



# Book gift –program

Book bag for every child born 2019-2021



LUKUKESKUS  
LÄSCENTRUM

The Finnish Reading Centre

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## Book gift -program:

Rhyme book for baby  
Bedtime stories for toddler  
Height chart for Reading  
Rhyme cards  
Invitation to Library

In finnish, swedish and sami language

+ website [www.luelapselle.fi](http://www.luelapselle.fi)  
for parents and professionals

+ Guidebooklet  
for professionals

+ Infomaterials  
and some of  
the stories in  
9 minority languages (soon in 15 languages)



# 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!**

A woman and a young girl are shown in profile, reading a book together. The woman is on the left, looking down at the book, and the girl is on the right, looking up and to the right. The book is open, and the title 'Paten' is visible on the right page. The background is a soft, out-of-focus light color.

**But talking about reading is not part of the official Family Health Clinic -program.**

**We needed to make them:**

**understand the importance** so they would give up their time for this matter.

And get them to **order** bags from our website and **give out** the book bags to families

**In 700 Health Clinics in 310 Cities and municipalities.**

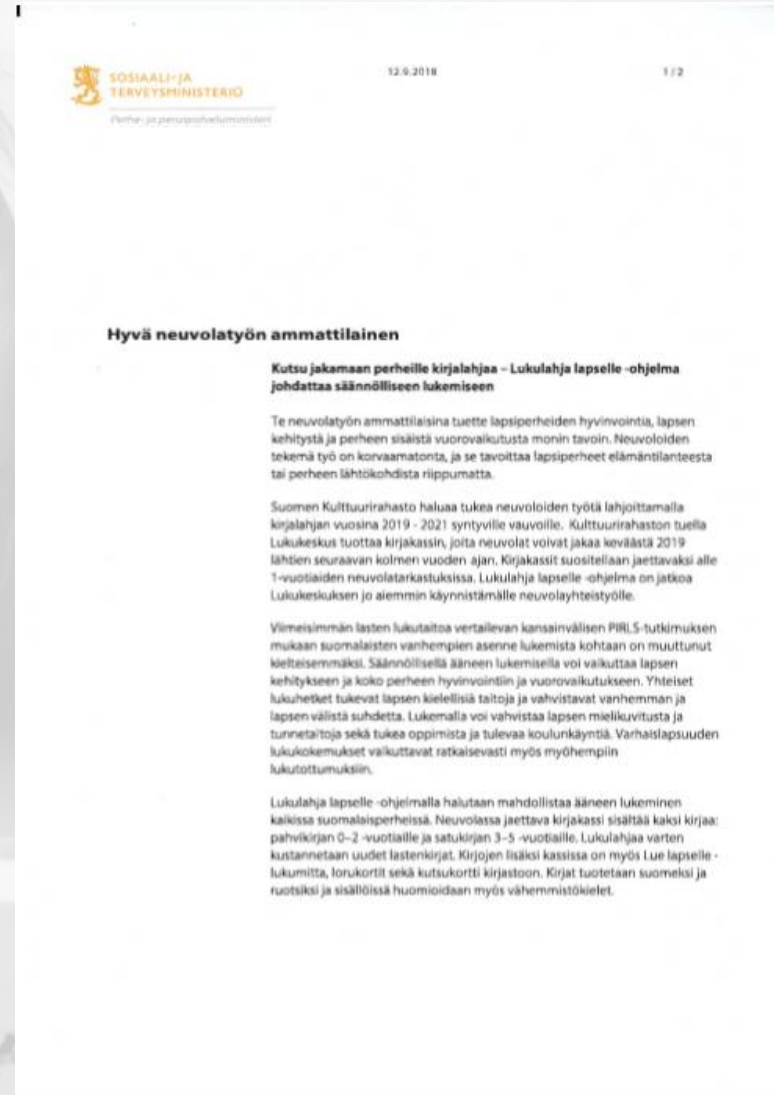
# This is what we did:

1. We sent a letter to every family health clinic signed by the secretary of Social affairs.

“Book gift is a gift only you can give.”

2. We asked quotes on the importance of reading from experienced nurses: we were able to talk with their own words.

3. We made a survey before we started.



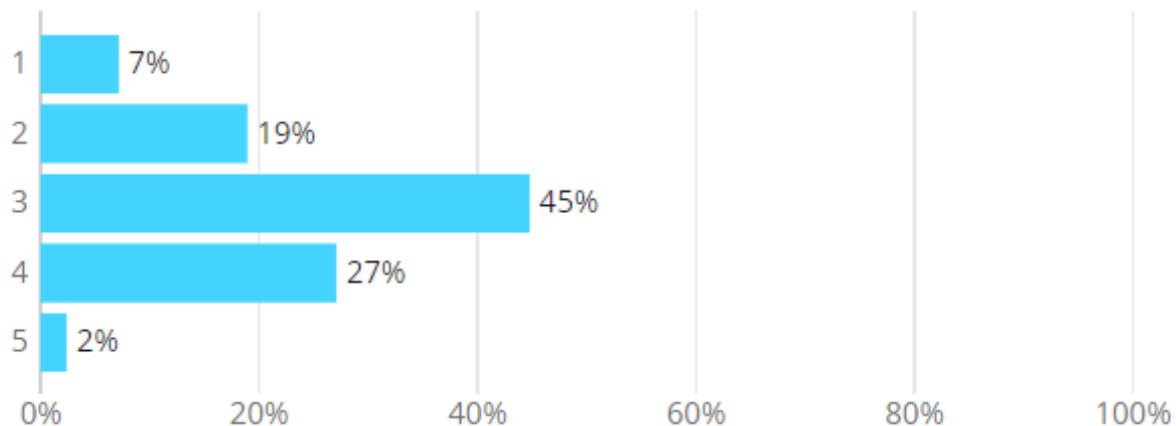
Pata pallo  
kassalla

Pata haluaa perustaa oman  
leikkikammiotteen. Pata on erittäin  
tyylinen vauvoille. Sinäkin ja  
lapsekset. Onneksi Pata on  
tyylinen ja sinäkin on tyylinen.  
Mutta onneksi Pata on tyylinen  
ja sinäkin on tyylinen. Pata on  
tyylinen ja sinäkin on tyylinen.  
Hiljaisuus on tunteita ELLA JA KAVEDIT -sarjasta tuttu Pata saikalle ja  
toivon mukavia iltasatuhetkiä perheille!

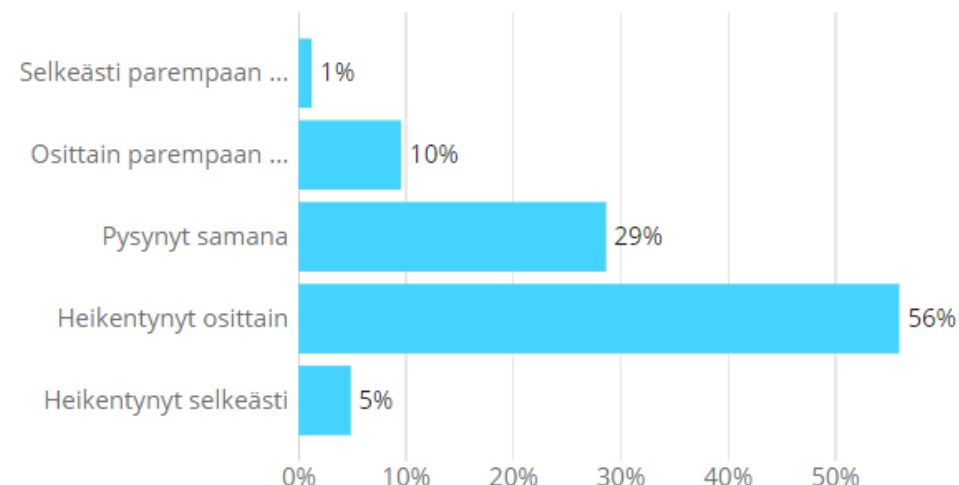
# Health care professionals on the development of speech and verbal abilities?

Have you noticed a change?

Oletko huomannut muutoksia lasten kielellisessä kehityksessä viime vuosien aikana? **i** 85 vastausta



Mihin suuntaan lasten kielellinen kehitys on edennyt? **i** 84 vastausta



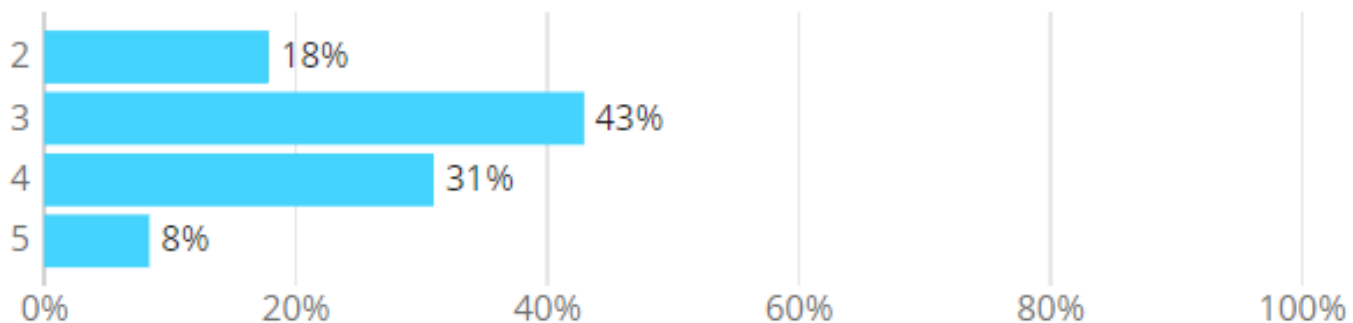
Moderate or clear change = **29 %**

Moderately worse 56% +  
Clearly worse 5% = **61%**

# Are you worried?

Oletko huolissasi lasten kielellisestä kehityksestä?

vastausta



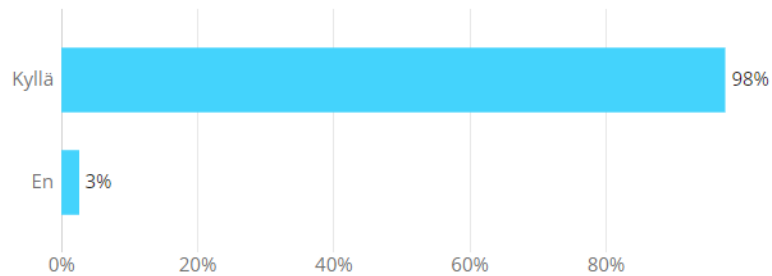
Moderately 31%

Clearly 8% = **39%**

# Health care professionals attitudes towards educating families

Would you want to give out materials to families?

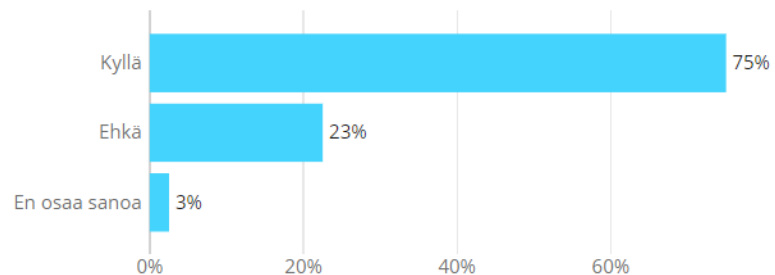
Kaipaisitko perheille jaettavia innostavia materiaaleja kannustaaksesi vanhempia lukemaan lapselle? 80 vastausta



**Yes 98%**

Do you believe a book gift would inspire families to read?

Uskotko, että perheille neuvolassa jaettava kirja voisi kannustaa vanhempia lukemaan? 80 vastausta



**Yes 75%**  
**Maybe 23%**



# Results:

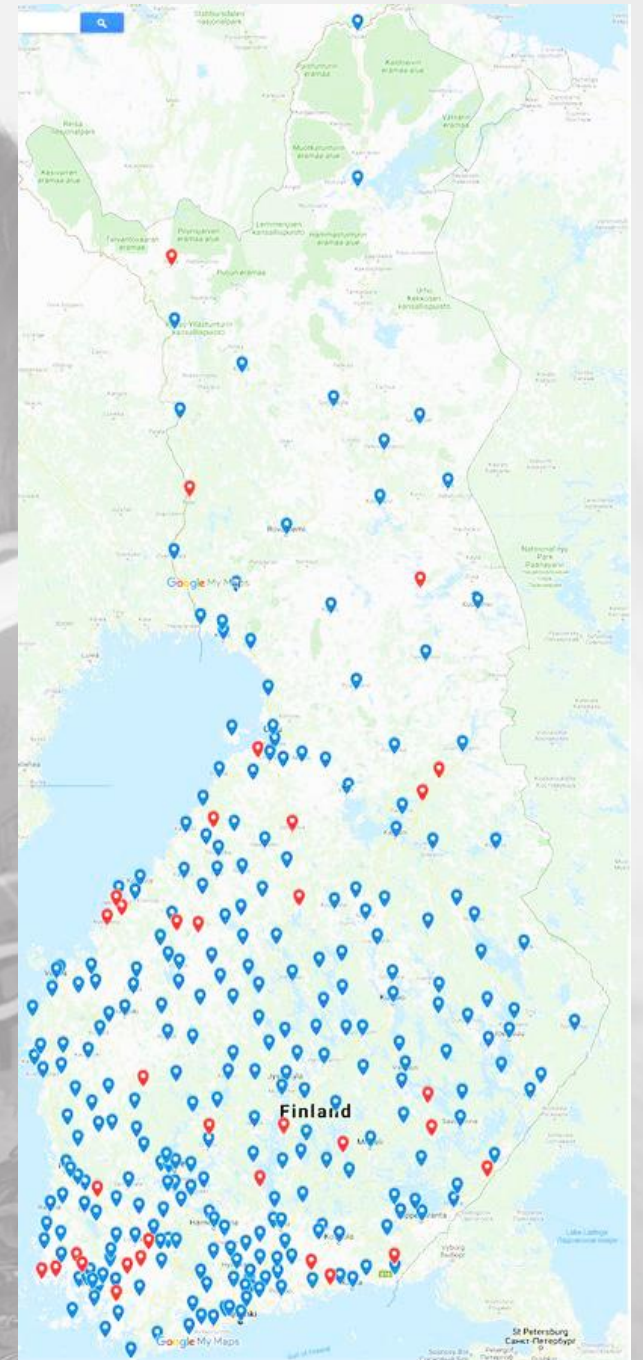
After first 6 months:

**280 / 310 municipalities** have ordered the bags

**70 000 bags** shipped to Family health clinics

Nurses asking for education and additional materials.

Reading added to Family Health clinic program. **Yay!**



# What we will survey next?

Have you received a book gift from health care? = **Reach**

Did you read through all the materials? = **Appeal**

Have you read the books with your child?

How many times? Once, twice, often, weekly, daily. = **Impact**

Have you used the reading chart? = **Knowledge**

Have you used rhyme cards? = **Variety**

Have you been to the library? = **Continuity**

= **Impacts of the book bag program,  
not general attitudes towards reading**



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