

Booktrust: Engaging health professionals in bookgifting



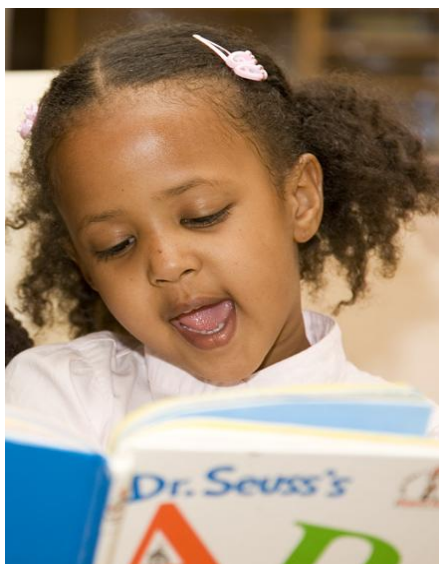
Viv Bird
Chief Executive, Booktrust

booktrust

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



children's
book week

booktrust



booktrust
translated fiction



NATIONAL BEDTIME
WEEK 27 May – 2 June

booktrust

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



BOOKED UP

A choice of one book for 11 year olds



BOOKTIME

For 4-5 year olds

booktrust

Bookgifting Programmes (Targeted)

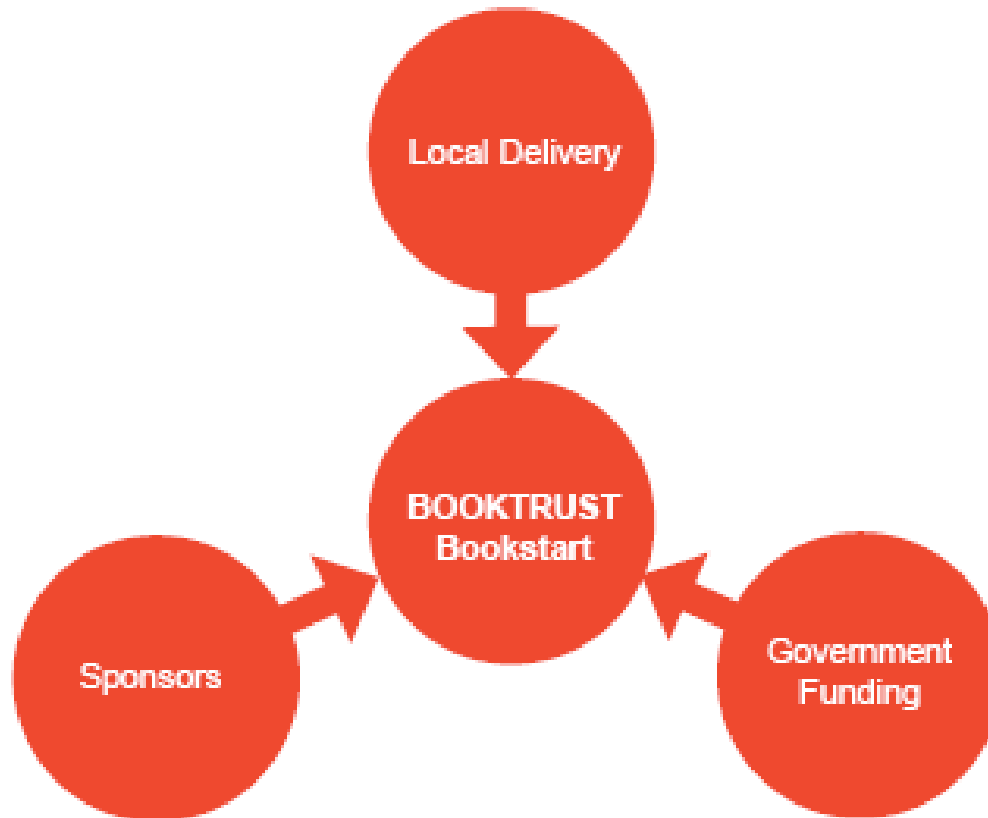


**CHILDREN IN HOSPITAL
AND CHILDREN'S
HOSPICES**



**LETTERBOX CLUB for
children in public care
aged 7-11 years**

Booktrust bookgifting through public / private partnerships



Booktrust ~ Working with Health Sector



Regional / Local

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

National

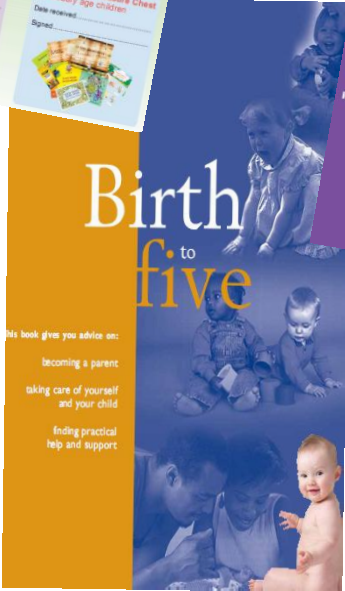
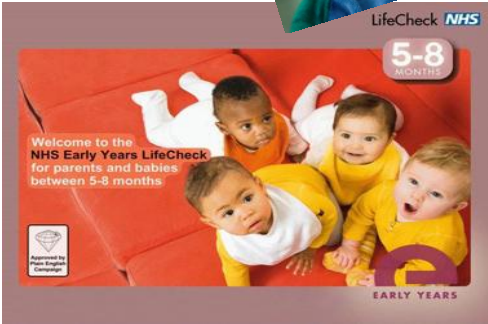
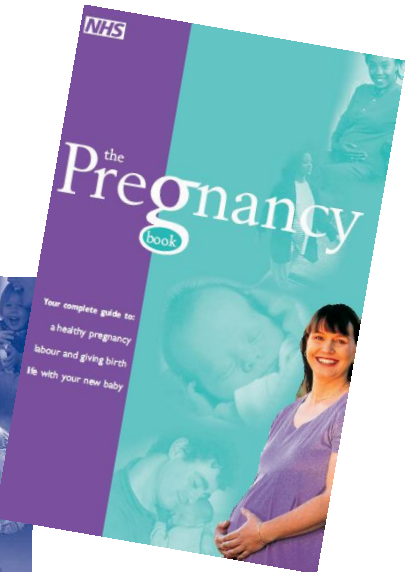
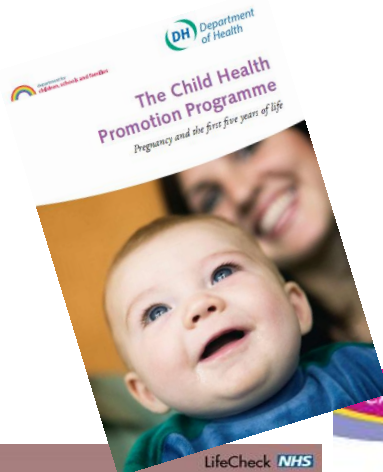
- > **Booktrust Development Manager for Health Partnerships**
 - Supports local partnerships with health
 - Has a national strategic and advocacy role

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