BookStart in the Netherlands
Growth and development of an established program

How the Dutch do it!
Key figures

• 17,500,000 inhabitants,
• 388 municipalities
• 172,500 babies born per year
• 700,000 children age 0-4 years
• 9,000 locations childcare (341,000 children)
• 7,226 location primary schools
• 150 Library organizations
• 767 Library locations, 194 service points
Key figures

- 12 provinces with 9 Provincial supporting institutes
- 1 National Library
- 3.8 million Library members (61% youth)
Art of Reading

- BookStart
- Bibliotheek op school (Library at School)
- Literacy & Reading Networks
BookStart Babies: Bookgifting

- 146
- 99%

67,500 BoekStart packs sent to libraries

169,000 born babies (2017)

40% of births
En wie zou dit zijn?
Kieskeboe!
Bookstart Childcare

Childcare locations in the Netherlands: 8,997

Total amount of library organizations: 147

Participating library organizations: 118 (80%)

BoekStart: 2,152 (24%)

Users: 407,000 (24%)

Children: 97,000
Organization: Joint operation

• National stakeholders: Reading Foundation/National Library: development/contact with national government

• Provincial Library Organizations, united in SPN: coordinating programs, allocating subsidies

• Local Libraries: carrying out the programs in cooperation with local partners and community government
## What do parents think?
Reach, familiarity and appreciation of BookStart for babies (screening 2,025 parents).

<table>
<thead>
<tr>
<th>Social class</th>
<th>Familiarity</th>
<th>Picked up</th>
<th>Picked up (from the parents who know the programme)</th>
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</thead>
<tbody>
<tr>
<td>High</td>
<td>62%</td>
<td>47%</td>
<td>75%</td>
</tr>
<tr>
<td>Middle</td>
<td>62%</td>
<td>46%</td>
<td>74%</td>
</tr>
<tr>
<td>Low</td>
<td>56%</td>
<td>38%</td>
<td>69%</td>
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<tr>
<td><strong>Totaal</strong></td>
<td><strong>61%</strong></td>
<td><strong>45%</strong></td>
<td><strong>73%</strong></td>
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</tbody>
</table>
• 98% of the parents are very or extremely satisfied
• 78% reads from the BookStart books
• 60% uses the BookStart material regularly to often
• Social class doesn’t make any difference
• Reasons for not picking up: unfamiliar, no time or having enough baby books.
Evidence


University of Leiden
Collaboration

• Tailored approach is needed
• Reach out to parents
• Supporting paediatricians
I am very eager to learn for my son. I talked to the coach and she gave me some books. Then I said: but is that already working? Has that already affect on my son (8 months old). Then she told me that it has more influence than you think, for its development.

It’s fun, it’s almost a trip to go! It makes the waiting moments more enjoyable!

‘reading books is not programmed in us!’ said a mother, originiallly from Suriname, about reading books.
Het lekkerste babyboekje van 2018!
Actie: Vind jij de gouden wikkel?
De voorleestrom

Rom, bom, bom, de voorleestrom!
Kom, kom, kom, de voorleestrom!

Boek, boek, boek, ben jij, ben jij,
op zoek, zoek, zoek, op zoek naar mij?
Boek, boek, boek, dan kom maar gauw
want ik ben net op zoek naar jou!

Ik flapper met mijn oren
want ik wil alles horen.
Ik wapper met mijn handen
en wiebel met mijn bil.
Ik zit al bijna stil,,, al bijna, bijna stil....

Book, book, book, oh could it be
you’re look, look, look, looking for me.
I can’t wait to read you, too

I grow great big ears,
from the stories that I hear.
I clap, clap, clap my hands and
stomp, stomp, stomp my feet.
Then sit still as can be... , I sit still as can be...

Boek, boek, boek, ben jij, ben jij
op zoek, zoek, zoek op zoek naar mij?
Boek, boek, boek, dan kom maar gauw
want ik ben net op zoek naar jou!

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Thank you!
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