Theory of Change backgrounds experience wide ranging benefits of reading Reading becomes Families/ Key a habitual part of everyday life ■ Impact ...experience children... immediate Outcomes benefits for families of reading Outcomes ...have for partners more reading ...see reading experiences as for them BookTrust outputs that they and partner network eniov Wider environment more conducive to (promoting) reading for pleasure ..access suitable reading ...read more materials from regularly a range of sources ...feel **confident** ...have choice over to read/find reading ...feel inspired how to engage experiences that to read with reading work for them **Motivation Capability Opportunity** ...own and ... see the positive are aware of new ...are better access more quality presence of reading ways to engage supported on their books and reading in their world with reading reading journeys resources ...engage with BookTrust offers/messaging at multiple moments throughout early years and school Partners... ...are empowered and inspired to engage families/ children with reading ..see engaging families/ ..have the confidence/ ...have the tools to Increased children with reading skills to engage families/ engage families/ demand for and children with reading as a priority children with reading engagement with BookTrust offers, services, **Motivation Opportunity Capability** research and co-creation ...engage with and use BookTrust resources/content/ activities messaging at the right time Influencing activities Quality resources/ in partnership with/ content/ messaging Strong partner base targeting a wider created with, enables access to partner base (e.g. and informed by target families policymakers, media) robust evidence

Children from low income

and vulnerable family

BookTrust: