

# A National Reading Initiative for Young Children

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19 Aug 2008



# Outline

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- ▣ Background
- ▣ The B2R Components
  - ▣ Pre-birth Kit
  - ▣ Reading Record
  - ▣ Activity Calendars
  - ▣ Talks & Workshops
- ▣ Partnership & Collaboration
- ▣ Feedback

# Background & Objectives

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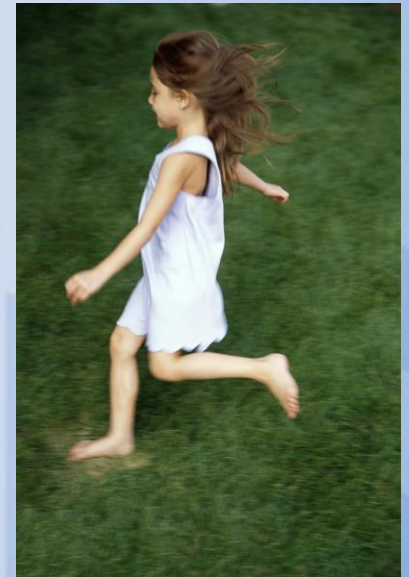
- ◆ We strongly believe in encouraging early reading and family literacy
- ◆ Provides programmes & resources
- ◆ B2R is one of the programmes
- ◆ Started in Nov 2001
- ◆ Objectives:
  - ◆ Inculcate reading habit among our young,
  - ◆ Promote reading as part of family bonding and
  - ◆ Build a community of parents who are willing to share their experience and learn from one another



# Background & Objectives

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- ◆ In the beginning we only target parents after birth of a child
- ◆ By 2007 we fine-tuned the programme to encourage parents who are expecting
- ◆ Programme targets expectant mothers, parents of newborns and children entering elementary school, as well as early childhood educators.



# The B2R components

## THE PRE-BIRTH KIT

- Baby Journal
- Baby's Height Chart
- Baby's First CD
- Parenting Brochures



# The B2R components

## THE PRE-BIRTH KIT

- First termed as Peek-A-Book Pouch
- Plastic Pouch
- Small board book + booklet on book selections + Booklet on Rhymes & Poems + parenting brochures



2001



2004



# The B2R components

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## ▮ My Baby Journal (0-5 years)

▮ To record meaningful milestones in their child's life

▮ first experiences

▮ memories

▮ Journaling & photos

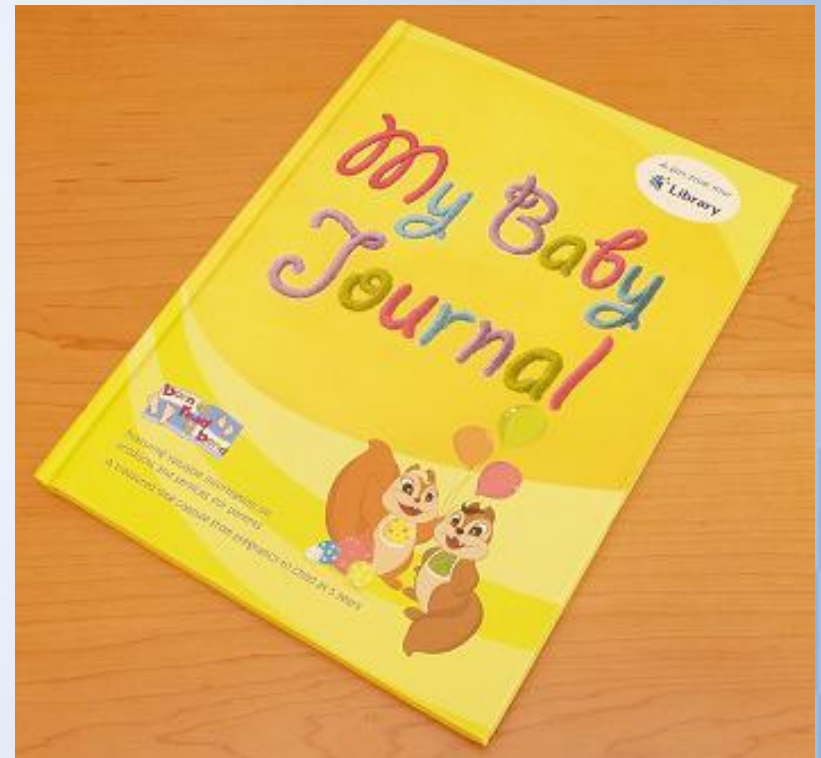
▮ Information Guide

▮ products & services

▮ bringing up baby

▮ planning birthdays

▮ Useful nos. & websites





✧ Dedicated to all mothers ✧

"A mother's love endures through all"  
Washington Irving (1783 –1859)

As every new mother knows, your life changes forever on the day your baby is born. You have new feelings and thoughts that you've never had before – your baby kicking while you wait for his or her arrival, the overwhelming joy that rushes over you when you first see your little one, the joy of bringing your baby home, and the amazement you feel as you watch over him or her each day. You want to capture each sensation and preserve those feelings forever.

One thing all mothers agree: You think you'll remember every detail, but you know time passes so quickly, and your baby changes at an amazing speed. But there is a proverb that says, "A mother understands what a child does not say". So take some time to capture the memories that bonds you and your baby. Record these magical, surprising moments you spend together in this journal. Years down the road, you will cherish every word...and so will your baby.

Have fun!

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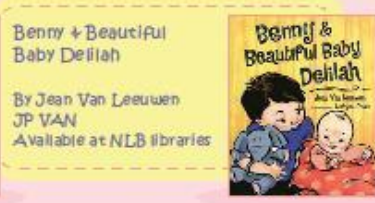


# My Arrival

✧ Some memorable moments ✧



Photographs and cards





# The B2R components

## ▀ Baby's First CD: contains stories, rhymes, poems & songs

1. Introduction (Instrumental Song)
2. Humpty Dumpty (Rhymes)
3. How Hen Got Her Cluck (Story)
4. Raffles (Rhyme)
5. Caterpillar (Poem)
6. The Owl (Story)
7. At the zoo (Poem)
8. Hickory Dickory Dock (Rhyme)
9. Food (Rhyme)
10. Rock-A-Bye Baby (Instrumental Song)
11. Brahm's Lullaby (Instrumental Song)
12. Twinkle Twinkle Little Star (Instrumental Song)



# The B2R components

## Baby's Height Chart

- Shows developmental milestones (0-36 months)
- What parents can do
- Books to share

**Baby's Height Chart**

**Between 24-36 months**

**Your baby**

- Walks steadily and maintains the body control to run
- Stands and kneels (up to 1 year old)
- Use stairs (one at a time)

**Parents can**

- Encourage playing to develop motor control
- Encourage playing to develop fine motor skills
- Read to encourage comprehension and vocabulary

**Between 12-24 months**

**Your baby**

- Walks steadily (with one step)
- Stands (without holding on to anything)
- Walks (without holding on to anything)

**Parents can**

- Encourage playing to develop motor control
- Encourage playing to develop fine motor skills
- Read to encourage comprehension and vocabulary

**Between 6-12 months**

**Your baby**

- Walks (with one step)
- Stands (with one step)
- Walks (with one step)

**Parents can**

- Encourage playing to develop motor control
- Encourage playing to develop fine motor skills
- Read to encourage comprehension and vocabulary

**Between 0-6 months**

**Your baby**

- Walks (with one step)
- Stands (with one step)
- Walks (with one step)

**Parents can**

- Encourage playing to develop motor control
- Encourage playing to develop fine motor skills
- Read to encourage comprehension and vocabulary

**Information**

From Learning One - [www.nls.gov.sg/learningone](http://www.nls.gov.sg/learningone)

**Parental Partner**

Share Every Day Parent Alerts to Know  
to us, via WhatsApp  
Call us again 684 222 2200/2400

NLS  
NSRF



# The B2R components

## ▀ Baby's Height Chart

### Between 6-12 months

#### Your baby:

- communicates by mimicking sounds and speaking first words
- loves familiar games and rhymes
- reaches for books and pats pictures

#### Parents can:

- sing songs with repetitive verses and hand motions
- talk and interact face to face so that baby begins to understand the connection between sound and words

#### Books to Share:

- Fuzzy, Fuzzy, Fuzzy A Touch, Stritch, + Tickle Book  
By Sandra Boynton  
JP BOY(BA)
- Peekaboo! I See You  
By Wendy Cheyette Lewison  
JP LEW(BA)
- How Big Is A Pig?  
By Clare Boston  
JP 530.8 BEA(BA)
- Goodnight Moon  
By Margaret Wise Brown  
JP BRD



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# The B2R components

- ▣ Reading Record
  - ▣ Borrow 4 books and get a stamp
  - ▣ Redeem token upon completion
  - ▣ From children 0-6 years old

Simple tokens: pens, stickers, badges etc  
Series of books sponsored by Pan Pacific





# The B2R components

- ▢ Reading Record
  - ▢ Borrow 4 books and get a stamp
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Simple tokens: pens, stickers, badges etc  
Series of books sponsored by Pan Pacific





# The B2R components

Born to Read  
Canvas Bag

## Membership Drive







- Get a bag upon registration of child as library member + borrow 4 books



# Beyond Infants & Toddlers

## Activity Calendars

*Redemption Coupons*

 <b>Redemption Coupon</b> To redeem a token, simply produce the following at the Customer Service Counter of any community/regional library (excluding library@orchard & library@esplanade): 1) This Coupon & 2) A loan receipt of 4 books borrowed at any Community/ Regional Library Redemption period: 1 Jan 2007-30 Jun 2007	 <b>Redemption Coupon</b> To redeem a token, simply produce the following at the Customer Service Counter of any community/regional library (excluding library@orchard & library@esplanade): 1) This Coupon & 2) A loan receipt of 4 books borrowed at any Community/ Regional Library Redemption period: 1 Jan 2007-30 Jun 2007
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- Parenting tips
- weekly parent-child bonding activities
- authors' birthdays
- library programmes
- quotable quotes on reading



# B2R : What's for parents

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- ▣ Talks and workshops
- ▣ Raise-A-Reader Workshop
- ▣ Family Interest Group



# B2R : Talks, Workshops & Forums

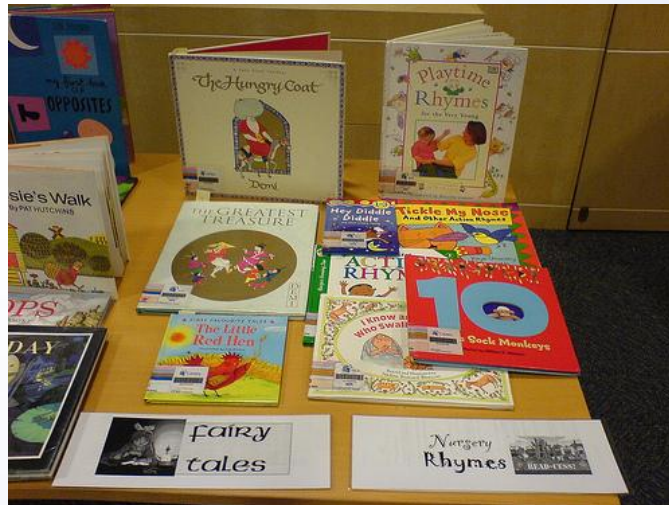
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- ◆ Invite experts on reading and parents into the libraries to talk about parenting topics
- ◆ we get invited into forums and talks organized by other organizations such as hospitals, educational institutions, self-help groups, or ministries
- ◆ organize our own forum eg Read to Bond Forum in 2003.



# B2R : Raise-A Reader Workshop

- importance of reading
- how to select books





# B2R : Raise-A Reader Workshop

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- ▢ introduction of reading-related activities using
  - ▢ rhymes & action songs
  - ▢ games & craft that are suitable for parent-child



# B2R : Fun With Tots programme

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- ▣ Children 1-3 years old and parents
  - ▣ 30 minutes session
  - ▣ pre-reading skills
  - ▣ share stories that support skills
  - ▣ rhymes & action songs

# B2R : What's for parents

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## ▸ Family Interest Group

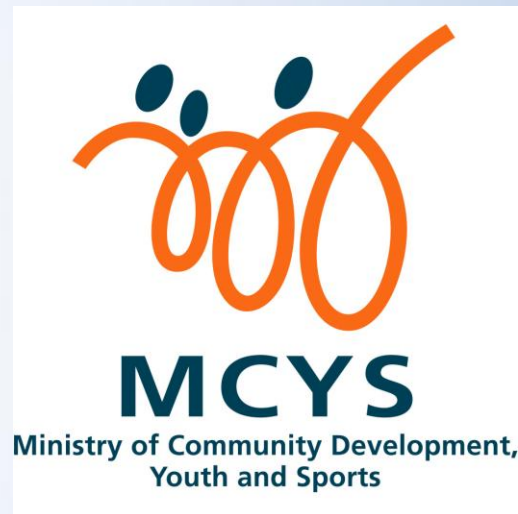
- small group of parents coming in once a month to share about parenting issues, including reading.
- A expert is invited to answer their questions and give tips on that particular topic
- Librarian facilitate by noting down the discussions which was then passed on to the participants and introduce relevant library materials to support the topic discussed

# Partnership & Collaboration

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## ▣ Main supporter & partner :

- ▣ Ministry of Community, Development, Youth & Sports
- ▣ Funding
- ▣ Links us to speakers
- ▣ Outcome of programme



*Mission: To foster Socially Responsible Individuals, Inspired and Committed Youth, and Strong and Stable Families*



# Partnership & Collaboration

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- ▣ Main supporter & partner :
  - ▣ Ray Marketing
  - ▣ Funding of collaterals eg Journals and publicity campaign
  - ▣ Do the leg work in terms of finding advertisers
  - ▣ Feature their company names in some collaterals related to their sponsorship



# Promotion & Publicity

## Posters :

- Polyclinics
- Obstetrician & Gynecological Clinics
- Schools & early childhood centres

**born to read to bond**

**A programme to promote reading as a crucial bonding activity between parent and child\***

Pre-Birth Kit  
a special gift pack for a baby journal, audio CD and height chart for expectant moms and parents when babies born from Jan 2007

Tiny Tots  
a collection of stories, rhymes, poems and songs to enjoy with your baby

Turn-of-Two  
a compiled kee-pee of rhymes and valuable information to make bringing up baby an easier, safer and enjoyable experience

Library Membership  
a privilege for your young ones

Get rewarded through reading

\*Available at all NLB Community Libraries (except Library@Esplanade & Library@Orchard) and regional libraries. Gifts are redeemable by Singapore citizens and library members. While stocks last!  
For enquiries on programme, please contact [ask@nlb.gov.sg](mailto:ask@nlb.gov.sg) or Tel: 6332 3255

Specials brought to you by

# Promotion & Publicity

## ▀ Congrats Cards

## ▀ Flyers



**born to read to bond**

**A programme to promote reading as a crucial bonding activity between parent and child**

Pre-Birth Kit  
- a special gift pack of a baby journal, audio CD and height chart for expectant mums and parents with babies born from Jan 2007

Tip on reading and development

Fun-with-Tots and Raise-A-Reader Workshops  
- parenting activities to partner you as you raise your child. Please check details at [www.nlb.gov.sg](http://www.nlb.gov.sg)



- a treasured keepsake of memories and valuable information to make bringing up baby an easier, safer and enjoyable experience

- a compilation of stories, rhymes, poems and songs to enjoy with your baby

Library Membership Gift-up privileges for your young ones.

- get rewarded through reading.

Specially brought to you by:

- 
- 
- 
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# Promotion & Publicity

- Media & Press:
  - National Papers
  - Radio & TV News
  - Magazines Feature



## 组屋底层就是公园

未来10年，我国将有更多四五十年龄的组屋，新加坡（HDB）因此成立跨部门小组探讨如何为老化组屋注入新活力。一个全新的新概念，就是“公园里的组屋”（Housing in a Park），把公园



Title : Never Too Young  
 Medium : The Straits Times  
 Date : 23 July 02  
 Section : Life Home Work  
 Page : 18  
 Size : 2col x 12cm, 6col x 36cm

READING HABITS

NLB  
 (22) AdveT091101

## BOOK THEM YOUNG

Save on "intellect-inducing" foods that claim to give junior a leg up in the brains department. The real "brain food" is books that don't need cooking, but reading. Plus, cuddling up with a book is a lovely way to spend time with your child.

### Never too young

Instead of filling your baby's cot with more toys, take the time to sign him/her up at the library. As infants, children start picking up language and recognizing images and colours.

Under the "From 0 to Read, Read to 6 and Beyond" programme, a host of activities such as reading, music is "Read to Me" (for 1 year and more) and "Read with Me" (for 4-6 year olds) improve greater

interaction between parents and children. There are also talks on parenting and how to cultivate reading habits. The Read to 6 and Beyond Group targets parents in all 0-6 years age age, discuss current topics and give space to parents to share experiences. Check out [www.nlb.gov.sg](http://www.nlb.gov.sg) for more information or enquire at the nearest library.

Two mothers who joined the "From 0 to Read, Read to 6 and Beyond" programme tell us what they like about it.

Mummy: Alice Koh Li Ling, 28  
 Daughter: Andrea, 16 months

### How have you benefited from the programme?

For because you know what value the library can offer. It matters what I already know and interacting with other parents makes me realize that it's not the only one with reading woes.

### What improvements have you noticed in Andrea since you started reading to her?

She's started going to the dentist just for an idea of what to expect. So going to the dentist has become a less scary experience for her. She also recognizes certain gestures and looks to show love. Whenever we turn to a specific page in the bedtime story book, she'll listen to the story closely by giving hugs and kisses to my husband and I.

While reading to my daughter, I pause to point at various pictures on the page and ask questions like what is it and whose has she seen them. Some concept books focus on very simple food. They level up the language whenever say beyond animal, helping topics like vegetables.

### Do you feel the programme helped you get closer to your daughter?

Yeah that's true to Andrea, but my husband and me, the connection along the way, we spend more meaningful time together as a family.

### Any room for improvement with regard to existing facilities and programmes?

I think the small and very crowded Young World Community Library will result in a one week needs to be expanded. And I hope the read to 6 and beyond will continue with separate time slots for parents with different children's age groups. If a topic can have two sessions, one for "below three years" and another for "three years and up" this is because questions posed by a parent with a two-year-old might not be relevant to one with a five-year-old.



Mummy: Doris Goh Lee Peng, 31  
 Daughter: Patricia, 3 years old, & Valerie, 17 months

### What do you and your daughter think of the programme?

We like it. I don't read much myself but now I've developed the habit to read to my girls. If I forget to read to them, they'll come over me and wait until they get their dose of a bedtime story.

### Are you more familiar with your children's library preferences?

I can't say much. For Valerie, she's too young but Patricia likes story books like animals and the programme.

### How do you discuss a story?

Usually, we'll just talk about the story or the characters. And I always explain words that they don't understand.

### Any room for improvement with regard to existing facilities and programmes?

The thing at the Young World I wish I had more a book list. That list should have fairly standard programme I also hope the library can send us regular updates on happenings at the libraries.

# 怡教

- 分事消息, 资讯更新  
 点击进入 1000 to pass 1000
- 突击调整显示  
 大部分好评标准  
 包括PRINC委员会, 你吃酒  
 不代有同罪不代有同罪
- 新加坡的制造业发展  
 22发达国家中第16
- 新加坡林志颖向干  
 翼鲁折山林空恩向干
- Leona LS480L  
 让你有大老板的感觉
- 黄奕华于情人节  
 如何在这城市前  
 让旧屋有新意的感觉
- 罗志祥与Selina  
 又被传旧情复燃
- 与2more  
 边聊边逛





# Promotion & Publicity

## ▣ Press Conference



# Feedback on Pre-birth kit

- ▶ To garner feedback we include an Reader Survey form inside the book (page 93)

Tell your friends!

## \* My Baby Journal \*

My Baby Journal is a delightful book for parents to document all the events that take place in the life of your new baby. The fill-in-the-blank prompts help parents record each magical milestone of their new bundle of joy. There is room inside for photographs and other special keepsakes, capturing the cherished moments from before birth right through the first five years.

The Journal also features valuable information for parents, including a product and services guide. The guide brings together information from respected experts on a variety of important issues, so make the early years easier, safer and more memorable.

Baby's First CD is a compilation of stories, rhymes, poems and songs to enjoy with your baby.

The Baby's Height Chart contains tips on reading and development.

Take part in our Reader Survey Form (found on page 93 of the book) and receive attractive gifts from HIT Entertainment, Fisher-Price or Instant Glamour.

Valid through Jan - Dec 2007.

**FREE**

**Fisher-Price**  
Play. laugh. grow.

Logos: Johnson & Johnson, Philips, Philips, Fujifilm, CD Baby's, HIT Entertainment, Fisher-Price, Instant Glamour, Cress Easton, The Singapore Book Trust, MCB, SBC, and others.



# Feedback on Pre-birth kit

- ▶ To garner feedback we include an Reader Survey form inside the book (page 93)



# Feedback on Pre-birth kit

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- ▣ Love the Baby journal
  - ▣ Lots of tips and colourful
  - ▣ Want more space to write
  - ▣ Want more coupons
- ▣ Love the Baby's First CD
  - ▣ Likes the stories
  - ▣ Ask for not-so-common rhymes
- ▣ Good for the older children too
  - ▣ Collected for newborns but asked for another for the older sibling

# Thank You

