

Small Book – Great Person

the impact of the Polish bookstart campaign

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Small Book - Great Man

Bookstart programme + social campaign

Organizer: The Polish Book Institute

Funding: Ministry of Culture and National Heritage

Scale: nationwide

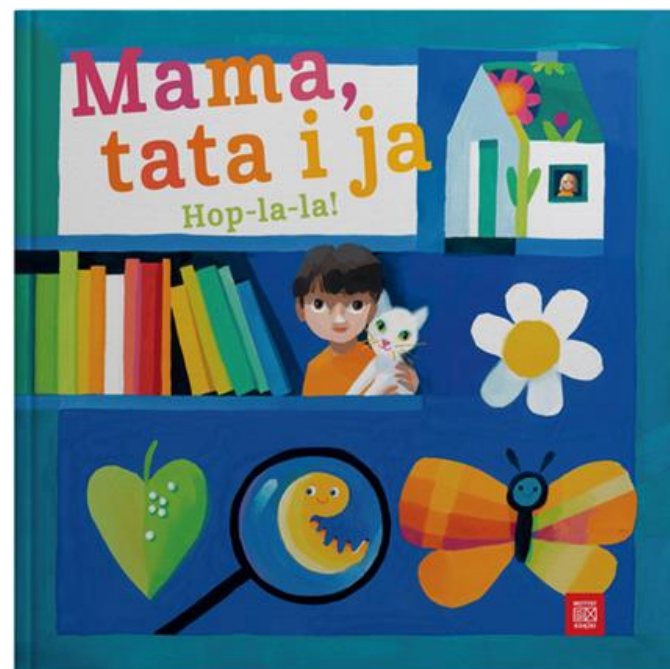
2017 → 2023

5,000,000

books given to children



1 NEWBORNS



book for a
child

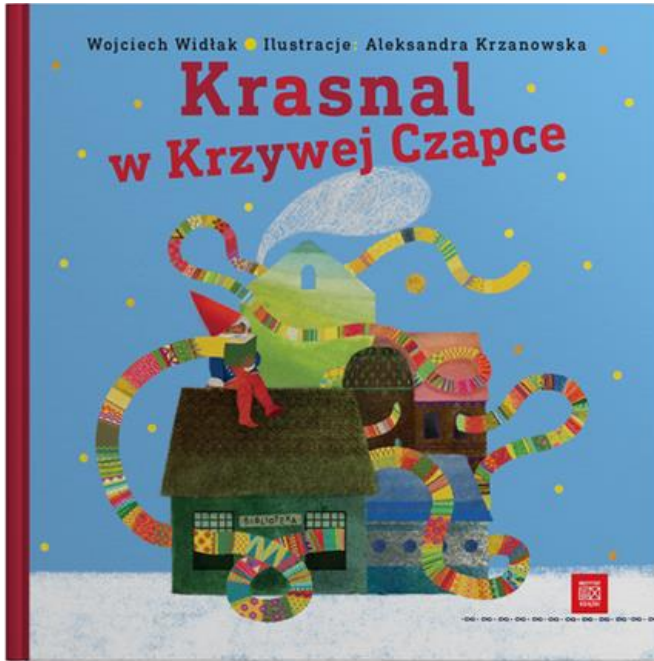


booklet for parents

- 320 state hospitals
- 270,000 children gifted with reading packages (more than 90% of all newborns)



2 PRESCHOOLERS



book for a child



booklet for parents

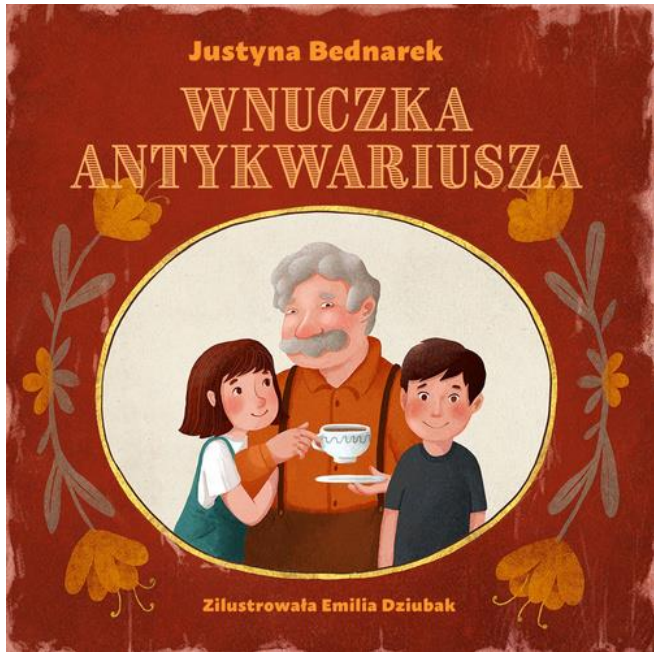


library card



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

3 PUPILS



book for a child



booklet for parents

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



Social Campaign

- television and radio commercials
- online and print advertising
- collaboration with influencers and reading ambassadors
- events for children



Nationwide research:

quantitative research (online survey)

- Parental satisfaction with the received reading package
- The impact of the Bookstart project on changing reading habits
- The project's influence on regular library visits
- Project recognition and social evaluation

* All research was conducted by independent companies specializing in social research

qualitative research (In-depth interviews)

- How do parents use bookstart package and engage in the project?
- What parenting and time-spending model is important for them?
- What can we change / improve?



Do parents read with children books they received?

- More than 80% of the respondents declared that they read to a child a book for newborns and preschoolers, less parents (around 70%) read books for students.
- Women, people with a medium or higher level of education, in a stable or good financial situation and regular readers read more often.

BUT...

- The project has stronger impact on men and people with lower education level. They more often admitted that without the received reading package, they would read to their child less or not at all.



Reading initiation

- **59% of parents read books in the first six months of their child's life, and an additional 30% within the first year of the child's life**
- **Parents who received a gift for their first children declared that they wouldn't have bought a book for their child so early, so the project significantly accelerated the children's contact with reading**
- **The received book encouraged parents to read other books as well**



We read this book from the first days because it was our first child, so it was one of the first two books we received. Our son had daily contact with this book, we read and watched it together. When the child started speaking, he chose poems on his own and ask for reading.

Involvement of moms and dads in reading

- **Mothers are most often responsible for reading initiation**
- **Fathers read to their children, even if they do not read books themselves**
- **Reading strengthens relationships between siblings**



Both my husband and I read to our child because we take turns putting our son to sleep. Even though my husband wouldn't typically pick up a book in the evenings for himself, he willingly reads with our son.

Did parents like the book they received?

- **90% of the respondents positively evaluated the received Reading Kit**
- **Some of them emphasised sentimental value of their child's first book**
- **Parents noted the therapeutic role of reading**



When my child was asleep, I read poems that I knew from my own childhood. I thought then that motherhood can be a great adventure, that it doesn't have to be unknown and scary. Every mom is afraid of it. Reading poems that I knew from my childhood calmed me down.



After leaving hospital, my son cried and screamed a lot. The only thing that calmed him down was a lullaby from this book.

What about the booklet for partents?

- **85% respondents said that the brochure gave them new information on the benefits of reading**
- **85% respondents admitted that the brochure encouraged them to buy more books**
- **76% parents admitted that the brochure encouraged them to visit the library**



I used the information in the booklet when I didn't know what books to buy for my daughter.

The new model of parenting

- **Parents want to cultivate their children's passion for books, but they find some difficulties**
- **They emphasize the need for systematic support, tips, recommendations, but in short forms adapted to the current moment in the child's development.**
- **Parents point out the need for belonging to social groups where they could receive tips from other parents.**



Young readers in libraries

- 60% of the children participating in the project are new library users
- Approximately 38% of the project participants visited the library at least 10 times
- 50% of librarians admit that the project has led to an increase in the number of adult library users



photo: [Biblioteka Miejska Jordanów](#)

**Thank you for
your attention**

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