

# Catriona Wallace

## Head of Early Years Scottish Book Trust



**Bookbug**

**Scottish  
Book Trust**

inspiring readers and writers



**Book Week  
Scotland**  
18-24 November 2019

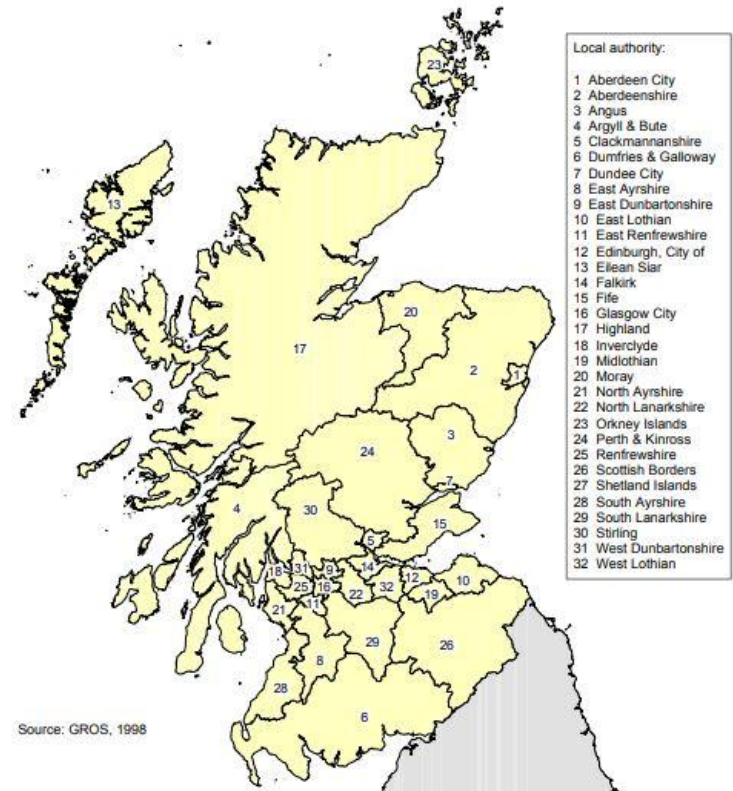
**Let's talk  
stories**





# Scotland context

- > **Population 5,438,000**  
(comparison London = 8.9 million)
- > **Birth rate 51,308 in 2018**
- > **32 local authorities**  
Orkney = 186 births; Glasgow 6,548 births)
- > **Geography is diverse** (urban centres, rural locations, island communities, small towns)



# Bookbug

- > **Supporting families** to build relationships, aid speech and language development and lay the foundations of literacy.
- > **Gifting Bookbug Bags** from birth to P1 and running **Bookbug Sessions**.
- > Offering **fully funded CPD courses** to support professionals to make sure that stories, songs and rhymes are part of every baby and young child's life.



**You can find us in every local authority and health board in Scotland.**

[scottishbooktrust.com/bookbug](http://scottishbooktrust.com/bookbug)



Scottish  
Government  
gov.scot





# Early Years

- Bookbug Bags
- Bookbug Sessions
- Bookbug outreach and training
- Dolly Parton's Imagination Library
- Bookbug app





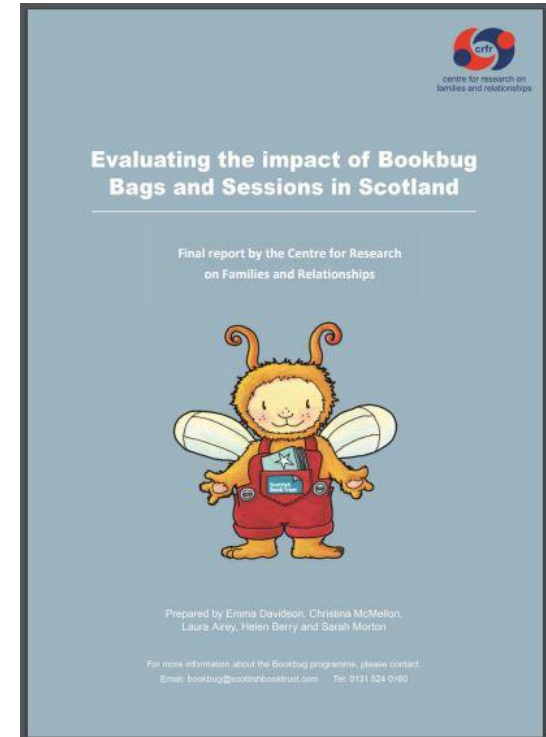
# Quality Book Gifting: Learning what works



Image by Rachel Hein.

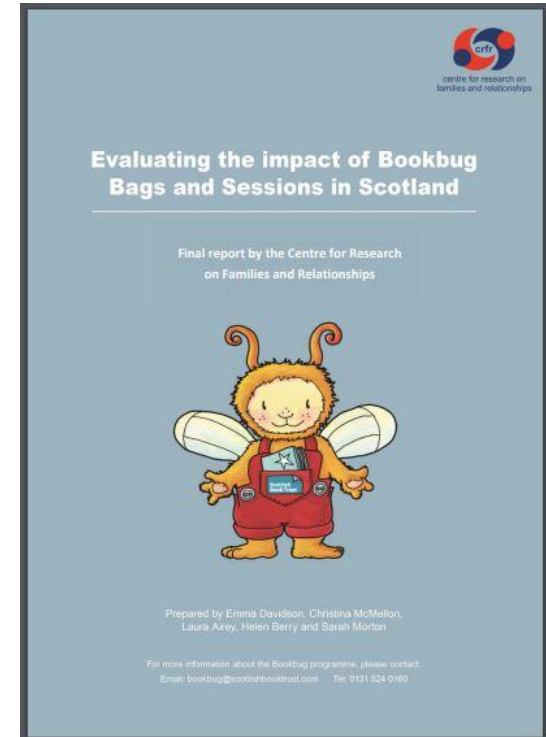
# Measuring the impact

- Evaluation of Bookbug programme
  - impact of Bookbug on parents, carers & children
  - relationship between Bookbug Bags & Sessions
  - the book gifting process.
  - practitioners' experiences and impact on professional practice
- Our approach
  - National survey & interviews with parents and carers
  - Survey of professionals
  - Locality based case studies



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Everybody Say Hello

Say Hello Like This!

cheep

MARY MURPHY

catch the big bug!

www.catchthebigbug.com

Everybody Say Hello





Stories, songs and rhymes to  
share with little explorers



Hello

Emily Mackenzie

Bookbag

# Key themes

- Timing and consistency of gifting
- Quality and consistency of messages for parents
- Relationship with trusted professional
- Excitement at receiving a quality item
- Training and other support for professionals



# Timing and consistency

- Evaluation showed strong link to national strategic priorities
- Demonstrate relevance of the programme for different professionals


*“Yes, the Bookbug messages are consistent with other messages that health visitors would be delivering anyway, on speech and language development, brain development, bonding, attachments. I feel that Bookbug is a really good tool for delivering those messages”  
(health visitor, case study)*





# Timing and consistency


## Example: Universal Health Visiting Pathway

Child's Age	Core issues and detail to be discussed
<p data-bbox="125 548 222 568">3-5 weeks</p> 	<p data-bbox="351 548 529 568"><b>Parenting support</b></p> <ul data-bbox="351 572 1591 615" style="list-style-type: none"> <li>Continued assessment of/discussions. Also introduce the play@home and <a href="#">Bookbug</a> programme and reinforce importance of floor play, tummy time and accessing local activity on baby massage. Refer or direct families to local community services/parenting programmes.</li> </ul> <p data-bbox="351 639 1611 682">Discuss importance of <a href="#">helping your baby to move and play everyday</a> – this should be encouraged from birth, particularly through floor-based play and water activities in safe environments. Reduce/limit sitting time in buggys and car seats when possible</p> <p data-bbox="351 706 510 726"><b>Domestic abuse</b></p> <p data-bbox="351 731 1611 863">Routine enquiry of domestic abuse should be undertaken between this visit and the 3 month visit. The timing of this will depend on your professional judgement and whether it is safe to do so. Domestic abuse should <b>never</b> be discussed with the partner present. Refer to the Guidance on Routine Enquiry and <a href="#">'What every health worker needs to know about domestic abuse'</a>. If abuse is disclosed carry out Domestic Abuse Risk Assessment Checklist (<a href="#">DASH RIC</a>) and offer support and referral to Multi-Agency Risk Assessment Case Conference or other services as appropriate. Provide information on local services and discuss safety planning in all cases whether or not high levels of risk are indicated.</p> <p data-bbox="351 888 1611 953">Use the above guidance to check for the safety of the children. Implement Child protection procedures if required. Ensure appropriate documentation and recording but <b>not</b> in hand held notes. If women are experiencing other forms of gender based violence, refer to accompanying evidence updates.</p> <p data-bbox="351 978 498 998"><b>Immunisations</b></p> <ul data-bbox="351 1002 765 1022" style="list-style-type: none"> <li>Discuss <a href="#">childhood immunisation schedule</a></li> </ul> <p data-bbox="351 1046 486 1066"><b>Sexual Health</b></p> <ul data-bbox="351 1071 925 1090" style="list-style-type: none"> <li>Discuss wellbeing of mother including <a href="#">contraceptive choices</a></li> </ul> <p data-bbox="351 1115 741 1226"> <b>Maternal emotional health and wellbeing</b>  <b>Infant nutrition</b>  <b>Nutrition and physical activity</b>  <b>Tobacco control and substance misuse</b>  <b>Oral health</b> </p> <p data-bbox="884 1139 1238 1182">} Continued assessment of/discussion as appropriate</p>



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# Quality and consistency of messages for parents





# Quality and consistency of messages for parents

## Example: Health Visitor Gifting Guidance



Thank you for helping us to spread the joy of sharing books and encouraging parents and carers to talk, cuddle, sing and share stories and rhymes with their children from birth.

All babies and children in Scotland are entitled to four free Bookbug Bags as babies, toddlers, at nursery (aged 3) and in Primary 1.

Health Visiting teams are responsible for gifting the first two bags:

- **Bookbug Baby Bag** (gifted at 3–5 weeks\*)
- **Bookbug Toddler Bag** (gifted at 13–15 months\*)

\* As specified in the Universal Health Visiting Pathway in Scotland

Please have a good look at what's inside the Bookbug Bags and show them to parents. The contents change every year.

### Important messages to give to parents

Please talk to mums, dads and carers about the books and resources in their Bookbug Bag. They are more likely to use the bags if you do.

Please tell them:

- It's never too early to share books with your baby – start today!
- Sharing stories, songs and rhymes is a great way to support attachment. Attachment is an invisible bond that your baby forms with you
- Your child loves the sound of your voice and is tuned in to it from birth. Talk and sing to them and wait for them to respond
- Sharing books can calm and soothe your baby or child; it's the perfect chance for cuddles at any time of day
- Talk about the pictures if you're not confident with reading
- Sharing books, songs and rhymes is good for your baby or toddler's brain development as they help speech and language development and lay the building blocks of learning to read
- Relax and enjoy, it'll help you feel good too

Please talk about libraries to encourage families to:

- Join their local library and borrow books for babies and children for free. Babies and children can have library cards of their own
- Go along to local Bookbug Sessions – free sessions of stories, songs and rhymes for children from birth – 4 years and their families. [scottishbooktrust.com/localbookbugsessions](http://scottishbooktrust.com/localbookbugsessions)

For quick tips to share, look out for the new tags on the Bookbug Bags.

### Gifting advice film

Health staff are crucial in introducing families to Bookbug. Listen to Sir Harry Burns (Strathclyde University) explain the added impact that health visitors give to the Bookbug Bags: [scottishbooktrust.com/gifting-advice](http://scottishbooktrust.com/gifting-advice).

Watch these films of dads and mums reading the books from the Bookbug Bags to their newborn babies and toddlers. Share the films with colleagues and families at [scottishbooktrust.com/bookbug-bag-videos](http://scottishbooktrust.com/bookbug-bag-videos).





# Relationship with a trusted professional



# Relationship with a trusted professional

- Families trust and value the role of health staff as a gifting partner and reliable source of information

*“If she says that it’s good for your baby then it must be. She is the person you see the most and I would think that she’s a good person [to gift the bags] because you trust her” (parent, phone interview)*

*“I’m pretty sure that the free books is what makes me read now. I wouldn’t be reading to my kids if it wasn’t for these books’ (Parent, case study)*



# Relationship with a trusted professional

*“when I think about how much he enjoys it now, I kind of wished we had tried a bit harder, sooner maybe, so if we had extra encouragement when we got the bag,... I guess when it’s your first one you’re not really sure how you should be doing things (parent, telephone interview)”*



# Excitement at receiving a quality item



- Reactions to the bags are overwhelmingly positive
- Resource professionals were proud of and excited to gift
- Families felt valued by receiving "nice books"





# Training

- Range of face to face training courses
- Exploring options for ongoing support
- e-learning



# Sharing good practice

- Opportunity to form links within geographical areas and across professions



# Future developments



- Antenatal book gifting
- Ongoing support pathway
- Digital opportunities (webinars and online courses)
- Bookbug app



# Thank you

Mòran taing

[scottishbooktrust.com](http://scottishbooktrust.com)



**Scottish  
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Additional images by Rachel Hein, Jonathan Ley, Alastair Watson, Martin Shields, Rob McDougall and Alan Peebles.  
Bookbug illustration by Debi Gliori

