

# 5 years of Polish Bookstart

## Results of a nationwide survey on parental reading practice, the impact of the program, and its public perception

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# Small Book - Great Man

Organizer: The Polish Book Institute

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2017 → 2023

5,000,000

books given to children

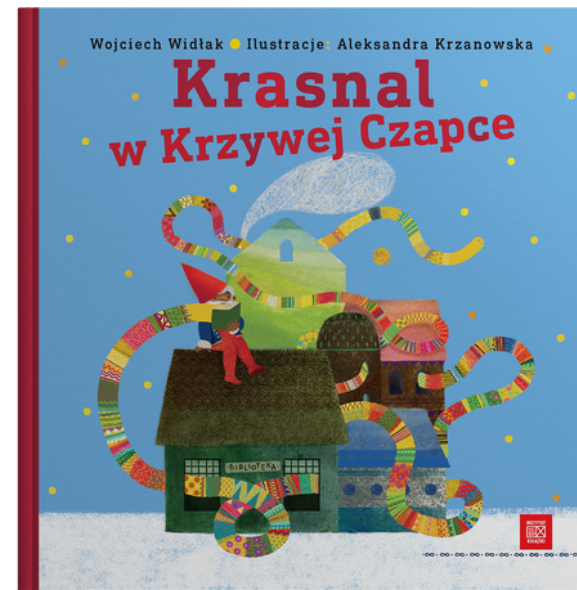


## newborns



320 state hospitals  
320,000 per year

## preschoolers



6,700 public libraries  
250,000 books per year

## pupils



13,000 primary schools  
450,000 books per year

# Social Campaign

- television and radio commercials
- online and print advertising
- collaboration with influencers and reading ambassadors
- events for children



# 2022 the fifth anniversary of our bookstart project

## Nationwide research:

### **Study of satisfaction with the received Reading Kit:**

- quantitative research (online survey)  
research sample: 1500 respondents
- qualitative research (In-depth interviews)  
research sample: 60 respondents

\* Both research was conducted by independent companies specializing in social research

## Who read to the child?

- 94% of the respondents declared that they read to a child a book received in the hospital
- People with a medium or higher level of education, in a stable or good financial situation read more often
- Mothers are most often responsible for reading initiation
- Fathers read to their children, even if they do not read books themselves
- Reading strengthens relationships between siblings



**Both my husband and I read to our child because we take turns putting our son to sleep. Even though my husband wouldn't typically pick up a book in the evenings for himself, he willingly reads with our son.**

## When did parents start reading to their child?

- 59% of parents read books in the first six months of their child's life, and an additional 30% within the first year of the child's life
- Parents who received a gift for their first children declared that they wouldn't have bought a book for their child so early, so the project significantly accelerated the children's contact with reading
- The received book encouraged parents to read other books as well
- Among the surveyed, 30% had a children's book collection of up to 10 books, and 50% had up to 20 books



**We read this book from the first days because it was our first child, so it was one of the first two books we received. Our son had daily contact with this book, we read and watched it together. When the child started speaking, he chose poems on his own and ask for reading.**

## Did parents like the book they received?

- 90% of the respondents positively evaluated the received Reading Kit
- Some of them emphasised sentimental value of their child's first book
- Parents remembered classic poems from their childhood
- Parents noted the therapeutic role of reading

“  
When my child was asleep, I read poems that I knew from my own childhood. I thought then that motherhood can be a great adventure, that it doesn't have to be unknown and scary. Every mom is afraid of it. Reading poems that I knew from my childhood calmed me down.

“  
After leaving hospital, my son cried and screamed a lot. The only thing that calmed him down was a lullaby from this book.



## What about the booklet for partents?

- 85% respondents said that the brochure gave them new information on the benefits of reading
- 85% respondents admitted that the brochure encouraged them to buy more books
- 76% parents admitted that the brochure encouraged them to visit the library

”

**I used the information in the booklet when I didn't know what books to buy for my daughter.**

# The new model of parenting

- Parents want to cultivate their children's passion for books, but they find some difficulties
- They emphasize the need for systematic support, tips, recommendations, but in short forms adapted to the current moment in the child's development.
- Parents point out the need for belonging to social groups where they could receive tips from other parents.

