



Book gift –program

BOKGAVEPROGRAMMET I FINLAND

Book bag for every child born 2019-2021

Why a book gift -program?

Finland still ranks number one as the most literate country in the world. Children and adolescents excel in PISA (2015 3rd) and PIRLS (2016 5th)

BUT

Attitudes towards reading are changing:

Motivation and enthusiasm expressed by children and adolescents is one of the **lowest** in the world.

Also parents' attitude towards reading has recently become more negative = PIRLS 2011 **9%** vs. 2017 **16%**

Proportion of weak readers has risen from **7%** (PISA 2011) **to 11%** (PISA 2015 11%, boys 16%).

Project development

Concerned signals from daycare and other professionals

Successful media visibility and public attention to early reading.

"Reading chart" HUGE success. First contacts to health care centers.

Lukukeskus makes official statement for FIN government about national funding.

The Finnish Cultural Foundation intrests in early reading. Lukukeskus creates a concept for a national book bag-program.

First website and infomaterials distributed through libraries / day care

10 communities and cities piloting with 1 complete age group. Total 20 000 families

National campaign for health care centers. Reading chart for every child born 2018. Total 35 000 families

National campaign for health care centers. Book bag for every child born 2019-2021. Total 120 000 families

Private funding 20 000 €

Private funding 15 000 €

Public Funding 100 000 €

Private Funding 1,2 M + Public Funding 150 000 € = 1,35 M

2016

2017

2018

2019-2021



In finnish and
in swedish



Book bag –program:

+ website www.luelapselle.fi
for parents and professionals

+ Guidebooklet
for professionals

+ Invitation to
library

+ Infomaterials and some of the
stories in 9 minority languages



LUKUKESKUS
LÄSCENTRUM

www.lukukeskus.fi

Why maternity and child health care centers?

The goal is to provide book bag -program to all families regardless their social or economic background.

Maternity and child health care centers are **free of charge** and **easy to reach** for clients in every municipality in health care center

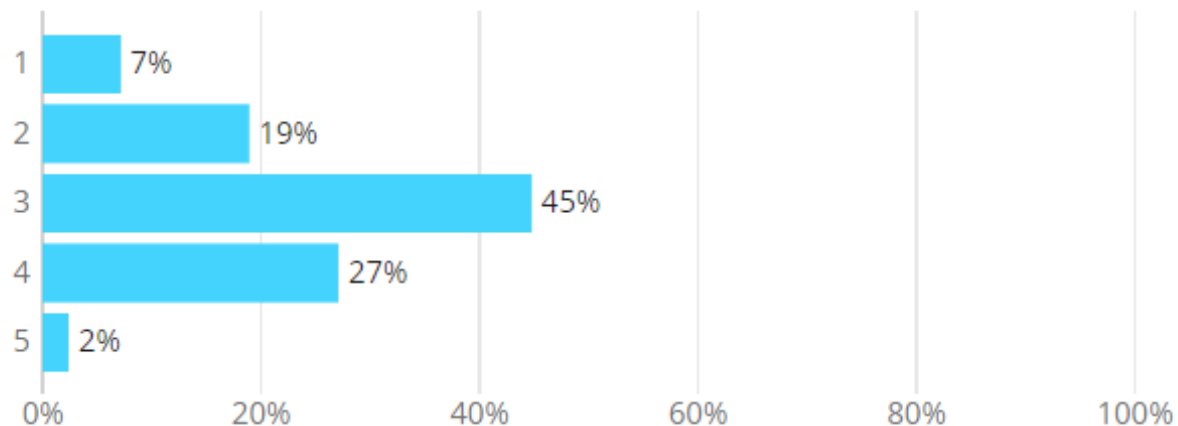
Widely used and accepted regardless of social class, **obligatory** to receive financial support = **99,4 %** of families use these services

- 50 000 children born per year
- 8-9 visits during the normal course of a pregnancy
- 10 visits during the first year of an infant's life and once a year after that (1-6 years)
- 420 000 children under school age (0-6 years)

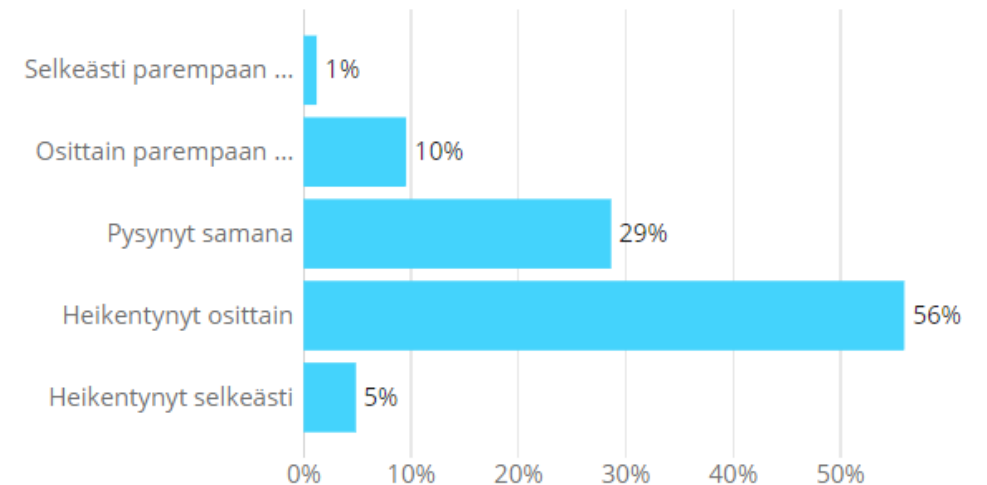
Health care professionals on the development of speech and verbal abilities?

Have you noticed a change?

Oletko huomannut muutoksia lasten kielellisessä kehityksessä viime vuosien aikana? **i** 85 vastausta



Mihin suuntaan lasten kielellinen kehitys on edennyt? **i** 84 vastausta



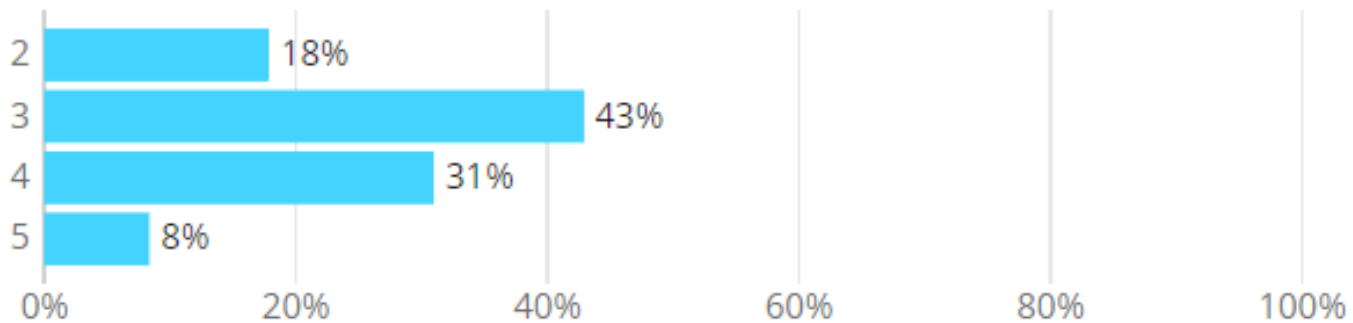
Moderate or clear change = **29 %**

Moderately worse 56% +
Clearly worse 5% = **61%**

Are you worried?

Oletko huolissasi lasten kielellisestä kehityksestä?

vastausta



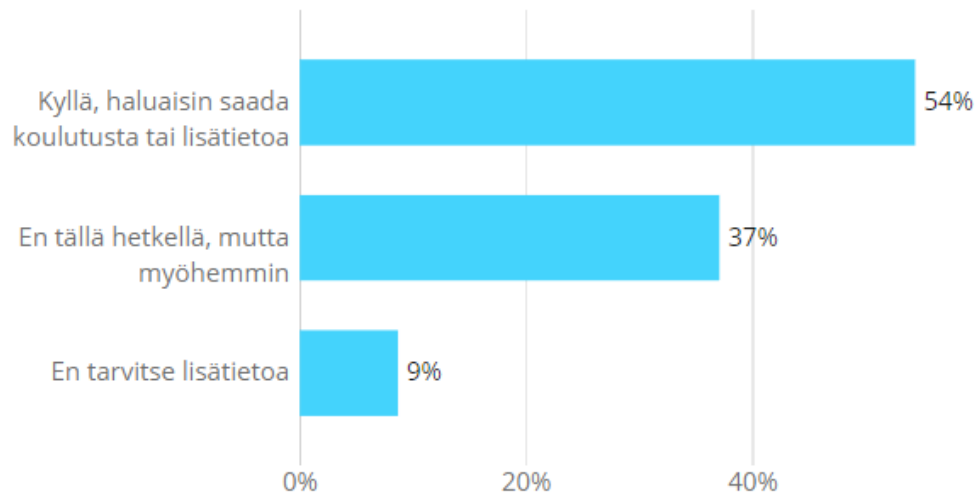
Moderately 31%

Clearly 8% = 39%

Health care professionals attitudes towards educating families

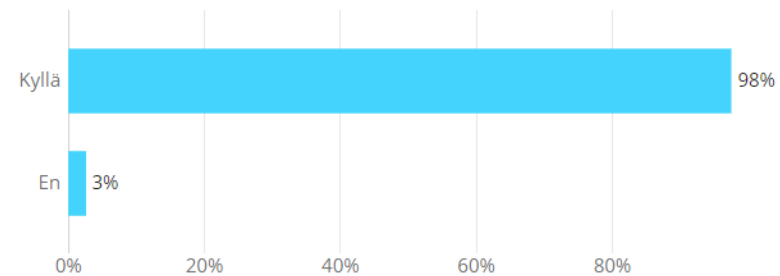
Would you want to take a course or get more materials?

Haluaisitko saada koulutusta tai lisätietoa aiheeseen liittyen? 81 vastausta



Would you want to give out materials to families?

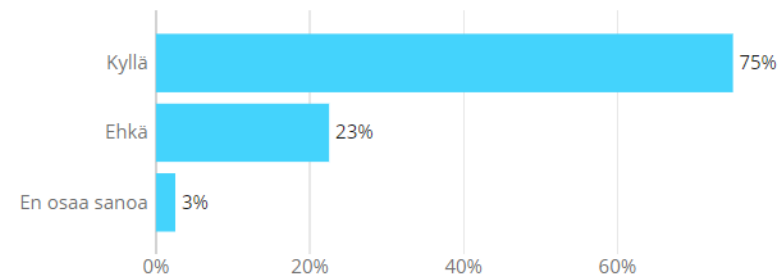
Kaipaisitko perheille jaettavia innostavia materiaaleja kannustaaksesi vanhempia lukemaan lapselle? 80 vastausta



Yes 98%

Do you believe a book gift would inspire families to read?

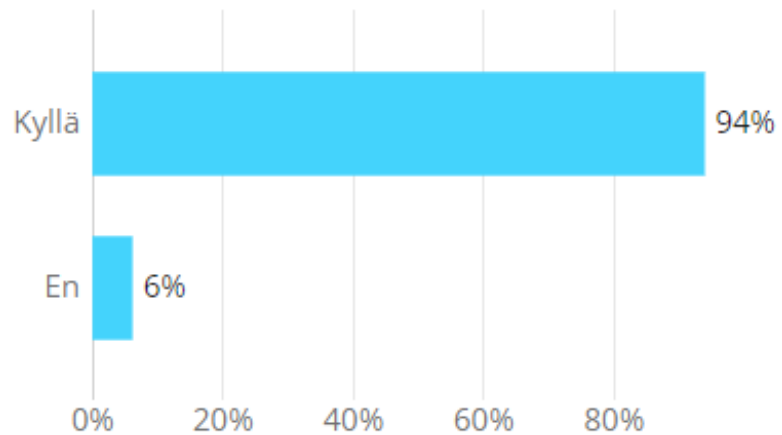
Uskotko, että perheille neuvolassa jaettava kirja voisi kannustaa vanhempia lukemaan? 80 vastausta



Yes 75%
Maybe 23%

Do you remind families on reading?

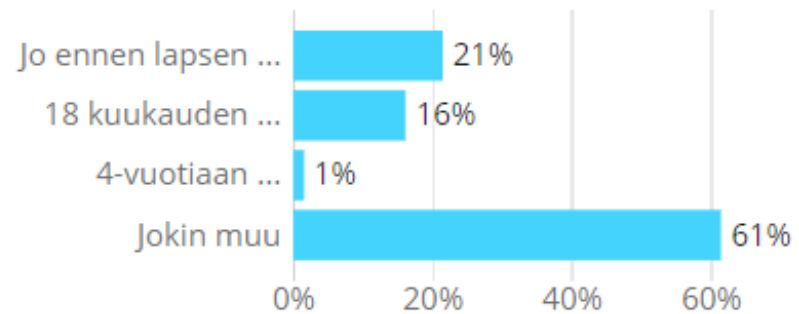
Muistutatko perheitä ääneen lukemisen tärkeydestä? 82 vastausta



Yes **94%**

When?

Jos kyllä: Missä vaiheessa lapsen kehitystä puhut ääneen lukemisen tärkeydestä ensimmäisen kerran? 75 vastausta



Before birth **21%**

What we will survey next?

Have you received a book gift from health care? = **Reach**

Did you read through all the materials? = **Appeal**

Have you read the books with your child?

How many times? Once, twice, often, weekly, daily. = **Impact**

Have you used the reading chart? = **Knowledge**

Have you used rhyme cards? = **Variety**

Have you been to the library? = **Continuity**

= **Impacts of the book bag program,
not general attitudes towards reading**

40 year anniversary!

The Finnish Reading Centre has done it before. Nursery rhyme book *Pallero* was given out in child health care 1979.

