

1. What

Show the parents what's in the pack

It contains a free book and a finger puppet that have been carefully chosen by experts for babies just like yours.



2. Why

Explain the benefits of sharing stories

Reading together helps families bond, grows babies' brains, and builds a bedtime routine.



3. How

Offer tips on how to read together

It's never too early to start and babies can enjoy sharing stories anytime, anywhere. Parents can read the words or just talk about the pictures.



4. Join in

Share a book with the baby

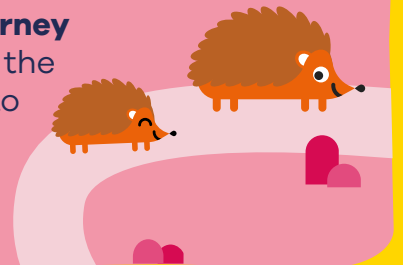
If you can, demonstrate how to share stories to help get parents comfortable and babies engaged.



5. Offer more

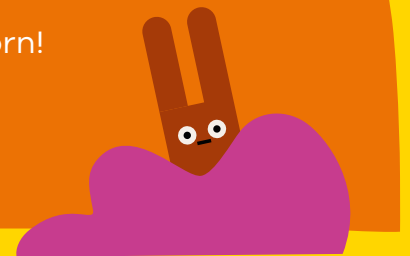
Help parents continue their reading journey

Suggest a trip to the library or a visit to the BookTrust website for more advice and tips.



Did you know?

- Babies listen to their parents' voices even before they're born! Reading to babies reminds them of that comforting place.
- Reading to even the youngest babies can help develop their social, language and learning skills.



Extra help

If English is an additional language for any of your families, or if you're working with babies identified as deaf or visually impaired, your BookTrust contact may be able to access relevant free resources.

Your feedback

Your voice is really important to us, and we'd love to hear your feedback. Please complete a survey at booktrust.org.uk/gifter-survey to help us understand more about your experience of giving out our book packs. If you're keen to get further involved in future design, email getinvolved@booktrust.org.uk to be added to our Design & Innovation mailing list.