



Book bag for every baby born in Finland



LUKUKESKUS
LÄSCENTRUM





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

Published for a book bag, poets chosen by an expert jury. Poems to read aloud and small info texts for parents on the importance of reading.

Bedtime story book

10 new stories written by 10 Finnish authors chosen by biggest publishing houses. 7 stories written in Finnish, 2 in Swedish and 1 in sami language. Young Illustrators chosen by Illustrators Association.

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

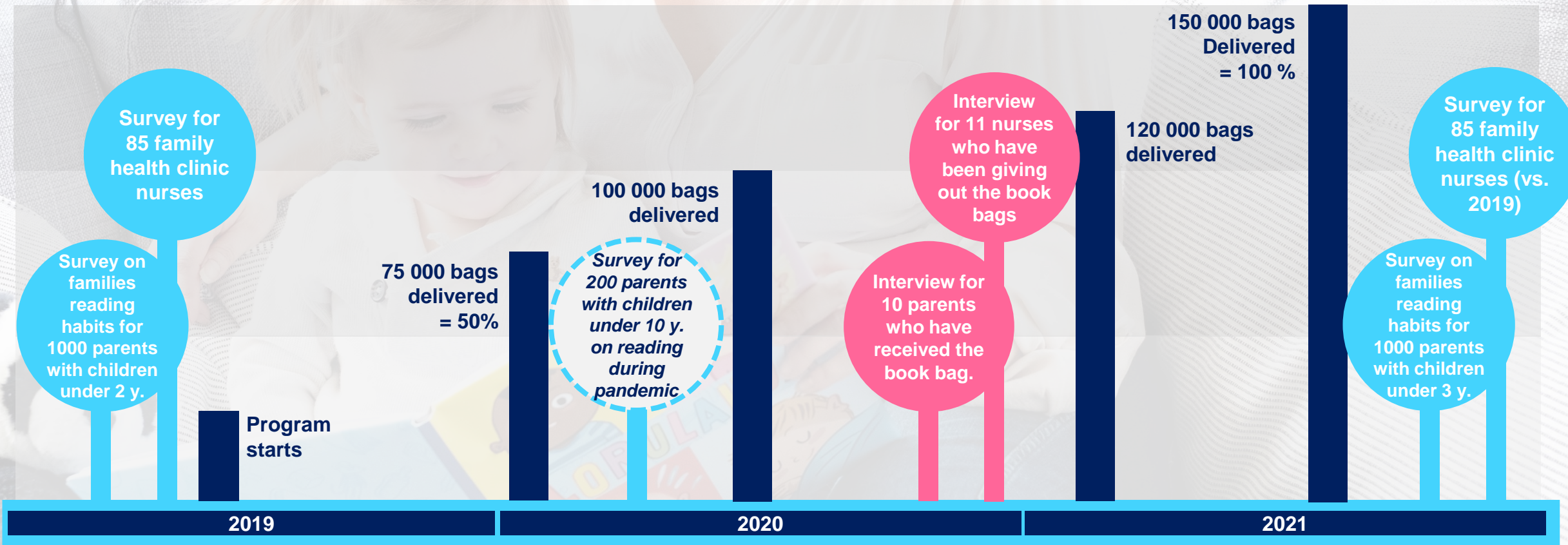
To activate interaction with child and parent.

Invitation to library

Collaboration with The Finnish Library Association.

Research Schedule

Surveys and interviews done by a professional research organizations specialized in health and social topics and themes.



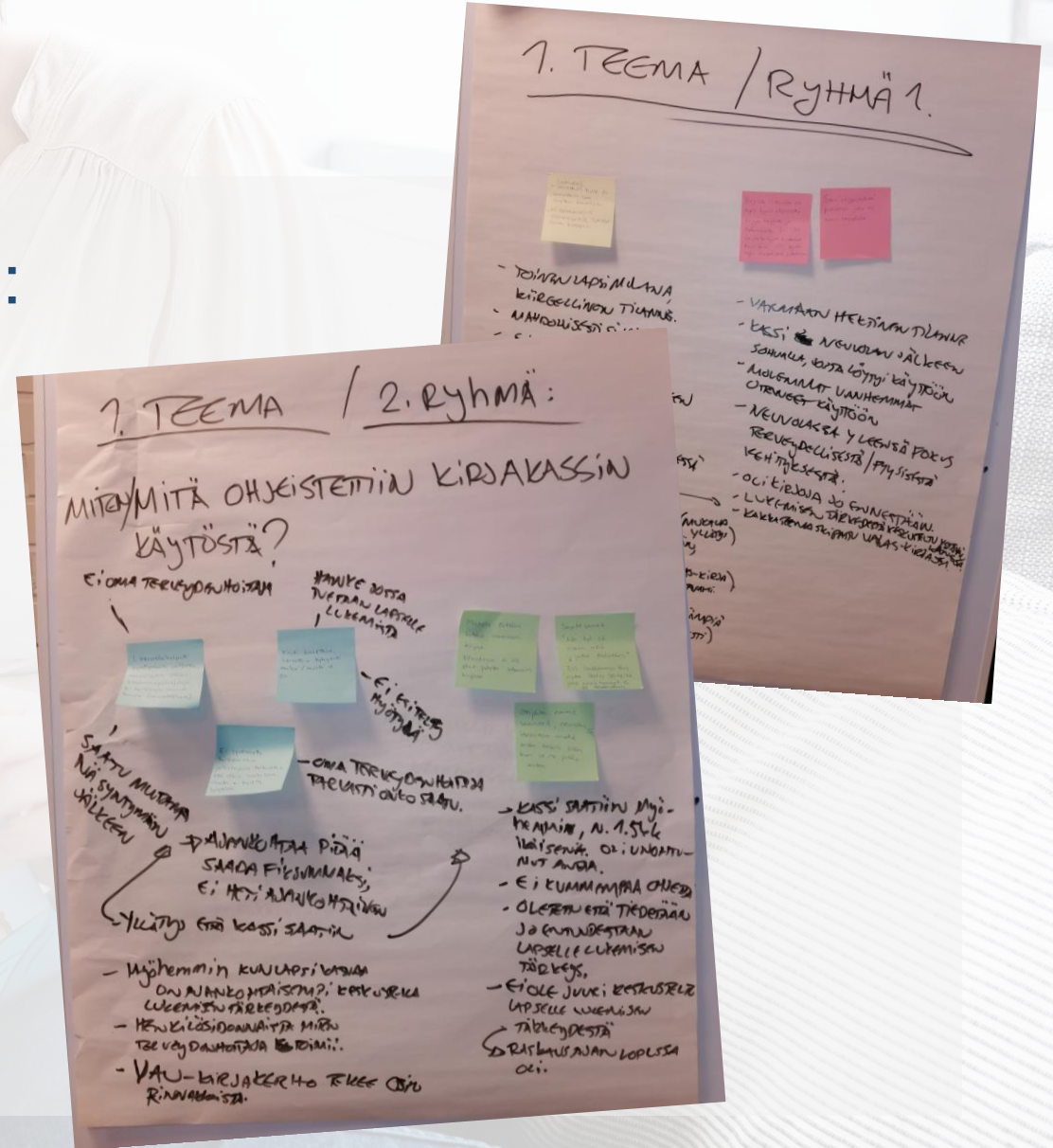
Family Interviews 2020

Families were interviewed in 3 topics:

1. Receiving the bag

2. Content of the bag

3. Using the bag, the books and the materials



Family Interviews: Receiving the bag

Families were surprised to get the book bag.

Depending on the nurse and the health clinic, information given and guidance on how and why to use the books and materials varied.

Some families felt they had gotten enough information about the importance of reading. Others felt the bag was just given without sufficient guidance.

Families were hoping to get more information on organizations giving the bag and about the program.



Family Interviews: Content of the bag

Books were considered high quality.

Rhymes, stories and illustrations were considered suitable for different families from different backgrounds.

Especially every day life pictured in books was considered inspiring.

Parents felt other materials were not sturdy enough to be used with babies.

Most of the families felt the amount of books and materials was suitable for different needs.



Family Interviews: Using the bag

Rhyme book was used daily in most of the families.

Bedtime story book was read with older children.

Rhyme cards were popular and even laminated in several families.

Other materials were often forgotten. Bag was considered too small / perfect for child to use.

Families are hoping book bag to be permanent part of Health Clinic Program.

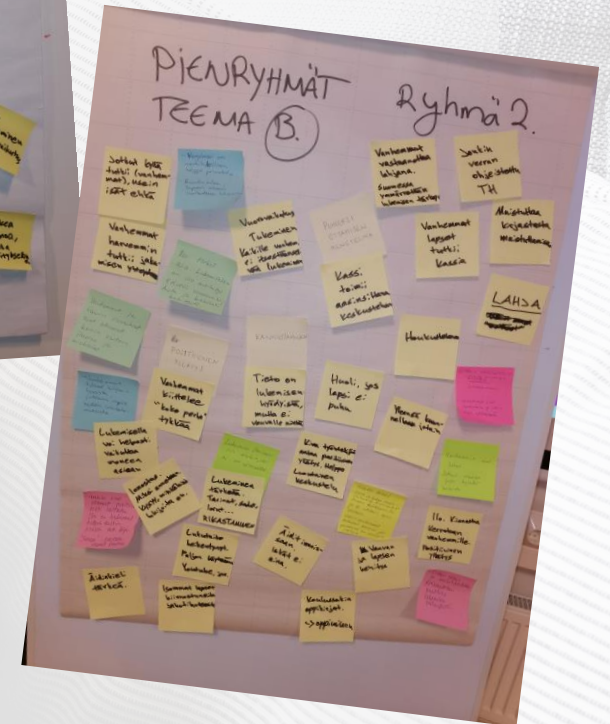
Families overall rating 8,35 / 10



Health Clinic Nurses Interviews 2020

Nurses were interviewed in 3 topics:

1. Giving the bag
2. Content of the bag
3. Importance and meaning of the bag (and reading)



Nurses Interviews: Giving the bag

Nurses were excited and motivated to give the bags.

Depending on the nurse and the health clinic, others had a specific check up when they gave the bags, others improvised and even forgot to give it.

Nurses were hoping to get (even) more information on the importance on reading.



Nurses were interviewed in two different cities. One of them arranged education on all the nurses before the program started. Other left it for nurses to decide them selves if they wanted to take part on the program.

Clear difference between nurses knowlegde and understanding the importance of reading and how they presented the bag.

Nurses Interviews: Content of the bag

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.

Materials and books enhance interaction with parent and child and helps to talk about it.

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

Reading is one of the themes in check ups, but the bag reminds on the importance.



Nurses Interviews: Importance and meaning of the bag

Book bag was considered important and positive.

Book bag was considered functional and efficient when reminding families on reading.

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 other topics are easier to talk about, when the first meeting is so positive because of the book bag.

**Nurses are hoping book bag to be permanent part of Health Clinic program.
Nurses overall rating 9,4 / 10**



Conclusions

The Book bag is considered to be highly positive and popular both for families and family health clinic nurses.

Families are hoping reading to be followed on check ups after receiving the bag.

Educating the nurses is crucial!

Also common practices on when the bag is given and how, would ensure that families get the same information.

At the same time, independence was considered important for nurses to be able to take part on the program when they felt suitable.

Guidance has been added to book bag boxes, newsletters send even more often than before and we are producing information in a cooperation with Health Clinic program officials.

The FRC trying to find public funding to make the program permanent part of health clinic program.

