



Theory of Change

2024/25



Introduction

At BookTrust we develop and deliver evidence-based behaviour change programmes to get children reading. Our Theory of Change outlines the key steps in our impact journey, showing how our activities and outputs drive the short-term and long-term outcomes for our partners, children and families. Our ultimate mission is to help children and families embed reading habits in their everyday life, ensuring that children from low-income and vulnerable backgrounds experience the immediate and lifelong benefits of reading.



What we do

BookTrust outputs and activities



Strengthen and convene a strong, engaged and connected partner base that facilitates our access to target children and families for behaviour change interventions



Provide inspiring and relevant books and evidence based reading resources, recommendations, guidance, and training, co-designed with our partners and families



Collaborate with our extended partner network, which includes delivery and strategic partners, creators and publishers to influence practice and policy

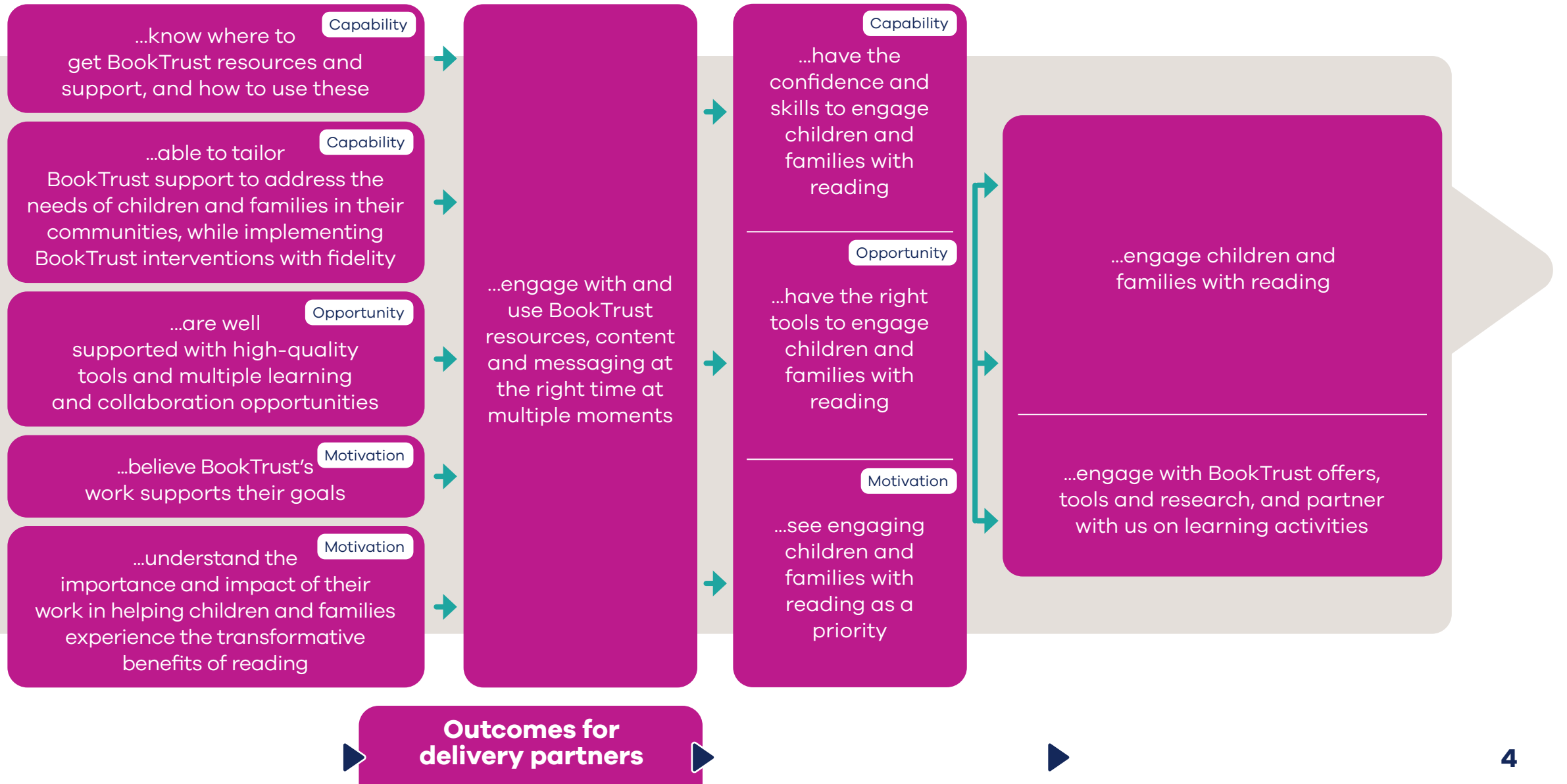


Conduct and share new, high quality research, evaluation and insights with our extended partner network to support their work with children and families

Outcomes for delivery partners...

Shorter-term outcomes for partners

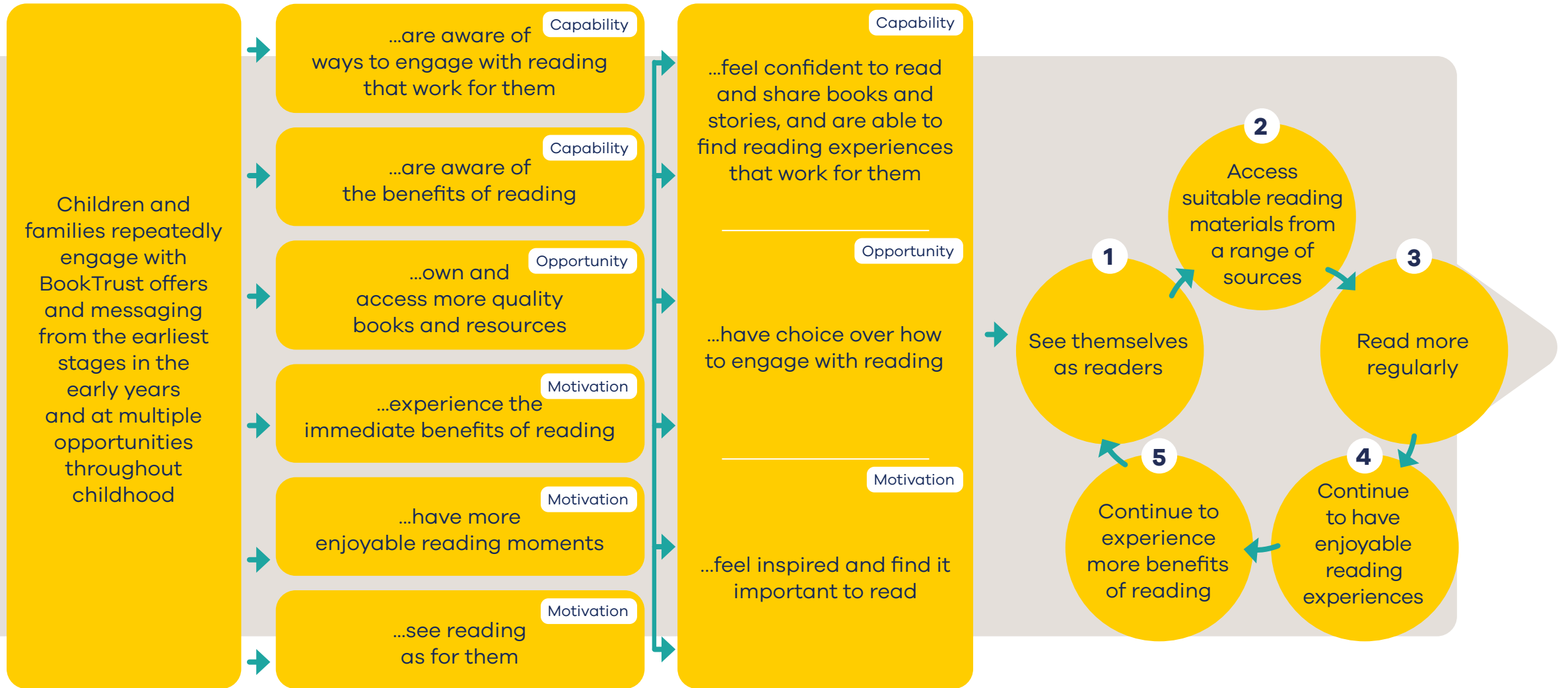
Longer-term outcomes for partners



Outcomes for children and families... (from low-income and/or vulnerable family backgrounds)

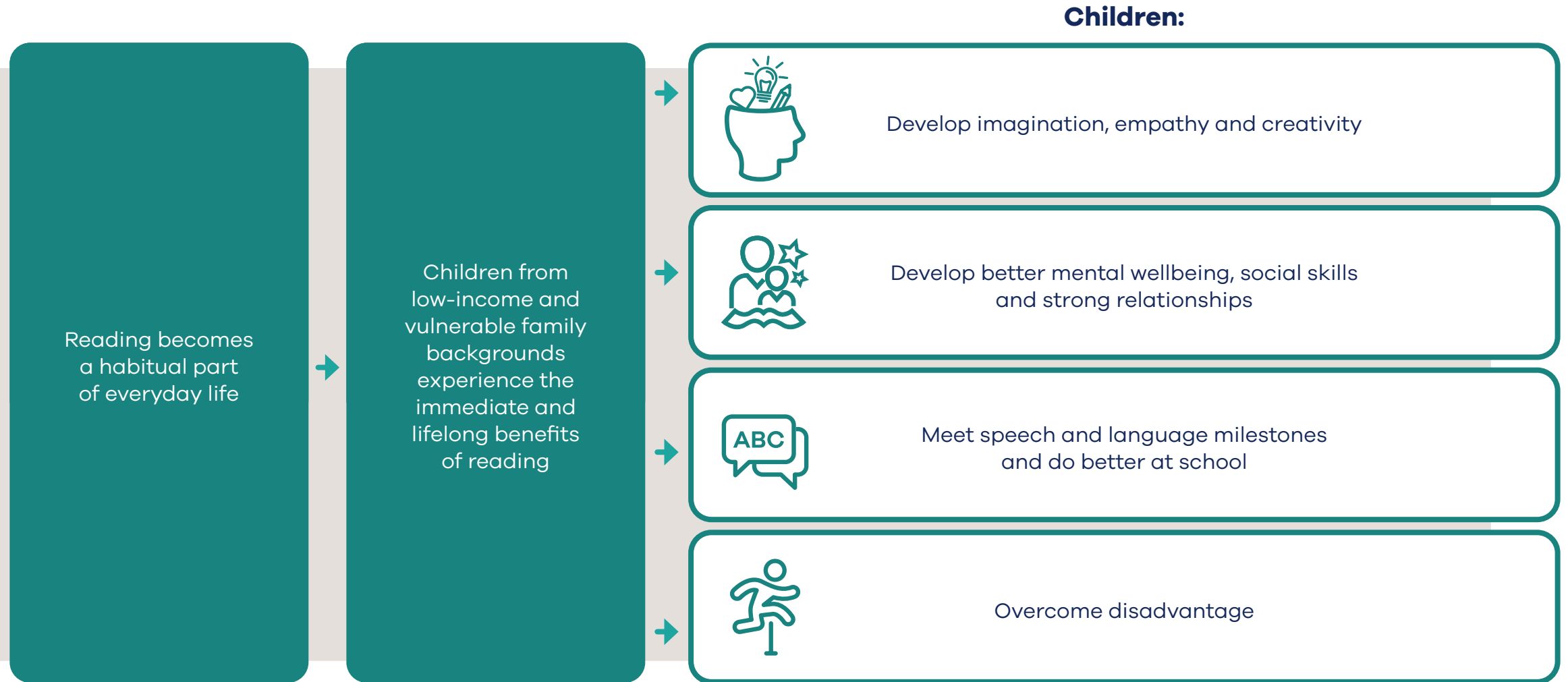
Shorter-term outcomes for children and families

Longer-term outcomes for children and families



Outcomes for children and families

Impact goals



BookTrust Theory of Change

What we do

- Strengthen and convene a strong, engaged and connected partner base that facilitates our access to target children and families for behaviour change interventions
- Provide inspiring and relevant books and evidence based reading resources, recommendations, guidance, and training, co-designed with our partners and families
- Collaborate with our extended partner network, which includes delivery and strategic partners, creators and publishers to influence practice and policy
- Conduct and share new, high quality research, evaluation and insights with our extended partner network to support their work with children and families

Outcomes for delivery partners...

- Capability**
...know where to get BookTrust resources and support, and how to use these
- Capability**
...able to tailor BookTrust support to address the needs of children and families in their communities, while implementing BookTrust interventions with fidelity
- Opportunity**
...are well supported with high-quality tools and multiple learning and collaboration opportunities
- Motivation**
...believe BookTrust's work supports their goals
- Motivation**
...understand the importance and impact of their work in helping children and families experience the transformative benefits of reading

...engage with and use BookTrust resources, content and messaging at the right time at multiple moments

- Capability**
...have the confidence and skills to engage children and families with reading
- Opportunity**
...have the right tools to engage children and families with reading
- Motivation**
...see engaging children and families with reading as a priority

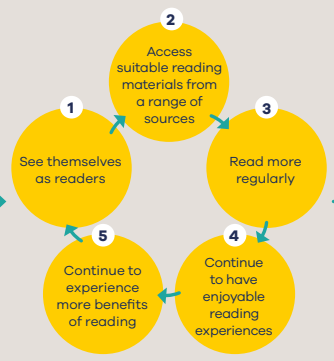
Outcomes for children and families...

- Capability**
...are aware of ways to engage with reading that work for them
- Capability**
...are aware of the benefits of reading
- Opportunity**
...own and access more quality books and resources
- Motivation**
...experience the immediate benefits of reading
- Motivation**
...have more enjoyable reading moments
- Motivation**
...see reading as for them

Children and families repeatedly engage with BookTrust offers and messaging from the earliest stages in the early years and at multiple opportunities throughout childhood

- Opportunity**
...engage children and families with reading
- Motivation**
...engage with BookTrust offers, tools and research, and partner with us on learning activities

- Capability**
...feel confident to read and share books and stories, and are able to find reading experiences that work for them
- Opportunity**
...have choice over how to engage with reading
- Motivation**
...feel inspired and find it important to read



Impact goals

Reading becomes a habitual part of everyday life

Children:

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

Children from low-income and vulnerable family backgrounds experience the immediate and lifelong benefits of reading

