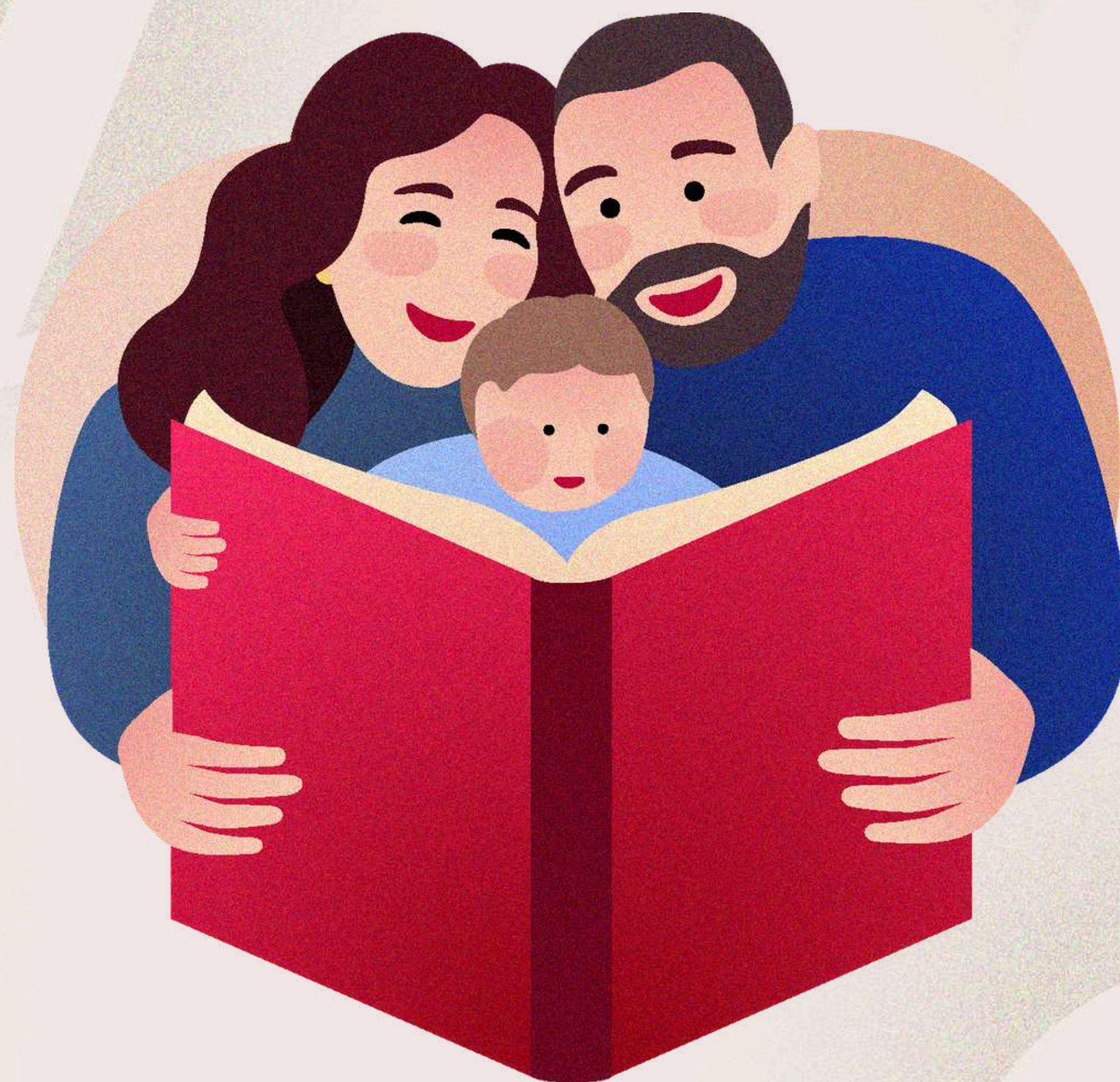




Small Book – Great Person the impact of the Polish bookstart campaign



Small Book - Great Person

Bookstart programme + social campaign

Organizer: The Polish Book Institute

Funding: Ministry of Culture and National Heritage

Scale: nationwide

2017 → 2025

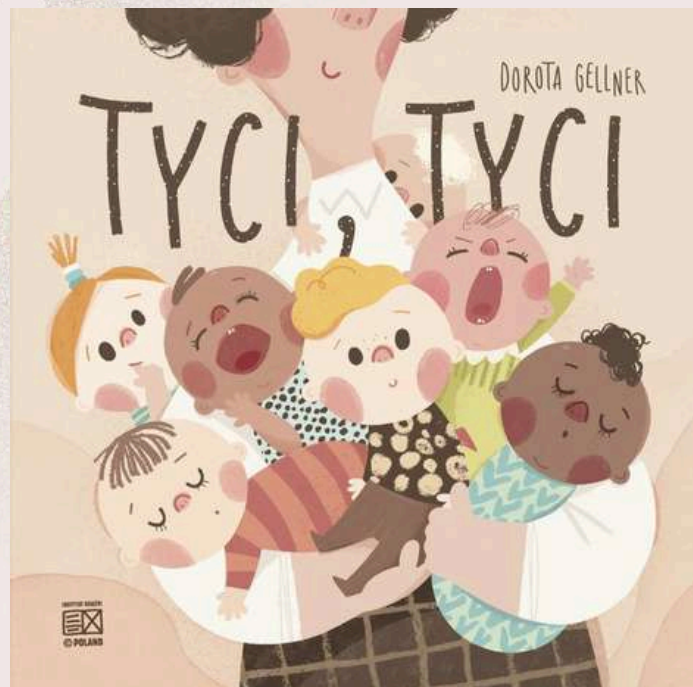
over 6,000,000

books given to children



Contact:
Gabriela Dul
the Polish Book Institute
g.dul@instytutksiazki.pl

1 NEWBORNS



book for a child



booklet for parents

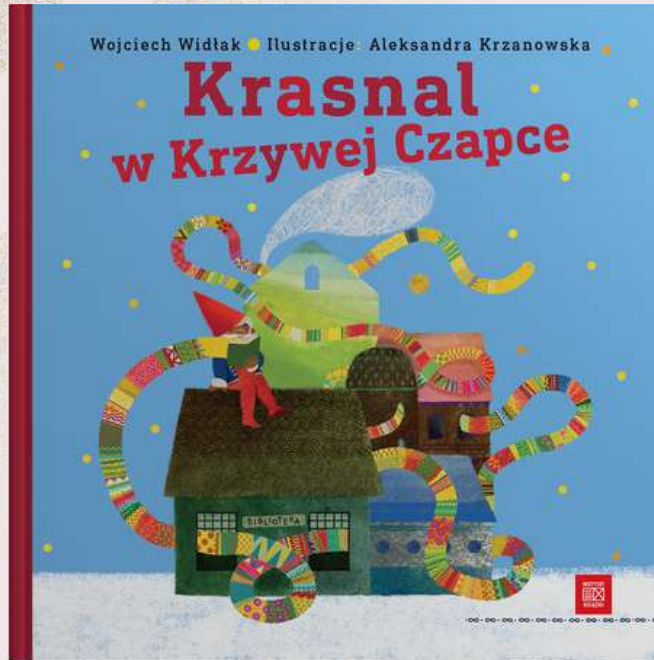
320 state hospitals

240,000 children gifted with reading packages (more than 90% of all newborns)



2

PRE-SCHOOLERS



book for a child



booklet for parents



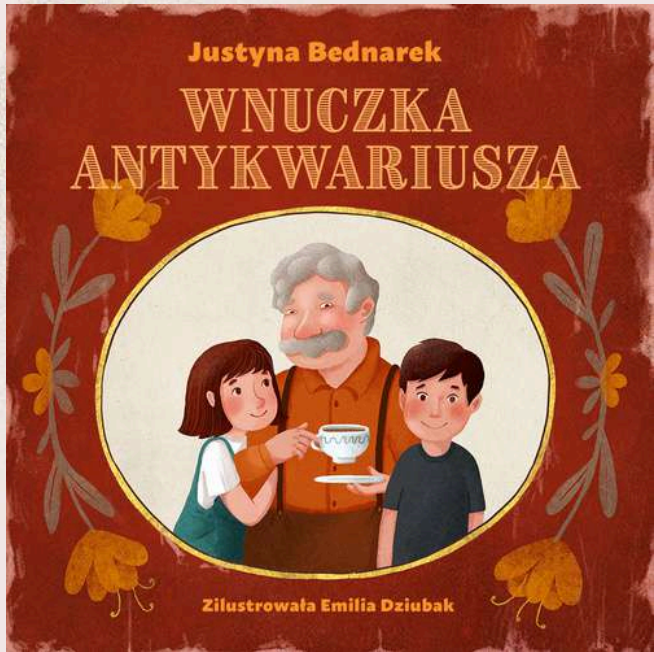
library card



- **6,760 public libraries**
- **250,000 children gifted with reading packages**

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Gabriela D...
the Polish Book Institute
g...@instytutksiazki.pl

3 PUPILS

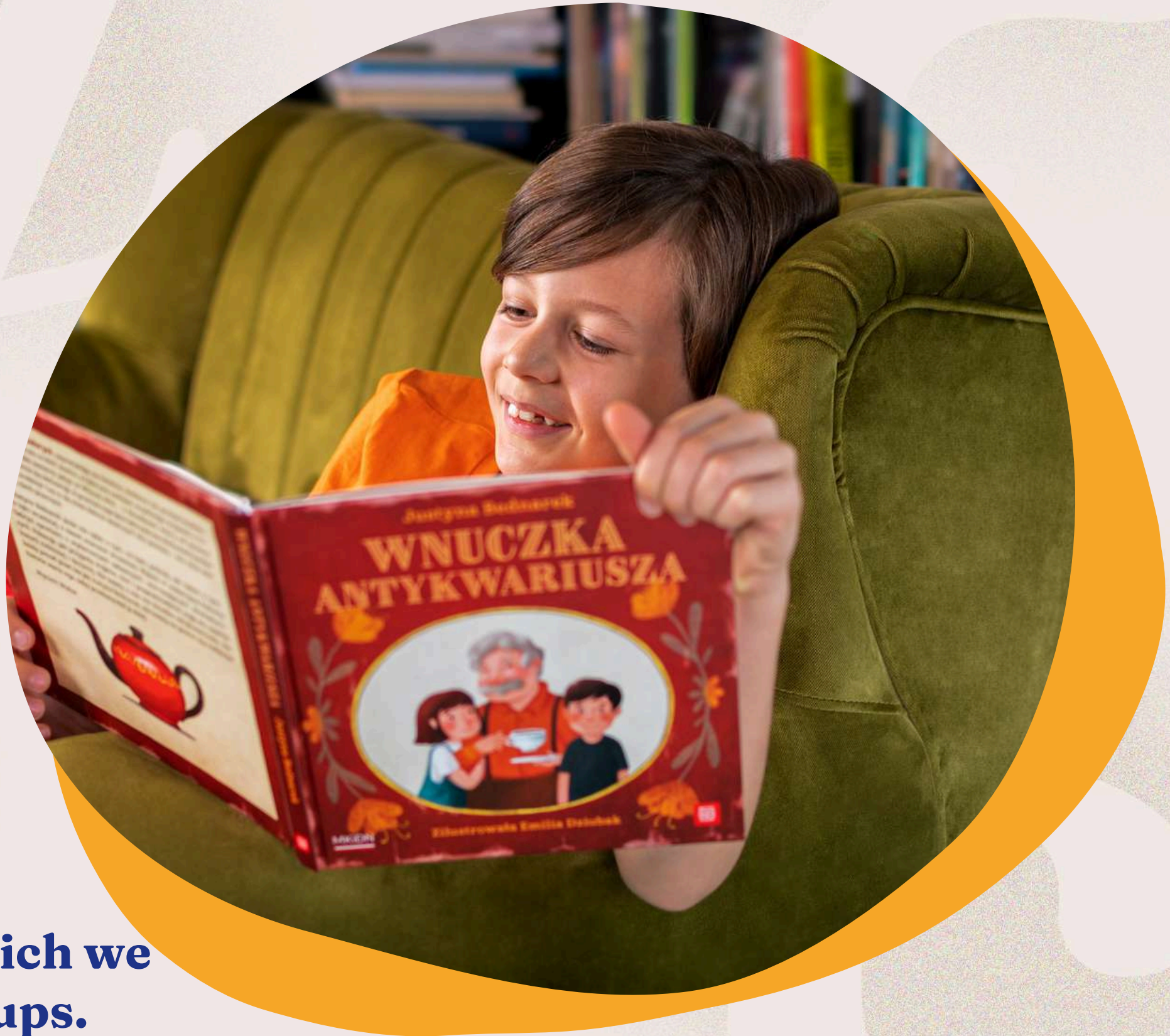


book for a child

booklet for parents

- 13,000 primary schools
- 450,000 children gifted with reading packages

We print over 800,000 books annually, which we distribute to children of various age groups.



The social campaign implemented in the media is a complement to the bookstart project and has accompanied the project from the very beginning, i.e. for 8 years, through various communication channels:

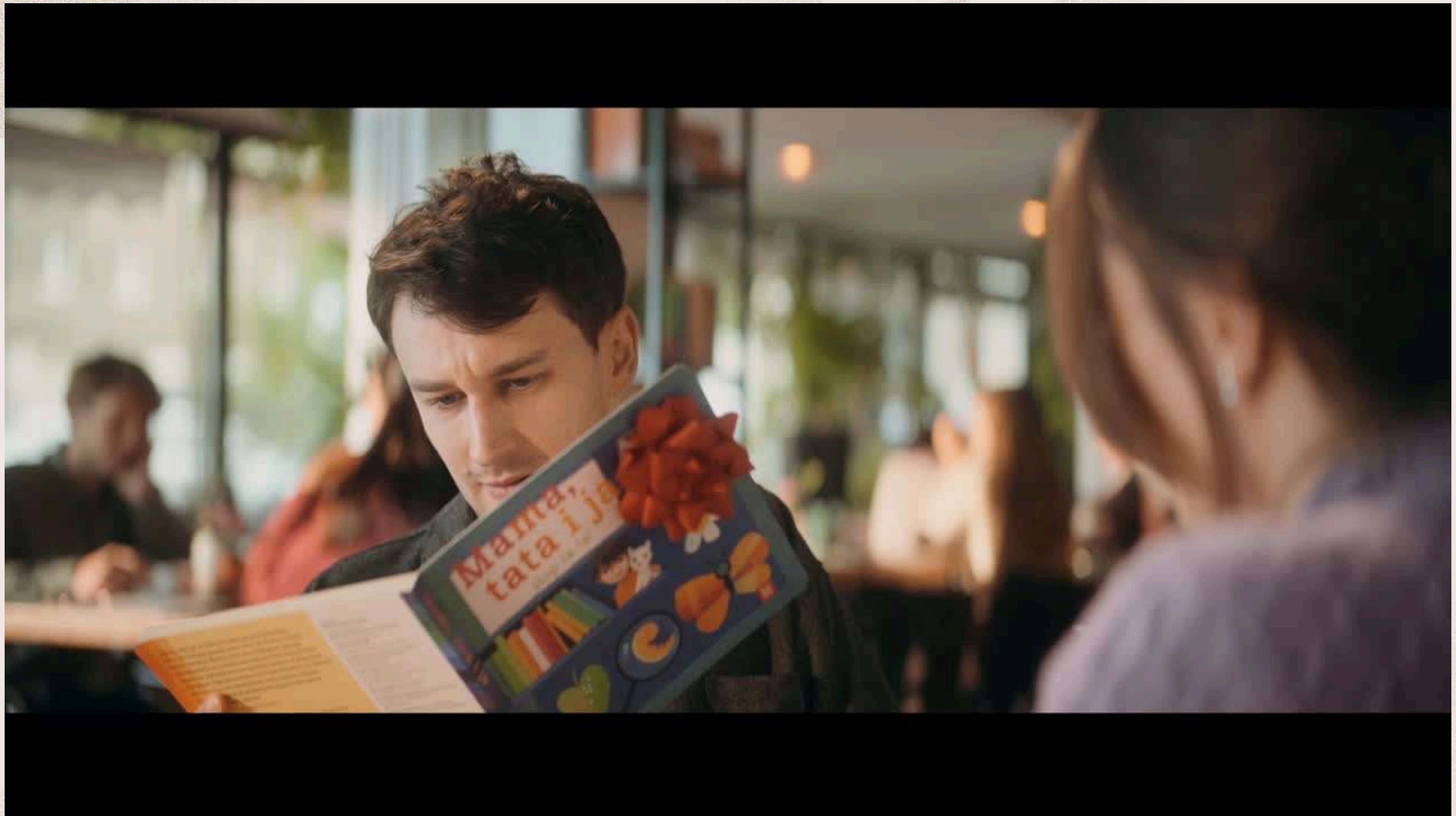
Each year the social campaign focuses on a new book for a different age group.

On local and national television

- **On the radio**
- **Internet**
- **Social Media (FB, IG, You tube)**
- **Outdoor (citylighty)**
- **Ambient (e.g. reader bus, city game, hospital libraries)**
- **Events (workshops for children in public libraries. We have already conducted 150 workshops this year, and the second part is planned for autumn)**
- **Advertising in cinemas (arthouse cinemas and multiplexes)**



A TV spot from 2024, when we promoted reading to parents of newborns. It was related to a new book for babies.



The reach achieved in the campaign in 2024 were huge:

- **reaching 24,117,434 Unique Users**
- **318,187 visits to www.wielki-czlowiek.pl lasting at least 30 seconds**
- **increase in the number of fans of the FB page by 10,125**
- **increase in Instagram page fans by 3,542**
- **Broadcasting of the 30" campaign ad - views: 736,542**
- **TV reach 438.3 GRP 13%**

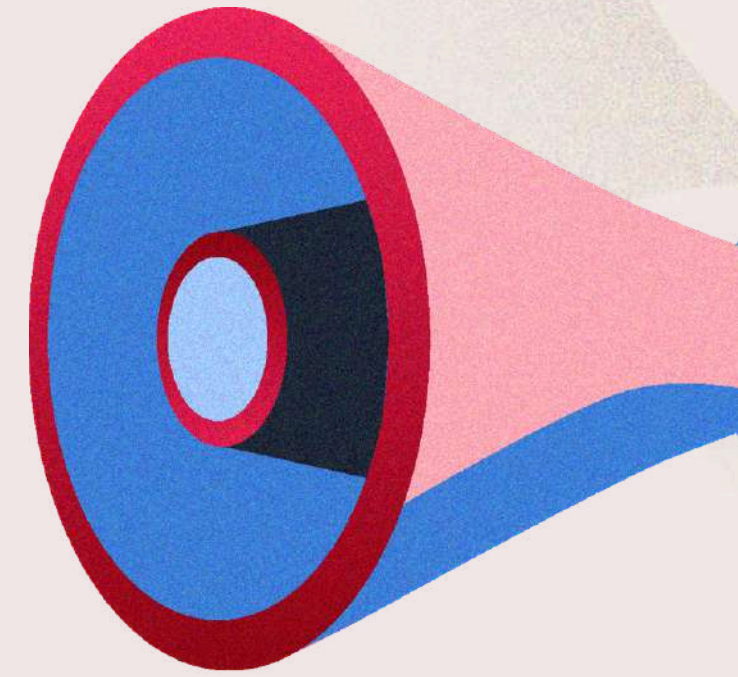


Other activities carried out as part of the campaign:

- **Presence:**
 - in news programmes on the largest Polish television stations
 - on breakfast television
 - in radio programs
 - at industry events (fairs, conferences)



We provide year-round communication on the Internet:



- **website: 348 thousand active users social media:**
- **Facebook: 50,994+ followers, 4,195,607 views, reach 1,536,138**
- **Instagram: 9,285 followers, 65,304 views, reach 25,257**
- **discussion group: 12065 users**
- **viral content: organic reach of the post at 371,400 views**
- **We also send a newsletter: to all main libraries in the project (7,000 libraries/ 90% of all libraries in Poland)**

Influencer activities: last year we worked with well-known sports influencers in Poland, famous actors, musicians, writers



The media campaign begins every year in autumn and always opens with a press conference:

Last year it was held at the gynecological and obstetric hospital (in connection with the premiere of a book for infants)



Reading environment:

- We organized the Reading Bus at the Polish Mother's Health Center in Łódź.
- The campaign was combined with the promotion of reading to premature babies.



Since last year we have been organizing a workshop tour called “A Little Book on the Road”

- Last year we conducted 100 reading workshops for children of three age groups. The workshops take place mainly in small towns and are led by experienced cultural animators.
- This autumn we plan to conduct workshops for children with disabilities (visually impaired, deaf, etc.)



For the second year in a row, we are organizing training for midwives. We want them to become "ambassadors of reading" among young mothers and pregnant women.

- On-line training implemented with the Universal Reading Foundation and Pelargos.
- **1000 trained midwives.**
- **98% of participants positively assessed the training: they indicated the high substantive quality of the course, the expertise of the lecturers and the usefulness of the content in everyday work.**

Siła GŁOŚNEGO CZYTANIA.

Wpływ wczesnej interwencji czytelniczej na rozwój i zdrowie dziecka

Przeszkoliliśmy 1000 położnych



ORGANIZATORZY:



Ministerstwo Kultury i Dziedzictwa Narodowego

Dofinansowano ze środków Ministra Kultury i Dziedzictwa Narodowego



PARTNERZY:



FAMILY
SERWIS
PELARGOS

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znak

We have prepared audiobooks of our two books:

- **The audiobook for the book The Dwarf in the Crooked Hat was created in cooperation with Radio Kraków.**
- **Audiobook for the book The Antiquarian's Granddaughter, also in cooperation with Radio Kraków**

Various promotional activities are carried out on the radio for audiobooks: broadcasts, competitions and interviews.



**Thank you for
your attention**

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