

THE BOOK THE ULTIMATE TOY FOR TODDLERS



CONTENT

**12
TIPS**

**POSTER AND
STICKERS**

**11
VIDEOS**

**10 PACKS
OF 5 DECORATIVE
CUT-OUT DISKS**

**BOOK
“AT THE PARK
WITH KITTYCAT”**
(BOOK NOT AVAILABLE
FOR DOWNLOAD. FEEL FREE
TO ADD THE BOOK OF
YOUR CHOICE IN
THE TOOLKIT.)

**11
FACT SHEETS**

**MY SECTION TO
PERSONALIZE**

12 TIPS

TO SHARE WITH FAMILIES

Simple information to help parents integrate books into their children's daily lives.

1. THE ULTIMATE TOY.

For a baby, reading is beneficial in so many ways. It helps develop intellectual, language, motor and sensory skills and fosters social-emotional development. Books are the number one toy to help a young child grow in a healthy, positive way.

2. EVEN THE 0-2 AGE GROUP!

Language development peaks around the age of one. At this age, learning potential is also at its greatest since the brain of a very young child is twice as active as an adult's. Now is the time to maximize that potential!

3. WALKING THE TALK.

Everyone agrees that reading to young children is important, but actually doing it is not always easy. Three things parents say stand in the way of their best intentions are a lack of time, the belief that a child has to stay still to read, and not always having access to books. Helping parents determine what is preventing them from reading with their children and to find solutions can help them modify their habits.

4. "BUT HE WRIGGLES AROUND LIKE A WORM!"

When you read a book to a baby and he puts it in his mouth or throws it around, or if you don't finish the story because baby's attention has shifted, that's okay. At this age, "reading a book" is also a physical experience, full of new discoveries. What's important is making the activity a stimulating and enjoyable moment together. The book is, above all, a toy.

5. DIFFERENT APPROACHES.

Sometimes, men and women approach reading with very small children in different ways. Lots of dads, for example, prefer to play and be active. By confirming that reading does not have to be a stationary activity, dads will feel encouraged to continue reading with their little ones however they want.

6. "THE SAME BOOK? AGAIN?"

Re-reading the same book is fine and even a good thing. Young children love it. Not only do they need to hear the same story read over again to assimilate all the content (illustrations, characters, plot), but young children also feel special and reassured when they know the story and can anticipate what comes next.

Continued >

**7.
A FEW MINUTES
A DAY!**

A lot of parents feel overwhelmed by all the tasks involved in running a family. Emphasizing that it takes only a few minutes a day to make a difference in their child's development is a way to encourage them to cuddle up with their little one and look at a book together.

**8.
READ ANYWHERE,
ANYTIME AND IN
YOUR OWN WAY.**

Books are so much more than part of the bedtime routine. You can play with a book in the bath, the car, on the bus, at meal times... A book is a good way to focus the attention of these little bundles of energy.

**9.
“BUT I DON'T HAVE
ANY BOOKS”**

Taking a few minutes to write a list of where books are available and ensuring that parents receive this information can make a difference. Several community service providers have remarked that a good way of getting families to visit a library is to go with them at least once, to explain the layout and how the library works. Some people find libraries a bit intimidating at first.

**10.
READING PAVES THE
WAY FOR ACADEMIC
SUCCESS.**

Reading is one of the most effective ways of developing children's emotional, intellectual and language abilities – key elements for a strong start at school. If parents are taught and fully understand this, they will feel inspired to read with their young children and they will sense the importance of these precious moments now and in the future.

**11.
SETTING
THE EXAMPLE.**

Reading a book to a young child in front of his parent is a good way to introduce them both to the joy of reading. If you then give the book to the parent, the child will most likely ask for the book to be read again, and the parent will also most probably take a shot at reading the same book to his child.

**12.
USING THE WORDS
AROUND US.**

Reading doesn't just happen in books. There are also street signs, flyers, food labels and so on. Taking the time to read these words out loud makes children aware that words are everywhere and that reading is key.

POSTER

THE THINKING BEHIND THE TOOL

With his bright, contrasting colours and simple lines, Kittycat was designed to capture the attention of very young children. He helps spread the importance of reading by appealing to both children and adults alike.

IDEAS ON HOW TO USE IT

PLACE IT WHERE CHILDREN CAN EASILY SEE IT.

PERSONALIZE AND DECORATE IT HOWEVER YOU WANT.

Also available at naitreetgrandir.com/toolkit

STICKERS

THE THINKING BEHIND THE TOOL

These stickers feature Kittycat, the well-known character, popular with parents and children. They are a good reminder about how fun it is to read.

IDEAS ON HOW TO USE THEM

GIVE THEM TO CHILDREN.

CREATE A READING REWARD CHART.

Also available at naitreetgrandir.com/toolkit

VIDEOS

To watch or download the videos:
naitreetgrandir.com/toolkit

Available only in French.



AD #1

YOU'RE THE STAR.

This message emphasizes the importance of a parent's role. This is the most fundamental thing a parent needs to know, before any parenting suggestions are offered. Parents know their children. They are the most important people in their children's lives and have the greatest influence on their development.



AD #2

START EARLY.

The purpose of this clip is to make parents aware of the importance of starting early. Birth to age two is a key period in the development of children's learning abilities. At this age, a child's brain is twice as active as an adult's.



AD #3

AND... ACTION!

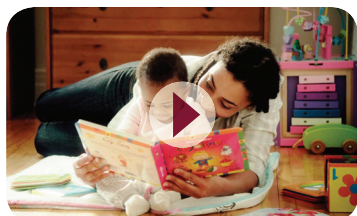
Here, emphasis is put on simple gestures that can stimulate babies and very young children, such as playing "Peek-a-boo" or "Gittyup" (knee-bouncing game).



ADS #4 AND #5

BOOKS ARE THE BEST TOYS.

These two ads show two equally valid approaches for reading with your child: a more intimate approach, as shown by mom, and a more active approach, shown by dad.



ADS #6 AND #7

5 MINUTES A DAY.

These two clips address the main challenge to parents: the lack of time. The ads make a subtle reference to moms' "sense of organization" and dads' "wanting to play". Whether or not these notions apply, "just 5 minutes a day" makes all the difference.

Continued >

VIDEOS

To watch or download the videos:
naitreetgrandir.com/toolkit

Available only in French.



AD #8 ON THE MOVE!

This message is specifically designed to reassure parents that, even if a child is moving, chews the book or throws it around, this is normal and he is still gaining a great deal from the activity.



AD #9 POINT AND NAME.

This ad shows parents some simple and easy things they can do to get the most out of reading: pointing at pictures, naming objects, making sounds, etc.

IDEAS ON HOW TO USE THEM
FACILITATE A “FREEZE FRAME” CHAT GROUP AS PART OF WORKSHOPS.
BROADCAST ON CLOSED-CIRCUIT TELEVISIONS IN WAITING ROOMS.*



ANIMATED VIDEOS #1 AND #2 (NO SOUND) THE SIMPLEST GESTURES.

Short, fun, silent animations, ideal for airing on closed-circuit TV screens in waiting rooms. The first video shows five gestures that stimulate very young children. The second video offers five initiatives to encourage a very young child's interest in books.

* Note: The copyrights on these TV ads are valid for limited use in training and for closed-circuit broadcast until October 24, 2017 only. Broadcasting the ads or animations to the general public and using them for commercial purposes is prohibited.

CUT-OUT DISKS

THE THINKING BEHIND THE TOOL

This simple, attractive and educational tool helps introduce toddlers and preschoolers to the world of reading. On the front: five simple things to do with your child. On the back: the benefits of each of these five activities.

IDEAS ON HOW TO USE THEM

OFFER THEM TO PARENTS.

DISPLAY THEM AT WORK.

**MAKE THEM INTO A MOBILE TO ATTRACT
CHILDREN'S ATTENTION.**

LET CHILDREN PLAY WITH THEM.

Also available at naitreetgrandir.com/toolkit

THE BOOK

THE THINKING BEHIND THE TOOL

The book was designed for two age groups: *Peek-a-Boo Hootly!* will appeal to babies and *At the Park with Kittycat* to children age 2 and older. Feel free to add other books to your kit.

Book not available for download.

Feel free to add the book of your choice in the toolkit.

IDEAS ON HOW TO USE IT

DELIBERATELY PLACE THE BOOK SO THAT CHILDREN CAN REACH IT.

READ A BOOK TO A CHILD, IN FRONT OF HIS PARENT.

EXPLAIN TO PARENTS HOW CHILDREN ENGAGE WITH BOOKS AT EACH AGE OF DEVELOPMENT.

FACT SHEETS

THE THINKING BEHIND THE TOOL

The five themes illustrated on the cut-out disks are presented as easy-to-consult fact sheets for parents. A sixth sheet looks specifically at reading according to age. Lastly, there are five more detailed articles for educators and parents interested in learning more about reading to young children.

IDEAS ON HOW TO USE THEM

GIVE THEM TO PARENTS LOOKING FOR MORE INFORMATION.

GIVE THE “ACCORDING TO AGE” SHEET TO PARENTS OF BABIES.

PHOTOCOPY IN BLACK AND WHITE, BUT ON COLOURED CARDBOARD.

Also available at naitreetgrandir.com/toolkit

RESOURCES

Here is a list of resources that are available across Quebec.
Feel free to add other relevant information according
to your area and share with colleagues.

BANQ

Bibliothèque et archives nationales
du Québec youth zone
portailjeunes.banq.qc.ca

CATALOGUE DES BIBLIOTHÈQUES PUBLIQUES DU QUÉBEC*

A directory to browse libraries by region
cbq.banq.qc.ca

COMMUNICATION-JEUNESSE

An organization promoting local and
French-Canadian youth literature.
Each year the organization publishes
a selection of books for youth with
a category for children aged 0-4.
communication-jeunesse.qc.ca

CROQUE-LIVRES

A Quebec-wide network of
book-sharing boxes for children
aged 0-12
croquelivres.ca

LITERACY FOUNDATION

The foundation's mission is to
support adults and children so they
can develop their ability to read and
write and participate fully in society.
fondationalphabetisation.org/en

LIVRES OUVERTS

A commented selection of books
for preschoolers, elementary- and
high school-aged children
livresouverts.qc.ca

NAÎTRE ET GRANDIR

Independent reference web site and
magazine on child development,
free of commercial advertising
naitreetgrandir.com

RÉSEAU BIBLIO DU QUÉBEC

Direct and interactive access to
800 libraries in 15 regions of Quebec
reseaubibliodubec.qc.ca

REVUE LURELU

The only Quebec-based magazine
dedicated solely to youth literature.
lurelu.net

BOOKS FOR BABY

A baby-reader kit given to parents of
babies when they register their child
at their local library
unenaissanceunlivre.ca/en

MY LIBRARY

OTHERS

* English section available

Continued >

RESOURCES FOR EDUCATORS, SPECIALISTS AND VOLUNTEERS

ALI – PROGRAMMES D'ACTIVITÉS DE LECTURE INTERACTIVE*

Reading awareness programs for children and the adults around them.

bit.do/clipp_ali

CONTACT*

(In Montreal only)

This program is for parents with children under the age of five and specifically targets families in underprivileged neighbourhoods and new immigrants to promote social integration.

bit.do/contact_ville_mtl-en

ÉLÉ-SGMS

Reading and writing awareness program in school daycares.

ele-sgms.ca

LIRE ET FAIRE LIRE

Quebec-wide program where seniors can volunteer to go to a local school to read stories to children.

lireetfairelire.qc.ca

LIS AVEC MOI

As part of a province-wide reading week, turnkey workshops on reading, and reading activities in parks around the city of Laval.

lisavecmoi.com

PAÉLÉ

A government assistance program to promote reading and writing awareness in underprivileged neighbourhoods.

bit.do/paele

PROGRAMME TOUP'TILITOU

Implemented by Communication-Jeunesse, this reading awareness program is for children aged 0-4.

bit.do/touptilitou

CARING FOR KIDS

A site developed by the Canadian Paediatrics Society with information for parents about their children's health and well-being. There is also information on how parents can promote literacy from birth.

caringforkids.cps.ca

GREAT IDEAS FROM YOU

Reader network

Set up a network of volunteers (seniors, adults, teenagers, etc.) who read books on a regular basis to groups of children (in community centres, CPEs, home daycares, schools, etc.). This kind of project fosters intergenerational relationships and allows children to experience the different ways the books can be brought to life.

Backpack

Prepare a backpack filled with books that can go from house to house. This is a great way to give families access to books.

Reading corner

Prepare a sheet or even a bookmark inviting parents to set up a reading corner in their homes. This is a good way to integrate reading into their families' daily lives.

Fridge magnets

All family members pass by their fridge several times a day. Why not use fridge magnets to display words and pictures that invite them to discover the wonderful world of reading? The older children get, the more you can showcase small sentences or fun quotes from stories. This is an easy way to hook kids on the fun of reading.

Working with the parent

Organize activities to encourage parents to read for their own enjoyment: reading clubs, library visits, book exchanges, a selection of top picks likely to interest them, etc. Parents who enjoy reading and who read in front of their children motivate their children to imitate them and to develop their own taste for books.

SHARE THE GOOD IDEAS

You have good ideas or tips about promoting reading to toddlers and preschoolers? Feel free to share them with us. We'll publish some of them in our future toolkit updates.

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UPDATES

Would you like to receive updates of the Toolkit to Promote Reading to Young Children?

Sign up at

naitreetgrandir.com/toolkit

* English section available