

20 Years of Better Beginnings



Taking Flight

- Western Australia was facing critical literacy issues
- There was a need for generational change
- Research showed that early literacy was key
- Bookstart in the UK provided inspiration and evidence base to start the conversation



Key aims of Better Beginnings

- Enable access for all families to high quality resources and activities that support early learning and influence home literacy practices.
- Encourage and support parents as their child's first teacher
- Promote public libraries and champion their role in supporting the development of literate communities.



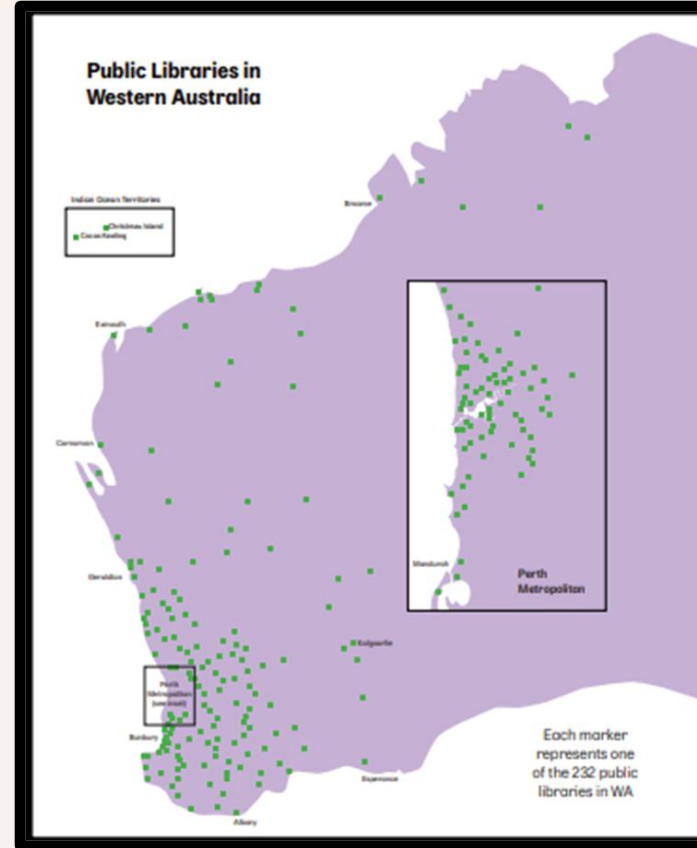
Partnerships and reach

Key partners

- 135 Local Governments through the 232 Public Libraries across the State.
- Child Health Nurses
- Rio Tinto who fund innovations

Reach

- Over 100,000 families reached each year
- Over 600 library staff trained each year



Government of Western Australia
Child and Adolescent Health Service

RioTinto

Current book packs

Baby



Toddler



Kindy



Targeted pack for Aboriginal families



We have also introduced a Wordless Book

- *Baby Days* has a narrative of sorts
 - stages of a baby's day
- Parents and carers can talk about the pictures, make up a story or just point to colours or objects on the page
- The idea is that you can share the book in any language
- You don't need to be able to read to share it.



Market Research

- 9 in 10 parents agree early literacy skills are essential
- 2 in 5 believe the optimal age to begin reading to the child is from birth
- Time and financial constraints are the main barriers to reading with their child
- They love their packs but would like more books included
- *Baby Ways* needs to stay
- The butterfly doesn't have links to literacy
- Toddler packs don't have much traction
- Some libraries struggle with Kindy engagement





Shaping the future...





**Introducing our new brand
for Better Beginnings!**



Better Beginnings

BOOK BY BOOK

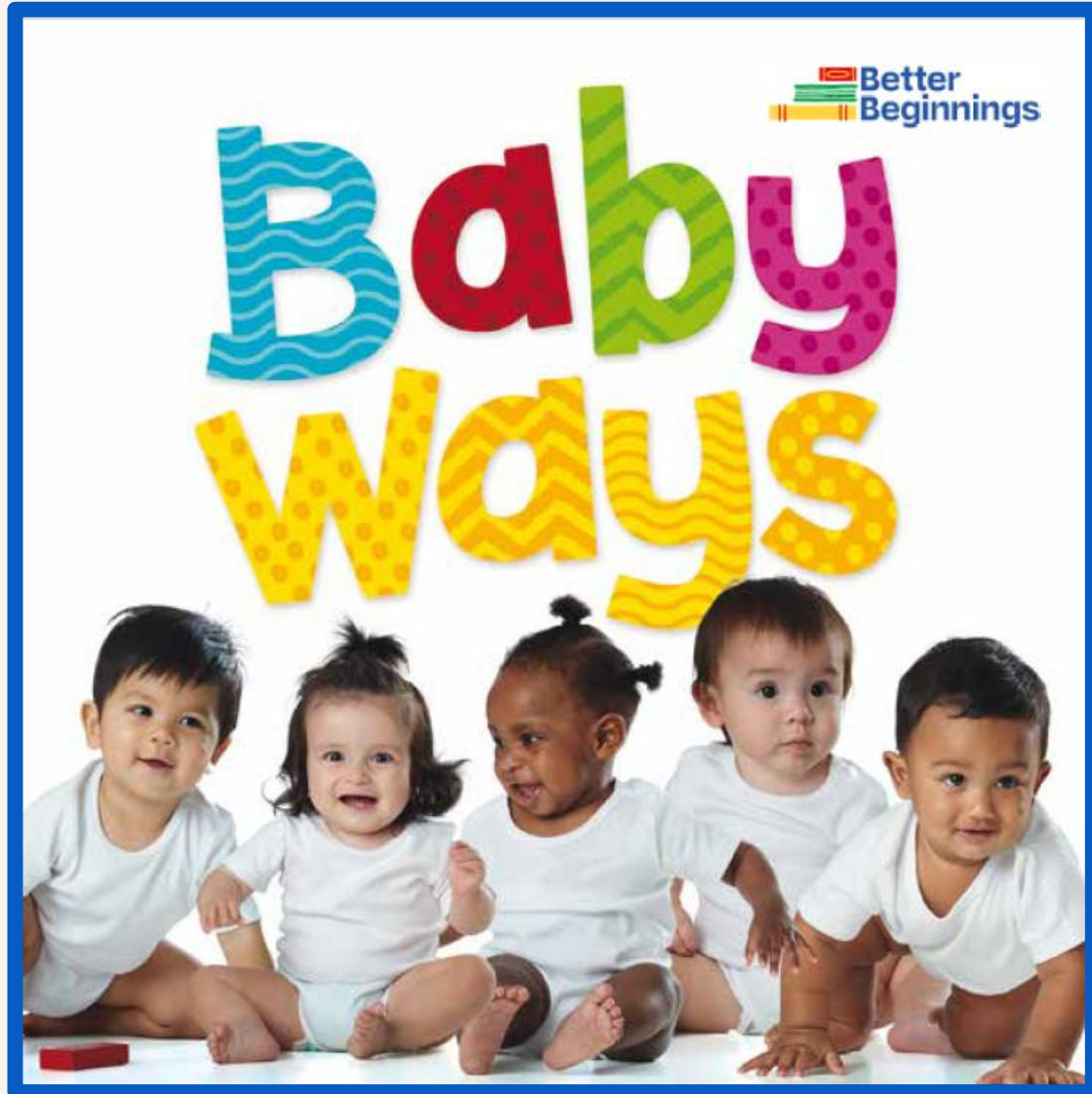


We listened

- New branding that shows Better Beginnings is a book-based early literacy program
- ◐ The packs will contain more books and targeted information
- ▶ Flagship book *Baby Ways* has been republished to make it more contemporary
- ▭ Other books will be changed each year
- Boxes have replaced the bags for sustainability
- ✱ The Toddler and Kindergarten packs have been merged into one Preschool box to provide more flexibility of delivery to meet community needs.



Our Flagship Book remains in the packs



Enjoy sharing **Baby Ways** with your child



Read Watch and listen to *Baby Ways* being **read** in different languages. Share stories with your child in the language you speak at home.



Talk Young children benefit from being exposed to lots of words, so **talk** to your baby a lot! They also love it when you speak slowly, with a higher pitch and give them lots of eye contact.

Sing Did you know that *Baby Ways* can also be **sung**? Watch and listen to it being sung to the tune of 'Here we go round the mulberry bush'.



Write Help your baby develop the hand muscles needed for **writing** by encouraging them to turn the pages in books, touch their nose and toes and pick up food.

Play The babies in this book play with cars and blocks. What does your baby like to **play** with?

<https://www.youtube.com/watch?v=GDUkqDXLh2g>

Read



Talk



Sing

Draw



Play



- We work with publishers to have key messages embedded in the books
- Social media will start to look different and have more opportunities for libraries to share content
- Libraries can decide how best to deliver the Preschool box in their community
- Training for library staff will be offered more frequently

The work continues

We will aim to improve:

- **Accessibility and inclusivity**
- **Sustainability**
- **Reach into regional and remote Western Australia**



Because Better Beginnings are made

Book by book



Questions?





STATE LIBRARY
WESTERN AUSTRALIA

 Better
Beginnings

Supported by **Royalties for Regions** and **Western Australian Local Governments**