



Book gift –program

Book bag for every child born 2019-2021

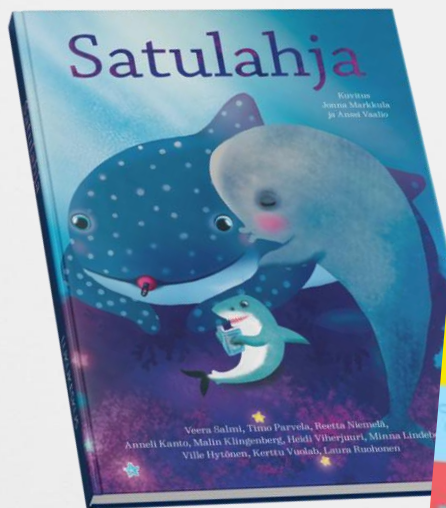


LUKUKESKUS
LÄSCENTRUM

The Finnish Reading Centre

Development manager Emmi Jäkkö

emmi.jakko@lukukeskus.fi Twitter @emmijakko



In Finnish,
Swedish,
3 sami languages,
somali, arabic,
estonian,
russian



Book bag for every baby

Book bag for babies born 2019-21. Program is funded by The Finnish Cultural Fund and organized by The Finnish Reading Centre. Book bag will be given to 150 000 families.

Books and info materials have been produced by a multiprofessional expert team: authors, illustrators, researchers, librarians, social workers and family health experts.

Rhyme book for babies and parents

Poems to read aloud and small info texts for parents on the importance of reading.

Bedtime story book

Reading Chart

Reading Chart to be kept on the nursery wall with information on child's speech development and reading with information for different ages.

Rhyme cards

To activate interaction with child and parent.

Invitation to library

Collaboration with The Finnish Library Association.

Why Family health clinics?

The goal is to provide book gift -program to **all families** regardless their social or economic background.

99,4 % of Finnish families visit Family health clinic.

Maternity and child health care centers are **free of charge** and **easy to reach** for clients in every municipality in health care center

Widely used and accepted regardless of social class, **obligatory** to receive financial support

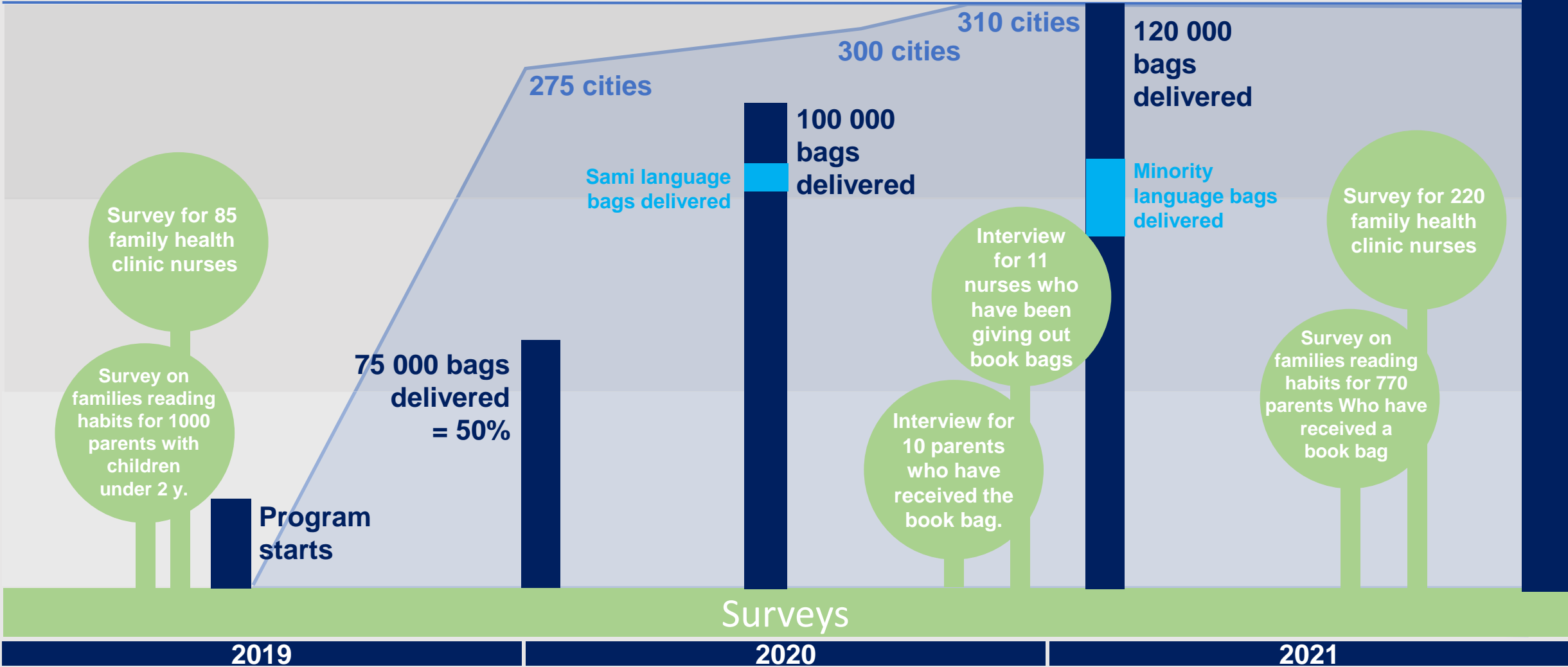
- 8-9 visits during the normal course of a pregnancy + 10 visits during the first year of an infant's life and once a year after that (1-6 years)
= **nurses have many opportunities to talk about reading!**

Program timeline

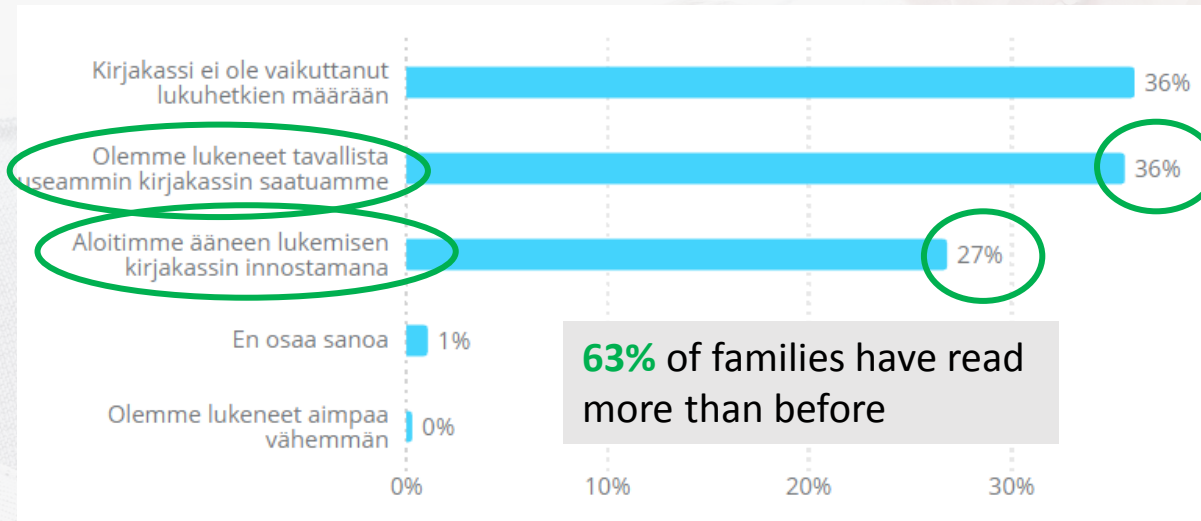
TARGET 120 000 BOOK BAGS ORDERED

155 000 bags ordered

TARGET 310 MUNICIPALITIES AND CITIES = 100 %



Book bags impact on families reading habits



How has the Book Gift campaign's book bag affected reading in your family? 774 answers

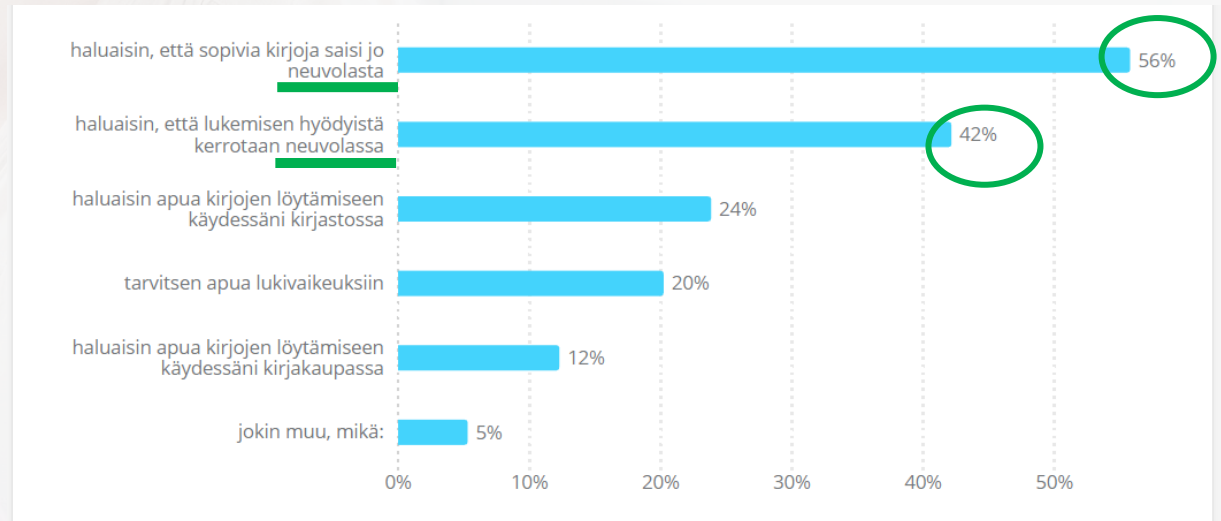
The book bag has not affected the amount of time spent reading 36%

We have read more than usual after receiving the book bag 36%

We began reading thanks to the book bag 27%

I don't know 1%

We have read less than usual 0



What kind of support would you like to support and encourage reading?

You can choose one or more answers. 915 answers

I would like to receive appropriate books from my maternal and child health care clinic 57%

I would like to be told about the benefits of reading at my maternal and child health care clinic 43%

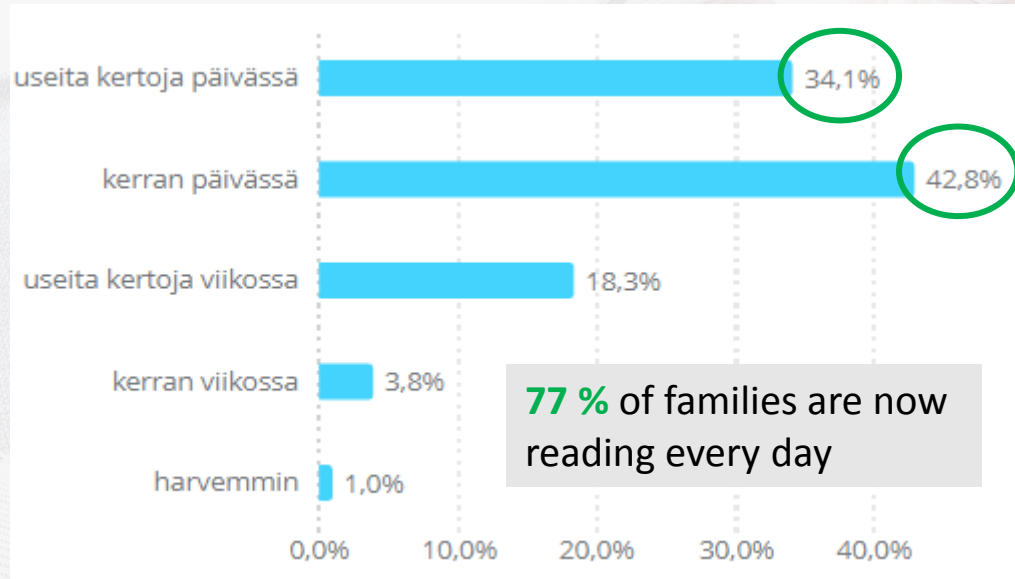
I would like help choosing books at the library 22%

I need help with reading difficulties/dyslexia 17%

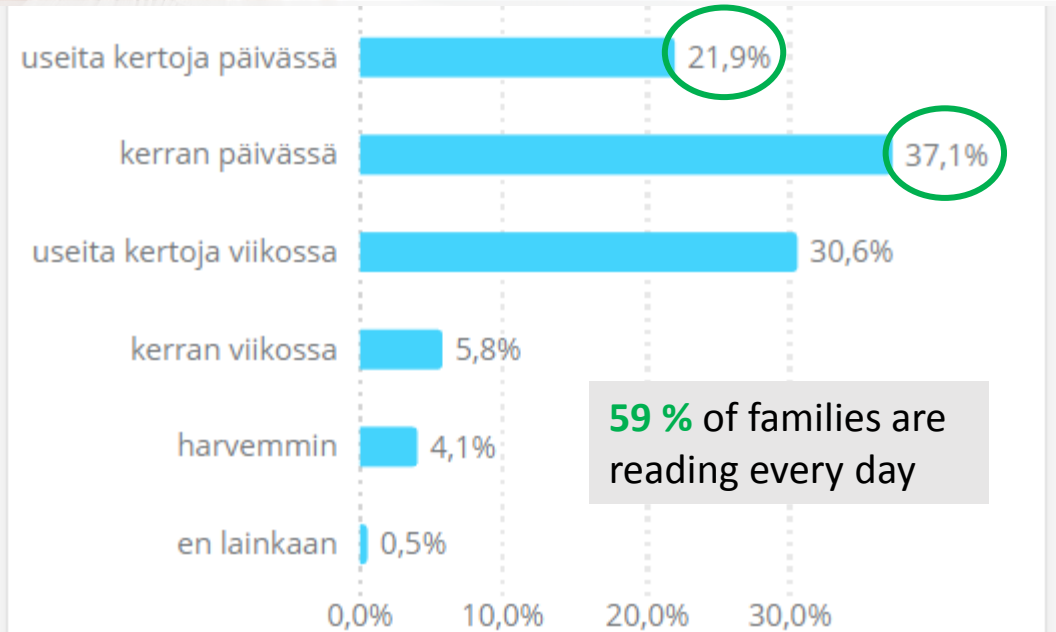
I would like help choosing books at the bookstore 12%

Something else, what: 6%

Families (27%) that first began reading when they received the book bag, are now reading daily



vs.



How many times a week do you read aloud to your child?

Several times a day 25,2%

Once a day 38,6%

Several times a week 27,3%

Once a week 5,3%

Rarely 3,2%

Not at all 0,4%

How many times a week do you read aloud to your child?

Several times a day 21,9 %

Once a day 37,1 %

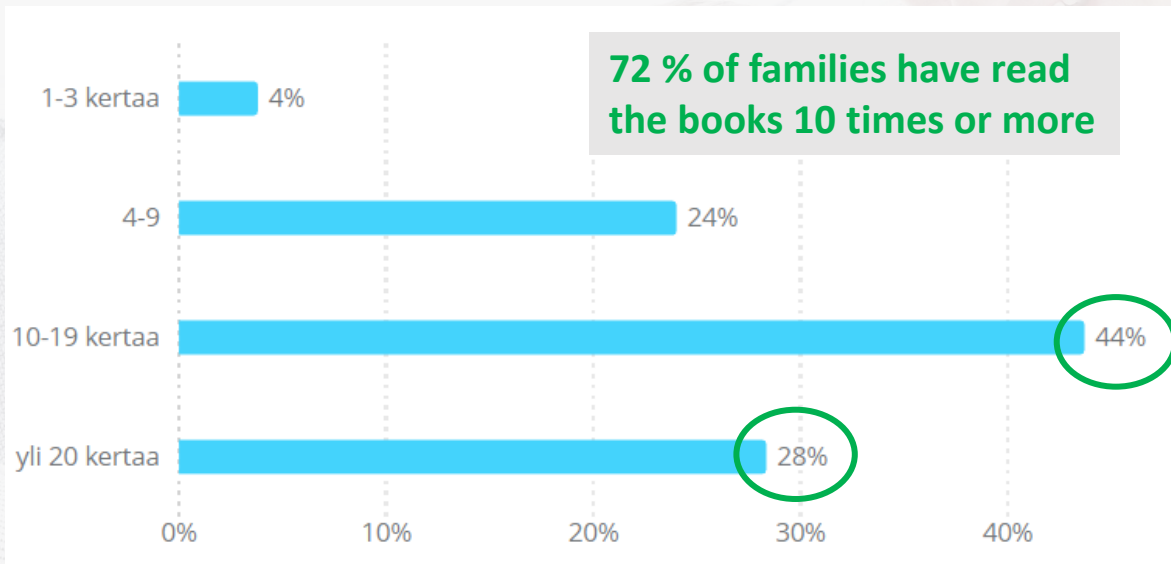
Several times a week 30,6 %

Once a week 5,8 %

Rarely 4,1 %

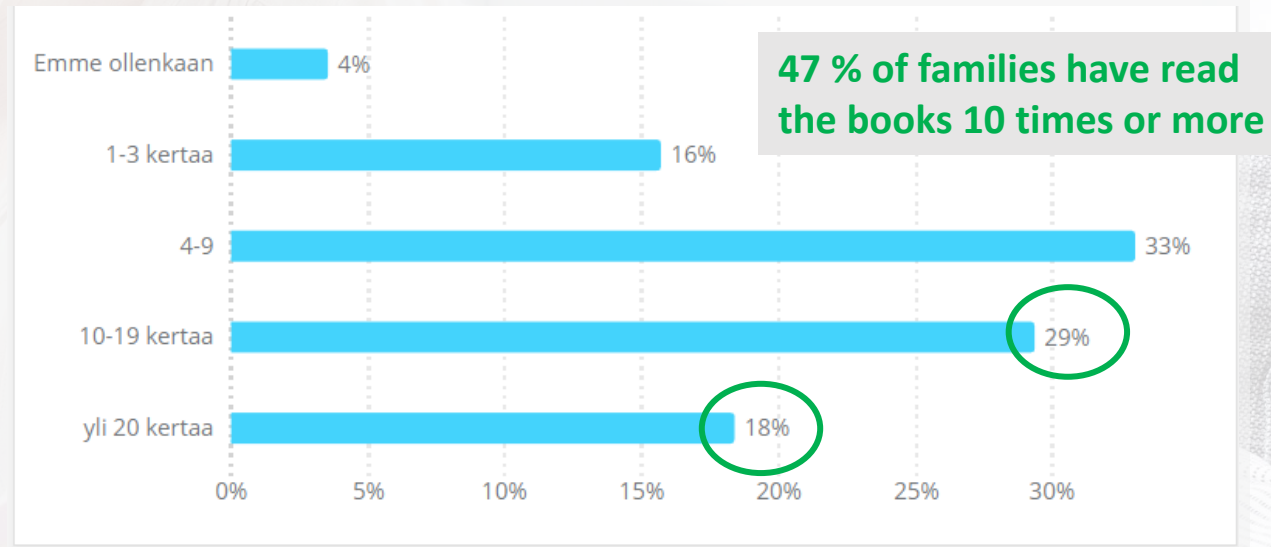
Not at all 0,5 %

Families that first began reading when they received the book bag



How many times have you read the books in the book bag?

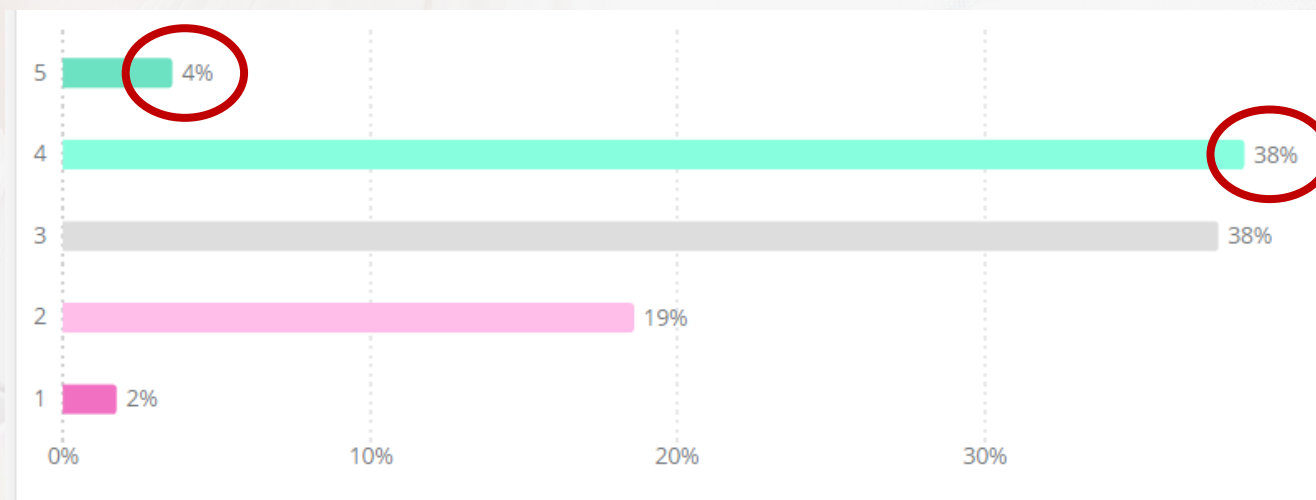
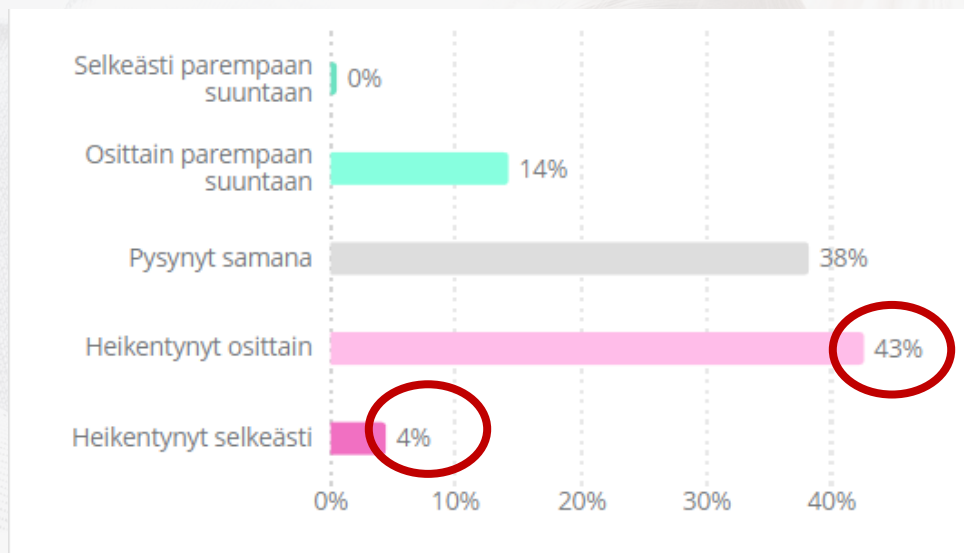
- 1-3 times 4 %
- 4-9 times 24 %
- 10 times or more 44 %**
- 20 times or more 28 %**



How many times have you read the books in the book bag?

- Not at all 4 %
- 1-3 times 16 %
- 4-9 times 33 %
- 10 times or more 29 %**
- 20 times or more 18 %**

Public health nurses are worried about children's language development



47 % of nurses feel that children's language development has declined somewhat or very noticeably in recent years.

42% of nurses said they are concerned about children's language development.

Public health nurses are worried about children's language development

"Children browsing smart devices certainly doesn't promote speech development versus reading."

"Language skills are poorer, and there's less speech production."

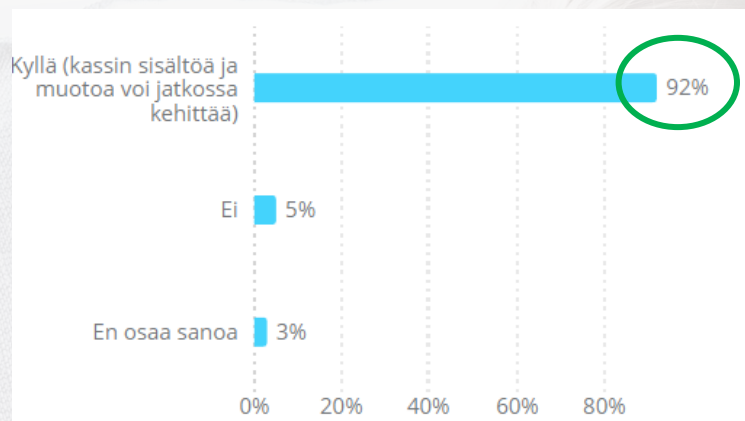
"I do many more referrals for speech therapists than I have before."

"Their vocabulary is smaller, and they talk less."

"Speech delays, errors in pronunciation and substitutions, impaired language comprehension."

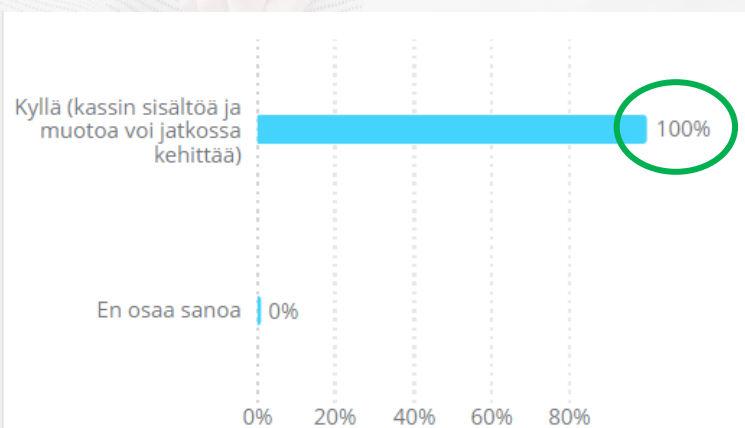
"In just a few years, I have seen changes in children's speech production for the worse. Their speech is unclear, and phonemes are missing. Day care centers are now more frequently in touch about speech issues."

Do you think the distribution of the Book Gift campaign's book bag should also be made possible in the future?



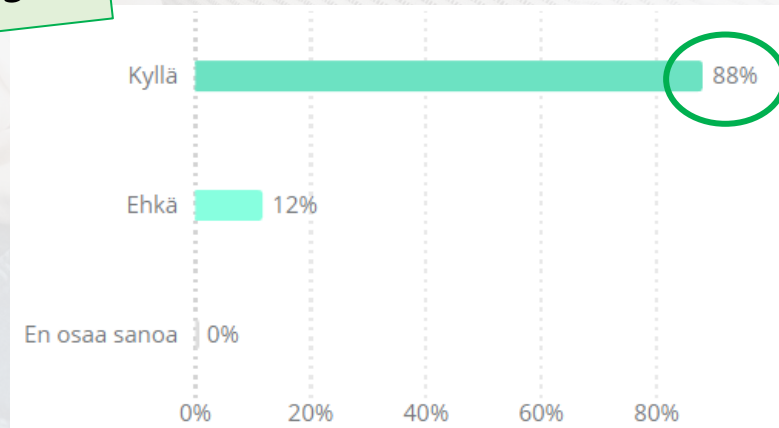
Families

Grade 1-10



Nurses

Do you feel that the book bag encourages families to read?



Feedback from the nurses

Book bag was considered important and positive. Content of the bag was considered versatile and high quality. Also very appealing.

Suitable for Health Clinic. Reliable researched information and diverse content suitable for different families.

Nurses felt the book bag was helpful for them:

To be able to give such a positive gift in the beginning of the relationship between nurse and family, helps to be a part of families different situations and possible challenges in the future.

Also the themes and content of the stories gives a starting point for different conversations about the problems or challenges families might encounter.





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Development manager Emmi Jäkkö

emmi.jakko@lukukeskus.fi Twitter @emmijakko