



State Library
OF WESTERN AUSTRALIA



Better Beginnings: Partnerships

A brief history

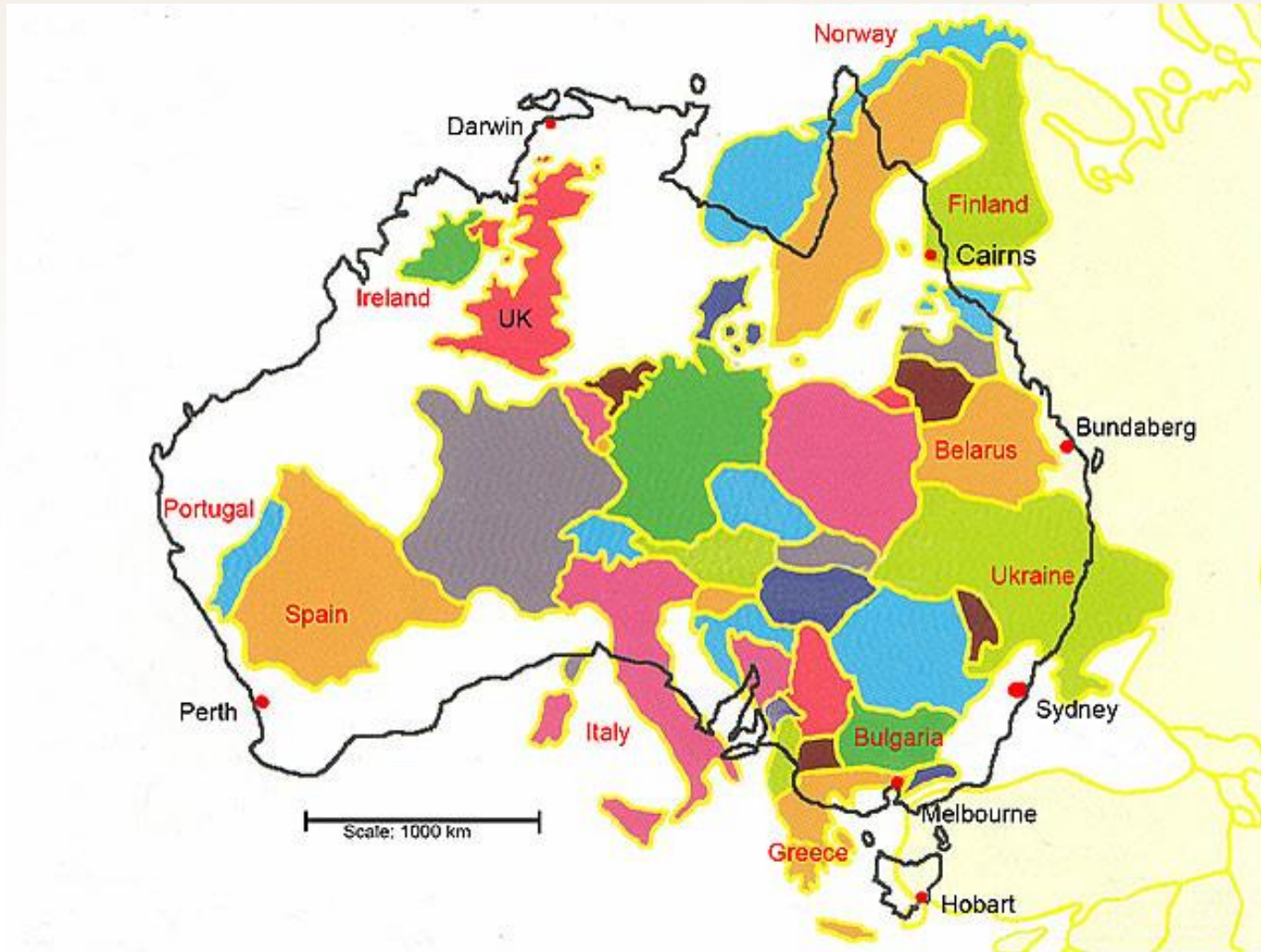
Western Australia was facing critical literacy issues

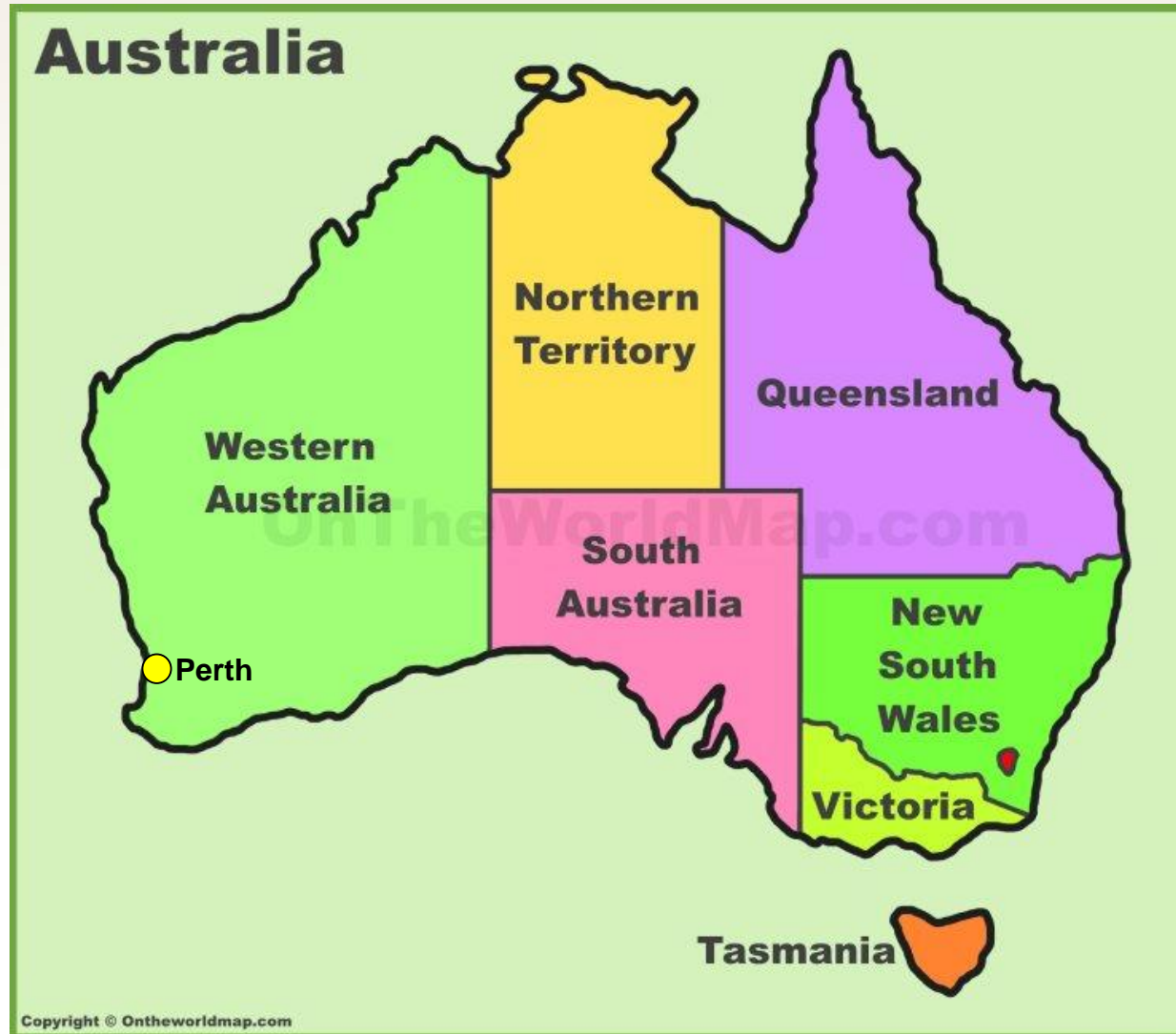
There was a need for generational change

Research showed that early literacy was key

Bookstart in the UK provided inspiration and evidence base to start the conversation







Better Beginnings Reading Packs



Babies
8 week olds



Toddlers
Two year olds



Kindergarten
Four year olds

Literacy Resources for Libraries

Discovery Backpacks
for families to borrow



Accessibility

- Development of Touch and Feel packs for families with vision impairment launched in March 2018
- Braille copies of Baby Ways available for families.





Read to Me, I Love It! for Remote Aboriginal Communities



Since 2004 Better Beginnings Has:

- reached over 700,000 families to date, in every local government area in WA
- reached 96% of families in WA to deliver the birth program
- In 2018 we reached 98% of schools through sustained engagement with all WA local governments
- distributed literacy resources for families with children aged 0-5 in 130 out of 205 remote Aboriginal communities in WA and 100 percent of communities with a population over 80, four times per year through the Read to Me I Love It! Program



Partners

Royalties for Regions and Western Australian Local Governments



Government of **Western Australia**
Department of **Health**

RioTinto



Government of Western Australia
Department of Health

MOU with

- Child and Adolescent Health Service
- WA Country Health Service

The relationships are between the Child Health Nurse and Public Library teams

Local Government through Public Libraries



Public Libraries build relationships with all schools with Kindergarten children throughout WA



Department of
Education

Letter of Agreement for the provision of Better Beginnings at and through Child and Parent Centres

- Make connections with local public library
- Provide training and resources



Partnership

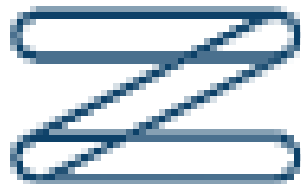
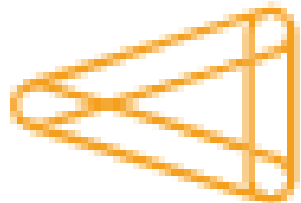


Friendship





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National
and State
Libraries
Australia

Measuring the impact

- As a result of receiving packs, parents feel **more confident to support their child's literacy development** and put reading messages into practice from birth by starting positive home reading routines.
- Children who have received packs are **more interested in books, reading and visiting the library**, and ask their parents and caregivers to read with them more frequently.





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Reading Helps Kids Fly

Better!
Beginnings™



- **80%** of parents read more to their baby
- **72%** of parents changed the way they communicated with their baby by intentionally talking, singing and reading with their baby more often
- **61%** agreed they had changed their minds about the idea that babies can enjoy the library at any age (**30%** already thought this)

Making a difference

- **99%** of mothers and **72%** of fathers reported reading regularly with their child (only 14% reported reading before the program).
- **88%** of parents reported that their confidence in sharing books with their child has increased after being involved with Better Beginnings.
- **81%** of mothers joined the library, saying that the program had influenced their decision.

