



**Buchstart
Né pour lire
Nati per leggere
Naschì per leger**

www.buchstart.ch www.nepourlire.ch www.natiperleggere.ch

Selecting 2 boards books for 1 nation
with 4 official languages
and many cultural backgrounds

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Global Network für Early Years Bookgifting, Presentation November 19, 2020



Contents

- Basics about Bookstart Switzerland
- Book Selection



Basics about Bookstart

cooperation of 2 nationwide working institutions:

SIKJM Swiss Institute for Children's and Youth Media www.sikjm.ch

specialist library, research, reading promotion, continuing education,
publications, exhibitions, Swiss section of IBBY

financing:

50% Ministry of Culture/cantons, 30% project-related funds, 20% self-provided services and donations

Bibliomedia Switzerland www.bibliomedia.ch

library provider incl. class reading material and reading promotion

cover most part of the Bookstart finances

financing:

50% Ministry of Culture, 50% through media distribution (contracts with cantons/libraries/schools)



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Facts about Switzerland

Switzerland 2019:

- 8'500'000 inhabitants
- 87'000 births/year
- federal republic with 26 cantons
- 4 official languages
 - Swiss German (62,2%), French (22,9%), Italian (8,0%), Romansh (0.5%)
- PISA: 25% of 15 year olds do not understand what they read



Bookstart 2008-2020

before 2008:

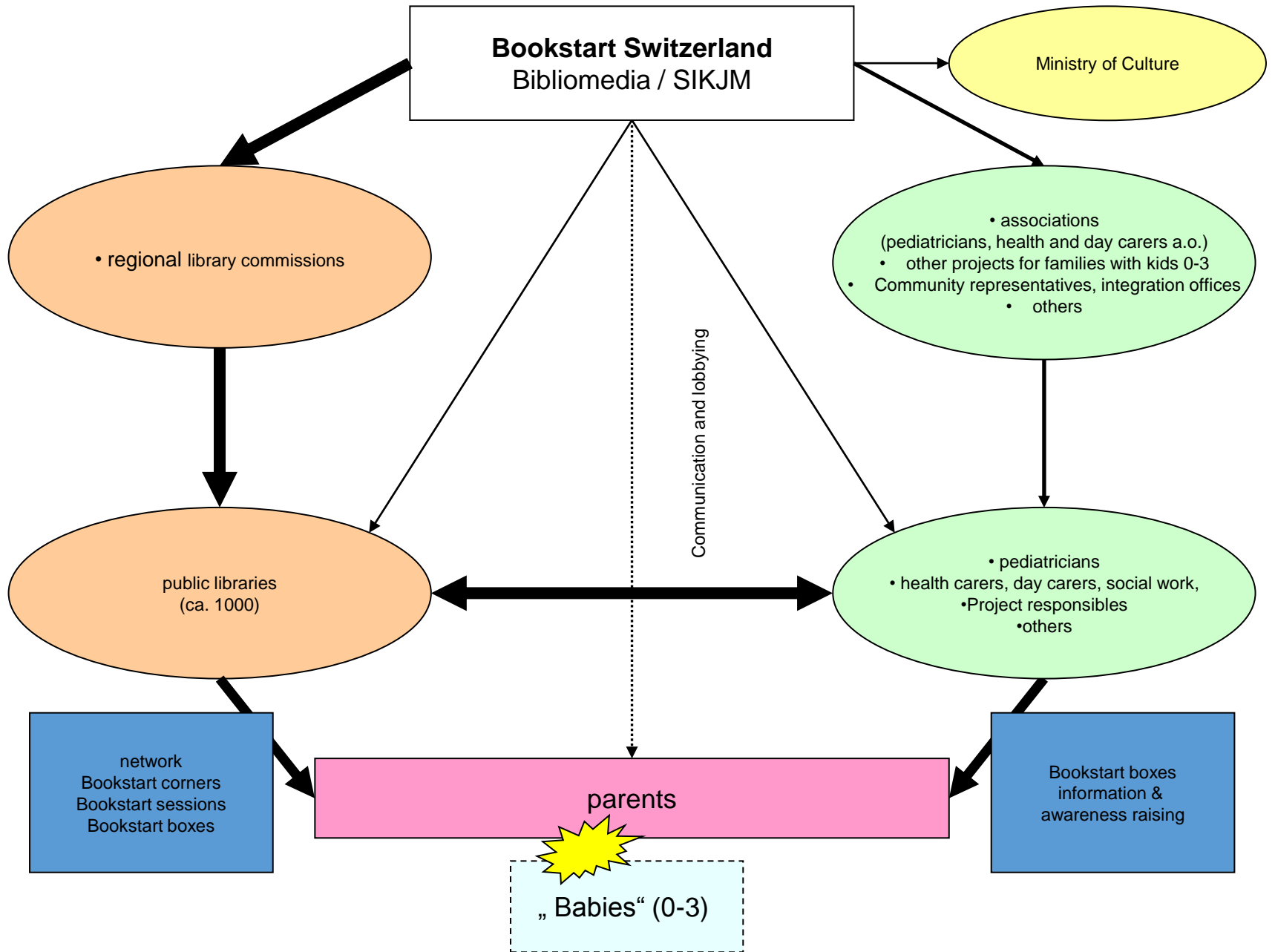
- relatively new political discussion of early childhood
- no network for early childhood or even early literacy
- nothing in libraries for very young children!
- no obligatory examinations at the pediatrician
- very low Swiss board book production



Bookstart 2008-2020

- one project but 3 different solutions in the 3 linguistic regions (German, French, Italian)
- creating a network for early childhood/education parallel to the political discussion
- libraries reach a new target group (parents with babies)





Bookstart 2020

- distribution of boxes with a coverage of 31% coverage (2019)
- most pediatricians and maternal advisors are involved
- 700 (out of 1000) public libraries take part
- regular Bookstart Rhyme and Story time sessions (held by trained reading promotors) in libraries and other places





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Bookstart 2020

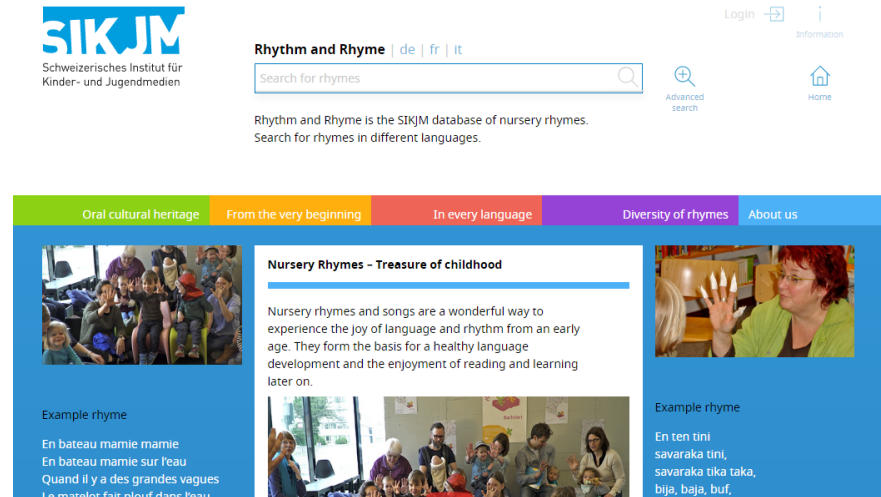
- local networks grow steadily
- high commitment of people involved



- but: not all parents informed do also get/collect the books
- hard to reach are in focus
- cooperation needed with new partners and outreach/targeted projects

Bookstart 2020

- courses for all partners
- www.rhythm-and-rhyme.net
nursery rhymes in 22 languages
as as sign of respect and welcome



The screenshot shows the website for Rhythm and Rhyme, a database of nursery rhymes. The header includes the SIKJM logo (Schweizerisches Institut für Kinder- und Jugendmedien) and navigation links for Login, Information, Home, and Advanced search. A search bar is present with the text "Search for rhymes". Below the search bar, a description states: "Rhythm and Rhyme is the SIKJM database of nursery rhymes. Search for rhymes in different languages." The main content area features a navigation bar with categories: Oral cultural heritage, From the very beginning, In every language, Diversity of rhymes, and About us. The central focus is on "Nursery Rhymes - Treasure of childhood", which includes a text block explaining the importance of nursery rhymes and an "Example rhyme" section. The example rhyme is in French: "En bateau mamie mamie / En bateau mamie sur l'eau / Quand il y a des grandes vagues / Le matelot fait plouf dans l'eau." To the right, there is another "Example rhyme" section with text in Hindi: "En ten tini / savaraka tini, / savaraka tika taka, / bijo, baja, buf."

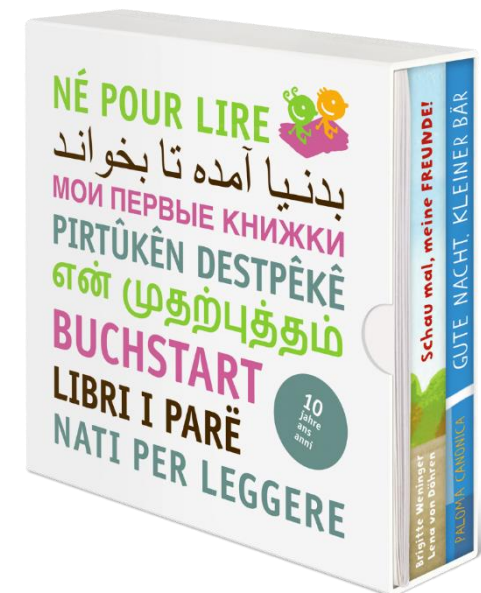
- 6 different Bookstart boxes produced since 2008
- growing interest of Swiss editors to produce board books



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Book Selection

- box contains
 - 2 board books
 - a multilingual parents' flyer in 16 languages
- selected by a committee of experts from children's literature and child development
- every 2 years



Book Selection

- books produced in the 3 national main languages
- translations in 30 languages available online
- since 2020:
available as Kamishibai for use in Bookstart sessions



Book Selection

- Suitable for all parts of the country
- focus on Swiss production

Early project years:

- 1 book -18 months (early concept book, language acquisition)
- 1 book from 12months (first story)

la bicyclette



Haydé Ardalan

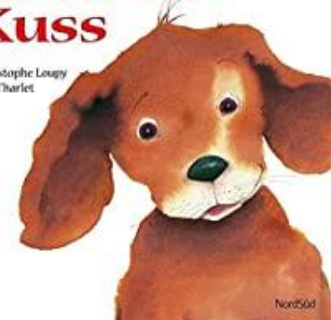
**EIN WORT
EIN BILD
VON HAYDÉ**



LA VOIE DE LIRE

**Noch ein
Kuss**

Christophe Loupy
Eve Tharlet



NordSüd

Book Selection

a) competition for Swiss editors in 2013

2 small board books for different age groups

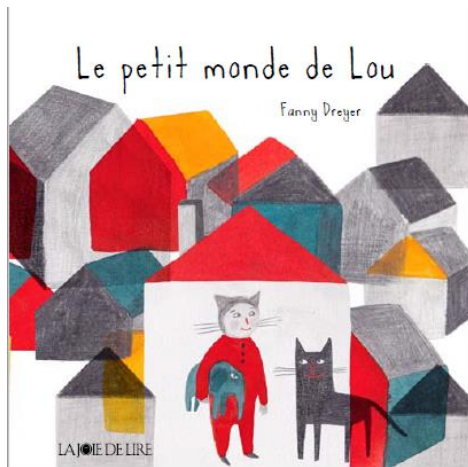
- Book 1: daily life situations on neutral background
- Book 2: beginners' story close to daily life including elements for interaction

Focus on narration lead to a
combination of book 1 and 2



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Book Selection



Kind und Katze
Suse Schweizer und Manuel Süess



Book Selection

b) development with a Swiss editor

2 board books with first stories

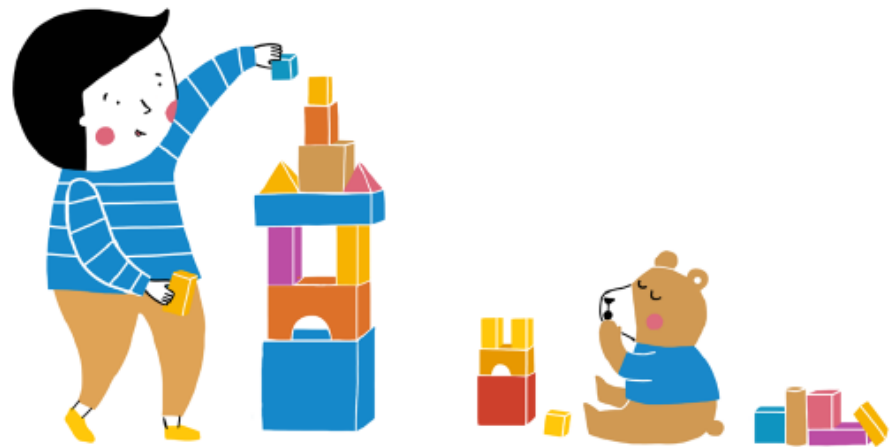
- no longer for two different age groups
- illustrated by young Swiss illustrators
- strengthen parent-child dialogue
- room for imagination
- story close to a child's daily life
- clear, but not simple text – picture relation or no text at all
- repetitions and opportunity of interaction (flaps a.o.)
- diverse children present
- humor!
- 3 languages present in one book?





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Book Selection





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Book Selection



Conclusion

- book selection is challenging!
- discussion of book contents is valuable for all people involved in production and distribution
- 2 small board books cannot cover everything:
 - multilinguality (parents' flyer and translations online)
 - representation of diversity of children and families?