched at the national level on 27 July 2007 by the Minister, Ministry of Women, Family and Community Development, Malaysia

The basis of the program is an attractive, bilingual (English and Bahasa Malaysia) colourful, non-toxic cloth book with local content which was crafted by the Library staff and printed locally.

The implementation of the program involves working with several agencies from the private and public sector-government hospitals/clinics and related governmental organisations and non-governmental organizations.

It includes briefing sessions for parents/caregivers when they enrol for the program about the value of encouraging learning from early childhood and about how to use the book effectively to this end. Parents/caregivers also learn about the various stages in the

physical and mental development of a baby and how these relate to the learning process. They are also given guidelines on how to make reading a daily habit, how to select books from the Library for the various age groups.

(Ms. Shukriah Binti Hj. Yon, Director, Penang Public Library Corporation)



4. This Form should be accompanied by one **photo in \*.jpg format** and sent by e-mail or by regular mail to the Section's officer:  
See the Section's officers' addresses at: <http://www.ifla.org/VII/s10/index.htm#Addresses>