

Bookbug: evaluating the impact in Scotland



Bookbug

scottishbooktrust.com

**Scottish
Book Trust**
inspiring readers and writers

Bookbug programme

Encourages all parents and carers to share stories, songs and rhymes with children from birth



- **Bookbug bags**
 - Gaelic
 - Additional support needs
- **Bookbug Sessions**
- **Library Challenge**
- **Outreach**
- Delivered in every local authority and health board in Scotland to every baby and child
- Scottish Government funding



Impact for families: Bookbug for the Home

- Parents feel better equipped to **play and interact** with their children, and feel they have a closer **bond**
- There are sustained changes in how parents **read, sing** and **talk** with their children
- Children gain **confidence & self-expression**
- Children's **language & communication skills** improve
- Children's **behaviour** improves
- Children are better prepared to fit in with some of the **routines of nursery**



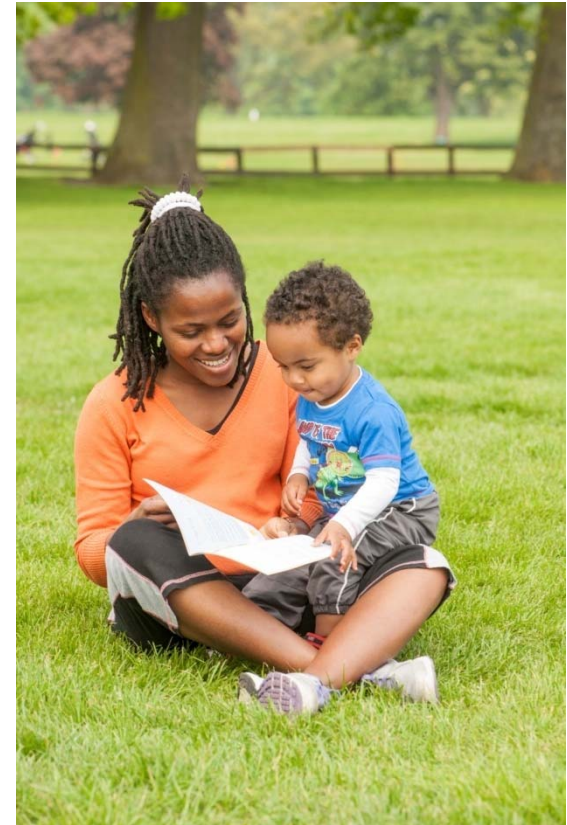
Bookbug builds families



Relationships



Trust



Safety





“It has given him words to describe his feelings – he does it using language he has heard at Bookbug sessions. He relates situations to ones he has read about.” Carer

Bookbug Together at Home



SCO

“Doing frequent home learning activities such as **reading and singing** from an early age is associated with **better cognitive ability** (vocabulary and problem solving) at age 3, **even after taking account of socio-demographic factors.**”

www.growingupinScotland.org.uk



Evaluation & Measuring Impact



Bookbug for the Home Evaluation Summary

Scottish Book Trust's Early Years Outreach Programme, Bookbug for the Home, is achieving positive outcomes for families and professionals far beyond those predicted when the programme was introduced four years ago. It has become an integral part of early years practice.

The programme has now trained over 3,000 early years professionals who work with vulnerable families to use activities which encourage greater interaction between parents and children, and promote bonding, attachment, social skills and literacy in the early years. It provides a vast range of early years practitioners with a common language.

Context
Bookbug for the Home (formerly known as Assertive Outreach), is a Scottish Government-funded initiative, which trains early years professionals to introduce the principles of Bookbug Sessions – talking, singing, rhyming, cuddling and book sharing with young children – into the homes of vulnerable families across Scotland. The programme has a strong grounding in evidence-based policy, with both neurological science and economic analyses showing that the early years are an essential time for development.

"It's made us look at things in a totally different way."



99% of practitioners using Bookbug for the Home said that these sessions were effective at encouraging parents to do more talking, singing, rhyming and book sharing with their children.

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Bookbug for the Home headline findings

99% of practitioners who introduced Bookbug to families found it effective at encouraging parents to do more talking, book sharing and singing with their children

69% reported that families continued with songs, rhymes and reading outside of practitioner visits

[Bookbug Outreach Programme Evaluation, Blake Stevenson \(2016\)](#)



Bookbug for the Home headline findings

Over **14,000** families experienced Bookbug for the Home interactions in the first four years of the project

Over **5,300** families came along to public Bookbug Sessions with their child, as a direct result of taking part in Bookbug for the Home



Bookbug impact study

Bookbug programme is **high quality**,
understandable, **transferable**
into different local settings and **hugely**
respected by those involved.

[Evaluation the impact of Bookbug Bags and Sessions in Scotland, CRFR \(2017\)](#)



Take home messages

- Bookbug's impact depends capacity and resources of partner organisations and services
- Impact on families is cumulative – therefore critical to recognise Bookbug as a whole programme (and how sessions and outreach fit within this)
- Start early - creating familiarity with library goes together with family reading habits
- Some families are less able to engage with Bookbug and libraries – it's important to understand why



Moving forward



- Working closely with strategic groups across sectors and LAs
- Focus on key groups who are not fully accessing Bookbug: young parents, dads, EAL, families with ASN, hospitals, prison
- Digital developments
- Quality assurance





Thank You

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