



About BookTrust Cymru

BookTrust Cymru works to inspire a love of reading in children, because we know that reading can transform lives. Each year we reach thousands of children and families with our books, resources and support to get them started on their reading journeys. By drawing on research, evidence and a long and successful history, our ambition is to bring the benefits of reading to children in the greatest need, with children and families at the heart of our innovation, design and development.

The benefits of reading

We know that reading brings **profound** and wide-ranging benefits that can have a **lifelong** positive impact on children's lives. Children who read are more likely to overcome disadvantage, do better at school and develop better mental wellbeing.

We also know that while the majority of parents and carers report high levels of enjoyment from reading with their child, 1 in 5 don't find reading with their child easy and three quarters want their children to spend more time with books and stories.

See BookTrust's interactive **benefits of reading resource**, produced in partnership with the Open University, for an in-depth look at the many ways reading supports children.

Bookstart Toddler Programme

The Bookstart Toddler Programme provides resources for lower-income families with children aged 1-4, who may need more help to make shared reading a regular part of their lives.

These packs are for you to gift to the families you work with. The packs come with tips and advice to support families to engage with sharing stories, including a link to BookTrust's webpage for families - **booktrust.org.uk/families** - where families can find further activities and book recommendations to continue their reading journey.

For ideas on **how to gift** your packs, visit 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

Top tips to encourage families to get reading

- There is **no wrong way** to share a story. **Having fun together** is more important than getting the words 'right'!
- A book **doesn't** need to be read from cover to cover to get the benefits.
- It doesn't matter who is sharing stories - **anyone** can read with children!
- It's **never too late** to start sharing stories.
- Finding a story in which a child **recognises themselves**, their lives or their **experiences** can spark an interest in reading and nurture **self-esteem**.

We value your feedback!

You can let us know how you get on with your packs and resources by filling in a two-minute survey at: booktrust.org.uk/partner-survey



booktrust.org.uk/cymru

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