Booktrust: Engaging health professionals in bookgifting

Viv Bird
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Booktrust’s Mission and Vision

Booktrust is an independent charity dedicated to encouraging people of all ages and cultures to engage with books.

The written word underpins all our activity and enables us to fulfil our vision of inspiring a lifelong love of books for all.
Booktrust: Our Aims

> **To broaden access** to books for all – children, families and adults – through our programmes, websites and campaigns

> **To promote confidence** among professionals about how to encourage and support children’s creative engagement in reading and writing from an early age

> **To inspire** people of all ages to engage with the written word through promoting good writers and illustrators, and through effective national and local partnerships
A WIDER AUDIENCE for BOOKS and READING

PRIZES AND AWARDS

- Early Years Awards
- Blue Peter Book Awards
- Roald Dahl Funny Prize
- Teenage Prize for Fiction
- Orange Prize for Fiction
- John Llewellyn Rhys Prize
- BBC National Short Story Award
- Power of Reading Award

CAMPAIGNS

NATIONAL BEDTIME WEEK
27 May – 2 June
Bookgifting Programmes (Universal)

Booktrust has unique expertise in bookgifting in the UK that is widely recognised

**BOOKSTART**
3 packs for every child:
- 7-9 months Bookstart Baby
- 2 years Bookstart+
- 3 years Treasure Chest

**BOOKTIME**
For 4-5 year olds

**BOOKED UP**
A choice of one book for 11 year olds
Bookgifting Programmes (Targeted)

CHILDREN IN HOSPITAL AND CHILDREN’S HOSPICES

LETTERBOX CLUB for children in public care aged 7-11 years
Booktrust bookgifting through public / private partnerships
Regional / Local

> Bookstart Development Managers who support Bookstart coordinators in each local authority

National

> Booktrust Development Manager for Health Partnerships
  - Supports local partnerships with health
  - Has a national strategic and advocacy role
Reach of Bookstart packs in 2009

> Bookstart Baby Pack reaches 94% of estimated child population at 9 months

> Bookstart+ reaches 92% of estimated child population at 2 years

> Treasure Chest reaches 97% of estimated child population at 3 years

Average reach across all three packs: 94%
Booktrust Inclusion in Health Documents
What is next…

> Bookgifting packs are not the end product – we need to turn ‘parental engagement’ into ‘parental involvement’

> We want to support all health professionals in helping mothers, fathers and carers recognise the importance of book sharing, developing a bond with their baby, improving emotional health and wellbeing and developing language, literacy and communication skills

> We want to promote more widely the work of Booktrust to health professionals to ensure that no child misses out on developing a love of reading

> We want to develop our work with adults with mental health problems
Conclusions

Through Booktrust bookgifting programmes:

> All children and families are introduced to the joys of book sharing and encouraged to join - and regularly visit - their local library

> Public libraries are vital partners in a cost effective multi-agency public private partnership

> Policymakers in public health recognise the value of Bookstart in promoting family bonding and early communication

> Bookstart and the other bookgifting programmes help to position public libraries strategically within the local authority, demonstrating libraries’ contribution to local priorities around child outcomes