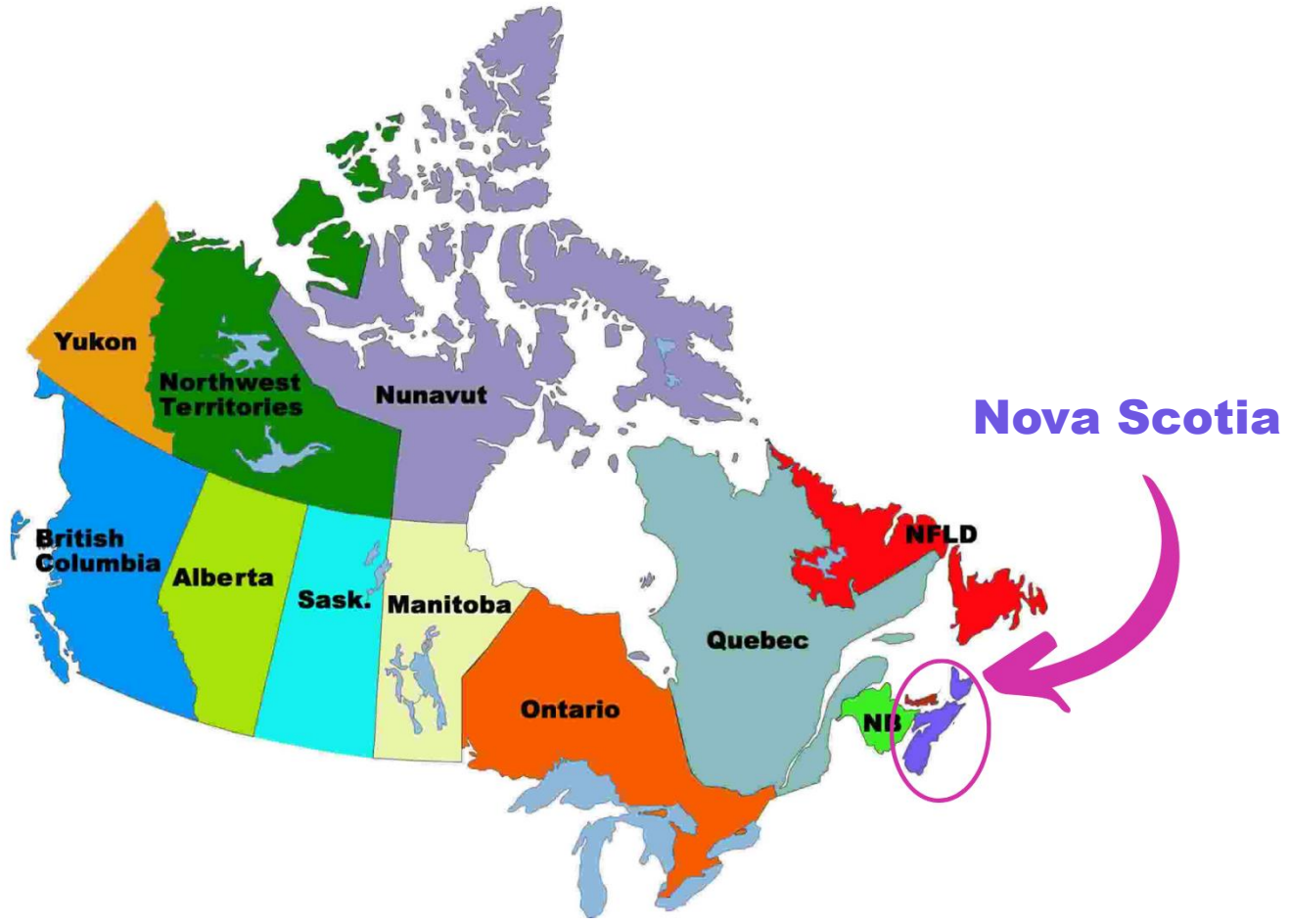


Delivering a Bookgift Program at the Hospital Bedside



Read to Me is a hospital-based bookgift program that delivers a free bag of books and parent resources at the hospital bedside to every baby born in Nova Scotia, Canada



Nova Scotia

NFLD

NB

Yukon

Northwest Territories

Nunavut

British Columbia

Alberta

Sask.

Manitoba

Ontario

Quebec

Read To Me!

Nova Scotia's Early Reading Promotion Program.



The Read to Me! bag of books and reading resources is delivered at the hospital bedside to every baby born in Nova Scotia.

To date, the program has given over 145,000 bags containing 342,000 baby books

Read to Me's Mission:

To motivate and empower every family in Nova Scotia to read to their baby from birth

Every family receives a free bag of high quality baby books and parent resources, as well as guidance on how to read to their baby, in the language of their choice.



Why give books to newborns at the hospital bedside?

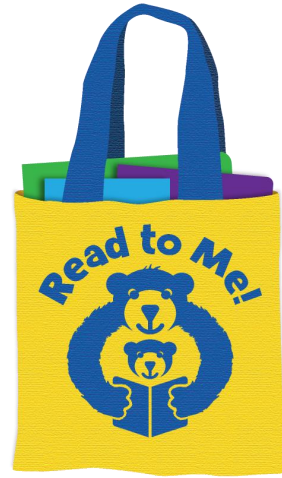
- Giving books at birth gives babies the best start with reading, talking and singing from the start
- The hospital provides a universal point of delivery to reach all families
- Giving a bag to families at birth gives families the clear message that books and reading are an important part of a child's health and well-being



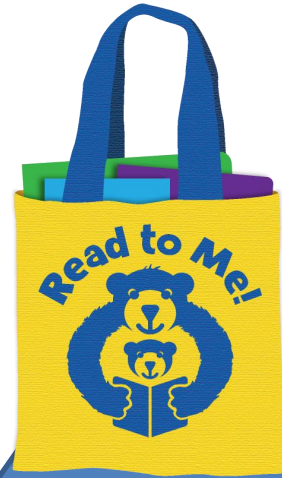
What are the Challenges with a Hospital-based Bookgift Program?

- Parents are in the hospital for a very short time – often less than 24 hours. The hospital can be a very busy and stressful environment for parents looking after their infant, receiving medical care, visitors, and paperwork
- Hospital staff initially viewed the bag as an extra, not an integral part of the baby's health
- Delivery of the bag had to be tailored to the needs of each individual hospital, while also ensuring the bag is delivered to families consistently at all hospitals
- Sourcing adequate physical space for storage, assembly and distribution of over 100,000 individual units per year for the program's main office
- Sourcing adequate physical space for storage for bags at each hospital
- Timing the distribution of bags to each hospital so that they did not run out of stock

More than just a bag of books



More than just a bag of books



Sustainable funding
Strong partnerships
Health-care buy-in
High quality books &
parent resources
Book selection expertise
Research & evaluation
Skilled early literacy professionals
Training for staff & volunteers
Promotion & community engagement
Warehousing/assembly/distribution

Partnerships

Read to Me brought together partners with a shared vision of supporting early literacy from birth:

- Healthcare (nurses, physicians, ward clerks, social workers)
- Government
- Library
- Research
- Literacy Organizations
- Education & Early Childhood Development

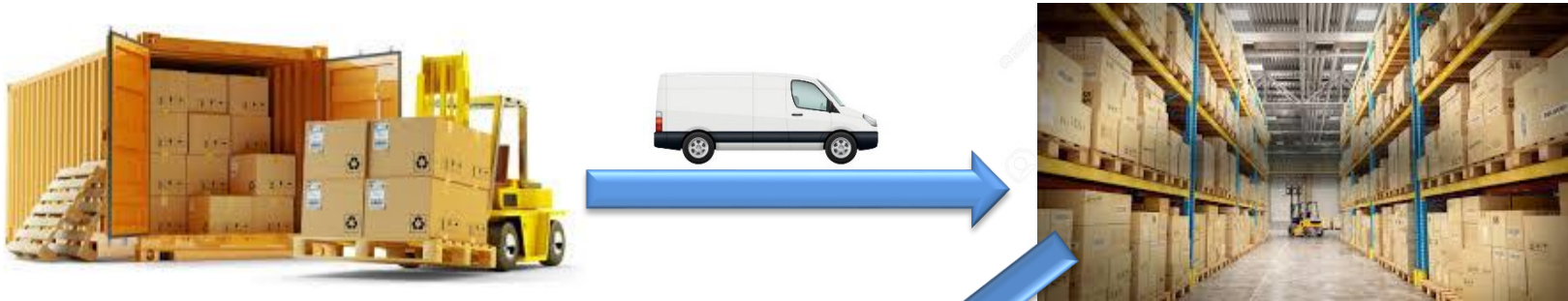
Funding

Read to Me is funded through an endowment which ensures that the program is sustainable, and will be available to future generations of Nova Scotian children

The endowment is comprised of contributions from:

- Private Donors
- Corporations
- Federal Government
- Provincial Government

Shipping/Assembly/Distribution of Bags

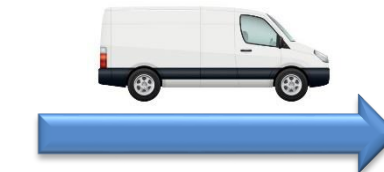


Over **100,000** individual books and resources are shipped to an off-site warehouse each year

Each month materials are shipped from the warehouse to the Read to Me office for assembly



Approx. 700 bags are packed each month by volunteers



Bags are shipped to the local library and transferred to the hospital as part of a partnership with the Provincial Library



How the bag is delivered



The bag is delivered to families at the hospital bedside within 24 hours of birth, by a trained Read to Me representative

How the bag is delivered

- A list of the names of patients who gave birth the previous day is generated and reviewed by the lead nurse, who lets the representative know if a mother can receive a bag
- The lead nurse will also say if the mother or newborn is not able to receive a bag that day due to their health. The patient will be visited when they are ready
- The Read to Me representative rolls a cart filled with book bags to each patient room on that day's list



How the bag is delivered

- The representative gives parents the bag and quickly demonstrates each item, talking about the early literacy benefits of each piece. If the family does not speak one of the 5 main languages offered, they will also be offered an individual book in their language
- The language in which the bag is delivered is recorded for each patient visited that day. Statistics are kept for all bags delivered at each hospital



Delivery is tailored to each hospital

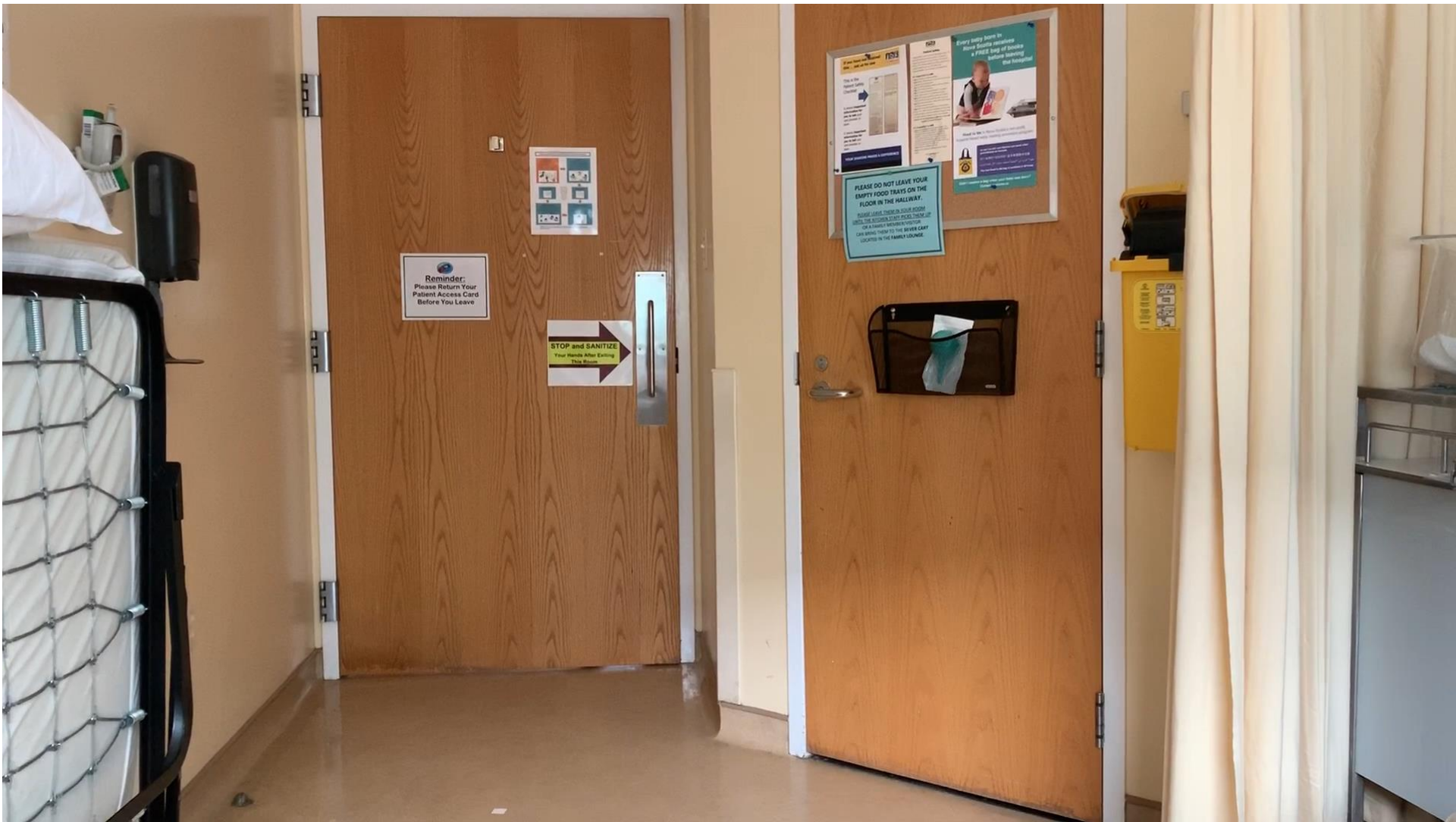
- Each hospital has its own unique culture and way of operating
- Some maternity units do not permit volunteers, so we arranged to have ward clerks or nurses deliver the bags to families
- Other hospitals had Volunteer Coordinators who helped us to form strong volunteer teams to deliver the bags
- Supporting each hospital to find ways of making the program work is essential to the success of the program and helps each hospital to develop pride in reinforcing early literacy in their community



Key Messages Shared with Families

- Reading begins at birth
- Sharing books together strengthens the emotional bond between parent and child
- Babies benefit from hearing language – through talking, singing and reading
- Babies go through many developmental stages in the first few months of life and there are ideal books for each age & stage
- Establishing a love of books early will impact language development, life long learning & enjoyment of reading
- The public library is an unlimited source of books and programs for the entire family



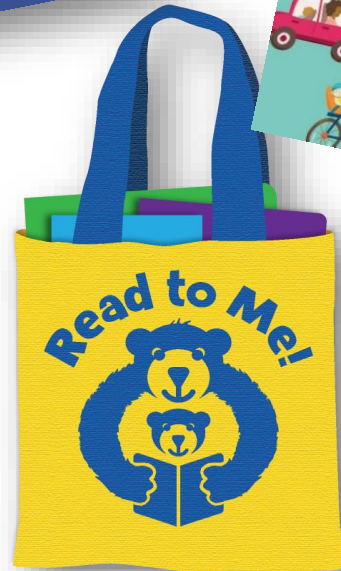
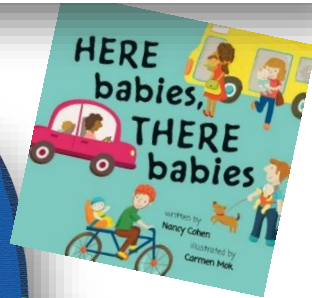
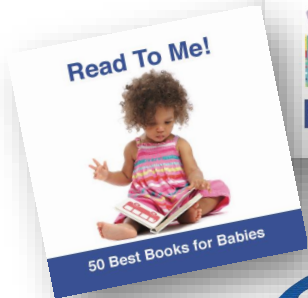
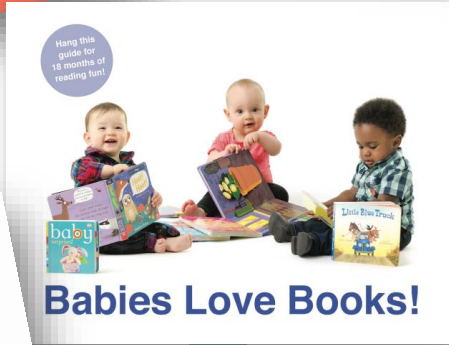
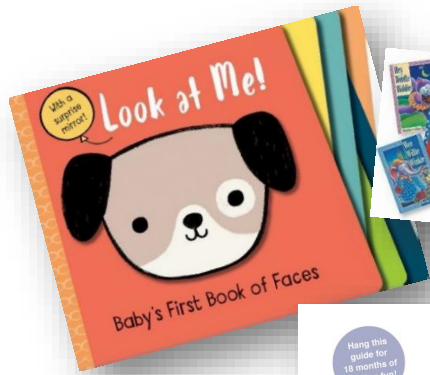


Reminder:
Please Return Your
Patient Access Card
Before You Leave

STOP and SANITIZE
Your Hands After Exiting
This Room

Every busy room in...
Please do not leave your
empty food trays on the
floor in the hallway.
Please leave your food
trays on the floor in the hallway.
Please leave your food
trays on the floor in the hallway.
Please leave your food
trays on the floor in the hallway.





Inside the Read to Me Bag

- Each piece in the bag supports emergent literacy
- Encourages playful interaction between parent and child
- Each piece is written in plain language to ensure clear communication
- Non-didactic, friendly message about reading

The books in the bag are selected by a committee of experts in children's literature:

- ✓ feature text with strong rhythm and rhyme
- ✓ feature bold images and designs
- ✓ encourage loving interaction
- ✓ promote diversity and inclusion

New book titles are selected every two years



Babies Love Books!

Hang this guide for 18 months of reading fun!



Babies Love Books!

Pre-reading Guidance

Rhyme of the month

15 months



Inside the guide

Book recommendations

Developmental Milestones

Reading Tips and Activities

Reading to a toddler

Now that your toddler is getting older and learning new skills, the way you read together will change. Toddlers like to move around and be independent. After all, there is so much for them to explore!

Don't get frustrated if your toddler doesn't want to sit still while you read right now. Keep trying to find a time when they want to sit and listen to a story.

Choose books about things your toddler loves, and read the books they bring to you, even if it is the same book over and over. Try reading aloud while your toddler plays nearby. They might run over to check out the pictures or listen to the story as they play. They may even try to shut the book as you read! That's okay — you can finish the story later.

Books...



Your toddler...

- May only want to listen to a book for a short time
- May grasp a thick crayon and try to scribble on paper
- Enjoys playing games like *Ring Around the Rosie* or *Pat-a-Cake*

Try this...

- Look for books about everyday things like eating, bathing or getting ready for bed
- Keep a basket of books where your toddler can reach them
- Try using funny voices for the characters in the stories to make reading fun

Head and shoulders, knees and toes, knees and toes, knees and toes
 ...Head and shoulders, knees and toes, eyes, ears, mouth and nose!



50 Best Books for Babies

Tips for reading at this stage of development

Age appropriate book suggestions

Read To Me!



50 Best Books for Babies



Now is a great time to set up a bedtime reading routine for your baby

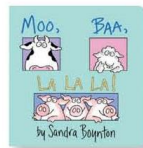


Babies love to look at books featuring animals and hearing the sounds they make

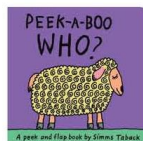


Lift-the-flap books are fun for babies to explore

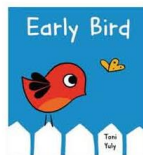
12 Months +



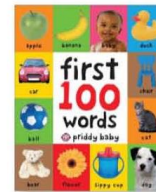
Moo, Baa, La La La!



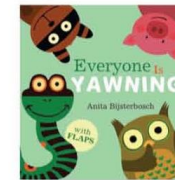
Peek-a-boo Who?



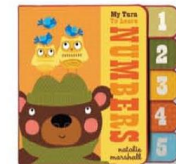
Early Bird



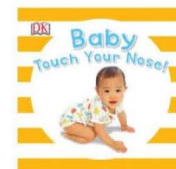
First 100 Words



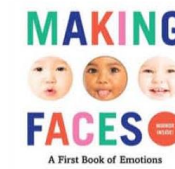
Everyone is Yawning



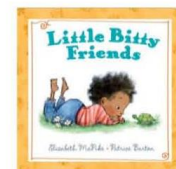
My Turn to Learn Numbers



Baby Touch Your Nose!



Making Faces; A First Book of Emotions



Little Bitty Friends

Free Book Coupon

Get a FREE book for your baby at your local public library!

Titles may vary. Available while supplies last.

Bring the coupon from your Read to Me bag to receive a free baby book.



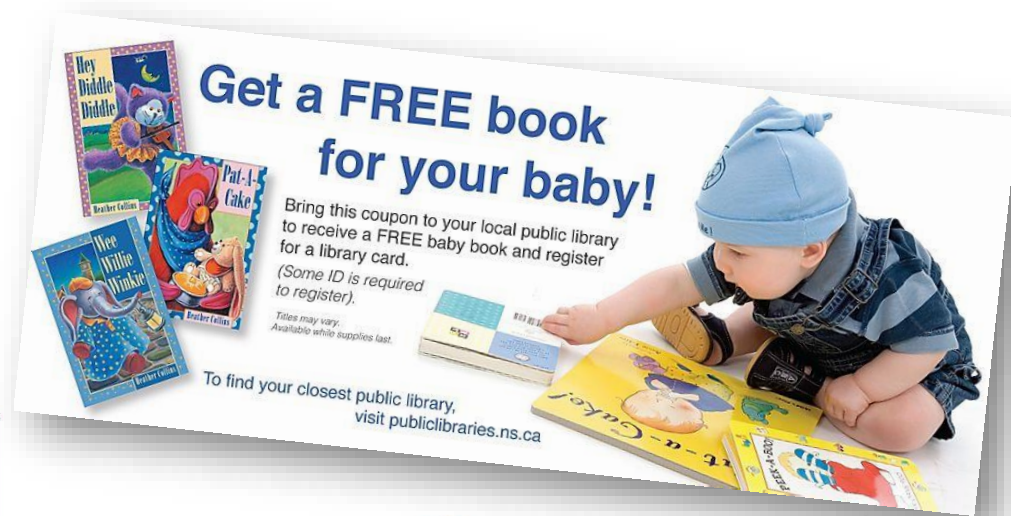
This book giveaway is sponsored by the Province of Nova Scotia and Read to Me.

Get a FREE book for your baby!

Bring this coupon to your local public library to receive a FREE baby book and register for a library card. (Some ID is required to register).

Titles may vary. Available while supplies last.

To find your closest public library, visit publiclibraries.ns.ca



Every Read to Me bag now contains a coupon that families can take to their local public library to receive a **FREE** baby book, and register for a library card. While at the library, families will learn about all of the great programs and services offered there. The giveaway is sponsored by the Nova Scotia Provincial Library and Read to Me.

The Read to Me bag is available in 5 languages:

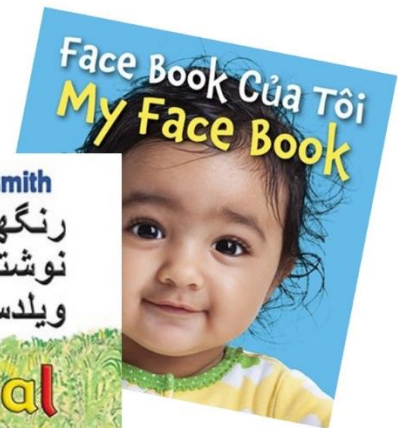
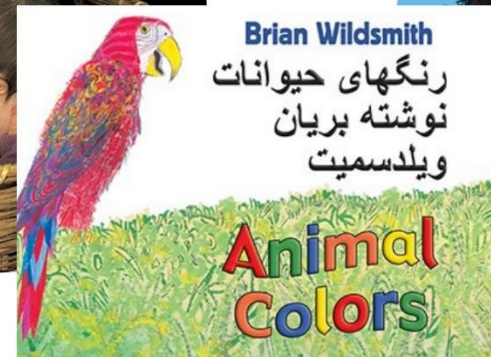
- English
- French
- Arabic
- Chinese
- Mi'kmaq

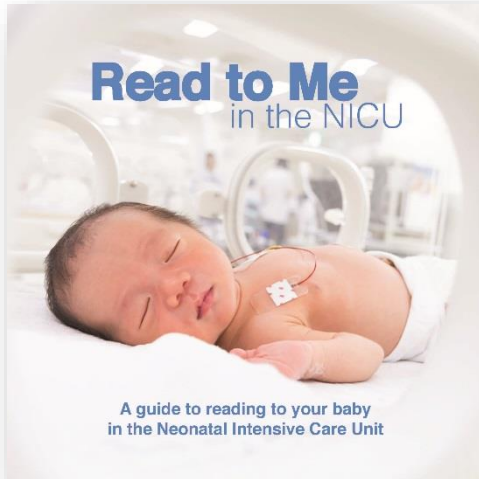


Additional Language Resources

The Read to Me has individual books for families who speak the following languages:

Bengali, Burmese, Polish, Russian, Farsi, Dari, Tagalog, Korean, Turkish, Panjabi, Urdu, Nepali, Portuguese, Kurdish, Vietnamese, Spanish, Italian and Gaelic





Read to Me in the NICU

An additional bag for babies admitted to the Neonatal Intensive Care Unit



Why Read in the NICU

Reading to your baby in the NICU is a wonderful way for you and your baby to connect and bond.

Your baby loves to hear your voice and feel your closeness and love.

Your voice can provide comfort in stressful times. Infant vital signs like heart and breathing rates have been shown to stabilize at the sound of a parent's voice. Reading aloud can bring comfort to both you and your baby.

Your baby's brain is growing through experiences - touch, taste, sight and sound. Reading to your baby provides important stimulation that helps to wire their growing brain.

Research and Evaluation

Newborn literacy program effective in increasing maternal engagement in literacy activities: an observational cohort study

BMC Pediatrics 2012, 12:100 doi:10.1186/1471-2431-12-100

Baby read to 7 days a week:

Intervention Group - **74.1%**

Control Group - **53%**

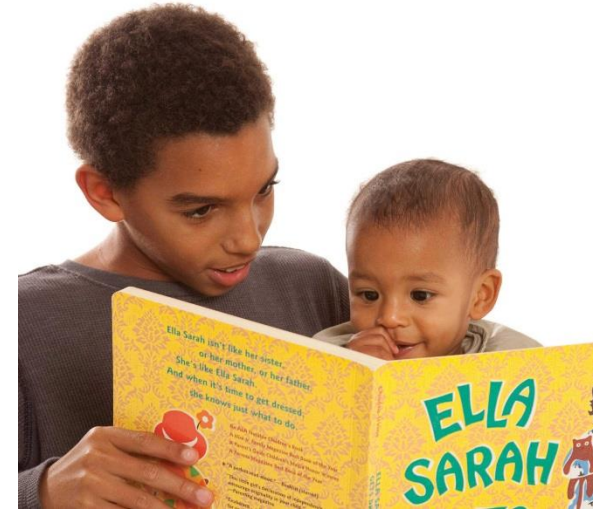
Time spent reading each day:

Intervention Group - **23 minutes**

Control Group – **17 minutes**

Intervention Group – Read to Me! Nova Scotia - bag given at birth

Control Group – Prince Edward Island - no literacy bag given at birth



“The resources were a reminder to read. Sounds silly, but life is busy, and seeing the bag laying around is a constant reminder to plan a trip to the library, or cuddle up together with a book.”



“I can’t believe you had a baby book in my language!
They can be so hard to find! Thank you!”



“There was a guide in the bag that showed what a baby would be interested in for the first 18 months and how reading would benefit him. I really would not have thought to start reading until he was around 6 months old, but I started much earlier because of the information in the guide.”



“The books were a wonderful gift to make you start thinking about your child’s development. Books can be expensive, and it was nice to start him off with great books of his very own.”





To learn more about Read to Me, or to
contact us, visit:

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