

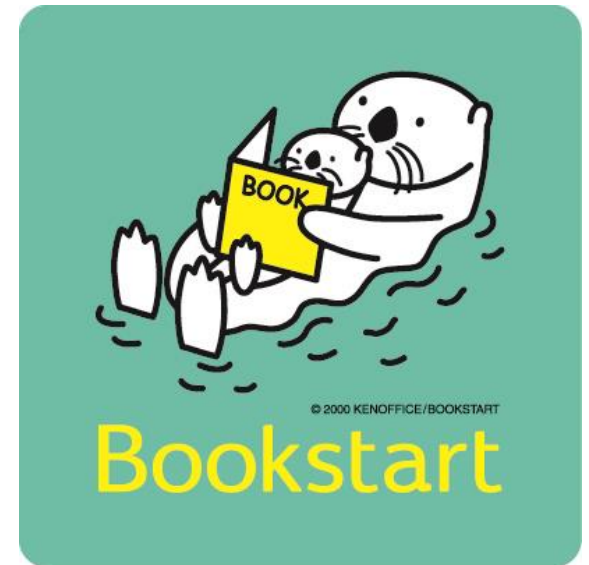
Bookstart in Japan

The Health and Wellbeing
rationale for the founding of Bookstart in Japan,
and the qualitative approach
to evaluating parent-child relationships

Izumi Satou

Bookstart Japan

Global Network for Early Years Bookgifting
4th May 2021

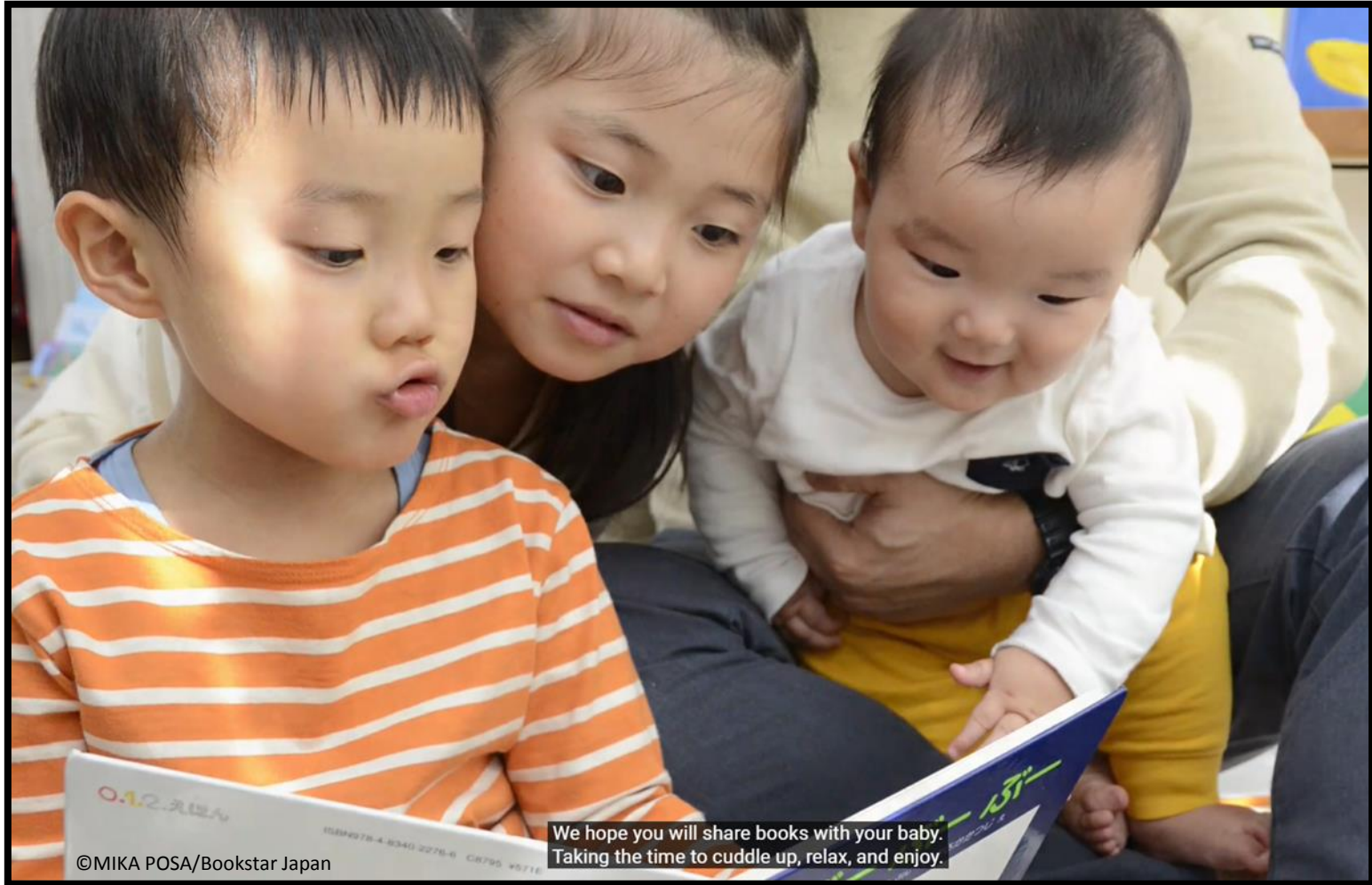


Video made as Covid response
to replace book sharing experience at Bookstart.



<https://www.youtube.com/watch?v=2BPIw9vo4m0>

Purpose of Bookstart in Japan



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We hope you will share books with your baby.
Taking the time to cuddle up, relax, and enjoy.

Babies's happiness and their wellbeing

Sharing books with babies



Sharing books with babies



Sharing books with babies



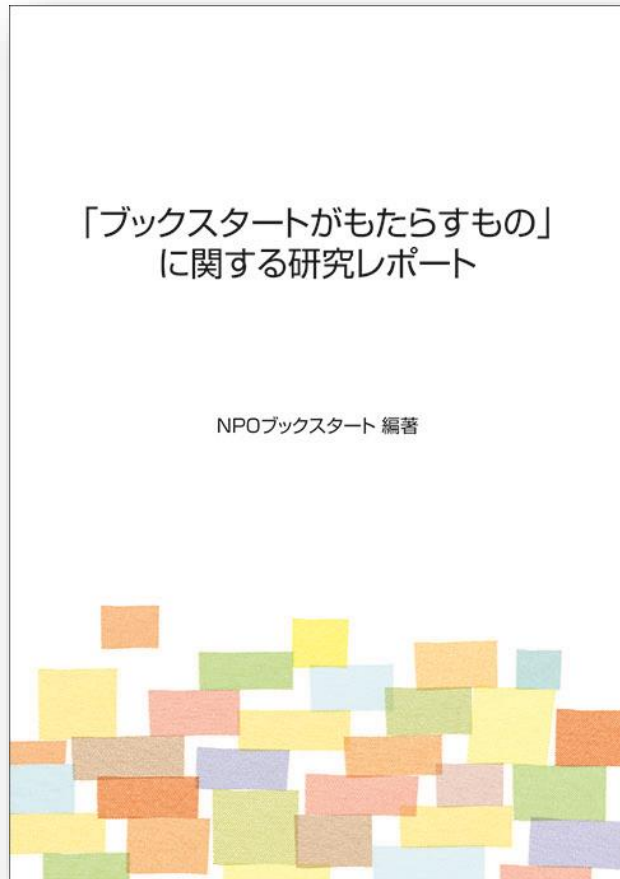
Sharing books with babies



Sharing books with babies



What Does “Bookstart” Accomplish in Japan? --- A Research Report ---



English Language Edition

Structure of “Research Report”

Contents

Foreword.....

Abstract.....

Research Report.....

Part I: How Reading Books Together Affects Babies, Caregivers, and Parent-Child Relationships.....

I.1 Introduction.....

I.2 Findings and analysis.....

A) Enriching the bonding process.....

a. What it means to open a book with a baby.....

b. The joy of realizing, “She got it!” “He understood!”.....

c. Understanding due to having shared a picture book world.....

d. When the picture book world and the real world connect.....

e. Discovering a child’s individuality.....

B) New joys from sharing picture books.....

a. Enjoyment of back-and-forth.....

b. Happiness at being a dad.....

c. Growth in both child and adult.....

d. Joy in shared child-rearing.....

C) Support in parenting.....

a. Tool to help parent and child relax.....

b. Tool to facilitate self-reflection.....

D) Moments to pass down.....

E) Proof that we were alive together.....

I.3 Conclusion.....

Part II: How Bookstart Provides the Impetus to Share Books with Babies.....

II.1 Introduction.....

II.2 Survey Overview.....

II.3 Findings and Analysis (Excerpt).....

A) Did Bookstart provide the impetus for parents to share books with babies?.....

a. Connection between Baby’s age at time of Bookstart contact and Baby’s age when family began to read picture books aloud.....

b. Continued use of books received through Bookstart.....

B) How did the experience of Bookstart affect caregivers’ perception of “sharing books,” or time spent reading picture books with baby?.....

II.4 Conclusion.....

Part III: How Bookstart Affects Local Governments, Organizations, and Related Individuals.....

III.1 Findings and Analysis (Summary).....

In Closing.....

Appendices.....

1) About Japan.....

2) About Bookstart Japan.....

Two Levels of Analysis

Whether the positive effects of “sharing books” are reaching more babies, caregivers, and parent-child relationships due to Bookstart

Two levels of analysis

Part I

What is the positive effects of sharing books?

Part II

Has Bookstart provided a clear impetus for parents and carers to share books with babies at home?

If Bookstart clearly increases “sharing books” in homes (Part II), we can deduce that what such sharing offers to babies, carers, and parent-child relationships (Part I) is being more widely enjoyed.

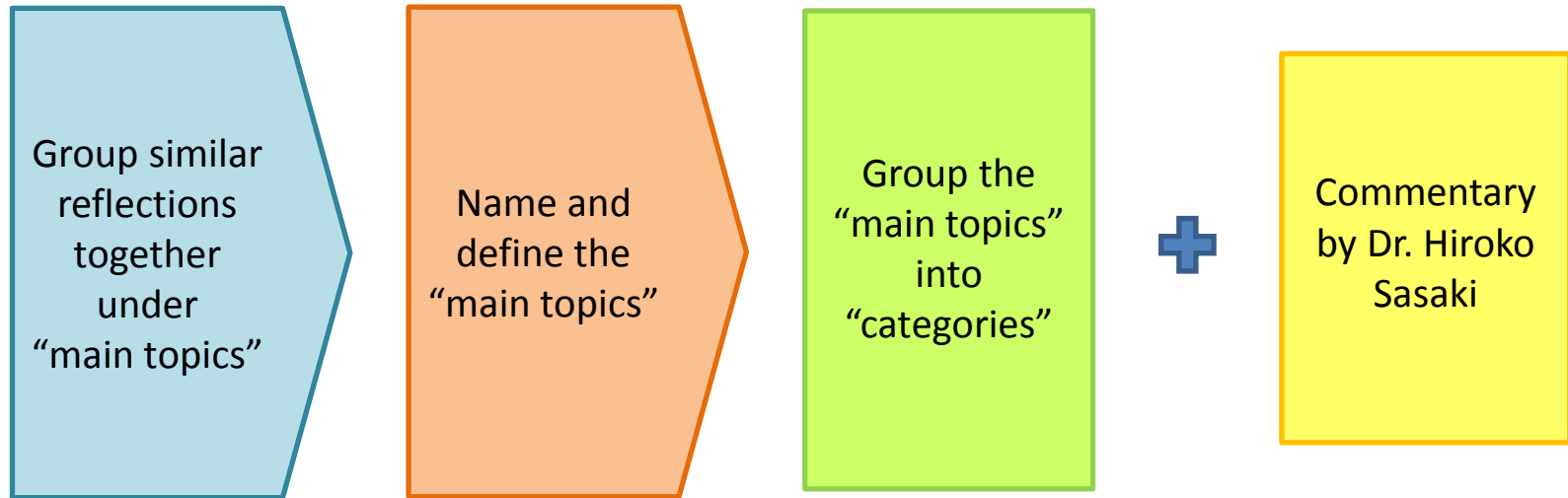
→ Evidence for the effectiveness of Bookstart

Part I. Episodes Collection

Episodes collected to examine rich moments of sharing books with babies

- 20 Parents and carers
wrote freely about their experience
- 3245 parents and carers who cooperated with the Bookstart survey
episodes in free comments on survey
- Manuscripts of column in Bookstart News Letter back numbers
- Readers reviews of children's publishers' websites / children's book information
websites

Part I. Analysis of Episodes



“Two of us seemed to agree, ‘It came out in the book, didn’t it?’”
“We had fun saying ‘it’s that, get it?’”

“Understanding due to having shared a picture book world”

Elements specific to a shared picture book such as illustrations, words, or character actions come to hold special meaning, clear only to those who shared the book. When rereading the book, or even when not actually reading it, this shared ‘insider knowledge’ is enjoyed.

“Enriching the bonding process”

Part I. Five Categories and Detailed Topics

Part I: How Reading Books Together Affects Babies, Caregivers, and Parent-Child Relationships

A) Enriching the bonding process

- a. What it means to open a book with a baby
- b. The joy of realizing, “She got it!” “He understood!”
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A) Enriching the bonding process

c. Understanding due to having shared a picture book world

Episode

After my daughter turned two, we read *Little Onion* (Keiko Sena; Kinnohoshisha). On the page where the mouse appears in the kitchen, there is no text, but the first time we read it, we looked at each other. After that, every time we reread it, we would look at each other there as if saying, “Ah! There’s the mouse!”

—Ms. Takezawa, mother, second child/female



Little Onion (Keiko Sena; Kinnohoshisha, 1977)



©Bookstar Japan

A) Enriching the bonding process

c. Understanding due to having shared a picture book world

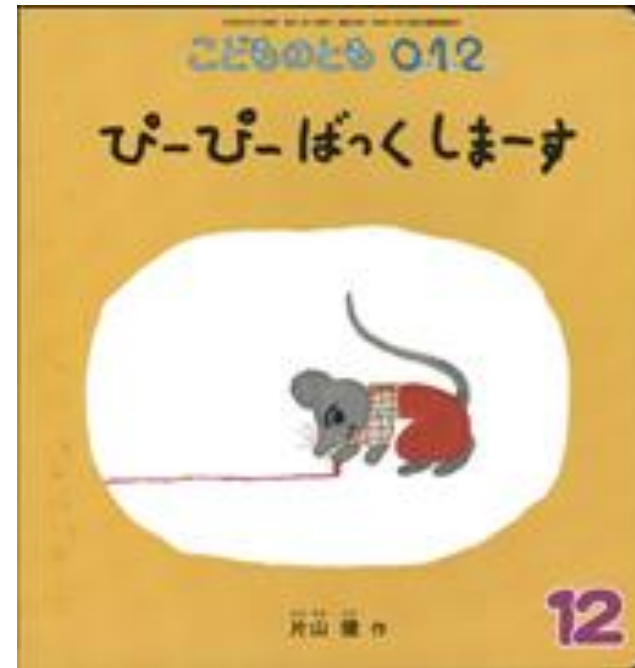
Episode

When our daughter was about a year and three months, we began reading *Beep, Beep, I'm Backing Up* (Ken Katayama; Fukuinkan Shoten). As the animals say “beep” and back up in the book, they draw crayon lines. My husband liked this and would read it in a trademark way, so our daughter always smiled and enjoyed it.

One day when she was getting surer on her feet, my husband asked her to change location, saying, “Come over here, Micchan!” She did not move, even when he asked several times. Then he tried saying, “Micchan, please beep and back up!” and she moved instantly. After this, asking someone to “beep and back up” became like family code.

Even now that our daughter can say the same thing other ways, she will still say to me, “Mama, please beep and back up.”

—Ms. Kuwata, mother, first child/female



Beep, Beep, I'm Backing Up (Ken Katayama; Fukuinkan Shoten, 2007)

A) Enriching the bonding process

c. Understanding due to having shared a picture book world

Commentary by Dr. Sasaki

Keeping a secret with someone is an early way to experience mutual understanding. The secret might be kept at first with only a mother or a father, and then spread to a sibling, grandmother, or grandfather, and even become family code like, “Please beep and back up!” Beyond that, the sharing can include friends or new people one meets. Children in daycares and preschools can experience this in a group. In this way, a child’s world expands greatly. In cases where a child has a group experience that she brings home, it must happen often that the adults at home don’t know what a child means at first!

Picture books bring about a phenomenon called joint attention, in which one person takes interest in something because it interests the other, and vice versa. This is the very foundation of cooperation, which is critical to humanity. Each person absorbs someone else’s thinking and offers their own.



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When we open picture books with babies, they look at the books and at our faces, don’t they? Looking hard at the adult reader’s reactions, they are taking in human emotion and figuring out how the world works. If the person reading with them says, “This is silly!” and laughs, they may feel secure that it’s OK to laugh here—or they may think this stuff makes this person laugh, but I don’t think it’s funny! Human expressions of sadness, anger, surprise, disappointment, and humor are not innate; they must be taught, and they are terribly important.

The ability for a parent and child, a family, and a local community to find meaning in common things is important for society. Where we find meaning will differ by culture, of course. Babies are at the absolute beginning of learning all of society’s codes, signals, information, and signs via their physical bodies. The picture book is one of the most enjoyable tools we have to help them share more in common with other people, and to grow able to cooperate.



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Part II.

How Bookstart Provide the Impetus to Share Books with Babies

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Part II. Survey in Seven Local Authorities

Participating Local Authorities

	City A	City B	City C	City D	City E	City F	City G		
Population	420,000	580,000	190,000	720,000	200,000	320,000	210,000		
Annual Birth	4,300	4,300	1,600	5,800	1,700	3,600	1,900		
Survey respondents	Caregivers who received a Bookstart pack at baby's 3-4 months checkup and attended baby's 1 year, 6-month checkup in City A, June-July 2011	Caregivers who received a Bookstart pack at baby's 3-4 months checkup and attended baby's 1 year, 6-month checkup in City A, April-May 2011	Caregivers who received a Bookstart pack at baby's 3 months checkup and attended baby's 1 year, 8-month checkup in City C, May, July and August 2011.	Caregivers who received a Bookstart pack at baby's 6 months child-care consultation and attended baby's 1 year, 6-month checkup in City D, April-May 2011	Caregivers who received a Bookstart pack at baby's 6 months checkup and attended baby's 1 year, 6-month checkup in City E, June-July 2011	Caregivers who received a Bookstart pack at baby's 9-11 months checkup and attended baby's 1 year, 6-month checkup in City F, May-June 2011	Caregivers who received a Bookstart pack at baby's 10 months checkup and attended baby's 1 year, 6-month checkup in City G, May-July 2011		
Baby Age at time of Bookstart	3-4 months	3-4 months	3-4 months	6-month	6-7 months	9-10 months	10-month		
Baby Age at time of Survey	1 year, 6-7 months	1 year, 6-7 months	1 year, 8-9 months	1 year, 6-month	1 year, 6-7 months	1 year, 8-month (approx.)	1 year, 6-month		
Survey Method	Survey form distributed by hand at 1 year, 6-month checkup; filled in during waiting time; collected that day.	Survey form distributed by post along with medical history form before 1 year, 6-month checkup; collected at the checkup.	Survey form distributed by post along with medical history form before 20-month checkup; collected at the checkup.	Survey form distributed by post along with medical history form before 1 year, 6-month checkup; collected at the checkup.	Survey form distributed by post along with medical history form before 1 year, 6-month checkup; collected at the checkup.	Survey form distributed by post along with medical history form before 1 year, 6-month checkup; collected at the checkup.	Survey form distributed by hand at 1 year, 6-month checkup; filled in during waiting time; collected that day.	Total (Actual Number) or Average (Percentage)	
Number of survey forms distributed (Number of checkup participants)	386	704	432	991	298	594	423	3828	
Number of survey forms collected (Response rate)	363 94.0%	612 86.9%	322 74.5%	796 80.3%	267 89.6%	512 86.2%	373 88.2%	3245 85.7%	
Number of valid responses	306	523	263	704	247	447	352	2842	
Survey respondents' relationship to baby	Mother	96.0%	97.7%	99.2%	99.1%	98.8%	90.9%	97.4%	97.0%
	Father	4.0%	2.3%	0.8%	0.7%	0.4%	7.5%	2.3%	2.6%
	Grandmother	0.0%	0.0%	0.0%	0.1%	0.8%	1.4%	0.3%	0.4%
	Grandfather	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Relative	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Child's place in birth order	First child	56.5%	51.7%	46.0%	48.4%	45.3%	45.2%	53.4%	49.5%
	Second child	32.2%	34.3%	42.2%	39.3%	40.9%	32.9%	33.2%	36.4%
	Third child or later	11.3%	14.0%	11.8%	12.3%	13.8%	21.9%	13.4%	14.1%




Part II

Did Bookstart provide the impetus for parents to share books with babies?

a. Connection between Baby's age at time of Bookstart contact and Baby's age when family began to read picture books aloud

Q: From about what month in the baby's life have you done read-aloud at home?

				1-2 months	3-4 months	5-6 months	7-8 months	9-10 months	11-12 months	After 12 months	Total
Window I	City A	(n=284)	Percentage	10.9%	29.9%	17.3%	13.7%	9.5%	9.9%	8.8%	100.0%
			Cumulative total	10.9%	40.8%	58.1%	71.8%	81.3%	91.2%	100.0%	—
		Baby age at time of Bookstart		←→							
	City B	(n=501)	Percentage	11.2%	30.1%	20.6%	9.6%	12.2%	11.2%	5.2%	100.0%
			Cumulative total	11.2%	41.3%	61.9%	71.5%	83.6%	94.8%	100.0%	—
		Baby age at time of Bookstart		←→							
	City C	(n=249)	Percentage	8.8%	26.1%	21.3%	14.1%	12.0%	12.0%	5.6%	100.0%
			Cumulative total	8.8%	34.9%	56.2%	70.3%	82.3%	94.4%	100.0%	—
		Baby age at time of Bookstart		←→							
Window II	City D	(n=680)	Percentage	9.0%	16.6%	26.5%	20.0%	12.8%	11.0%	4.1%	100.0%
			Cumulative total	9.0%	25.6%	52.1%	72.1%	84.9%	95.9%	100.0%	—
		Baby age at time of Bookstart			↔						
	City E	(n=242)	Percentage	8.7%	14.5%	27.7%	21.9%	10.7%	10.3%	6.2%	100.0%
			Cumulative total	8.7%	23.1%	50.8%	72.7%	83.5%	93.8%	100.0%	—
		Baby age at time of Bookstart			←→						
Window III	City F	(n=433)	Percentage	9.7%	15.2%	21.2%	14.3%	20.1%	13.9%	5.5%	100.0%
			Cumulative total	9.7%	24.9%	46.2%	60.5%	80.6%	94.5%	100.0%	—
		Baby age at time of Bookstart					←→				
	City G	(n=344)	Percentage	5.2%	12.2%	16.0%	9.9%	28.8%	21.5%	6.4%	100.0%
			Cumulative total	5.2%	17.4%	33.4%	43.3%	72.1%	93.6%	100.0%	—
		Baby age at time of Bookstart					←→				

Shading	
	25% or above
	Between 20% and 25%
	Between 15% and 20%

Part II

Did Bookstart provide the impetus for parents to share books with babies?

a. Connection between Baby's age at time of Bookstart contact and Baby's age when family began to read picture books aloud

Q: From about what month in the baby's life have you done read-aloud at home?

Organized by baby's place in birth order

		Baby's place in birth order		1-2 months	3-4 months	5-6 months	7-8 months	9-10 months	11-12 months	AFTER 12	Total
Window I	City A	First child (n=165)	Percentage	10.9%	31.5%	18.2%	15.8%	8.5%	7.9%	7.3%	100.0%
			Cumulative total	10.9%	42.4%	60.6%	76.4%	84.8%	92.7%	100.0%	—
		Second child or later (n=118)	Percentage	10.2%	28.0%	16.1%	11.0%	11.0%	12.7%	11.0%	100.0%
			Cumulative total	10.2%	38.1%	54.2%	65.3%	76.3%	89.0%	100.0%	—
			Baby's age at time of Bookstart		↔						
	City B	First child (n=261)	Percentage	10.7%	33.7%	23.0%	8.0%	11.5%	10.3%	2.7%	100.0%
			Cumulative total	10.7%	44.4%	67.4%	75.5%	87.0%	97.3%	100.0%	—
		Second child or later (n=239)	Percentage	11.7%	26.4%	18.0%	11.3%	13.0%	11.7%	7.9%	100.0%
			Cumulative total	11.7%	38.1%	56.1%	67.4%	80.3%	92.1%	100.0%	—
			Baby's age at time of Bookstart		↔						
	City C	First child (n=116)	Percentage	6.0%	35.3%	22.4%	8.6%	9.5%	11.2%	6.9%	100.0%
			Cumulative total	6.0%	41.4%	63.8%	72.4%	81.9%	93.1%	100.0%	—
Second child or later (n=133)		Percentage	11.3%	18.0%	20.3%	18.8%	14.3%	12.8%	4.5%	100.0%	
		Cumulative total	11.3%	29.3%	49.6%	68.4%	82.7%	95.5%	100.0%	—	
		Baby's age at time of Bookstart		↔							

Window II	City D	First child (n=328)	Percentage	8.2%	17.4%	29.9%	22.0%	11.0%	9.1%	2.4%	100.0%
			Cumulative total	8.2%	25.6%	55.5%	77.4%	88.4%	97.6%	100.0%	—
		Second child or later (n=350)	Percentage	9.7%	16.0%	23.1%	18.3%	14.6%	12.6%	5.7%	100.0%
			Cumulative total	9.7%	25.7%	48.9%	67.1%	81.7%	94.3%	100.0%	—
			Baby's age at time of Bookstart			↔					
	City E	First child (n=110)	Percentage	8.2%	20.0%	22.7%	21.8%	10.0%	10.9%	6.4%	100.0%
			Cumulative total	8.2%	28.2%	50.9%	72.7%	82.7%	93.6%	100.0%	—
		Second child or later (n=132)	Percentage	9.1%	9.8%	31.8%	22.0%	11.4%	9.8%	6.1%	100.0%
			Cumulative total	9.1%	18.9%	50.8%	72.7%	84.1%	93.9%	100.0%	—
			Baby's age at time of Bookstart			↔					

Window III	City F	First child (n=198)	Percentage	8.1%	18.2%	23.7%	17.7%	18.7%	8.6%	5.1%	100.0%
			Cumulative total	8.1%	26.3%	50.0%	67.7%	86.4%	94.9%	100.0%	—
		Second child or later (n=235)	Percentage	11.1%	12.8%	19.1%	11.5%	21.3%	18.3%	6.0%	100.0%
			Cumulative total	11.1%	23.8%	43.0%	54.5%	75.7%	94.0%	100.0%	—
			Baby's age at time of Bookstart				↔				
	City G	First child (n=183)	Percentage	6.0%	12.0%	15.3%	12.6%	30.1%	19.7%	4.4%	100.0%
			Cumulative total	6.0%	18.0%	33.3%	45.9%	76.0%	95.6%	100.0%	—
		Second child or later (n=161)	Percentage	4.3%	12.4%	16.8%	6.8%	27.3%	23.6%	8.7%	100.0%
			Cumulative total	4.3%	16.8%	33.5%	40.4%	67.7%	91.3%	100.0%	—
			Baby's age at time of Bookstart				↔				

Shading	
	25% or above
	Between 20% and 25%
	Between 15% and 20%

Part II

Did Bookstart provide the impetus for parents to share books with babies?

b. Continued use of books received through Bookstart

Q: (How did you feel about Bookstart?)

I was happy to receive the picture books.

			Total	I agree.	I somewhat agree.
Window I	City A 3-4 months	(n=298)	98.7%	82.6%	16.1%
	City B 3-4 months	(n=498)	97.4%	79.3%	18.1%
	City C 3-4 months	(n=240)	98.3%	74.2%	24.2%
Window II	City D 6-month	(n=672)	99.1%	88.1%	11.0%
	City E 6-7 months	(n=238)	98.3%	85.3%	13.0%
Window III	City F 9-11 months	(n=405)	99.8%	91.4%	8.4%
	City G 10-month	(n=310)	99.4%	84.5%	14.8%
Average			98.7%	83.6%	15.1%

Q: Are you (or were you) using the books received at Bookstart?

			計	I am (or was) using them quite a lot.	I am (or was) using them.
Window I	City A 3-4 months	(n=297)	85.5%	37.7%	47.8%
	City B 3-4 months	(n=504)	88.5%	45.2%	43.3%
	City C 3-4 months	(n=257)	83.3%	34.6%	48.6%
Window II	City D 6-month	(n=683)	92.1%	42.0%	50.1%
	City E 6-7 months	(n=239)	92.1%	43.9%	48.1%
Window III	City F 9-11 months	(n=419)	92.6%	41.5%	51.1%
	City G 10-month	(n=312)	90.7%	44.2%	46.5%
Average			89.2%	41.3%	47.9%

Conclusion



Bookstart in Japan

Supporting Babies and Parents with Visual Impairment

Izumi Satou
Bookstart Japan

Global Network for Early Years Bookgifting
25 March 2021

