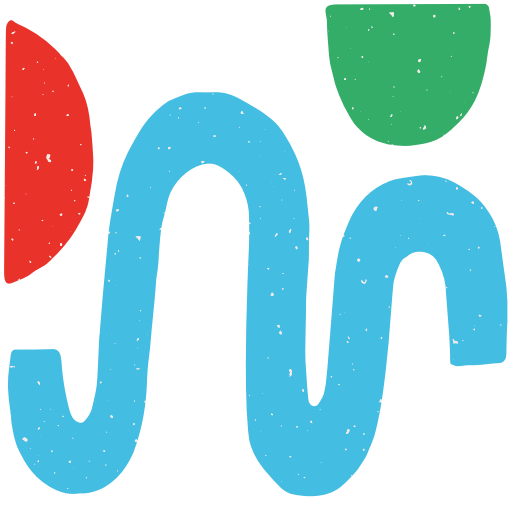


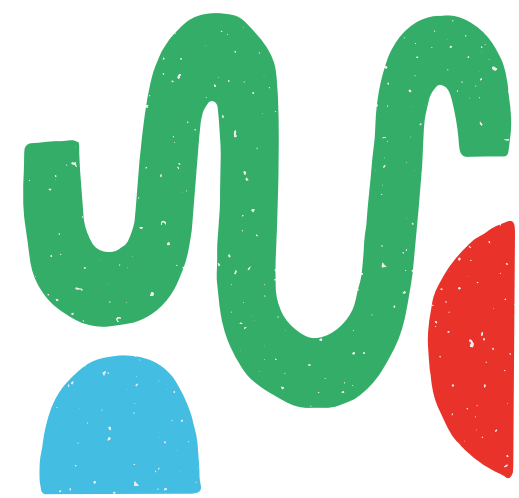


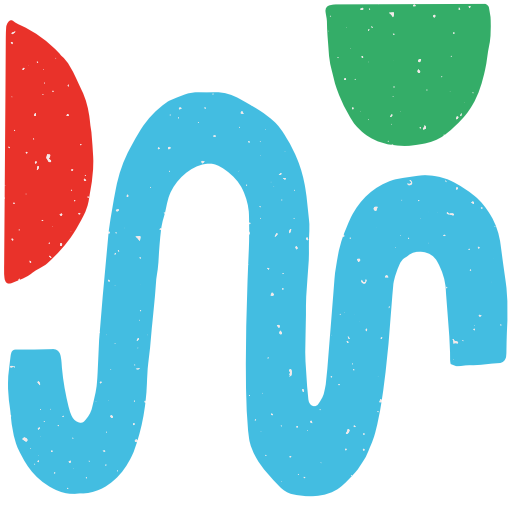
# BOKSTART

By Vibeke Røgler



- Our pilot project in Oslo,
- What the evaluations have shown,
- Our collaboration with the Sámi Parliament,
- How this connects to the government's national reading strategy,
- And finally, our new initiative:  
Bookstart for Kindergartens.

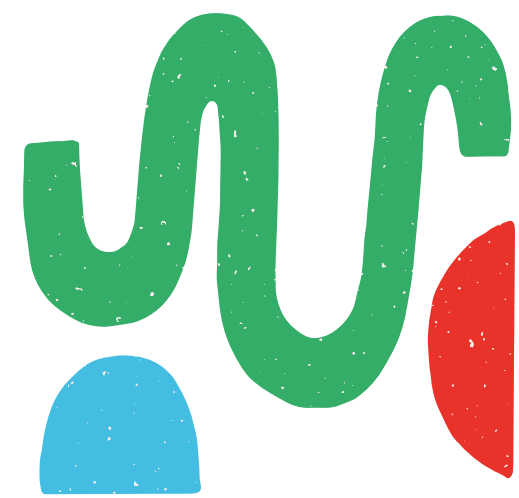


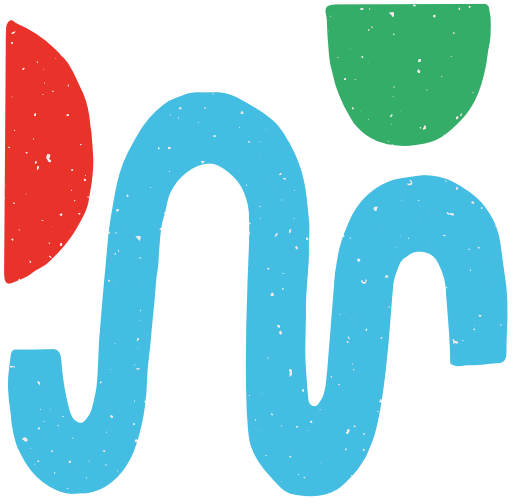


# PILOT



- Launched with NOK 200,000 support from Oslo Municipality
- Active in Alna, Søndre Nordstrand, and Old Oslo
- Collaboration: public health nurses & librarians
- Book and brochure distributed at 8-month check-up
- Goal: Strengthen language, identity, and early reading joy





# THE READING CENTER

- Positive feedback from health workers, librarians, and parents
- Strengthens parent–child bonding through reading
- Encourages families to visit the library
- Promotes daily reading routines

*One public health nurse said the book gift gives her a perfect way to start a conversation with parents about their child's language development.*

*And one father shared that now, when his child comes home from kindergarten, he picks up a book, reads it himself, and tells his younger brother what it's about.*

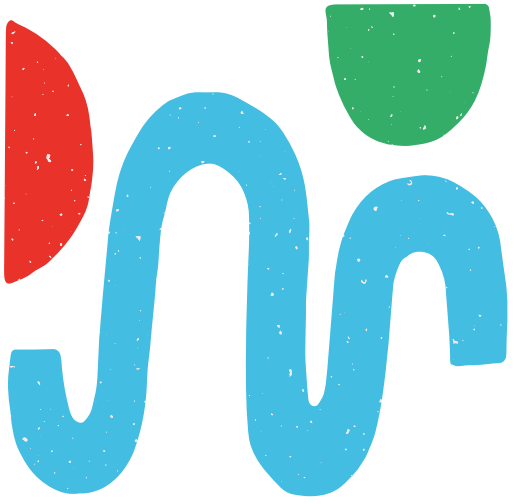
*A librarian told us it has helped bring in new visitors – especially families who weren't using the library before.*



# LOGA MUNNJE



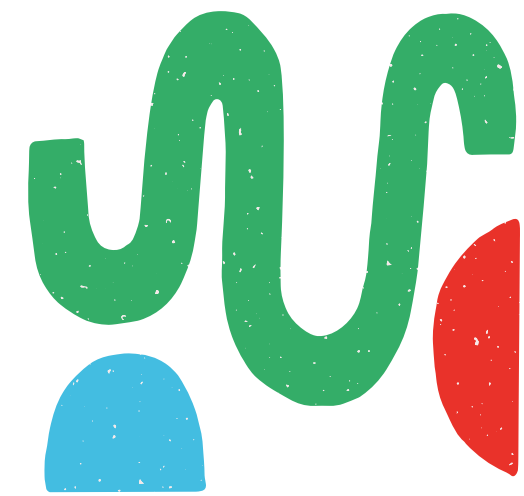
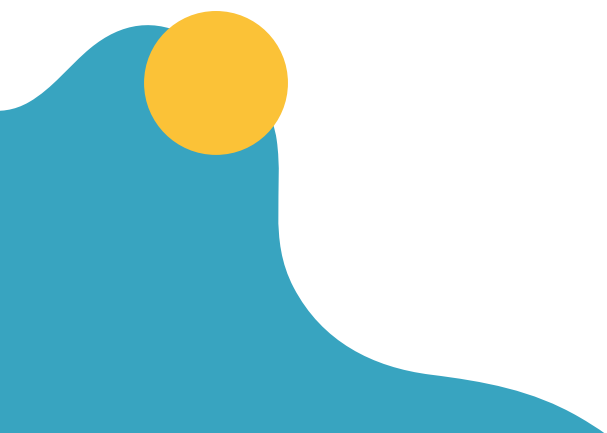
- A collaboration with the Sámi Parliament
- Adaptation of *Revungento 3* Sámi languages
- Winner of Library of Congress Literacy Award
- Recognizes indigenous language and literacy promotion
- Model for localization and cultural adaptation

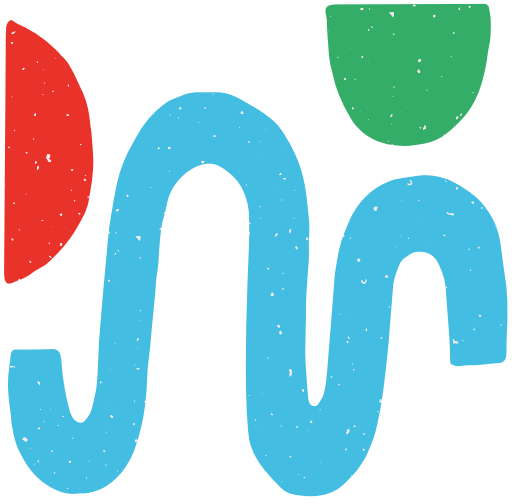


# NATIONAL READING STRATEGY



- New strategy: Together for Reading (2024–2030)
- Responds to declining reading skills and motivation
- Bokstart not included – missed opportunity
- We advocate for early, targeted, and proven solutions

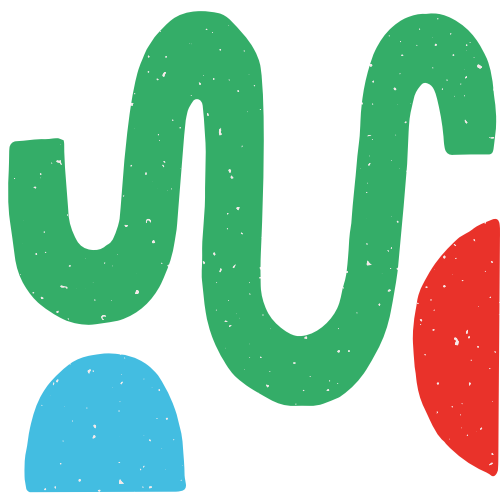


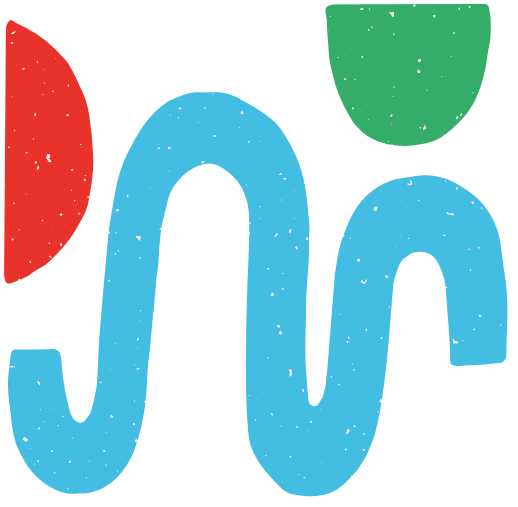


# BOOKSTART KINDERGARTEN



- Extending to 4–5-year-olds
- Book gift at 4-year health check
- Digital training toolkit for educators
- National resource bank of reading initiatives
- Cross-sector cooperation with health and libraries





THANK YOU

