A National Reading Initiative for Young Children

Zubaidah Mohsen
19 Aug 2008
Outline

- Background
- The B2R Components
  - Pre-birth Kit
  - Reading Record
  - Activity Calendars
  - Talks & Workshops
- Partnership & Collaboration
- Feedback
Background & Objectives

- We strongly believe in encouraging early reading and family literacy
- Provides programmes & resources
- B2R is one of the programmes
- Started in Nov 2001
- Objectives:
  - Inculcate reading habit among our young,
  - Promote reading as part of family bonding and
  - Build a community of parents who are willing to share their experience and learn from one another
Background & Objectives

- In the beginning we only target parents after birth of a child

- By 2007 we fine-tuned the programme to encourage parents who are expecting

- Programme targets expectant mothers, parents of newborns and children entering elementary school, as well as early childhood educators.
The B2R components

THE PRE-BIRTH KIT

- Baby Journal
- Baby’s Height Chart
- Baby’s First CD
- Parenting Brochures
The B2R components

THE PRE-BIRTH KIT

- First termed as Peek-A-Book Pouch
- Plastic Pouch
- Small board book + booklet on book selections + Booklet on Rhymes & Poems + parenting brochures

2001

2004
The B2R components

- My Baby Journal (0-5 years)
  - To record meaningful milestones in their child’s life
    - first experiences
    - memories
    - Journaling & photos
  - Information Guide
    - products & services
    - bringing up baby
    - planning birthdays
    - Useful nos. & websites
Dedicated to all mothers

“A mother’s love endures through all”
Washington Irving (1783 – 1859)

As every new mother knows, your life changes forever on the day your baby is born. You have new feelings and thoughts that you’ve never had before - your baby kicking while you wait for his or her arrival, the overwhelming rush of emotion that overtakes you when you first see your little one, the joy of bringing your baby home, and the amazement you feel as you watch over him or her each day. You want to capture each sensation and preserve those feelings forever.

One thing all mothers agree on: You think you’ll remember every detail, but you don’t. Time passes so quickly, and your baby changes at an amazing speed. But there is an old proverb that says, “A mother understands what a child does not say.” So sit down and take some time to capture the memories that bond you and your child.

Record these magical, surprising moments you spend together in this journal. Years down the road, you will cherish every word...and so will your baby.

Have Fun!

Photographs and cards

Baby Steps
By Peter McCarty
JP Mac
Available at NLB libraries

Benny & Beautiful Baby Delilah
By Jan Van Leeuwen
JP VAM
Available at NLB libraries
The B2R components

Baby’s First CD: contains stories, rhymes, poems & songs

1. Introduction (Instrumental Song)
2. Humpty Dumpty (Rhymes)
3. How Hen Got Her Cluck (Story)
4. Raffles (Rhyme)
5. Caterpillar (Poem)
6. The Owl (Story)
7. At the zoo (Poem)
8. Hickory Dickory Dock (Rhyme)
9. Food (Rhyme)
11. Brahms’s Lullaby (Instrumental Song)
12. Twinkle Twinkle Little Star (Instrumental Song)
The B2R components

- Baby’s Height Chart
  - Shows developmental milestones (0-36 months)
- What parents can do
- Books to share
The B2R components

Baby’s Height Chart

Between 6-12 months

Your baby:
- communicates by mimicking sounds and speaking first words
- loves familiar games and rhymes
- reaches for books and pats pictures

Parents can:
- sing songs with repetitive verses and hand motions
- talk and interact face to face so that baby begins to understand the connection between sound and words

Books to Share:
- Fuzzy, Fuzzy, Fuzzy! A Touch, Stretch, & Tickle Book
  By Sandra Boynton
  JP BOY-(BA)
- How Big Is A Pig?
  By Claire Beaton
  JP 530.8 BEA-(BA)
- Peekaboo I See You
  By Wendy Cheyette Lewison
  JP LEW-(BA)
- Goodnight Moon
  By Margaret Wise Brown
  JP BRD
The B2R components

- Reading Record
  - Borrow 4 books and get a stamp
  - Redeem token upon completion
  - From children 0-6 years old

Simple tokens: pens, stickers, badges etc
Series of books sponsored by Pan Pacific
The B2R components

- Reading Record
  - Borrow 4 books and get a stamp
  - Redeem token upon completion
  - From children 0-6 years old

Simple tokens: pens, stickers, badges etc
Series of books sponsored by Pan Pacific
The B2R components

- Membership Drive
  - Get a bag upon registration of child as library member + borrow 4 books
Beyond Infants & Toddlers

Activity Calendars

- Parenting tips
- Weekly parent-child bonding activities
- Authors’ birthdays
- Library programmes
- Quotable quotes on reading
B2R: What’s for parents

- Talks and workshops
- Raise-A-Reader Workshop
- Family Interest Group
B2R : Talks, Workshops & Forums

- Invite experts on reading and parents into the libraries to talk about parenting topics
- We get invited into forums and talks organized by other organizations such as hospitals, educational institutions, self-help groups, or ministries
- Organize our own forum eg Read to Bond Forum in 2003.
B2R : Raise-A Reader Workshop

- importance of reading
- how to select books
introduction of reading-related activities using
- rhymes & action songs
- games & craft that are suitable for parent-child
B2R : Fun With Tots programme

Children 1-3 years old and parents

- 30 minutes session
- pre-reading skills
- share stories that support skills
- rhymes & action songs
B2R : What’s for parents

- **Family Interest Group**
  - small group of parents coming in once a month to share about parenting issues, including reading.
  - A expert is invited to answer their questions and give tips on that particular topic
  - Librarian facilitate by noting down the discussions which was then passed on to the participants and introduce relevant library materials to support the topic discussed
Partnership & Collaboration

Main supporter & partner:

- Ministry of Community, Development, Youth & Sports
- Funding
- Links us to speakers
- Outcome of programme

Mission: To foster Socially Responsible Individuals, Inspired and Committed Youth, and Strong and Stable Families
Partnership & Collaboration

Main supporter & partner:

- Ray Marketing
- Funding of collaterals eg Journals and publicity campaign
- Do the leg work in terms of finding advertisers
- Feature their company names in some collaterals related to their sponsorship
Promotion & Publicity

- Posters:
  - Polyclinics
  - Obstetrician & Gynecological Clinics
  - Schools & early childhood centres
Promotion & Publicity

- Congrats Cards
- Flyers
Promotion & Publicity

- Media & Press:
  - National Papers
  - Radio & TV News
  - Magazines Feature
Promotion & Publicity

Press Conference
Feedback on Pre-birth kit

To garner feedback we include an Reader Survey form inside the book (page 93)
Feedback on Pre-birth kit

To garner feedback we include an Reader Survey form inside the book (page 93)
Feedback on Pre-birth kit

- Love the Baby journal
  - Lots of tips and colourful
  - Want more space to write
  - Want more coupons
- Love the Baby’s First CD
  - Likes the stories
  - Ask for not-so-common rhymes
- Good for the older children too
  - Collected for newborns but asked for another for the older sibling
Thank You