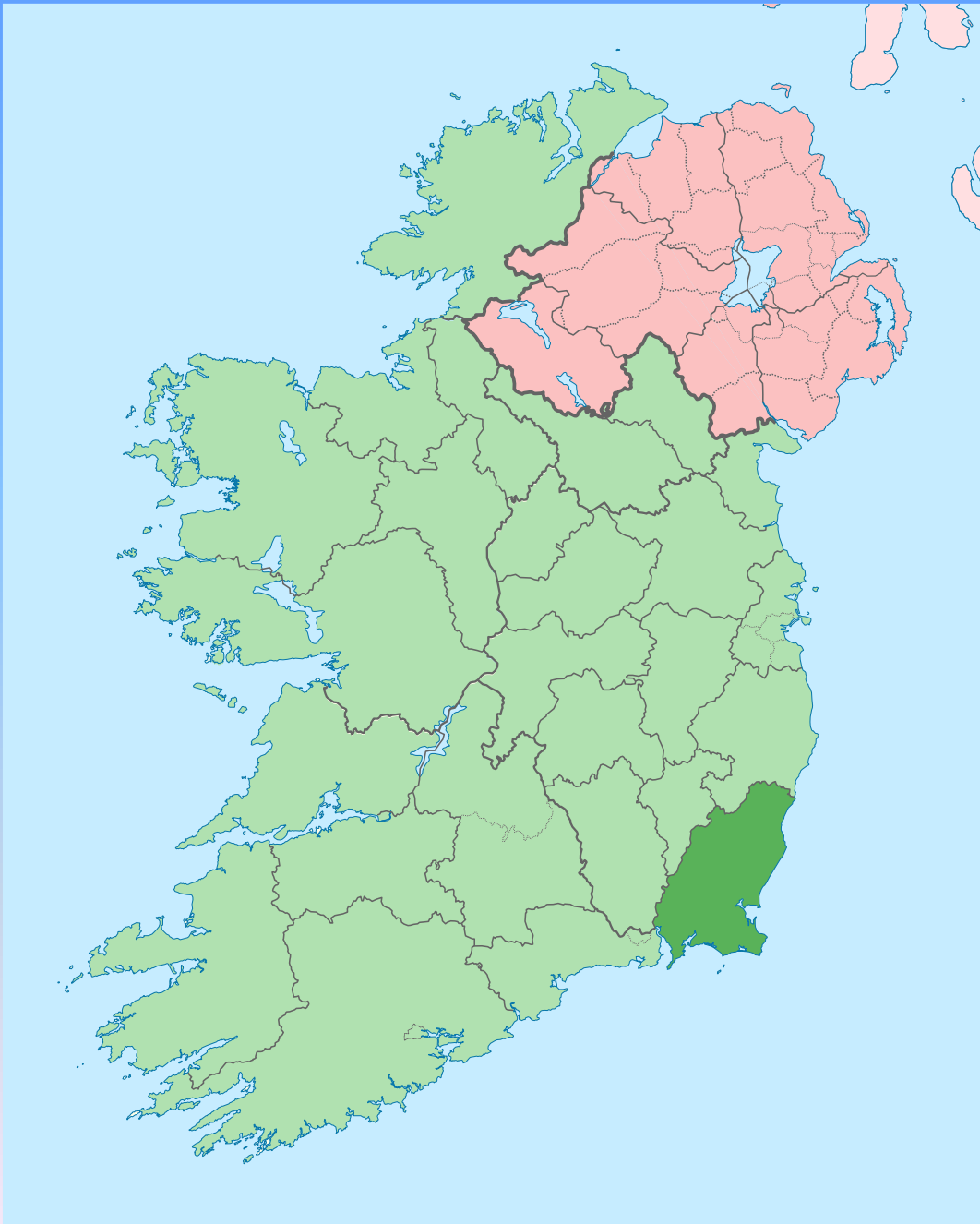


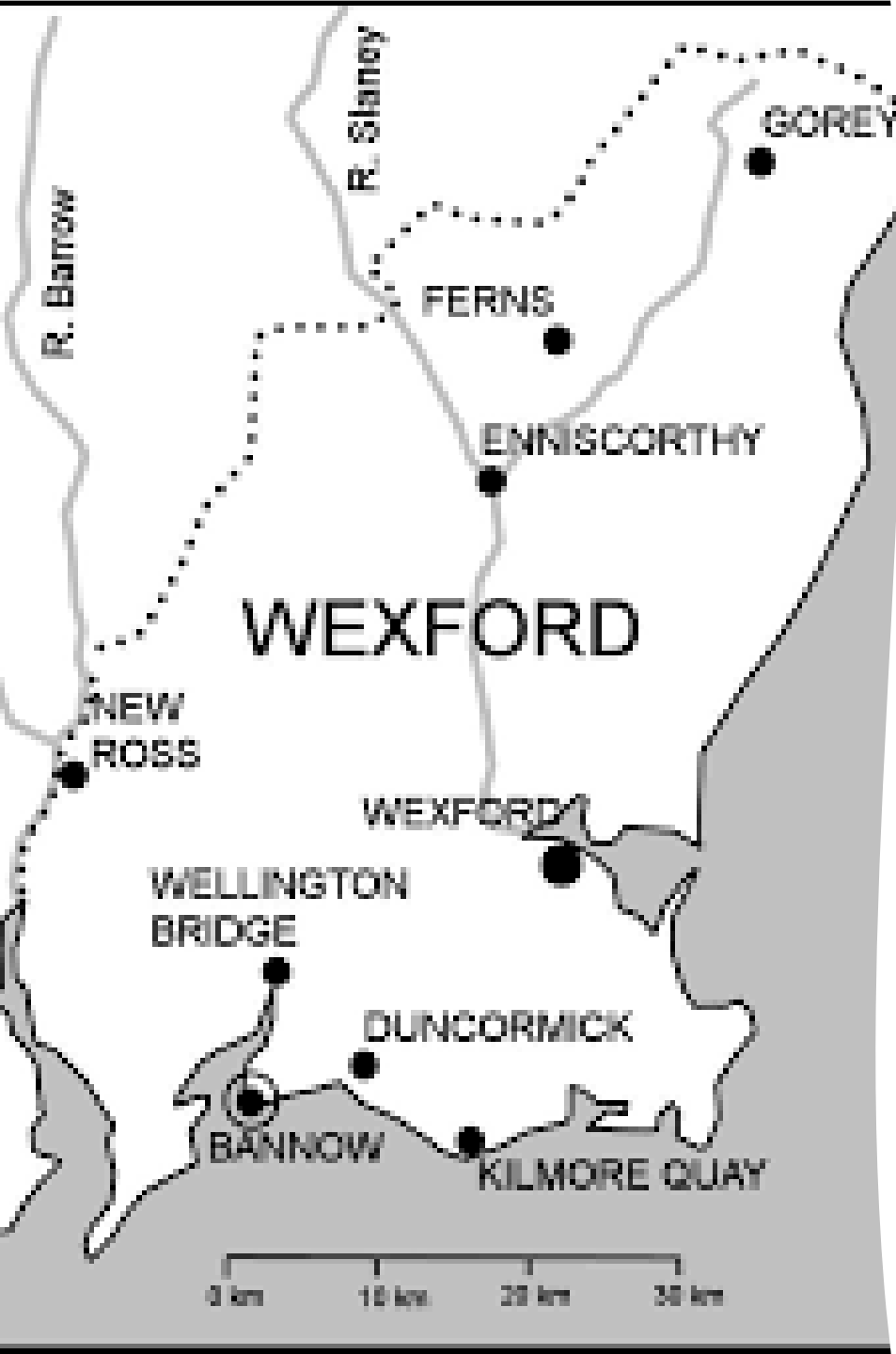
Books4Babies

Encouraging
voluntary
involvement and
community
participation

Who we are and what we do

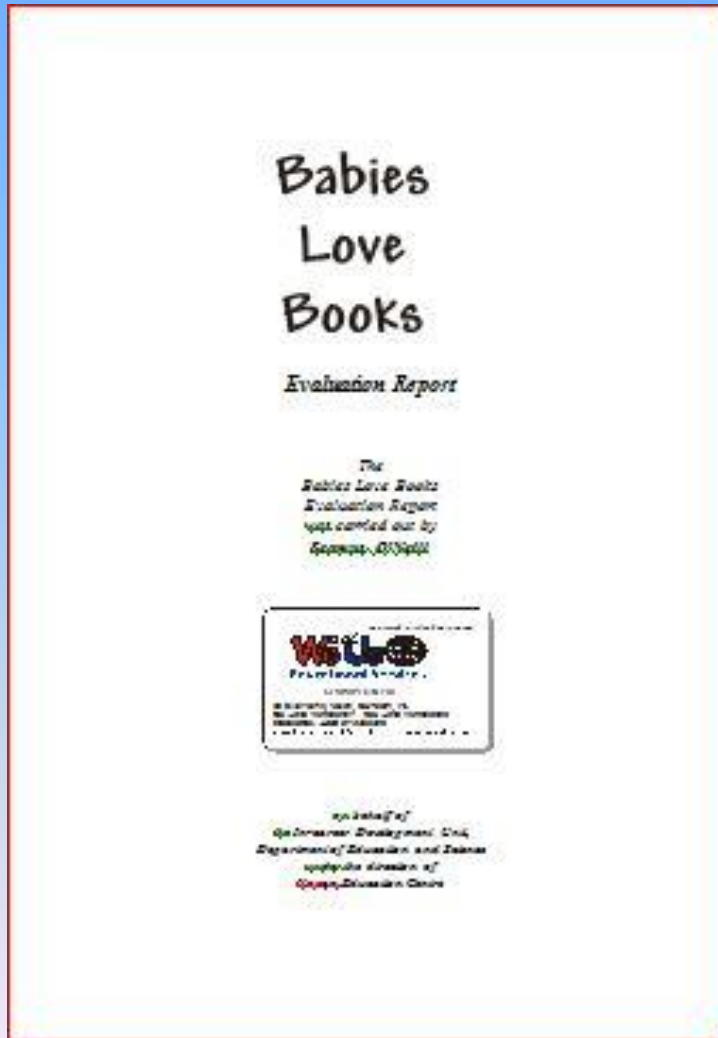
- Books4Babies Ireland Limited is a voluntary charitable organisation set up in 2012
- We give a pack containing two books and material about the importance of reading free to all babies born in Co. Wexford - BookStart programme
- We also encourage parents and children to use the library and our packs are distributed by Public Health Nurses during the child's 7-9 month developmental check





- Wexford is the 4th most disadvantaged County in Ireland
- 150,000 people with circa 2,000 births a year.
- In Gorey (where B4B was piloted) 650 live births that year

Babies Love Books (2000-2002)



1. Centralised
2. No community involvement
3. No single organisation responsible

Getting Started

- We got together a small group of local people (health, education and childcare) to run a pilot program in Gorey
- Literacy Acquisition is a **Community Issue**
- We raised seed funding from the local community to start the project, setting a target of raising 50% of the initial funding before approaching the local statutory agencies for support.
- Transition Year Students







Challenges of Expansion



Challenges of expanding the programme

1. Stream lined the logistics
2. Set up the Books4Babies County Wexford Steering Committee
3. Created a new Funding Model

1. Streamlined the logistics

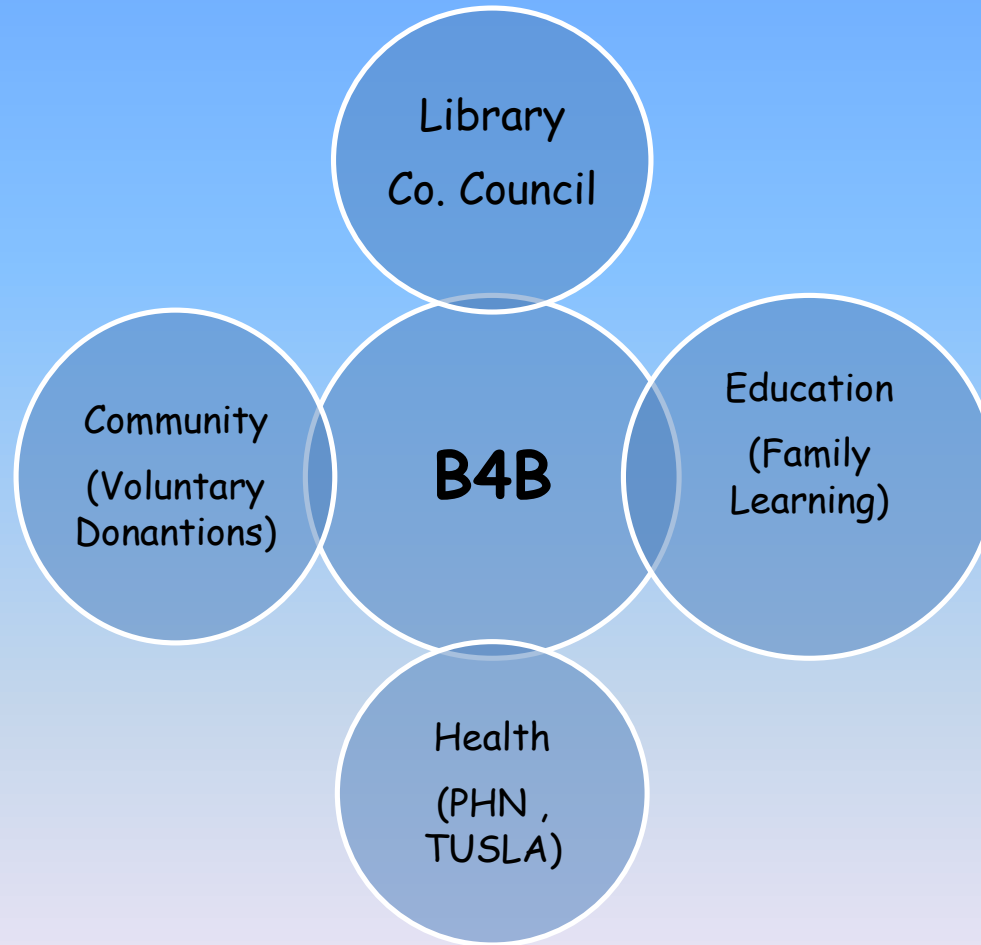


2. B4B County Steering Committee



- PHN's
- TUSLA
- Co. Wexford Childcare Network (pre-school provision)
- Bernardo's
- Library Service
- Books4Babies Ireland Ltd
- Education

3. Four Strand Funding



Business Community Partners



Voluntary community participation in B4B - that we learned

- It is possible, using voluntary effort to start and maintain a book gifting scheme – on a small scale. But as the programme grew we had (unfortunately) to scale back on our use of TY student because of the effort required.
- Community involvement helped ensure involvement of local statutory agencies.
- People are receptive to the idea that literacy acquisition is a community issue and they are willing to engage programmes such as B4B to effect change.

Lobbying for Change



" There is clear evidence of effective multi-agency collaboration and the programme demonstrates the best use of community resources to realise its goal of effecting positive change in literacy levels in Co. Wexford"

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