



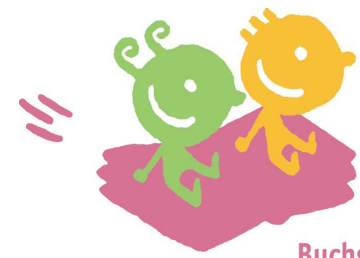
Buchstart
Né pour lire
Nati per leggere
Naschì per leger

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

Evaluation 2024 and future options

Barbara Jakob, SIKJM

Global Network für Early Years Bookgifting, Presentation October 22, 2024



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Basics about Bookstart

cooperation of 2 nationwide working institutions:

SIKJM

Schweizerisches Institut
für Kinder- und Jugendmedien

SIKJM Swiss Institute for Children's and Youth Media

www.sikjm.ch

bibliomediabcdefghijklmnopqrstuvwxyz

Bibliomedia Switzerland

www.bibliomedia.ch



Facts about Switzerland



Switzerland 2024:

- 9'000'000 inhabitants
- 80'000 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





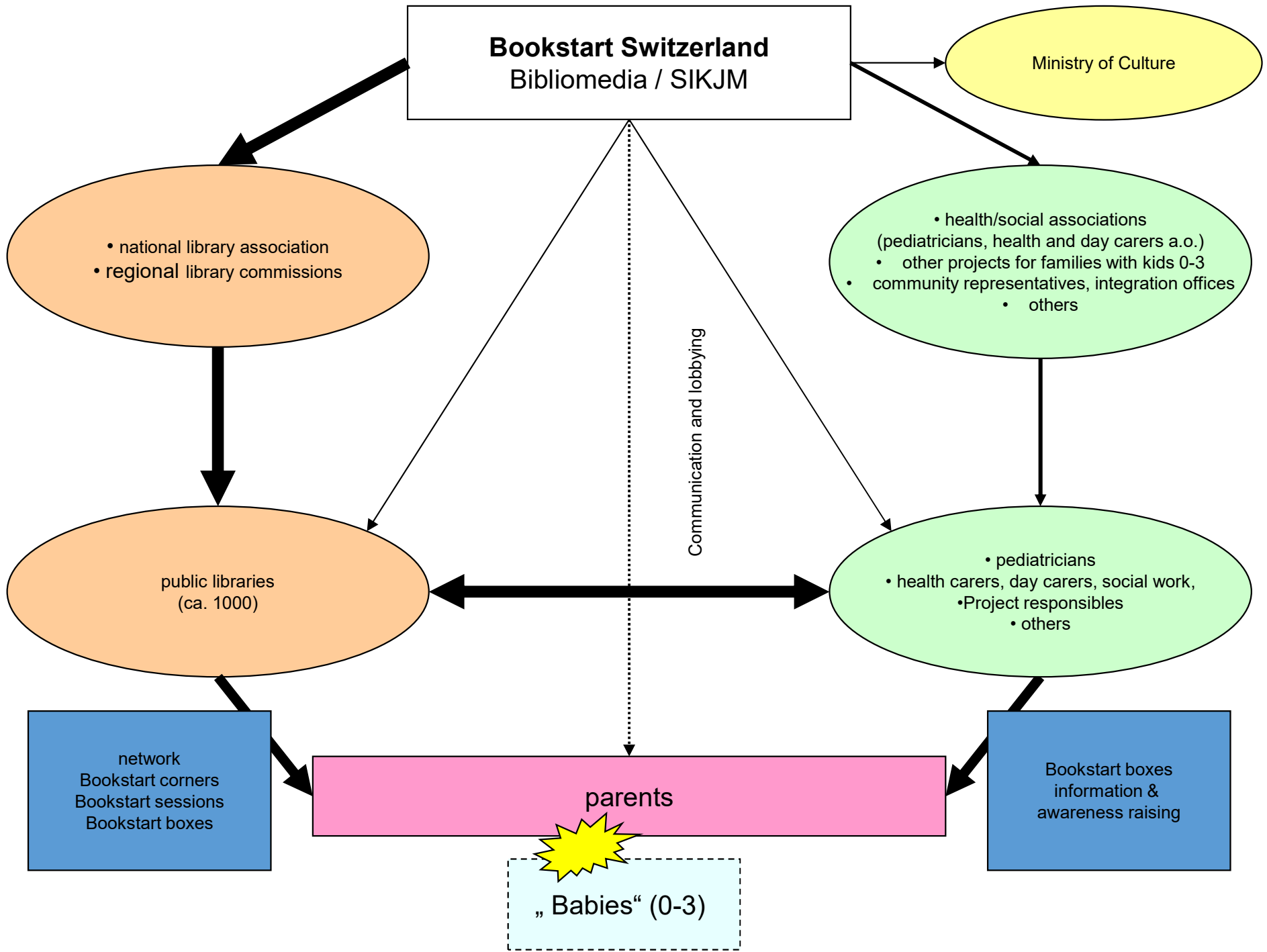
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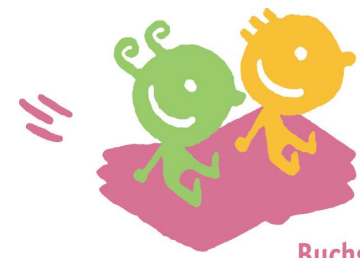
Bookstart 2008-2024

- strong political discussion about early childhood
- establishment of a network for early childhood or even early literacy
- libraries reach a new target group (parents with babies)
- increasement of Swiss board book production

1 project, but 3 different solutions in the 3 linguistic regions
(German, French, Italian)

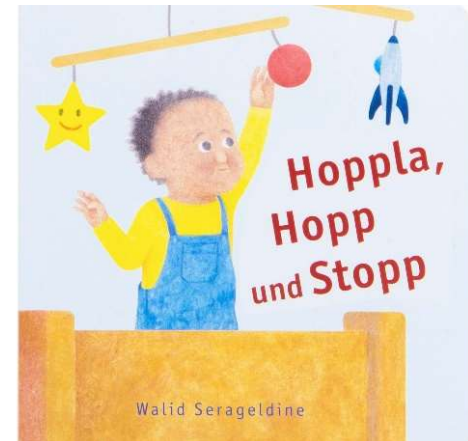




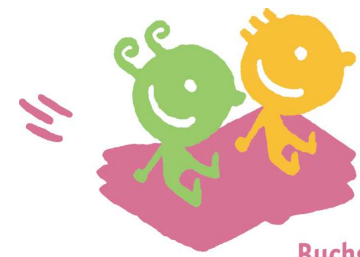


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Bookstart box 2024



- parents' flyer in 18 languages in the box
- translation of the books available online in 30 languages



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Bookstart 2024

- distribution of boxes with a coverage of 33% coverage
- most pediatricians and maternal advisors are involved
- 750 (out of 1000) public libraries take part
- regular Bookstart Rhyme and Story time sessions (held by trained reading promotors) in libraries and other places



Evaluation 2024



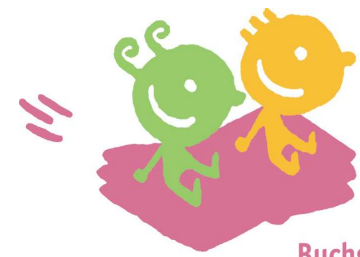
Aims

- statements on the quality and relevance of Bookstart
- information on further development
- especially with regard to reaching the target group

Carried out in cooperation by

- Institute for Teaching and Learning Research at the Pedagogical Highschool St. Gallen
- Psychological Department at the University of Geneva





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Evaluation 2024

Quality features (according to international research):

- reaching the target group
- reaching disadvantaged families
- low threshold
- multilingualism
- offer of knowledge transfer for joint picture book viewing
- relationship between the key person and parents and carers
- further training for key personnel and project structure



Evaluation 2024

interviews with 5 project responsables in all 3 regions

Results

- common global goals
- different perspectives on the strategies for achieving the objectives in the different regions
- need for clarification: objectives, structures and efficiency of the programme



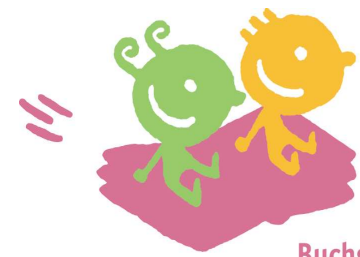
Evaluation 2024

questionnaire survey of 859 key persons

librarians (n = 405; 47%), maternity counsellors (n = 112; 13%), employees in municipal administrations (n = 54; 6%), day care centres (n = 54; 6%).

Main results

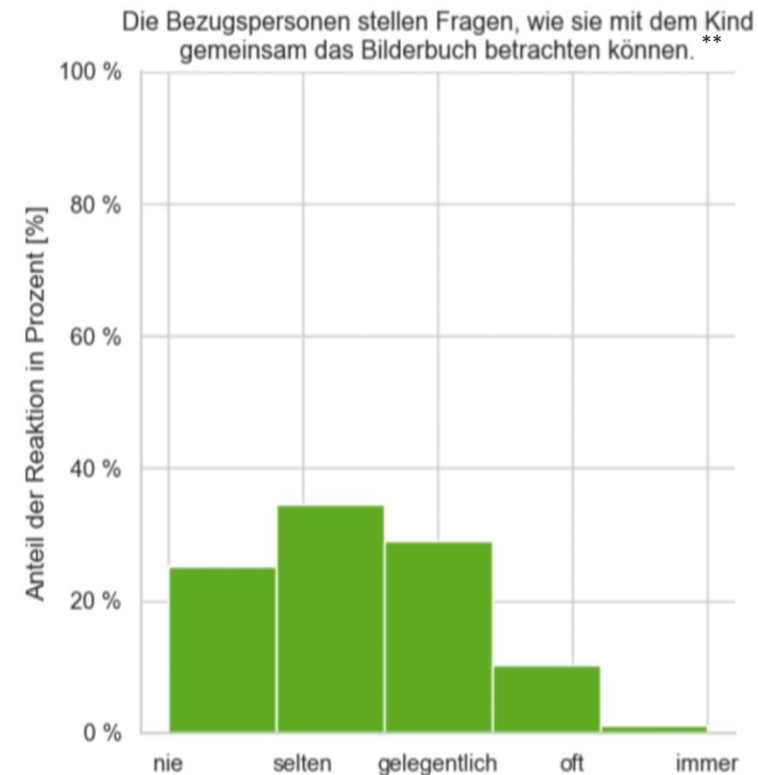
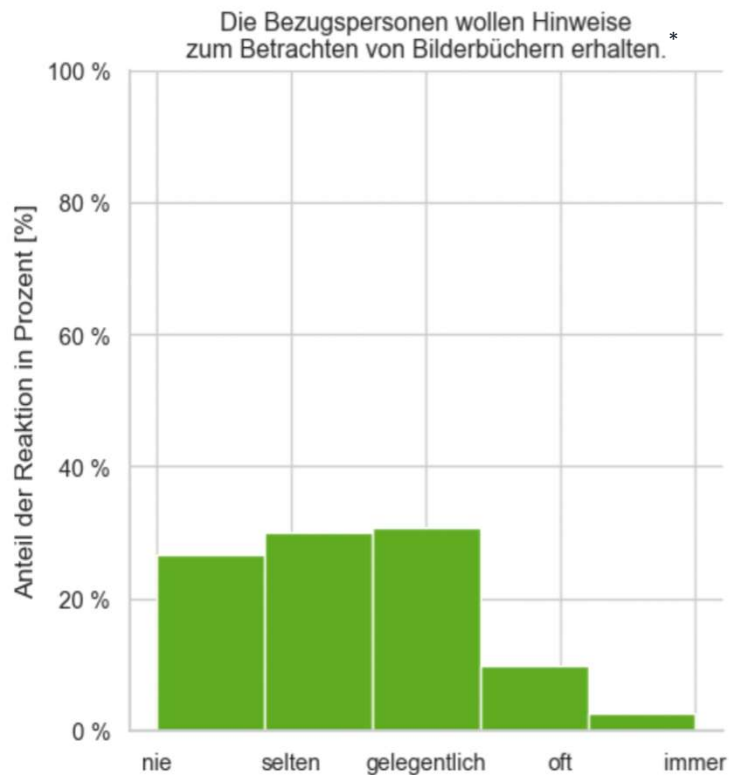
- high level of acceptance
- assessment that Buchstart completely fulfils goal
- question mark regarding reaching families with a migration background/families with little education



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Evaluation 2024

key persons tend not to assume that the caregivers want them to provide information as caregivers tend not to ask questions about shared picture book reading

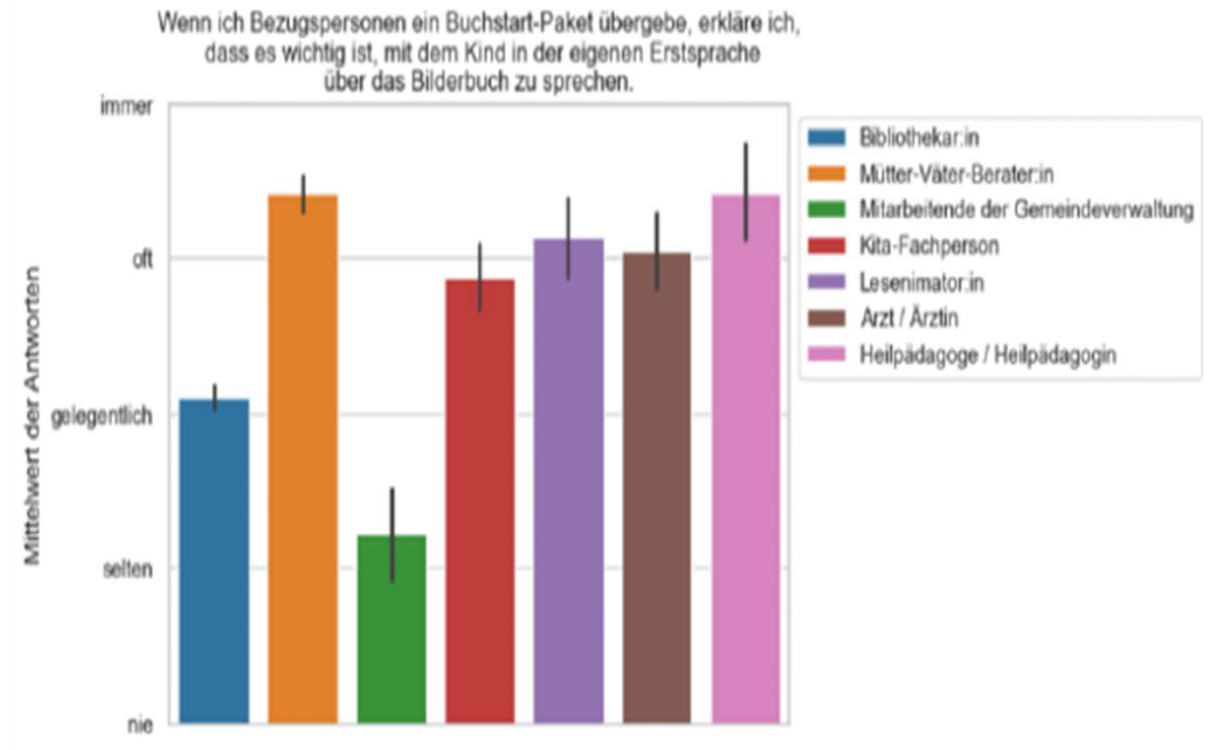
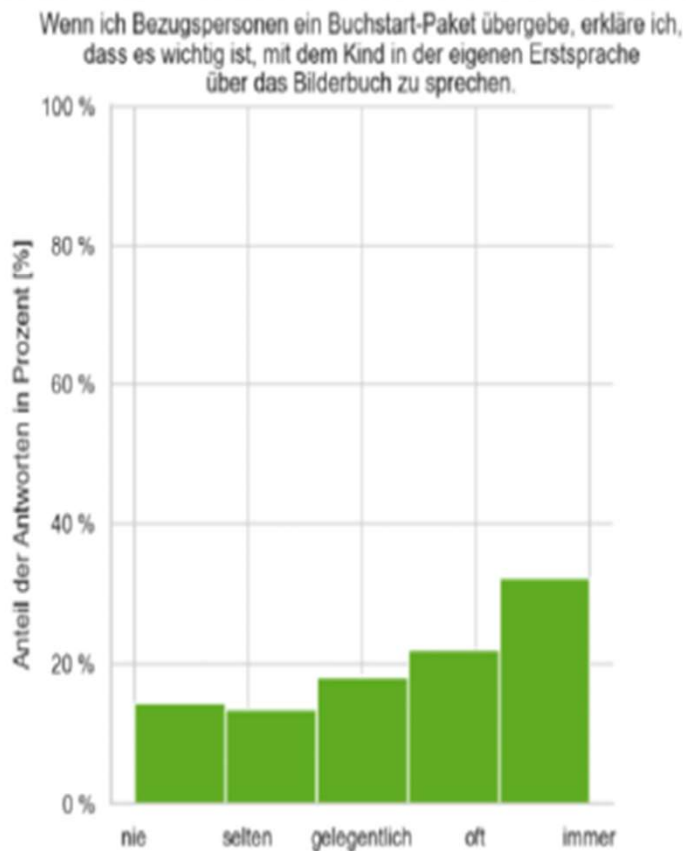


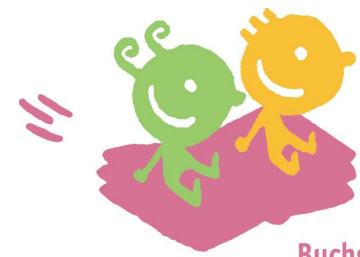


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Evaluation 2024

When the book start pack is handed over, the importance of the first language is emphasised

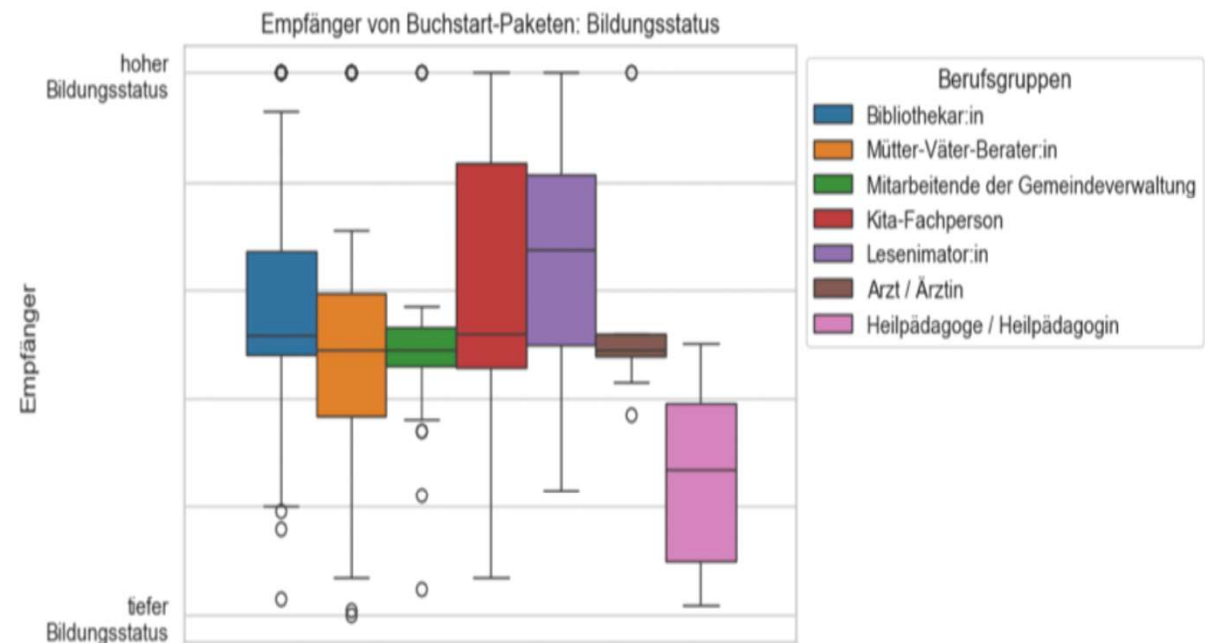
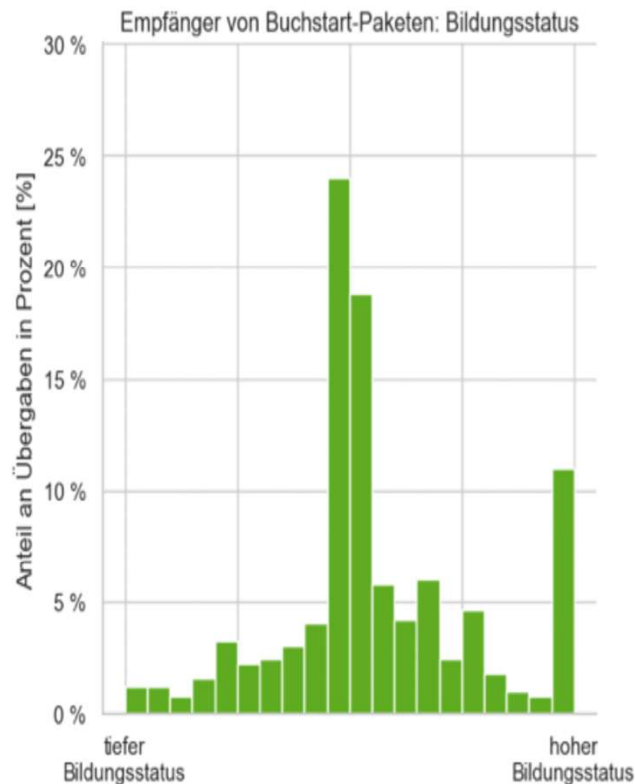




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Evaluation 2024

Families reached have a high level of education. Key people from counselling and support give them to families with lower education





Evaluation 2024

- most of the key persons tell that families have a high interest in events with books
- key persons remark that all children should receive a Bookstart box
- low interest of key persons in distribution of a digital picture book



Evaluation 2024

General recommendations:

- clarify scenarios, strategies and resources
- continue to provide book start packs free of charge
- clarify cooperation with stakeholders for distribution and knowledge transfer (contracts and strengthen the part of maternal counsellors and social/integration professionals)
- low-threshold design of knowledge transfer, taking multilingualism into account and utilising digital possibilities

Future options


Scenario 1:

Universal offer to reach everyone, including disadvantaged families

 books being sent home to all babies born

Scenario 2:

Intensified, selective distribution and knowledge transfer for disadvantaged families

 repeated distribution of different books via key persons that are in relationship with the families



Future options

Combination of Scenario 1 and 2:

Universal basic offer and intensified offer for disadvantaged families

- all children get one box (no stigmatization!)
- disadvantaged families get regular books via key persons they are in contact with



Conclusion

- Bookstart is highly estimated as a project and an important contribution to early childhood
- ensure financial security
- possible small participation of communities to cover the book box
- development of a concept for improving the division of tasks between all involved parties

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