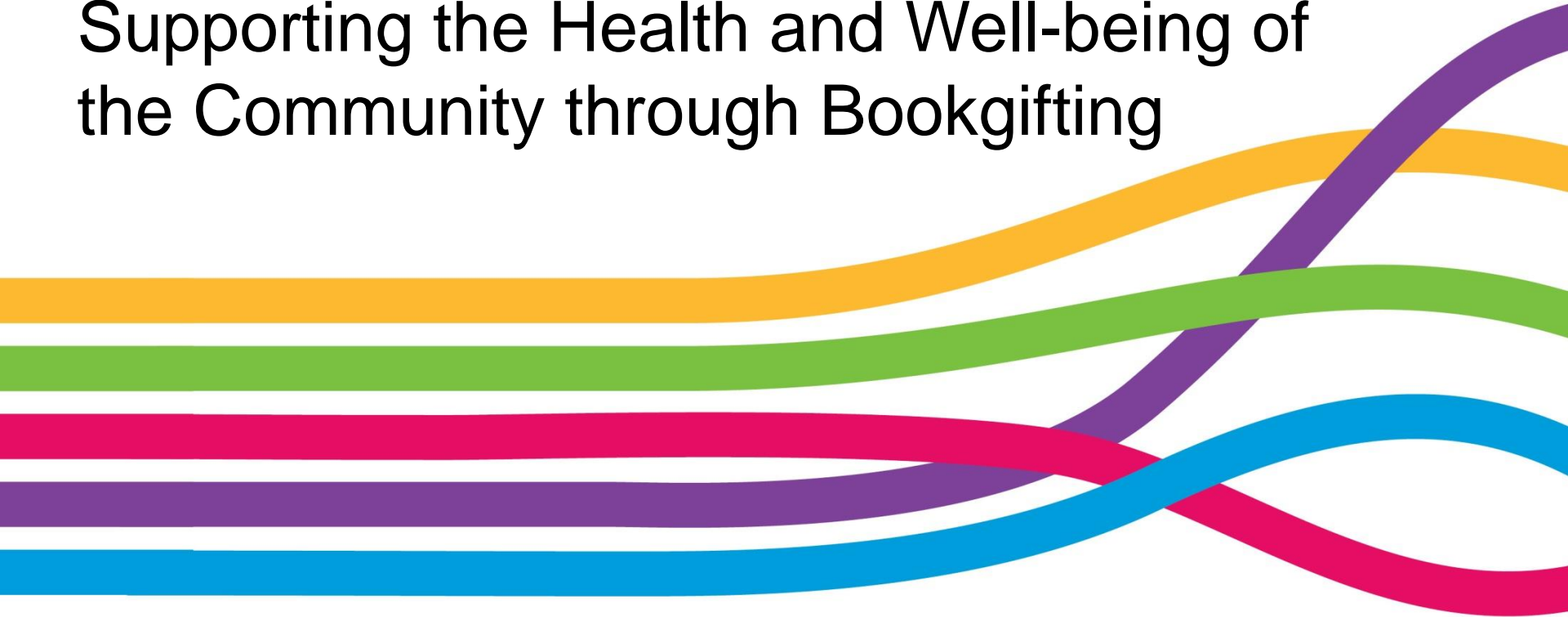


Beyond Library Lending

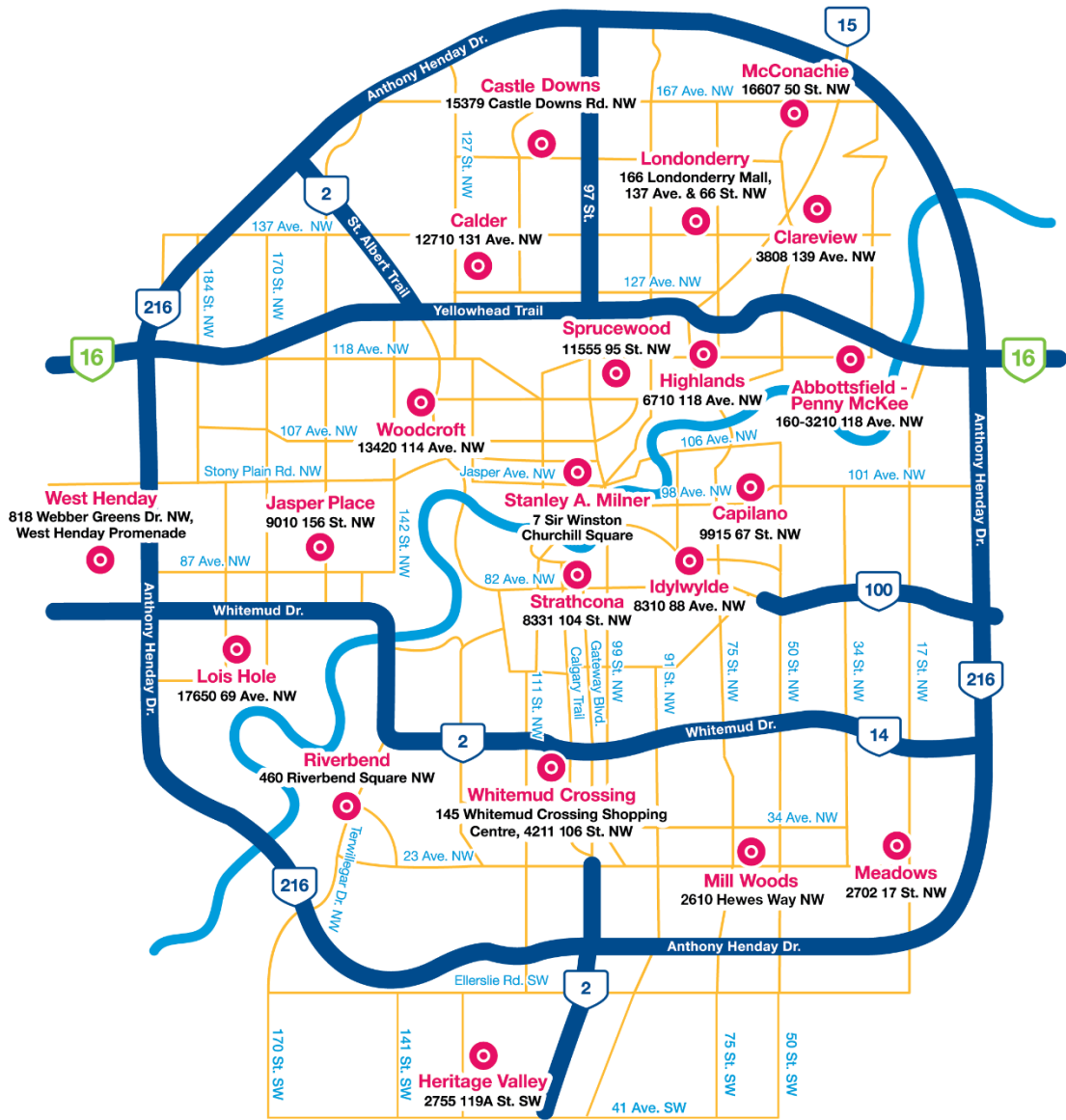
Supporting the Health and Well-being of
the Community through Bookgifting



Spread the words.

Edmonton, Alberta, CANADA





Edmonton Public Library (EPL)

14.2
Million
IN-PERSON
& VIRTUAL
visits 



Every
 **3**
seconds

SOMEONE
BORROWS
an item
— from EPL —

Bookgifting at EPL

May 2004

Born to Read launched – first promoted through Welcome Wagon; later through Capital Health Clinics

Sept 2013

Welcome Baby expands into the community – kit distribution piloted through 3 health centres in Edmonton

Oct 2015

Welcome Baby implemented in Enoch

Sept 2018

Welcome Baby in the NICU piloted at Royal Alexandra Hospital

March 2022

Ready, Set, READ! – in partnership with Dolly Parton's Imagination Library – 5-year pilot in 13 Edmonton neighbourhoods

Jan 2011

Born to Read rebranded as **Welcome Baby**

May 2014

Welcome Baby in the Community implemented at 9 health centres in Edmonton

Aug 2018

EPL begins collaboration with United Way on the **United Way Kid Kits**

Sept 2019

Welcome Baby in the NICU expanded to Covenant sites (Misericordia, Grey Nuns)

Fall 2022

Welcome Baby to expand to The Stollery David Schiff NICU



Welcome Baby

Welcome Baby puts books into the hands of families in collaboration with EPL staff, volunteers and healthcare professionals

What is it?



Free early literacy kit including book, music CD, early literacy tips, tote bag

How does EPL reach families?



1. Volunteers pack and deliver kits



2. Nurses distribute kits and discuss contents



3. EPL staff gift families a second free book when their child 3 and under gets a library card

Impact

Welcome Baby provides support early to ensure that it will have the maximum impact on our community's health, growth and prosperity

Our reach is growing:

- Since 2014, over **67,000** babies have received a kit
- In 2021, **86%** of babies born in Edmonton received one

However, the impact goes *far beyond* the initial gift:

- Nurses use the kit to engage in a **broader** conversation with parents about early literacy and health
- We've seen a **108%** ↑ in children's memberships and **82.7%** ↑ in early literacy class attendance

What are the keys to our success?

- 1) Gifting books
- 2) Focusing on parents
- 3) Making the connection with health
- 4) Meeting customers where they are



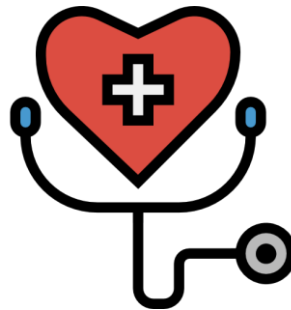
**Reaching 120 babies/month in the RAH
Stollery NICU**

Engagement

Welcome Baby engages community members and families from all walks of life, creating relationships with EPL for the long term



Reaches *all* families,
regardless of barriers



Deepens and extends
relationships with local
healthcare providers



Connects passionate
volunteers with a valuable
service



“I love it...it is such a wonderful way to introduce libraries and books, especially in this age of increasing screen time. The Welcome Baby program also gives a great starting point for discussion with families on multiple topics around literacy and community involvement.”

Nurse involved in the Welcome Baby program.

“My daughter has Down Syndrome. We love reading, singing, and saying nursery rhymes to her. The package was a **WONDERFUL GIFT** and these things, I believe, are so **IMPORTANT FOR HER DEVELOPMENT.**”

“I appreciate the effort put forward to **PROMOTE LITERACY.** Many people won't/don't know how to approach it - **THE GUIDE BOOKLET IS GREAT!**”

“It's really wonderful to watch our son **GET EXCITED ABOUT BOOKS.** The board book we got is one of our favourite! I love all the songs we've learned too, **I TELL EVERYONE I MEET ABOUT WELCOME BABY!**”

“Thank you for the CD of children's music! One song in particular has already been **REQUESTED BY MY TODDLER 110 TIMES** according to my computer. The book has been enjoyed by my baby and, if she's anything like her sister, it will be the **FIRST OF 100S OF LIBRARY BOOKS SHE'LL LOVE!**”

READY. SET.



- Partnership with Dolly Parton's Imagination Library
- A free book to keep each month until age 5
- Focus first on neighbourhoods where children will benefit most
- Establish connections with participating families
- Longitudinal research



Research shows that greatest impact of book giving programs is to families who don't already have a lot of books in the home.

Gwyn Morg
Foundation



Questions?

Elaine Jones – elaine.jones@epl.ca



Spread the words.