

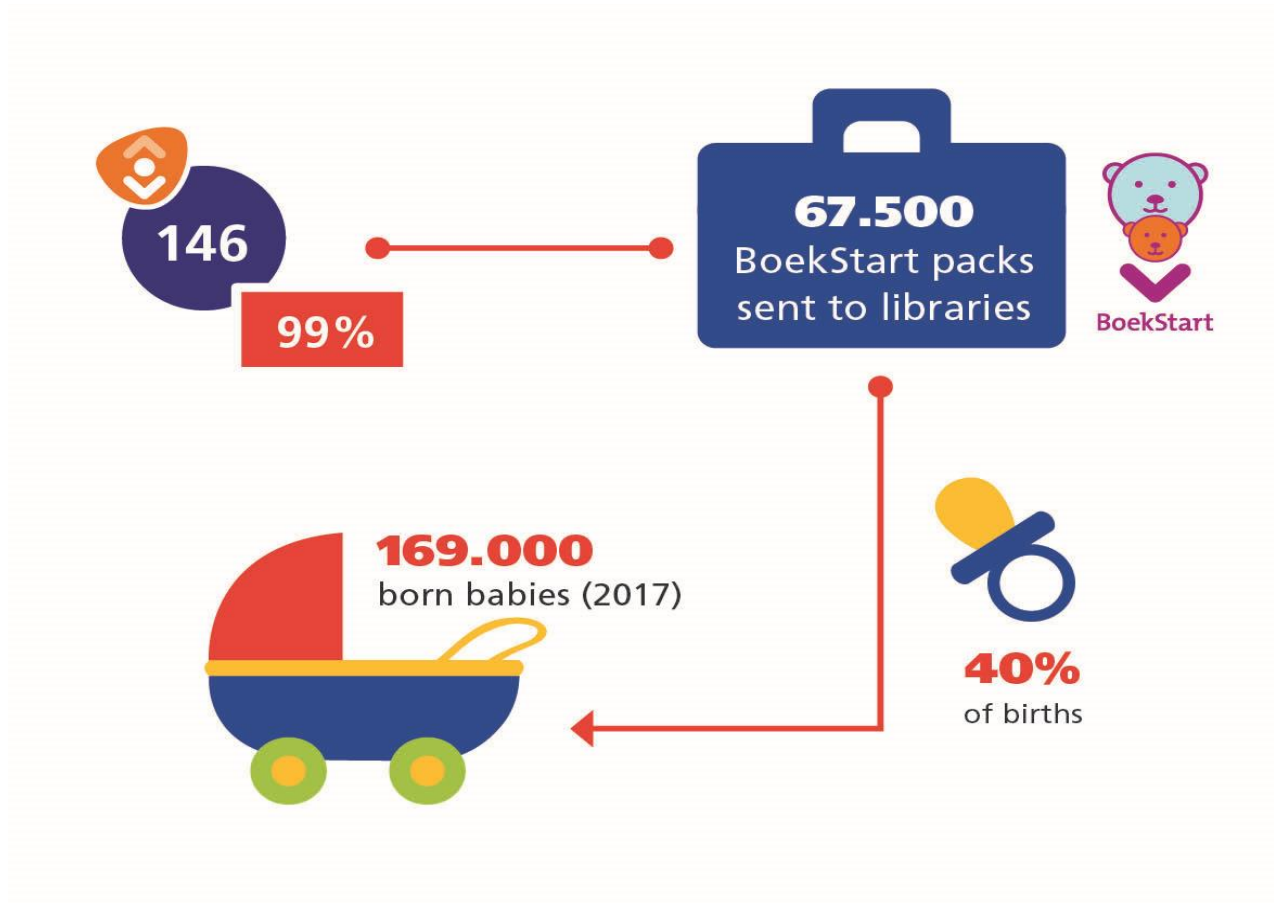


## Improving the quality of bookgifting



- Increase the reach of Bookstart
- Offer more quality to parents we reach
- Put Bookstart in the spotlight

# BookStart Babies: Bookgifting



- Bookstart is an integral approach.
- Library staff play a major role.
- Three important moments/  
components:
  - 1) collecting the Bookstart case
  - 2) the physical place of Bookstart
  - 3) parents returning to Bookstart.



# Collecting the Bookstartcase

- Parents want to be informed about what Bookstart is
- Good signing in the library
- Information must be clear





# Bookstart corner in the library

- Physical place
- Building a network of experts for parent meetings
- Bookstartcorner is babyproof
- The collection is displayed frontally







# Return visit







# In practice..

The Bookstart logo is not always clearly visible

point of attention white wall

Bookstartcase is visible

Collection is easily accessible

Play mat is present

Point of attention: safety!

Inviting for children

Point of attention: sufficient information material available





# Training

- training of library staff
- supporting low literate families
- parents describe their ideal library





# Bookstartcoach



# Bookstartcoach



- The Bookstartcoach gets in touch with almost all parents
- Parents like being approached by the Bookstartcoach
- More parents receive their Bookstartpack



**Thank you!**  
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