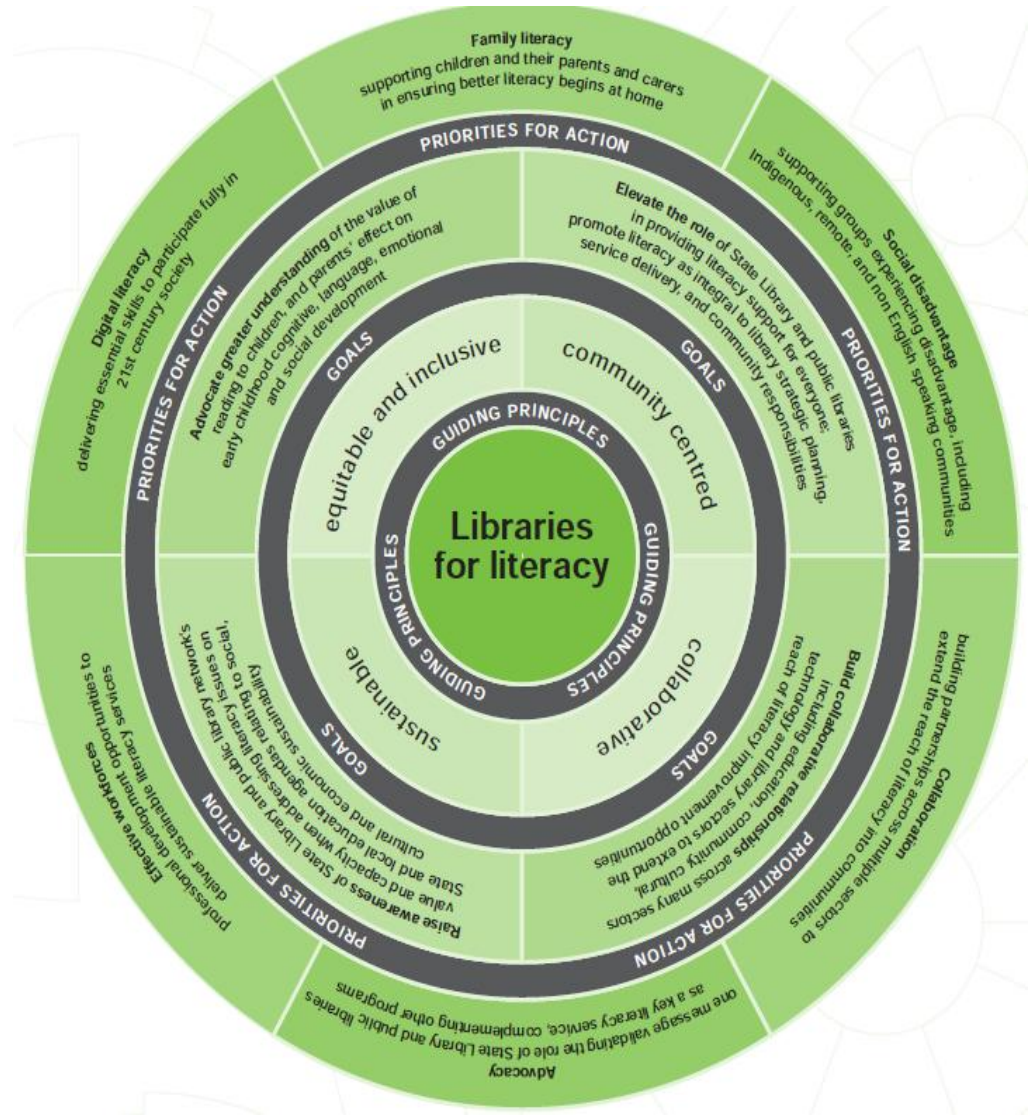




In the beginning there was

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Libraries for Literacy 2011-14



Libraries for Literacy 2011-14

- 2011 – *Living Literacy Forum*
 - [Bernard Salt](#)
- 2012 – *Expanding Horizons Family Literacy*
 - Margaret James
- 2013 – [Read for life](#): *early childhood symposium*
 - Jay Laga'aia & Dr Susan Krieg
- 2014 – Literacy: The economic impact
 - Jane Caro

Read4Life – Action Research

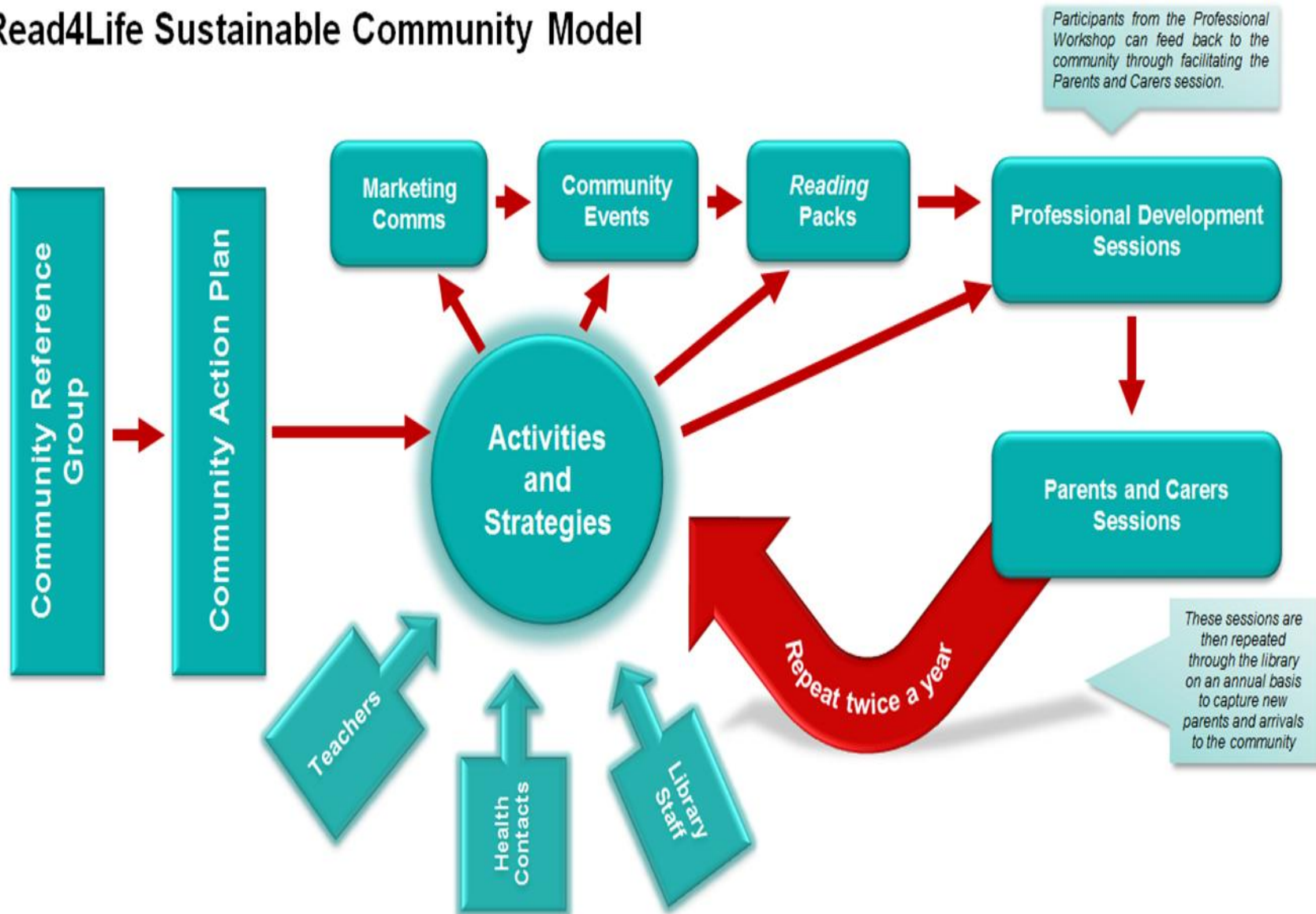
- To collaborate across government and non-government agencies to respond to AEDC data
- To build a community awareness of concerns around literacy and pre literacy
- To strengthen community culture, resources and capacity to improve literacy for all, by way of clear key messages, improved networks and coordinated delivery of programs, services and resources.



Major partners



Read4Life Sustainable Community Model



Read4Life – Action Research

www.slq.qld.gov.au/whats-on/programs/read4life





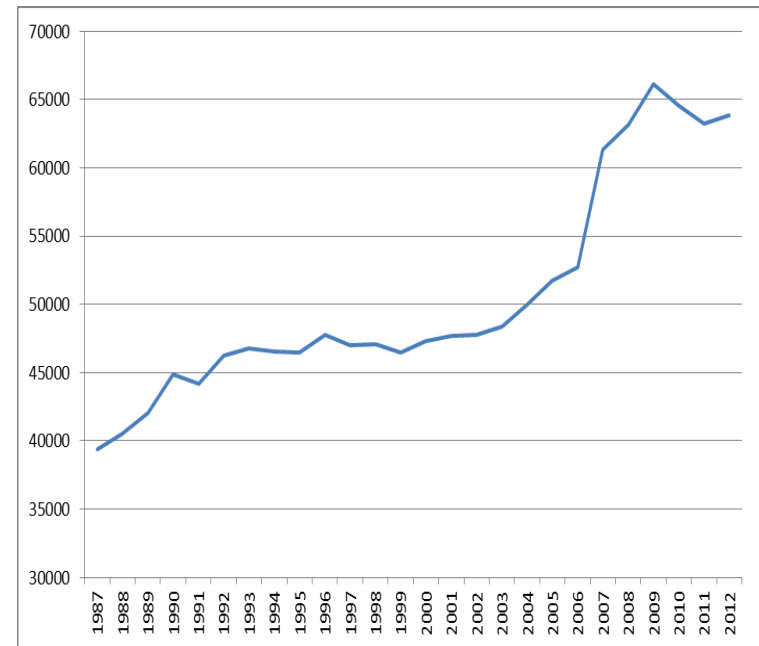
Why Government Funding

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Evidence of the need

Firstly, lots of babies, limited resources & understanding

- In 2012 there were 63,837 registered births in Queensland
- Nearly 10% net increase on the previous year and an increase of over 16,000 over the last decade



Queensland Registered Births since 1987 ABS

Evidence of the need

Children are trailing other states in language and cognitive skills

	Vulnerable in one or more domains (%)	Vulnerable in two or more domains (%)
Australia	22.0	10.8
New South Wales	19.9	9.2
Victoria	19.5	9.5
Queensland	26.2	13.8
Western Australia	23.0	11.2
South Australia	23.7	12.2
Tasmania	21.5	10.1
Northern Territory	35.5	20.9
Australian Capital Territory	22.0	9.8

ACT	3.9
NSW	4.8
Victoria	6.1
SA	6.8
Tas	7.1
WA	8.6
Queensland	9.1
NT	20.8

Evidence of the need

Queensland's demographics and size also create challenges

- Aboriginal and Torres Strait Islander children are more than twice as likely to be developmentally vulnerable than non-Indigenous children - boys in particular
- Children who reside in very remote locations are more likely to be developmentally vulnerable; close to half (44.5 per cent) of children in very remote communities are developmentally vulnerable, compared to around one-fifth (21.1 per cent) of children from major cities.

Based on research

Ministerial Council for Education, Early Childhood Development and Youth Affairs, (2010) [Engaging Families in the Early Childhood Development Story](#)
Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). <http://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/>

Australian Institute of Family Studies (2014) [4. Children's early home learning environment and learning outcomes in the early years of school](#)

There is a gap that needs to be filled



Evidence of the problem

Data shows that the importance of parent / caregiver role in the language and literacy development, particularly before kindy and school, is not well understood across all populations

“In Queensland, approximately 36% of parents of 0-2 year olds and 52% of parents of 3-8 year olds do not read regularly to their children”

Snapshot 2013: Children and Young People in Queensland Report



Why Public Libraries

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Why Local Government?

When children are supported the whole community benefits:

- Evidence demonstrates that encouraging emergent literacy skills is far more successful than attempting to treat poor literacy outcomes remedially for children when they are older.
- There are **strong links** between literacy, school performance, self-esteem and life chances
- Poor literacy skills are **linked with** lower education, earnings, health and social outcomes as well as high rates of unemployment, welfare dependence and teenage parenting
- Literacy and numeracy skills in a community are key components of human capital, which is a critical driver of economic growth.

Public Libraries have unique value

“Public Libraries are the only government agency available to children from babyhood providing year round free access to resources and services that support reading and literacy”

ALIA's - Early Literacy Framework and Strategy for Australian Public Libraries

State Library Queensland

- Established Service Level Agreements
- Established acquittal process
- Established statewide rollout process
- Trusted partnership
- Truly statewide



What is it

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A universal family literacy program aimed at supporting stronger language and literacy environments for young children from 0-5 years and their families

- ✓ supporting parents and primary caregivers to be their child's first and most important teacher
- ✓ providing parents with increased access to resources they need through public libraries
- ✓ \$20million over 4 years

Aims and Deliverables



First 5 Forever aims to:

- ★ Develop community awareness of the importance of the first five years for children, especially relating to the benefits of early learning;
- ★ Increase parents, carer and community motivation, confidence and capacity to realise their child's potential re language, communication and emergent literacy;
- ★ Encourage a love and appreciation of books, shared reading and life-long learning;
- ★ Increase access of children and families to programs and resources that support early learning;
- ★ Increase library access and membership;
- ★ Increase agency collaboration and reduce gaps, duplication and competition;
- ★ Enhance social cohesion, cultural participation and renewal around the emergent literacy needs of children and families.

Aims and Deliverables



First 5 Forever Deliverables are:

- ★ An increase in places at public library programs including baby, toddler and story time sessions;
- ★ Outreach strategies and information toolkits for parents/caregivers of young children that support their role as their child's first teacher;
- ★ Local steering or advisory groups related to First 5 Forever that foster and encourage improved interagency collaboration including early childhood educators and child health nurses;
- ★ A state-wide awareness campaign for parents and primary caregivers;
- ★ Professional development and emergent literacy workshops for the regions;
- ★ Central coordination, data collection, evaluation and reporting.



What we have achieved

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Progress to date



- ★ 68 out of 71 Local Councils involved
- ★ \$4.5 million direct input to local government libraries
- ★ Development of parent toolkit approved by KidSafe Qld & endorsed Qld Health & Speech Pathology Australia
- ★ 625 Community partners – over 50% new working actively with libraries

Progress to date

- ★ Nearly 4,000 additional sessions for 0-5 in libraries and over 60,000 additional attendees
- ★ 337% increase in Outreach sessions throughout Queensland based on 2015 reporting received to date
- ★ 623 participants trained in First 5 Forever PD in 16 locations with sessions upcoming in Roma and Brisbane
- ★ Over 8,500 toolkits plus 46,000 other resources due for delivery to libraries starting at the end of March
- ★ First5Forever.org.au website that supports parents and caregivers with regular newsletters and updates.



Progress to date



Baby Rhyme Time



First5Forever Frog Video.mp4



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First 5 Forever Online Campaign



Activity Summary

State Library of Queensland's First 5 Forever campaign utilised a range of digital strategies to communicate the importance interaction with children aged 0-5.

- ★ An advertorial and digital display activity with Mamamia
28,289 views and 1,200 shares – nearly four minutes on average spent reading the article
- ★ A native advocacy article and digital display activity with Kidspot
3,854 views but over six minutes in average reading time, and a click through rate of .23% (average for digital is 0.05%)
- ★ Video seeding (promoting though ads)
144,307 views with 74% completion, plus 251,943 impressions which led to over 4,000 clicks through to content
- ★ Facebook marketplace ads and promoted posts *over 340,000 impressions from ads and 71,000 video views from posts with over most watching over 65% of the video*
- ★ Paid search words *36,407 impressions – 952 clicks*

first5forever.org.au

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Outreach

- ★ Encourage creation of action plan
- ★ Local media including community messages prior, during and post event



Bundaberg Regional Libraries
October 22, 2015 · 🌐

Mothers at our AquaBubs session at Norville Pool today at 9:30am will receive a FREE First 5 Forever Toolkit, containing a childrens book, nursery rhyme wall frieze, cd of songs and a hand puppet. Ask our F5F officer Tami after you've made a splash in the pool!

15 Likes · 3 Comments · 2 Shares · Was this result helpful? Yes · No

Like · Comment · Share

Results are in



- ★ Physical Toolkits support parent's & caregivers ability, confidence and motivation to engage with their children
- ★ Professional Development & Emergent Literacy workshops deliver a dramatic increase in skills, confidence and knowledge for library & early childhood professionals

Let's hear from participants

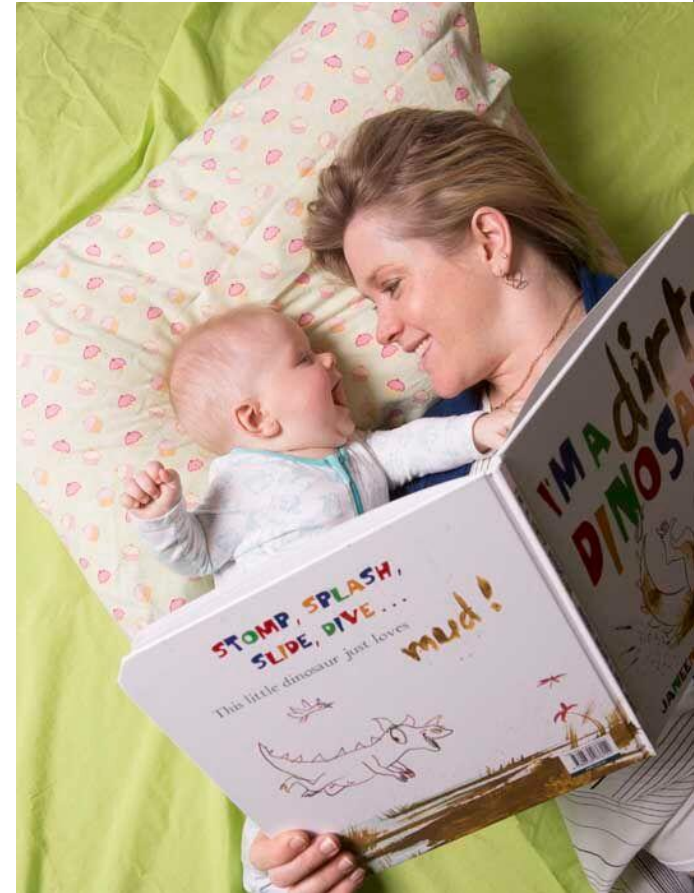


- ★ *There is a noticeable increase in memberships of 0-5s with the implementation of “come to the library with your baby to receive a kit”. Sceptical at first that we would never see these patrons again, there has been an increase in borrowing statistics with new patrons now part of our regular visitors. **Cassowary Coast Libraries***
- ★ *In conducting observations in the branches both before and after the First5Forever Professional Development, we found a 56% improvement in parent messaging and strategies in their Story Time sessions, and of these sessions 60% were exceeding expectations. **Moreton Bay Regional Libraries***
- ★ *We have seen mums bringing the younger little ones in more often that used to be. What a joy to watch the infants change over the weeks with the songs with the smiles increasing and they put their hands out to do the gestures, You know they are getting it! **Cloncurry Shire Council***

first5forever.org.au

Next steps for First 5 Forever

- ★ Year 1 data collection and **evaluation**
- ★ **First 5 Forever PD** to continue in response to demand
- ★ **New** professional development workshops for public library staff - focusing on **delivering** baby, rhyme and story times
- ★ **Collateral in development** for use with Aboriginal and Torres Strait Islander communities where appropriate
- ★ **Video productions** around Baby Time and activities that parents can do at home





Questions?



**For any further information:
first5forever@slq.qld.gov.au or 3840 7807**

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