

**Scottish
Book Trust**
inspiring readers and writers



Bookbug

Co-ordinator Information Pack 2017-18

Contents

Welcome to the Bookbug Programme.....	3
1. The Bookbug Co-ordinator	4
2. Partnership Agreements	5
3. Bookbug Co-ordinator Weekly Email	5
4. National Bookbug Co-ordinator Steering Group	5
5. Bookbug Programme Calendar	6
6. Bookbug Bags	6
7. Contents of Bookbug Bags	8
8. Bookbug Bag Deliveries and Record-Keeping.....	11
9. Baby Box Book	11
10. Bookbug Sessions.....	12
11. Bookbug Session Leader Training	13
12. Outreach Programme	13
13. Local Bookbug Steering Group	15
14. Partnership Working.....	16
15. Bookbug and Library Membership.....	17
16. Libraries Early Years Strategy Group	17
17. Bookbug's Library Challenge.....	18
18. Scottish Book Trust Website	18
19. Free Bookbug Printed Resources	19
20. Bookbug Costume	19
21. Bookbug Research.....	20
22. Events for Bookbug Co-ordinators and Practitioners.....	21
23. Bookbug Week, Other Events and Social Media.....	22
24. Bookbug Branding.....	23
25. Digital Bookbug	24
26. Dolly Parton's Imagination Library.....	24
27. Scottish Book Trust Early Years Team.....	24
28. Bookbug Co-ordinator Calendar 2017 and 2018	26

Welcome to the Bookbug Programme

Thank you very much for your involvement in the Bookbug Programme. Our partnership with you is hugely important to Bookbug's success, and we couldn't do it without you!

The values of the Bookbug Programme are so important to all of Scotland's families: early book-sharing; developing literacy; giving families time to talk, sing and play together. Because we all firmly believe that Bookbug is the best way to improve literacy outcomes for Scottish children, it is vital that every local authority continues to give strong 'in-kind' commitment to the programme: staff time; training opportunities; logistical support.

Ideally, each local authority has a co-ordinator dedicated to working on the Bookbug Programme. However, we appreciate that your work with Bookbug may be just one part of your job. We want it to be both an important and enjoyable part, and give you the support and guidance you need to run a successful local Bookbug programme.

We find it essential to work with just one key contact in each local authority, although we understand that there may be many people in your area who have an involvement with Bookbug, as well as job shares that exist. We would like to pass on all information about the programme to you and for you to have the responsibility of sharing this information with your colleagues and partners. We do not expect you to do all the work, but we would like you to be our main contact for all Bookbug information. Throughout this document, we refer to this key contact as the 'Bookbug Co-ordinator'.

If you, your line manager or any other personnel within your local authority would like to discuss the information within this document in more detail, a member of Scottish Book Trust staff will be delighted to visit you in your area.

The following document should provide you with information to support you in your role as Bookbug Co-ordinator, however if you have any questions or need additional advice and support please contact the Early Years team at Scottish Book Trust. We are happy to help.

Thank you,
Catriona Wallace
Head of Early Years
bookbug@scottishbooktrust.com
0131 524 0185

1. The Bookbug Co-ordinator

Your work, as Bookbug Co-ordinator, is vital to Bookbug's success and impact. Either alone or as part of a team, you will manage the local Bookbug programme in your local authority.

We understand that your own local authority commitments will determine the level of your involvement with Bookbug so we have listed below the tasks which we **need** you to carry out in the role of Bookbug Co-ordinator and the additional tasks which we would **like** you to carry out to deepen the impact of the programme. Ideally, you will have enough time and support to fulfil all the work of the Bookbug programme.

Actions

We **need** you to carry out the following tasks:

- Reading and actioning our weekly emails
- Working with us on Bookbug bag deliveries and distribution to your area
- Keeping records of your onward distribution of Bookbug bags
- Promoting the importance of Bookbug Sessions and encouraging staff in your area to run regular sessions in libraries
- Keeping records of attendees (number of children and number of adults) at Bookbug Sessions, including details of Gaelic sessions and sessions in areas of deprivation [see section 8]
- Passing on information about the programme to your colleagues and partners
- Offering all children aged 0–5 visiting libraries the chance to participate in Bookbug's Library Challenge

Ideally, you will also be able to carry out the following tasks:

- Promoting the Bookbug programme and its messages at events in your area
- Organising Bookbug events in your area
- Providing guidance to your colleagues about the Bookbug programme
- Encouraging colleagues and partners to take part in Scottish Book Trust training and to attend conferences and other information events
- Participating in Bookbug Week celebrations
- Participating in the local Bookbug Steering Group or equivalent local networks, where it is exists, chairing of the meetings in some instances
- Promoting the Outreach programme, including free Bookbug training for professionals and volunteers working with families with young children.
- Attending Co-ordinator Regional Meetings, Shared Practices and the Bookbug Conference

2. Partnership Agreements

Each year, we issue each local authority and each NHS board with individual Partnership Agreements.

The local authority Partnership Agreements represent a shared commitment between individual councils or Library Trusts and Scottish Book Trust to maintain and develop the Bookbug programme.

It is likely that you will see and be involved with the completion of the local authority agreements. However, we ask for them to be signed by Heads of Public Libraries and Education and the Chief Executive so that we can raise awareness of the programme and secure commitment to it at the highest possible level.

NHS Partnership Agreements are sent directly to the Director of Nursing or equivalent level contact in the health board. You are not required to sign this document but please contact us if you would like a copy for your records.

**For more information on how Bookbug supports national strategies and policies see our “Bookbug Strategic document” on the Scottish Book Trust website.*

[\[scottishbooktrust.com/bookbug/national-policies\]](http://scottishbooktrust.com/bookbug/national-policies)

3. Bookbug Co-ordinator Weekly Email

You will receive an email from the Early Years Operations Administrator every Wednesday.

Actions

Please do read this email as it includes actions we need you to complete as well as opportunities to give feedback/ get involved in various aspects of the programme.

4. National Bookbug Co-ordinator Steering Group

We have set up a steering group of Bookbug Co-ordinators to ensure we're getting regular feedback about how the programme is delivered locally, and to make sure it is meeting the needs of families in your areas. The group will meet 3 to 4 times a year and membership will change about every 18 months.

The following co-ordinators are currently on the steering group:

- Marion Kunderon/ Gillian Hunt, North Lanarkshire
- Gwen Alexander, Aberdeen
- Yvonne Manning, Falkirk
- Aly McCulloch, West Dunbartonshire
- Sharron Brown, Fife
- Linda Muirhead, South Glasgow
- Janette White, Glasgow

- Jane Sandell, Moray
- Elaine Tennant, Orkney

This group supports the work of the Libraries Early Years Strategy Group [see section 11] which reports back to the Heads of Public Libraries.

5. Bookbug Programme Calendar

Each year, we will ask you to carry out a number of administrative tasks relating to the programme. The activities listed in the calendar at the end of the document represent the main pieces of Bookbug work, although there may be small additional opportunities to get involved in the programme which are not listed in the calendar.

Actions




Please refer to the Bookbug Co-ordinator Calendar at the end of this document for a detailed breakdown of co-ordinator administrative duties by month.

6. Bookbug Bags

We all want to make sure that every child in Scotland receives a Bookbug Bag at the right time, in the easiest possible way, and with no barriers.

We recommend that you ensure that Bookbug Bags are gifted to children at the ages/stages and gifting points in the following outline:

Bookbug Bag	Age/Stage	Main Gifting Point	Image
Bookbug Baby	3-5 weeks, as recommended in the Universal Health Visiting Pathway (p55)	Health visitor/Public health nurse/member of health visiting team	
Bookbug Toddler	13-15 months, as recommended in the Universal Health Visiting Pathway (p59)	Health visitor/Public health nurse/member of health visiting team	

Bookbug Explorer	3 years	Funded ante-pre-school year at Early Years settings (local authority, private and partner providers)	
Bookbug P1 Family Bag	P1 age	Schools with P1 provision (state and independent); special schools; home for home-educated children	
Gaelic Bags - All Bookbug Bags	Birth to P1	Health Visitor/Gaelic Nurseries and Schools/Bòrd na Gàidhlig Early Years Worker and on request from Co-ordinators	
Tactile Books for children with Additional Needs	Birth to 5 years old	Bookbug Co-ordinators on request	

Families who have not received their bags through the above gifting points are directed to their local libraries to ask for advice.

Actions

- Make frontline staff aware of the Bookbug key messages and enable them to tell families when they should have received their bags and how. scottishbooktrust.com/video/introduction-to-bookbug
- Ideally libraries should carry a small stock of Bookbug Bags in order to supply families who have not received their bags at the above gifting points OR have staff who are able to pass on the contact details of the local co-ordinator.

7. Contents of Bookbug Bags

Bookbug Bags are stage appropriate and aligned with Scotland's education, parenting and cultural policies*. Below are the contents of the current 2017/18 Bags, the contents of which change every year. It is recommended to gift all existing stock of Bookbug Bags before gifting the new versions.

Baby Bag:

- *It's a Little Baby* by Julia Donaldson and Rebecca Cobb
- *This Little Baby* by Sandra Lousada
- *Usborne's Very First Nursery Rhymes* by Rosalinde Bonnet
- *Out and About Buggy Book* by Lynda Kennedy (Road Safety Scotland)
- My First Year with Bookbug Calendar
- Hello Baby! CD
- Bookbug Alert form
- Canvas Bag featuring Bookbug Baby

Toddler Bag:

- *Dinosaur Roar* by Paul Stickland and Henrietta Stickland
- *Good Night Like This* by Mary Murphy
- *Who's That?* by Rod Campbell
- Bookbug Height Chart
- Bookbug Crayons
- My Bookbug Toddler Pad
- My Bookbug Toddler CD
- My Bookbug Song and Rhyme Book
- Bookbug Alert form
- Canvas Bag featuring Bookbug Toddler

Explorer Bag:

- *The Bus Is For Us!* by Michael Rosen and Gillian Tyler
- *The Crocodile Who Didn't Like Water* by Gemma Merino
- *The Something* by Rebecca Cobb
- My Bookbug Explorer Activity Book
- Bookbug Explorer pencils
- 4 postcards
- My Bookbug Explorer CD
- Bookbug Alert form
- Bookbug Parent Leaflet
- Canvas Bag featuring Bookbug Explorer

Bookbug Primary 1 Family Bag: Gifted in Autumn 2017 to children in P1

- The 3 Picture Books shortlisted for The Bookbug Picture Book Prize 2018:
 - *Gorilla Loves Vanilla* by Chae Strathie and Nicola O'Byrne
 - *The Fourth Bonniest Baby in Dundee* by Michelle Sloan and Kasia Matyjaszek
 - *Little Owl's Egg* by Debi Gliori and Alison Brown
- The Bookbug Picture Book Prize Activity Booklet (including a tear-out voting slip)
- Bookbug Pencils

- Whiteboard, magnetic numbers, pen and eraser
- Canvas Bag

Gifting advice for practitioners who give out the bags

Bags should be gifted along with a message to parents about the benefits of sharing books with young children. Gifting Advice is provided for professionals who are gifting the Bookbug Bags. This information is provided within 3 key documents:

- Bookbug Universal Gifting Advice for Health Visiting teams and FNP's
scottishbooktrust.com/gifting-advice
- Gifting Advice for the Bookbug Explorer Bag scottishbooktrust.com/bookbug/working-with-bookbug/gifting-bookbug-bags/bookbug-explorer-bag
- Bookbug Primary 1 Family Bag Teacher Letter
scottishbooktrust.com/files/parent_letter_a4.pdf

See further details about the Bag Gifting Training we provide under Section 10: Outreach Programme.

Gaelic Bags

Scottish Book Trust provides free Gaelic books to Gaelic-speaking families and families interested in learning Gaelic. These bags contain Gaelic translations of the books found in the regular Bookbug Bags. There is also useful information from Bòrd na Gàidhlig for parents who want to share Gaelic with their children. These should be gifted **in addition to** the English Bookbug bags.

Gaelic Baby Bag - distributed via Bookbug Co-ordinator and/or Bòrd na Gàidhlig Early Years Worker:

- Gaelic information leaflet
- *Beibidh beag biodach (It's a Little Baby)*
- *An Leanabh Seo (This Little Baby)*
- *Rannan is Rabhdan (Usborne's Book of Nursery Rhymes)*
- *A-muigh air Chuairt (Out and About)*
- Canvas Bag featuring Bookbug Baby

Gaelic Toddler Bag - distributed via Bookbug Co-ordinator and/or Bòrd na Gàidhlig Early Years Worker:

- Gaelic information leaflet
- *Dineasair Ran! (Dinosaur Roar!)*
- *Co Tha Siud? (Who's That?)*
- *Oidhche Mhath Mar Seo (Good Night Like This)*
- Canvas Bag featuring Bookbug Toddler

Gaelic Explorer Bag - 3-year-old children in Gaelic Medium Education will receive their Gaelic Bookbug Explorer Bag from nursery:

- Gaelic information leaflet
- *Theid Sinne a' bhuis! (The Bus is For Us!)*
- *An Crogall Nach Iarrdh Gu Uisge (The Crocodile Who Didn't Like Water)*

- *Rudeigin (The Something)*
- Canvas Bag featuring Bookbug Explorer

Gaelic Bookbug Primary 1 Family Bag – Gifted in Autumn 2017 to P1 children in Gaelic Medium Education:

- The 3 Picture Books shortlisted for the Bookbug Picture Book Prize 2018 in Gaelic:
 - *Bidh Goiriola Ag Ithe Bhaniola* by Chae Strathie and Nicola O’Byrne
 - *Beibedh Boidheach Dhun Deagh* by Michelle Sloan and Kasia Matyjaszek
 - *Ugh na Cailleach* by Debi Gliori and Alison Brown
- Bilingual version of the Bookbug Picture Book Prize Activity Booklet
- Audio recordings of all the books in the Gaelic Bookbug Bags are available to listen to on the Gaelic 4 Parents website (gaelic4parents.com).

Books for Children with Additional Support Needs

We make every effort to ensure that the Bookbug Bags are accessible for all children. However, we recognise that children with additional support needs benefit from books that have tactile features. Following consultation with colleagues working with children with additional support needs, a range of touchy feely books are available to all families who would benefit from these books. The following titles are available:

That’s Not My books

That’s Not My Dragon
That’s Not My Monkey
That’s Not My Train

Child’s Play books

Off to the Park
Off to the Beach
Getting Ready

These are/will be available in mixed boxes (10 of each in a box). These can be added to your quarterly deliveries on request or sent to you at any time. Just email bookbug@scottishbooktrust.com.

Additional Items in Bags

We receive many requests from national organisations wishing to add items to the Bookbug Bags because our family reach is so wide. We want the messages of the programme to be as clear and accessible as possible, so we prefer the bags to contain only Bookbug materials.

Actions

It is agreed that you will not add any additional information or contents to the Bookbug Bags without the express permission of Scottish Book Trust, and will not remove or withhold any contents from the Bookbug Bags. Please contact us if you would like to discuss adding local content to the Bookbug Bags.

This requirement is outlined in the Partnership Agreement with your local authority.

8. Bookbug Bag Deliveries and Record-Keeping

Bookbug Baby, Toddler and Explorer Bag deliveries take place on a quarterly basis, in March, June, September and December – it's up to you whether you want a quarterly, biannual or annual delivery of your Bookbug Bags. The Bookbug Primary 1 deliveries take place once a year in October.

Actions

Stocktakes and Ordering

In December/January, we need you to:

- carry out a stocktake of bags in your central store
- Check your annual schedule of Bookbug Bags

Deliveries

Before each delivery is made, you will receive two emails which we need you to check carefully and action:

- Email 1 is sent by Scottish Book Trust to notify you of the number of bags you are due to receive and asking that you contact Scottish Book Trust to confirm the delivery and make any amendments by the given closing date.
- Email 2 is sent by Spring Distribution, our distributors, to notify you of the date that your delivery will arrive and confirming the number of each bag that you will receive. You must reply with a blank email to confirm the details are correct.

On the day of the delivery, we need you to be ready to accept your delivery. If you will not be available on that date, we need you to pass on delivery details to all necessary members of staff. If you ask to change the delivery date after the deadline (10 days prior to your delivery) we will charge you for a new delivery date. Full details of the delivery process and **redelivery charges** is contained in the Partnership Agreements. If you have an issue with the delivery date provided please contact emma.dunn@scottishbooktrust.com

We also need you to ensure that **sufficient staff** will be available to move boxes to your storage area when the delivery is made. Spring Distribution make five to seven deliveries each day so unfortunately their schedule does not allow them time to move boxes within your building.

We require you to record all bag deliveries on the **Stock Monitoring spreadsheet** that we have provided, logging all incoming stock and all onwards deliveries that you make to health, education and libraries. These statistics should be emailed to emma.dunn@scottishbooktrust.com each quarter. This means that at the end of each financial year we are able to determine the percentage of bags that have been gifted in your area and whether there are any gaps.

Please email us if you require a copy of the Stock Monitoring spreadsheet.

9. Baby Box Book

We're delighted that this year we've been able to include a book in the Scottish Government's new Baby Box scheme (<http://www.parentclub.scot/baby-box>) which provides

families with a box full of clothes, resources and a place to sleep and is sent out before the baby is born. The book is *Baby's Very First Black & White Book: Babies*.

We have tips on how to share this book as well as advice on reading to your baby pre-birth on our website: www.scottishbooktrust.com/baby

10. Bookbug Sessions

Bookbug Sessions are free, fun events for families with young children to enjoy songs, rhymes and books together. Bookbug Sessions are fully inclusive and open to all families, regardless of age, disability, gender, gender identity, race, religion or belief, or sexual orientation. Sessions are most often run by libraries with additional sessions taking place in nurseries and other community venues. Thanks to our hugely successful partnership with libraries and other local authority departments, 23,670 Bookbug Sessions were delivered in 2016/17 all over the country attended by nearly 687,000 adults and children.

Most Bookbug Sessions last 30 minutes, with the group singing songs, sharing rhymes and enjoying a story read by the session leader. They provide a great opportunity for the whole family to come together for a bonding experience in a friendly environment. It might be useful to give parents short and simple key messages about how the activities in Bookbug Sessions are supporting their children's development.

Bookbug Sessions are led by staff and volunteers who have attended our Bookbug Session Leader training (see section below).

Bookbug Values

We would always encourage Bookbug Session Leaders to think first about the core Bookbug values of being **universal**, **inclusive**, **respectful of the rights** and **evidence-informed** whenever they plan and lead sessions. However, there are also three key rules to bear in mind:

1. Bookbug Sessions should only be run by those who have received Bookbug Session Leader training and for the purpose of promoting books, reading, singing and cuddling.
2. The Bookbug brand should never be used to promote religious, political or commercial groups or ideas.
3. Bookbug Sessions must be delivered completely free of charge to families and not held in places which are only accessible by parents paying a fee.

Actions

- We want all sessions taking place to be branded as 'Bookbug Sessions' so that families can fully engage with the programme, linking the Bookbug Bags to the sessions.
- We would like you to promote your sessions using the free posters and flyers.
- We need you to keep records of numbers attending every session in your area and we will ask for these figures once a year. We like to keep a record of all sessions that take place in areas of deprivation and all Gaelic sessions that take place in each local authority. Where the Bookbug Sessions are taking place outside of libraries, please agree how annual statistics will be gathered.

11. Bookbug Session Leader Training

Since 2009 we have enjoyed working with library and education staff and third sector groups to train individuals to become Bookbug Session Leaders.

Bookbug Session Leader training has been funded by Creative Scotland's Youth Music Initiative. Over 2,000 leaders are now trained across every local authority and across several other organisations in Scotland. There will be a number of trained leaders in your area running regular Bookbug Sessions.

We have also offered a 'Train the Trainer' course to all local authorities in Scotland, which allows those who attend the course to go on to deliver their own Bookbug Session Leader training courses to staff within their own authority.

Actions

- Bookbug Session Leader training is ongoing and you will be notified of all opportunities for you and your staff to participate. Please check our weekly email for details of future training, or contact us to request a local training session.
- Bookbug Session Leader Training must not be cascaded unless staff have attended Scottish Book Trust's Train the Trainer course.
- The participants of the local Bookbug Session Leader Training courses run by staff that have undergone 'Trainer the Trainer' must be reported back to Scottish Book Trust in a timely manner.
- Please ensure that every individual Bookbug Session Leader has undergone training before being asked to run a Bookbug Session.

12. Outreach Programme

In 2012/13 we launched a new strand of the Bookbug Programme called the Bookbug Outreach programme. The aim of the Outreach Programme is to support families who are facing barriers to accessing the Bookbug Programme and need extra support with reading and singing with their children. We meet these aims by training a wide range of professionals such as local authority, health, and third sector staff and volunteers. The Bookbug Outreach programme is available to every local authority.

Bookbug for the Home is the main element of the Outreach Programme, training practitioners to take elements of the Bookbug approach into family homes to ensure that the programme is truly universal. The training enables professionals and volunteers to deliver elements of Bookbug Sessions in families' homes. This has proved to be an effective tool to enable a whole range of professionals to ensure that families are still able to access the benefits of cuddling, singing, rhyming and book-sharing with their children.

Our most recent evaluation of year 3 and 4 of the programme found evidence to show that Bookbug for the Home inspires and equips early years professionals in Scotland to support parents in families to interact more with their children and to develop a love of books. Professionals and parents alike described positive changes in children's development and family interaction as a result of Bookbug activities, and the programme clearly complements

the efforts being made in early years work locally and nationally to improve the life outcomes of children.

There are many other different training courses that are offered through the Bookbug Outreach programme. These courses are available free of charge to a wide range of professionals. If you identify a training need in your area, you can get in touch with us to request training at any time. For more information about the current training courses available, please see below.

Running Bookbug Sessions for groups

Bookbug Session Leader: For professionals or volunteers who wish to run free 30-minute Bookbug Sessions (stories, song, and rhyme sessions) with groups of children under five and their parents or carers. A version of this training is available for those who wish to run Bookbug Sessions in Gaelic.

Top-Up Bookbug Session Leader: For existing Bookbug Session Leaders to refresh their practice.

Bookbug for Outreach work with harder to reach families

Bookbug for the Home: For professionals or volunteers working one-to-one with families or small groups of families with children under five, and would benefit from extra support with song, rhyme and book sharing.

Top-Up Bookbug for the Home: For Bookbug for the Home practitioners to refresh their practice.

Bookbug for Foster Carers, Kinship Carers and Adoptive Parents: An adapted version of Bookbug for the Home for those who care for children who are looked after, in care or adopted.

Bookbug Bag Gifting Training

Gifting the Bookbug Baby and Toddler Bags: Awareness Sessions for health staff: For Health Visitors and other staff who gift the Bookbug Baby and Toddler Bags.

Bookbug Explorer Bag Training: Making the most of your gifting events. For staff of early years settings or libraries who would like to develop their Bookbug Explorer bag gifting events to engage parents and children.

Bookbug Primary 1 Family Bag Training: For P1 teachers and librarians who gift the Bookbug Primary 1 Family Bags during Book Week Scotland and would like to develop their gifting events to engage parents and children.

Supporting Literacy in the Early Years

Music and Early Literacy: For anyone who is working with children aged 1-2 years who would like to understand how music can support literacy.

Bringing Picture Books to Life: For anyone working with groups of children aged 3-5 years who would like to develop the way they read picture books aloud with them.

Training for Students

Introduction to Bookbug for Students: for classes of college or university students who are completing qualifications related to health visiting, midwifery, early education, childcare or speech and language therapy. The session is set up through the college or university lecturer.

For more in-depth descriptions of the training courses, please access the website:

scottishbooktrust.com/bookbugtraining

Sharing details of trainees in your area

The Early Years team provides Bookbug Co-ordinators with contact details of trainees in their local authority, where permission has been given by the trainee. We ask that you send new trainees a welcome email to introduce yourself. You may also wish to send trainees email updates about local Bookbug events and activity at regular points throughout the year. The Early Years team have produced an introductory email template and clear information about how you can use trainee data (to comply with data protection legislation). Get in touch with ruth.boreham@scottishbooktrust.com for a copy.

Actions

- Please promote the training courses within your local authority
- If you identify a training need in your area, get in touch with Andra to arrange training andra.iulian@scottishbooktrust.com
- Keep in touch with Bookbug trainees in your area.

13. Local Bookbug Steering Group

We recommend that each area has a Bookbug Steering Group to keep all your partners updated on and committed to the programme in your area.

Other Bookbug Co-ordinators have found the following model to be effective:

- Meet two–three times a year. This should be frequent enough but not take up too much of the members' time. If people want to meet quarterly, that's great - just see how the group takes shape
- Ask a senior member of staff to chair the group

- Invite a mixture of senior staff and frontline practitioners to join the group so that decision-makers and staff with ground-level experience can feed into the group e.g. Head of Library Service, librarian with young people's remit, nursery head teacher, Quality Improvement Officer for Early Years, health visitor, nurse manager, third sector service providers
- Try to make your meetings a combination of information-sharing, ideas-generating, identifying local Bookbug training needs and agreement on policy
- A member of staff from the Early Years team would be happy to attend at least one of your steering group meetings each year in order to provide members with a face-to-face programme update. In addition to this, we can provide programme updates via email for meetings that we are unable to attend in person.
- If you would like support with forming a steering group and setting an agenda, we are happy to give advice and attend the first meeting.

The Head of Early Years is also available to support Bookbug Co-ordinators with advocacy of the programme in their area as and when is required. Please contact catriona.wallace@scottishbooktrust.com

14. Partnership Working

Other Bookbug Co-ordinators have found it useful to work with a range of organisations, and have compiled the following list of potential partners for the programme:

- Health Visitors and other health professionals, such as Speech and Language therapists
- Early Years staff
- Social Work staff
- SureStart workers
- Home-Start co-ordinators and volunteers home-start.org.uk
- Children 1st children1st.org.uk
- PEEP people.org.uk
- Play@home
- Barnardos barnardos.org.uk
- Circle circle.scot
- SCMA childminding.org
- Save the Children/ FAST programme savethechildren.org.uk
- One Parent Families Scotland opfs.org.uk
- Scottish Women's Aid, Local Women's Aids scottishwomensaid.org.uk
- Fathers Network Scotland fathersnetwork.org.uk
- Dad's Rock dadsrock.org.uk
- Aberlour Trust aberlour.org.uk
- Kinship Carers kinship.scot
- Foster Carers thefosteringnetwork.org.uk

15. Bookbug and Library Membership

The Bookbug Programme aims to promote a lifelong love of reading, and we know that libraries are central to this.

Library membership should not be a condition of receiving a Bookbug Bag or taking part in a Bookbug Session, but we want to work with you at every opportunity to increase library membership and book-borrowing.

Bookbug Co-ordinators have used the following methods to join up Bookbug with library usage:

- Fully implementing Bookbug branding
- Fully promoting and using Bookbug's Library Challenge [see section 12] throughout the entire year or for part of the year
- Raising awareness among frontline staff about the Bookbug programme
- Holding inter-library competitions to see which library can get the highest number of children involved in Bookbug's Library Challenge
- Holding launch events for Bookbug's Library Challenge, as well as celebration events for certificate winners
- Making it as easy as possible to join the library. Sign up new members when promoting the programme at outreach venues
- Looking at your policies on damaged board and picture books, and fines for children aged 0–5. Many local authorities 'write-off' damaged board books and do not issue fines for items borrowed on children's cards
- Working with your registrar service to distribute Bookbug 'birth congratulations' cards, which promote libraries
- Keeping your website's Bookbug section fully updated, and sending Scottish Book Trust updates for your section on our website
- Using Bookbug Sessions to encourage people to join the library and recommending books before, during and after sessions
- Inviting schools and nurseries into the library and hosting special events for the Bookbug Explorer and P1 bag gifting.

Every Child a Library Member

We support local authorities and libraries with the ECALM initiative. Further details can be found on the SLIC website: <http://scottishlibraries.org/projects/every-child-a-library-member/>

16. Libraries Early Years Strategy Group

The Libraries Early Years Strategy Group is a partnership between Scottish Book Trust and senior representatives of the library services. There are a number of aims of the group, but predominately it supports implementation of the Scottish Reading Strategy for Public Libraries and provides a consultation platform for developments in the Bookbug programme.

The Libraries Early Years Strategy Group consists of senior representatives from local library services across Scotland, is chaired by one of these senior representatives and

meets on a quarterly basis. If you would like further information about the role of the group, please contact Rosalyn McGlynn on rosalyn.mcglynn@scottishbooktrust.com

17. Bookbug's Library Challenge

Bookbug's Library Challenge is a reading incentive scheme for babies and young children.

In general, children receive a Collector Card when they join up to the Challenge. The card is stamped with a Bookbug stamp every time books are borrowed, and children receive a certificate every time they complete a card. There are six certificates to collect.

The Challenge is funded by publishers, so it is important that we can provide evidence of the scheme's success. New point of sale stands are available for each library branch to help promote the Challenge.



Actions

- Please promote the Challenge as fully as possible.
- Each year, we will ask you for statistics showing the number of certificates issued from the beginning of June until the end of the following May.
- If you create displays or special events promoting the Challenge, please send photographs to us. We'd love to see them!

18. Scottish Book Trust Website

You can find the Bookbug part of the Scottish Book Trust website at: www.scottishbooktrust.com/bookbug. Please take some time to explore the website so you know what's there, for example our brand new Song & Rhyme Library: www.scottishbooktrust.com/songandrhyme

Bookbug information is split into two areas – a section for the parents and a section for people and organisations who work with Bookbug so that people can find the information they need as easily as possible. You should be able to find all information relating to Bookbug on our website.

We have a section dedicated to running your local Bookbug programme which includes things like tips on running local events, logos and branding guidance and printable marketing materials as well as this Information pack: www.scottishbooktrust.com/bookbug/working-with-bookbug/guidance-support

Each local authority has a dedicated Bookbug Sessions page, giving details of local Bookbug Sessions. It has links to each local authority's Bookbug Sessions webpages, so that parents can click through to find out where their nearest session is being held. scottishbooktrust.com/bookbug-sessions-information. This links through to your local authority webpages so it's important these are kept up to date.

Each local authority also has a page within the Local Bookbug Contacts section giving information about bag gifting in each area and contact details for local Co-ordinators. scottishbooktrust.com/local-bookbug-contacts

Actions

Please check your information on the Bookbug Sessions and Local Bookbug contacts sections of our website regularly to keep these current. Send updates to lingsay.quayle@scottishbooktrust.com

19. Free Bookbug Printed Resources

Bookbug Week resources will be distributed in April each year.

One further delivery of Bookbug **general marketing materials** will be supplied to you in June each year. These include posters, flyers and stickers, as well as Birth Congratulations Cards, which are usually given to parents as they register children's births with the registrar, and promote the programme, libraries and give information about receiving Bookbug bags.

Bookbug Translated Information

Our general Bookbug information leaflet is available for download in 9 different languages on our website. Please visit for more information: scottishbooktrust.com/bookbug/about-bookbug/translated-bookbug-information

Actions:

- If you need any Marketing materials at any point outwith the delivery in June, get in touch with emma.dunn@scottishbooktrust.com.
- Please use the resources we send to promote Bookbug as fully and as widely as possible. For ideas about where and how to display resources please see: scottishbooktrust.com/bookbug/working-with-bookbug/bookbug-sessions/marketing-materials
- Please run all locally produced print items past us wherever possible by contacting beth.crozier@scottishbooktrust.com

20. Bookbug Costume

Bookbug is big, bright and loves to help out at local Bookbug events. The costume is always a huge hit and a great way to spread the book-sharing message and encourage children to love books.

Your local authority can borrow the Bookbug costume free of charge. We take bookings from Bookbug Co-ordinators, who can hire the costume for a period of two weeks. We arrange courier delivery and collection. Please contact Lindsay Quayle in the Early Years team if you would like to borrow the costume lindsay.quayle@scottishbooktrust.com

The Bookbug costume is very expensive and needs to be treated with care. Repair and replacements are prohibitively expensive.

A number of areas own their own costume. If you are interested in purchasing a costume, we will put you in contact with the manufacturer. The approximate cost of a Bookbug Costume is £4,300 (including VAT).

When you have the costume, we need you to make sure that all wearers are aware of the guidelines for wearing the costume. We also need you to make sure that the costume is kept safe and clean and handled carefully.

Please let us know how your events go and send photos if you can. We no longer gather statistics of the number of people who attend these events.

Actions

At the end of each year, we will ask you to submit three potential fortnight slots during which you would like to book the costume. We will create a costume calendar in advance based on your preferences. If anyone in your authority wishes to use it for a special event after the costume calendar has been created, please check with us. It may not be possible for us to accommodate all requests, but we do try to be as flexible as possible.

21. Bookbug Research

Bookbug is based on a strong foundation of research evidence about the impact of early book sharing, and singing with young children. This evidence, both national and international has shown the positive, emotional, social and educational benefits for children who regularly read, sing and say rhymes with a parent or carer.

Research in support of book-gifting and promoting early book sharing, is available on our website: <http://www.scottishbooktrust.com/research>

Latest research on Bookbug:

Outreach

99% of those who had introduced Bookbug to families said that these sessions were effective at encouraging parents to do more talking, book sharing and singing with their children. The majority (69%) also reported that families subsequently continued with songs, rhymes and reading outside of their visits.

<http://www.scottishbooktrust.com/bookbug/working-with-bookbug/research/bookbug-outreach>

Bookbug Bags and Bookbug Sessions

We have recently undertaken a large scale evaluation of the Bookbug Programme. Scottish Book Trust appointed an external team at [Centre for Research on Families and Relationships](#) based at the University of Edinburgh to assess the impact of the Bookbug programme in Scotland on parents, children and early years professionals. The evaluation took place in 2015 and 2016 and the final evaluation report will be available shortly.

The team has used Contribution Analysis to support evaluation of organisations such as Starcatchers and Shelter Scotland. For example [the Playground evaluation report for Starcatchers](#).

We know that there are many ways in which a family might be supported by being given a free bag of books, coming to a Bookbug Session at their local library or getting involved through nursery, but we also know there are many factors influencing parents of young children and it is difficult to separate out the contribution Bookbug makes.

The research team that Scottish Book Trust has asked to carry out this research is using several different ways of exploring parents', and professionals', experiences to assess the impact of Bookbug on children.

These include looking at existing research about book gifting programmes; carrying out in-depth interviews with individuals and groups; and gathering case study information to gain a detailed picture of how Bookbug works in small geographical areas.

Questions the research team will consider include:

- Are certain groups not gaining the benefits of the Bookbug programme and, if so, why?
- What's the connection between the free Bookbug Bags and public Bookbug Sessions?
- What is the impact of the Bookbug Bags on health visitors' and nursery staff professional practice?
- Is there a link between the way the Bag is given and the impact the Bag has on a family?

Their research method is called Contribution Analysis. Contribution Analysis helps organisations develop a theory of change to explain how a programme is intended to work and what impacts are expected as a result. With this understanding in place it is easier to analyse whether outcomes result from the programme's activities or from other influences.

You can find out more about Contribution Analysis from [Better Evaluation](#) and [IRISS](#).

22. Events for Bookbug Co-ordinators and Practitioners

Scottish Book Trust provides opportunities to share practice relating to the Bookbug programme:

Regional meetings (for Bookbug Co-ordinators and those running local programmes)

These meetings provide a forum to discuss the practicalities of running a local Bookbug programme. They include opportunities to share best practice and ask for advice or support from other Bookbug Co-ordinators or the Scottish Book Trust Early Years team.

We **recommend that Bookbug Co-ordinators attend a regional meeting once a year.**

Shared practice events (for all practitioners who use Bookbug e.g. lead Bookbug Sessions; are using Bookbug for the Home or gift the Bookbug bags).

These events are designed to share practitioner learning and ideas, provide programme updates, give networking opportunities and include a practical element.

We **recommend that Bookbug Co-ordinators are involved in shaping Shared Practice events** when they take place in their area. Scottish Book Trust offers support in organising these events but local knowledge and input is crucial to making them effective.

Bookbug conference

Complimentary places are available for the Bookbug Co-ordinator and Head of Public Libraries Service to attend the Bookbug Annual Conference to find out about new Bookbug developments, and hear from relevant Early Years speakers.

23. Bookbug Week, Other Events and Social Media

Bookbug Week is a national celebration of Bookbug and a great chance to promote your local programme. Each year there is a new theme, and we provide free printed resources to help promote your Bookbug Sessions and events, and a giveaway item for families.

We would encourage you to take part in Bookbug Week – either through holding a session using the themed session templates or by holding a special event. We advertise your activities on our website (unless the session is closed) and can help with promotion to families.

Running a Bookbug event, or having a Bookbug presence at events, is a great way to raise Bookbug's profile in your area. For tips on how to plan an event and achieve great results, visit the Working With Bookbug section of our website at scottishbooktrust.com/bookbug/working-with-bookbug/running-your-local-bookbug-programme/events

Social media is a hugely effective way to reach new audiences, engage further with your existing audience and networks and publicise all the great work you do.

Even a few updates can make a difference to your reach and help families and partners keep up to date with what's happening with Bookbug in your area. We've included some ideas in our [social media and PR toolkit](#) on our website, but if you would like any support for using social media to promote Bookbug, please contact beth.crozier@scottishbooktrust.com.

Actions

If you are organising a Bookbug event, or use social media for your organisation, please do let the Bookbug team know so that we can promote it via Facebook and Twitter. If you receive press coverage for your events, please send us a copy of the article.

24. Bookbug Branding

Branding is important in linking the key messages of the Bookbug programme, ensuring that parents connect Bookbug Bags with Bookbug Sessions and reading with their children.

Consistently using Bookbug branding will deepen the impact of your local programme, and therefore promote the message of family book-sharing across Scotland.

The key elements of the Bookbug brand are:

 <p>Bookbug logo</p>	 <p>Bookbug bags</p>
 <p>Bookbug Sessions</p>	 <p>Bookbug's Library Challenge</p>

Many Bookbug Co-ordinators have found the following examples of branding to be effective in their local programmes:

- Using the Bookbug logo on literature and webpages relating to the programme
- Ensuring that the message of 'enjoying books together' is highlighted at each event
- Staff wearing a Bookbug t-shirt and using the Bookbug doll when leading Bookbug Sessions
- Arranging for the Bookbug mascot costume to attend any major Bookbug events in your calendar
- Decorating your event venue with Bookbug materials e.g. banners, posters, bunting, etc.
- Displaying Bookbug Bags at events.

25. Digital Bookbug

The Bookbug programme aims to increase accessibility and improve our offering by introducing new ways to interact with our programme digitally:

- Provide early access to digital literacy for families and Scotland's youngest citizens.
- Introduce current digital non-participants to digital technology that they can use to support their parenting skills.
- Improve basic digital skills and creative skills amongst participants.
- Value the voice and experiences of a range of people from local communities traditionally least likely to participate in digital design.
- Provide families with high quality information in an easily accessible digital format
- Support those working with Bookbug with digital resources to add to their toolkit
- Pioneer digital technologies to support book gifting programmes – an international first.
- Serve parents and carers with an alternative digital format in which to engage with the Bookbug programme for print disabled participants and those more likely to engage in digital.

26. Dolly Parton's Imagination Library

In 2011 we entered into partnership with Dolly Parton's Imagination Library and the Scottish Government. Since 2011 the Imagination Library has been gifting one book per month to every Looked After child in Scotland aged 0–5 years. The total number of books gifted in the UK in 2016 was 298,000. Books are posted directly to the children's home addresses. Kirsteen Watson manages Dolly Parton's Imagination Library in the UK, if you would like to know the contact from your local authority responsible for the Imagination Library then please contact Kirsteen at kwatson@imaginationlibrary.co.uk.



If you would like further information about the Imagination Library please contact Kirsteen or visit our website: www.scottishbooktrust.com/bookbug/about-bookbug/dolly-partons-imagination-library

27. Scottish Book Trust Early Years Team

All members of the Early Years team can be contacted using the following telephone and postal address details:

T: 0131 524 0179

E: bookbug@scottishbooktrust.com

Address: Scottish Book Trust, Sandeman House, Trunk's Close, 55 High Street, Edinburgh, EH1 1SR

With individual profiles found on the Scottish Book Trust website as follows:
scottishbooktrust.com/about/scottish-book-trust-team

Catriona Wallace - *Head of Early Years*

E: catriona.wallace@scottishbooktrust.com T(DD): 0131 524 0185

Kirsty Sinclair - *Early Years Operations Manager (Mon-Thurs)*

E: kirsty.sinclair@scottishbooktrust.com T(DD): 0131 524 0183

David Mackay – *Early Years Outreach Manager*

E: david.mackay@scottishbooktrust.com T(DD): 0131 524 0181

Tracy Cooper - *Early Years Development Manager (Tues-Fri)*

E: tracy.cooper@scottishbooktrust.com T(DD): 0131 524 0180

Beth Crozier - *Early Years Operations Assistant Manager (off on Thursdays)*

E: beth.crozier@scottishbooktrust.com T(DD): 0131 558 8853

Ruth Grindley – *Early Years Digital Projects Manager*

E: ruth.grindley@scottishbooktrust.com T(DD): 0131 524 0165

Rosalyn McGlynn - *Early Years Development Co-ordinator (Mon-Thurs)*

E: rosalyn.mcglynn@scottishbooktrust.com T(DD): 0131 524 0164

Celia Richards - *Early Years Outreach Co-ordinator*

E: celia.richards@scottishbooktrust.com T(DD): 0131 541 2349

Ruth Boreham - *Early Years Outreach Administrator*

E: ruth.boreham@scottishbooktrust.com T(DD): 0131 541 2402

Emma Dunn - *Early Years Operations Administrator*

E: emma.dunn@scottishbooktrust.com T(DD): 0131 541 0021

Andra Iulian - *Early Years Training Administrator*

E: andra.iulian@scottishbooktrust.com T(DD): 0131 541 2342

Lindsay Quayle - *Early Years Administrator (Mon-Wed)*

E: lindsay.quayle@scottishbooktrust.com T(DD): 0131 541 2401

Paul Kane - *Early Years Trainer (not based in the office)*

E: paul.kane@scottishbooktrust.com

Early Years Trainers who deliver our Bookbug Training on a Freelance basis:
Jan Anderson, Helen Hudd, Carol Laula, Jo Nicolson

Full details on them can be found on our website:

www.scottishbooktrust.com/bookbug/working-with-bookbug/Bookbug-training/bookbugtrainer-biographies

28. Bookbug Co-ordinator Calendar 2017 and 2018

Month	Activity	Area	Contact
October			
<input type="checkbox"/>	P1 Bag delivery month	Logistics	ED
<input type="checkbox"/>	P1 Bags sorted for and distributed to schools	Logistics	ED
November			
<input type="checkbox"/>	P1 Bag Gifting in schools/libraries	Logistics	ED
<input type="checkbox"/>	Book Week Scotland 2017 (Monday 27 Nov – Sunday 3 Dec)	Events	BC
<input type="checkbox"/>	Advise of amendments to Dec delivery (quantities/address)	Logistics	ED
December			
<input type="checkbox"/>	Quarterly bag monitoring spreadsheet due	Logistics	ED
<input type="checkbox"/>	Bookbug Bag delivery month	Logistics	ED
<input type="checkbox"/>	Submit Bookbug Costume date requests	General	LQ
	Return of statistics:		
<input type="checkbox"/>	Quarterly bag monitoring spreadsheet due	Statistics	ED
<input type="checkbox"/>	Book Week Scotland audience figures	Statistics	ED

Bookbug Co-ordinator Calendar 2018

Month	Activity	Area	Contact
January			
<input type="checkbox"/>	Bookbug Bag stock take carried out (central store only)	Logistics	ED
February			
<input type="checkbox"/>	Bookbug stock quantities for 2018-2019 confirmed	Logistics	ED
<input type="checkbox"/>	Advise of amendments to March delivery (quantities/address)	Logistics	ED
March			
<input type="checkbox"/>	Bookbug Bag delivery month	Logistics	ED
<input type="checkbox"/>	Bookbug Annual Conference (Date TBC)	Events	BC
	Return of statistics:		
<input type="checkbox"/>	Quarterly bag monitoring spreadsheet due	Logistics	ED
April			
<input type="checkbox"/>	Partnership Agreements sent out	General	ED
<input type="checkbox"/>	Bookbug Week promotional materials received and distributed	Marketing	BC
<input type="checkbox"/>	Submit Bookbug Week event details	Marketing	BC
	Return of statistics:		
<input type="checkbox"/>	Bookbug Session figures (annual) inc. Gaelic & areas of deprivation	Outreach	RB
<input type="checkbox"/>	Partnership Agreements return deadline	General	ED
May			
<input type="checkbox"/>	Bookbug Week (14 – 20 May 2018)	Events	BC
<input type="checkbox"/>	Advise of amendments to June delivery (quantities/address)	Logistics	ED
June			
<input type="checkbox"/>	Bookbug Bag delivery month	Logistics	ED
<input type="checkbox"/>	Marketing materials delivered and distributed	Marketing	BC
	Return of statistics:		
<input type="checkbox"/>	Quarterly bag monitoring spreadsheet due	Logistics	ED
<input type="checkbox"/>	Bookbug's Library Challenge (Annual)	Marketing	ED
<input type="checkbox"/>	Bookbug Week audience figures	Marketing	ED

BC = Beth Crozier; RB = Ruth Boreham; LQ = Lindsay Quayle; ED = Emma Dunn

August			
<input type="checkbox"/>	P1 numbers submitted	Logistics	ED
<input type="checkbox"/>	Advise of amendments to Sept delivery (quantities/address)	Logistics	ED
September			
<input type="checkbox"/>	Bookbug Bag delivery month	Logistics	ED
<input type="checkbox"/>	P1 Bag communication to schools	Logistics	ED
	Return of statistics:		
<input type="checkbox"/>	Quarterly bag monitoring spreadsheet due	Logistics	ED
October			
<input type="checkbox"/>	P1 Bag delivery month	Logistics	ED
<input type="checkbox"/>	P1 Bags sorted for and distributed to schools	Logistics	ED
November			
<input type="checkbox"/>	P1 Bag Gifting in schools/libraries	Logistics	ED
<input type="checkbox"/>	Book Week Scotland 2018 (Date TBC)	Events	BC
<input type="checkbox"/>	Advise of amendments to Dec delivery (quantities/address)	Logistics	ED
December			
<input type="checkbox"/>	Quarterly bag monitoring spreadsheet due	Logistics	ED
<input type="checkbox"/>	Bookbug Bag delivery month	Logistics	ED
<input type="checkbox"/>	Submit Bookbug Costume date requests	General	LQ
	Return of statistics:		
<input type="checkbox"/>	Quarterly bag monitoring spreadsheet due	Statistics	ED
<input type="checkbox"/>	Book Week Scotland audience figures	Statistics	ED