



BookStart in the Netherlands

Growth and development of an established program

Key figures

- 17,500,000 inhabitants,
- 388 municipalities
- 172,500 babies born per year
- 700,000 children age 0-4 years
- 9,000 locations childcare (341,000 children)
- 7,226 location primary schools
- 150 Library organizations
- 767 Library locations, 194 service points



Key figures

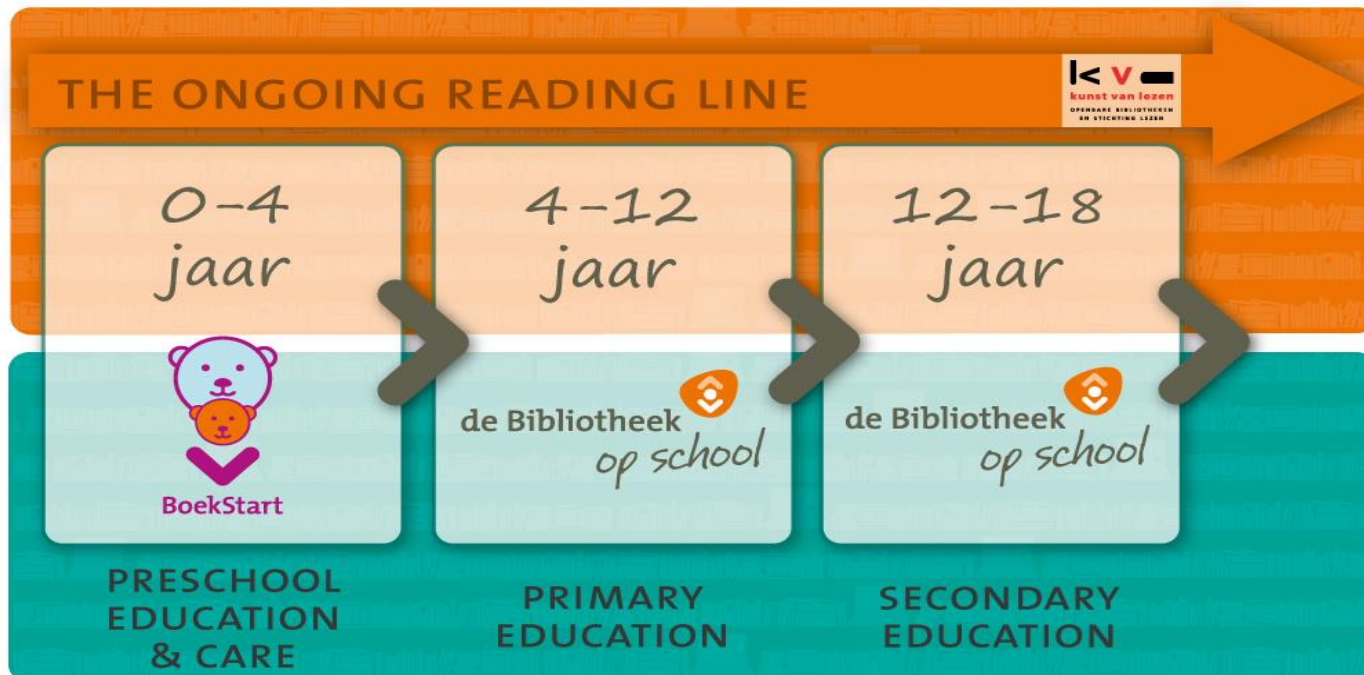
- 12 provinces with 9 Provincial supporting institutes
- 1 National Library
- 3.8 million Library members (61% youth)





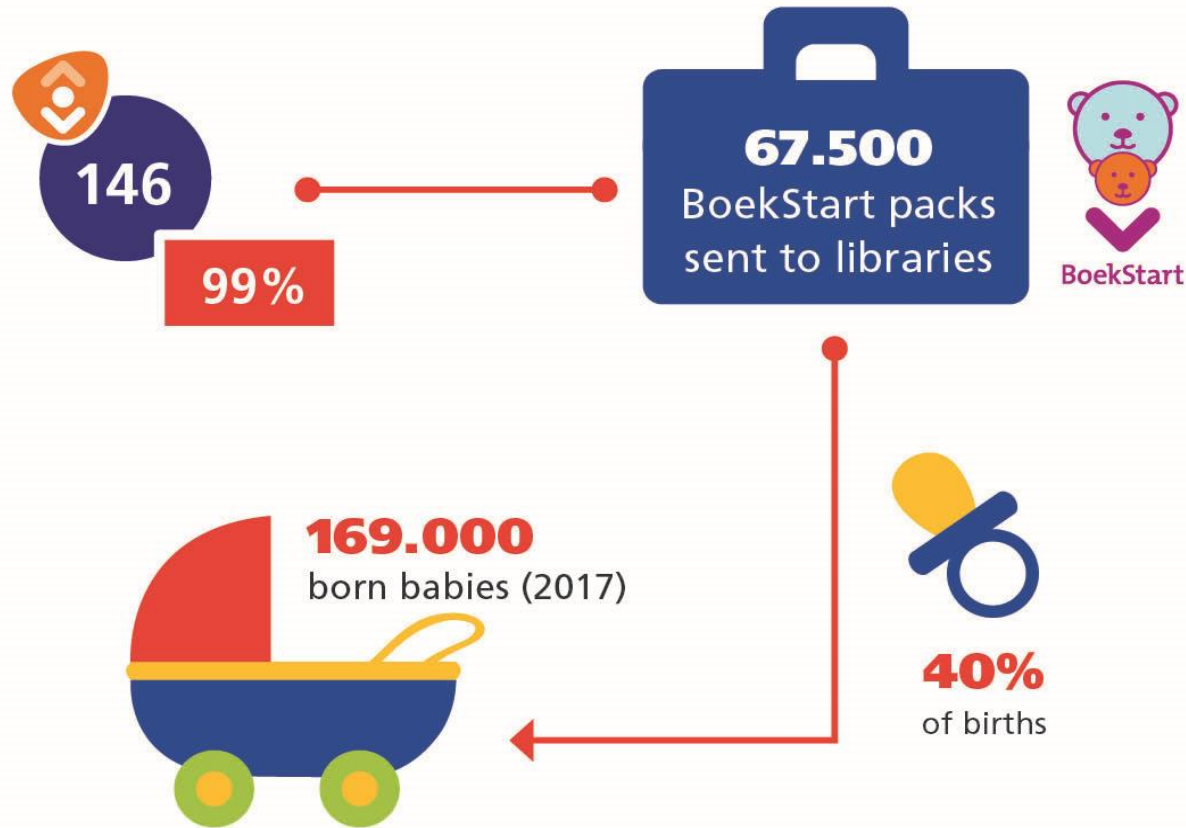
Art of Reading

- BookStart
- Bibliotheek op school (Library at School)
- Literacy & Reading Networks





BookStart Babies: Bookgifting

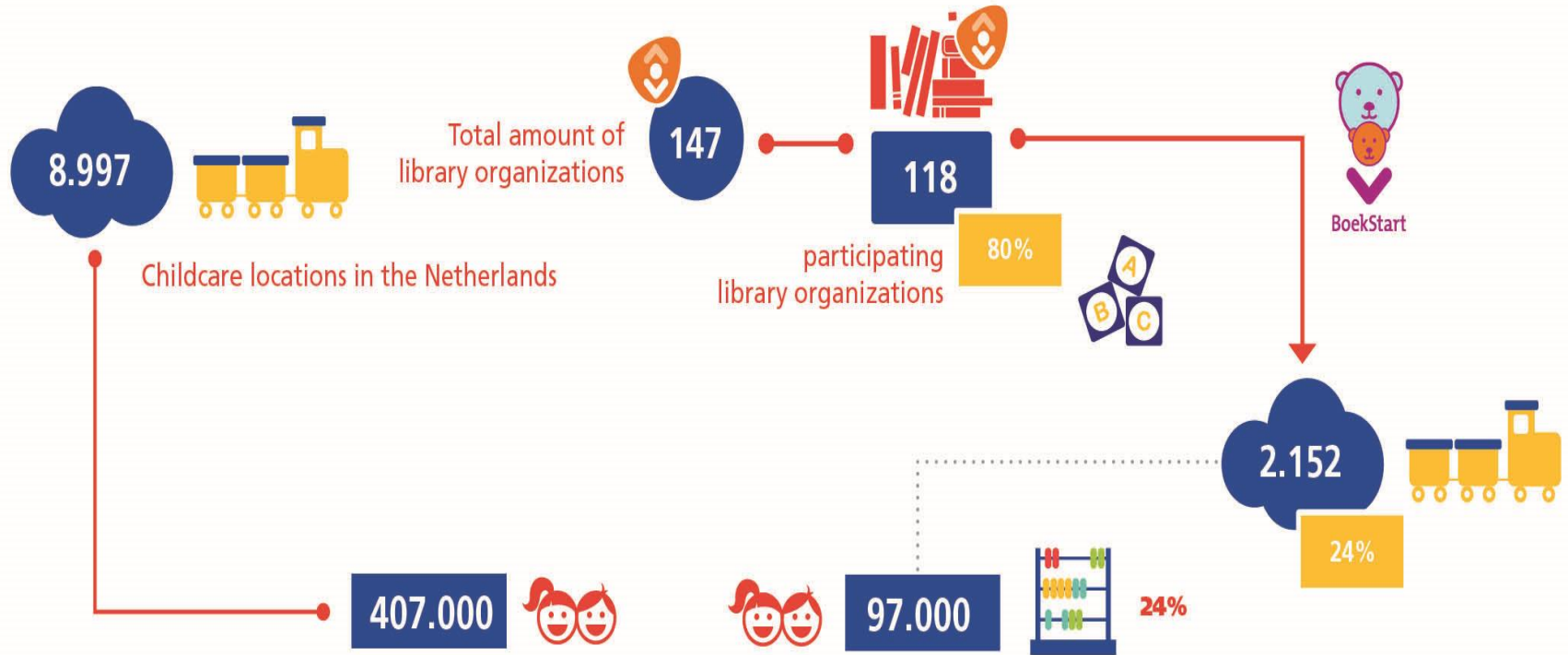




En wie zou dit zijn?
Kiekeboe!

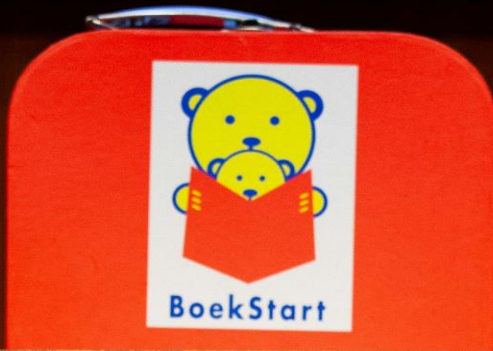


Bookstart Childcare









Organization: Joint operation

- National stakeholders: Reading Foundation/National Library: development/contact with national government
- Provincial Library Organizations, united in SPN: coordinating programs, allocating subsidies
- Local Libraries: carrying out the programs in cooperation with local partners and community government

What do parents think?

Reach, familiarity and appreciation of BookStart for babies
(screening 2.025 parents).

Social class	Familiarity	Picked up	Picked up (from the parents who know the programme)
High	62%	47%	75%
Middle	62%	46%	74%
Low	56%	38%	69%
Totaal	61%	45%	73%

- 98% of the parents are very or extremely satisfied
- 78% reads from the BookStart books
- 60% uses the BookStart material regularly to often
- Social class doesn't make any difference
- Reasons for not picking up: unfamiliar, no time or having enough baby books.

Evidence

Berg, H. van den (2015).
*From BookStart to BookSmart:
about the importance of an
early start with parent-child
reading.*

University of Leiden



Collaboration

- Tailored approach is needed
- Reach out to parents
- Supporting paediatricians



Quotes parents

I am very eager to learn for my son. I talked to the coach and she gave me some books. Then I said: but is that already working? Has that already affect on my son (8 months old). Then she told me that it has more influence than you think, for its development

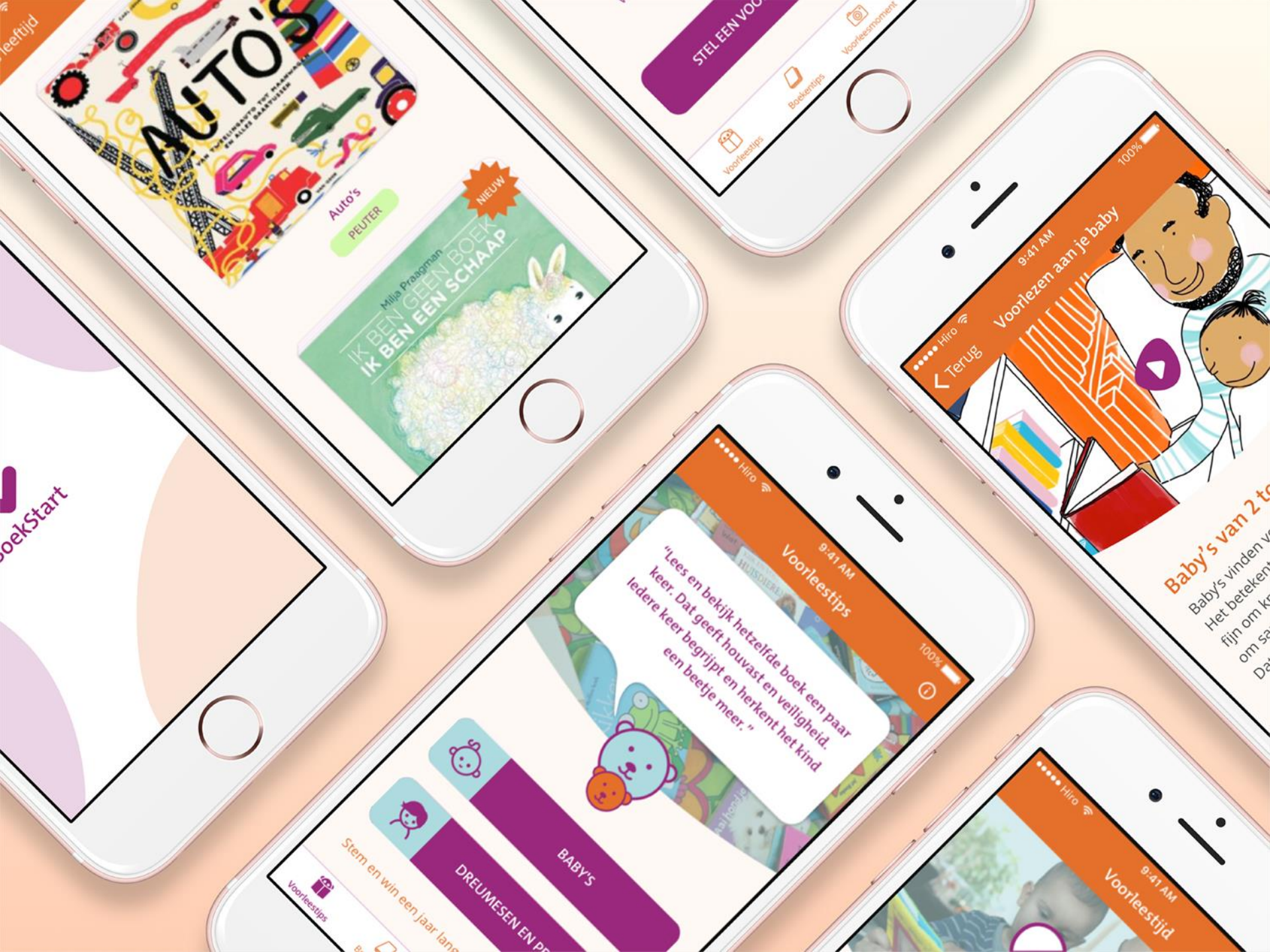
It's fun, it's almost a trip to go! It makes the waiting moments more enjoyable!"



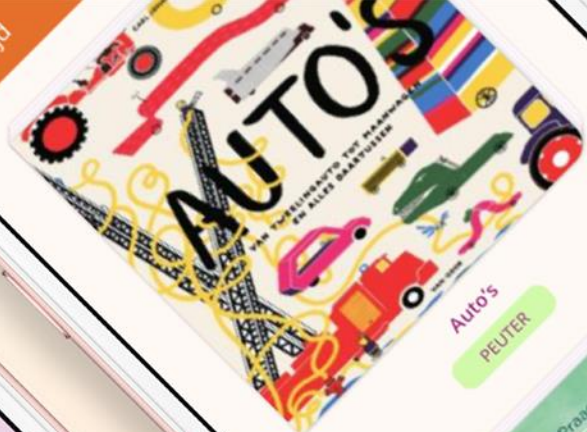
` reading books is not programmed in us!
"said a mother, orgininally from Suriname,
about reading books.

Het
lekkerste
babyboekje
van 2018!





leestijd



Auto's
PEUTER



Milja Prabhman
IK BEN GEEN BOEK
IK BEN EEN SCHAAP

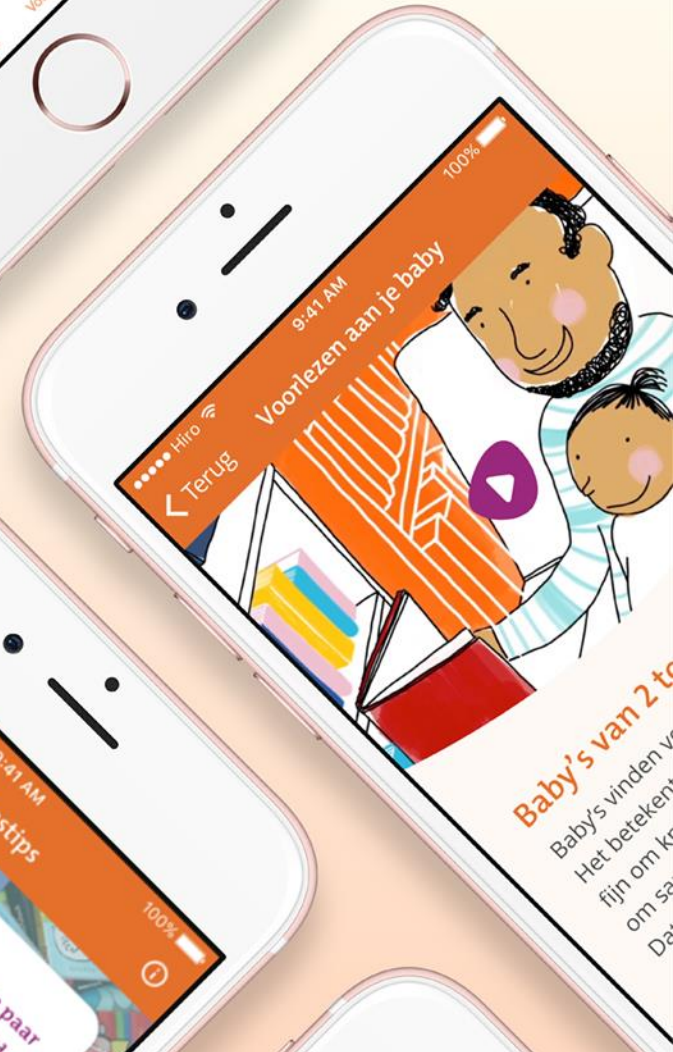


STEL EEN VOORLEESTIP

Voorleestips

Boektips

Voorlezenment

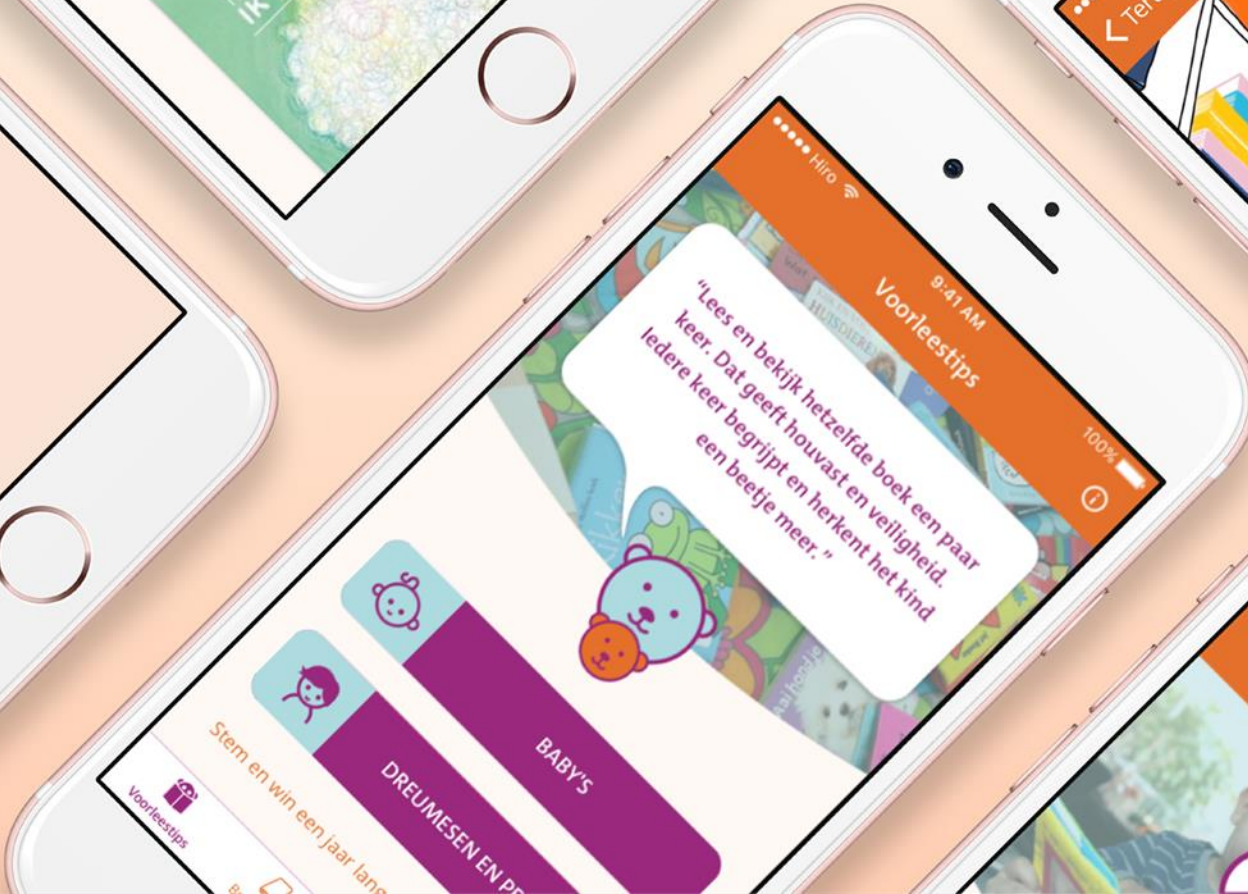


Voorlezen aan je baby

Baby's vinden v
Baby's vinden v
Het betekent
fijn om kr
om sa
De



boekStart



Lees en bekijk hetzelfde boek een paar keer. Dat geeft houvast en veiligheid. Iedere keer begrijpt en herkent het kind een beetje meer.

Voorleestips

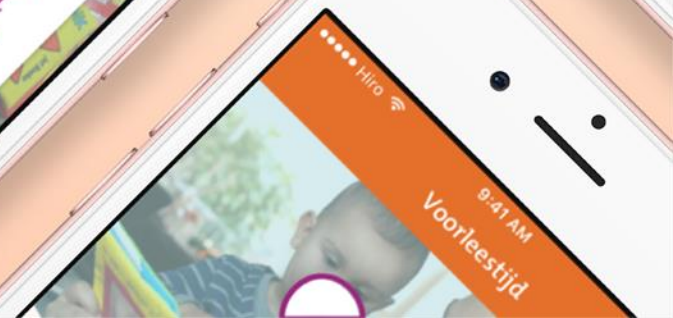
BABY'S

DREUMESSEN EN PEUTERS

Stem en win een jaar lang

Voorleestips

100%



Voorleestijd



Actie: Vind
jij de gouden
wikkel?



INSPIR
ATIE
DA
G!

20
SEPT
2018

De voorleestrom

Rom, bom, bom, de voorleestrom!
Kom, kom, kom, de voorleestrom!

Boek, boek, boek, ben jij, ben jij,
op zoek, zoek, zoek, op zoek naar mij?
Boek, boek, boek, dan kom maar gauw
want ik ben net op zoek naar jou!

Ik flapper met mijn oren
want ik wil alles horen.
Ik wapper met mijn handen
en wiebel met mijn bil.
Ik zit al bijna stil..., al bijna, bijna stil....

*Book, book, book, oh could it be
you're look, look, look, looking for me.
I can't wait to read you, too
'cause book, book, book, how I love you.*

*I grow great big ears,
from the stories that I hear.
I clap, clap, clap my hands and
stomp, stomp, stomp my feet.
Then sit still as can be... , I sit still as can be...*

Boek, boek, boek, ben jij, ben jij
op zoek, zoek, zoek op zoek naar mij?
Boek, boek, boek, dan kom maar gauw
want ik ben net op zoek naar jou!

©Tekst en muziek: Erik van Os en Elle van Lieshout



de Bibliotheek
op school



Thank you!
Marijke Bos

mbos@lezen.nl

www.boekstart.nl en www.boekstartpro.nl