

Dear Partners,

Thank you for supporting our work with BookTrust to get more families reading together.

You have been selected to take part in BookTrust's Early Years Programme, and will be receiving books and resources to gift to families you work with.

From babies to children in their early years and all the way through to early teens, reading brings profound and wide-ranging benefits that can have a lifelong positive impact on children's lives.



The evidence shows that reading supports children to:

- **Overcome disadvantage**
- Develop better **mental wellbeing, social skills** and **strong relationships**
- Meet **speech and language milestones** and **do better at school**
- Develop **imagination, empathy** and **creativity**

From BookTrust's recent research...

we know that whilst **95%** of parents and carers see reading as **important for their child:**

28% of parents and carers **don't find reading with their child easy**

21% of parents and carers **don't feel confident** choosing books that their child will enjoy

20% of parents and carers say they **don't read with their child** due to **lack of time**

BookTrust's Early Years Programme has been designed using their expertise in early shared reading, in collaboration with partners and with families. The packs come with tips and advice to support families to engage with books and reading, including a link to BookTrust's Family Hub - **booktrust.org.uk/familyhub** - where families can find further activities and book recommendations to continue their reading journey.

Families have told BookTrust that sharing the books and activities in their pack has helped them to bond, make memories and encourage interaction:

96% say that their **child enjoyed using the pack**

71% said their child had **learned new words** from using the books and activities in the pack

79% of families **learnt something new** about different ways to share stories together

77% said the pack made them **feel more confident** about reading and sharing stories with their children

66% of families said that the pack prompted them to **visit their local library**



For ideas on how to gift your packs, you can visit **BookTrust's Storyteller Hub** at **booktrust.org.uk/storyteller**, a dedicated digital hub for BookTrust's early years partners. You can also sign up to BookTrust's Early Years Newsletter for regular updates from us: **secure.booktrust.org.uk/newsletters**



BookTrust really values your feedback

You can let them know how you get on with your packs and resources by filling in a short survey at **booktrust.org.uk/storytellerfeedback**

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Supported using public funding by
**ARTS COUNCIL
ENGLAND**