

Our Approach and the Evidence Behind It

World Book Day's mission is to change lives through a love of books and shared reading. We promote and encourage Reading for Pleasure and offer every child and young person from 0 to 18 the opportunity to have a book of their own.

We know that Reading for Pleasure is the single most important indicator of a child's future success. World Book Day's aim is to encourage children, families, and schools to adopt the reading habits that will improve life chances and build new generations of readers.

How World Book Day supports and promotes Reading for Pleasure

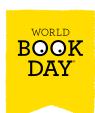
World Book Day's definition of Reading for Pleasure is: **Feeling a sense of satisfaction or pleasure by engaging with chosen reading material in their free time.**

We have identified 6 key behaviours which support the development of a Reading for Pleasure habit and have mapped our activities to these behaviours:

Reading for Pleasure behaviours	World Book Day activity
1. Being read to regularly – has a significant impact	Supporting and encouraging parents and carers
on a child's willingness to engage with books.	to read with children from an early age and
	encouraging maintaining that habit for as long as
	possible.
	Share a Story Corner
2. Access to books at home (and school).	Supporting access to books – using the £1 book
	selection and our partnerships with publishers,
	booksellers and libraries.
	• The £1 book selection







3. The ability, and experience to choose what they	We support choice by:
want to read.	• Introducing new texts in a variety of formats.
	Supporting children to see themselves and their
	world in books – promoting books by authors
	representative of the UK demographic and
	books which show a range of cultural, social and
	geographical experiences
	Author and Illustrator Academy content
	• Audiobooks
	Reader Recommendations
4. Trusted adults and peers who share and	We support book knowledge with our reading lists
recommend books to them.	and by our choice of £1 texts and selections for
	Book Club and Share a Story Corner.
	Reader Recommendations
	Book Club
5. The reading experience being enjoyable (often	Making reading fun is a core component of
this begins with social and shared experiences with	the World Book Day campaign and day. The
adults and peers).	atmosphere of national celebration is key to this
	message.
	Classroom or home packs and activities
6. Time to read – at first this might need to be	World Book Day gives schools and families an
imposed as a routine to build a habit.	excuse to spend more time reading on the day but
imposed as a routine to band a nash.	also the opportunity to promote regular reading as a
	habit.







What does success look like?

- Children choosing to engage with reading in their free time.
- Children show preferences and can discuss what they do and don't enjoy.
- Children talk about books with their peers and trusted adults.
- Children are happy to receive recommendations and are willing to offer their own.
- Children include book language or story structure in their play, talk or writing.
- Children refer to books to discuss their experiences.

Where's the Evidence From:

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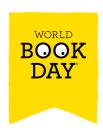
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