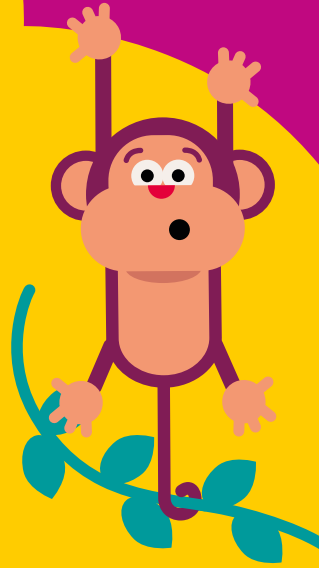


## Dear Partners,

**Thank you** for supporting BookTrust Cymru to get more families reading together. You have been selected to take part in a BookTrust Cymru programme and will receive Bookstart Toddler or Bookstart Nursery Packs with books and resources to gift to families you work with.

From babies to children in their early years and all the way through to early teens, reading brings profound and wide-ranging benefits that can have a lifelong positive impact on children's lives.



### The evidence shows that reading supports children to:

- **Overcome disadvantage**
- Develop better **mental wellbeing, social skills** and **strong relationships**
- Meet **speech and language milestones** and **do better at school**
- Develop **imagination, empathy** and **creativity**

### From BookTrust's recent research...

we know that whilst **95%** of parents and carers see reading as **important for their child:**

**28%** of parents and carers **don't find reading with their child easy**

**21%** of parents and carers **don't feel confident** choosing books that their child will enjoy

**20%** of parents and carers say they **don't read with their child** due to **lack of time**

The Bookstart Toddler and Bookstart Nursery Packs have been designed using our expertise in early shared reading, in collaboration with partners and families. The packs come with tips and advice to support families to engage with books and reading, including a link to BookTrust Cymru's Bookstart Family Hub - [booktrust.org.uk/familyhubwales](https://booktrust.org.uk/familyhubwales) - where families can find further activities and book recommendations to continue their reading journey.

## Families have told BookTrust that sharing the books and activities in their pack has helped them to bond, make memories and encourage interaction:

**96%** say that their child **enjoyed using the pack**

**71%** said their child had **learned new words** from using the books and activities in the pack

**79%** of families **learnt something new** about different ways to share stories together

**77%** said the pack made them **feel more confident** about reading and sharing stories with their children

**66%** of families said that the pack prompted them to **visit their local library**



For ideas on how to gift your packs, you can visit BookTrust Cymru's Storyteller Hub at

[booktrust.org.uk/storytellerwales](https://booktrust.org.uk/storytellerwales), a dedicated

digital hub for our early years partners. You can also sign up

to **BookTrust's Early Years Newsletter** for regular updates:

[secure.booktrust.org.uk/newsletters](https://secure.booktrust.org.uk/newsletters)

## We really value your feedback

Let us know how you get on with your packs and resources by filling in a two-minute survey at

[booktrust.org.uk/storytellerfeedbackwales](https://booktrust.org.uk/storytellerfeedbackwales)

[booktrust.org.uk/cymru](https://booktrust.org.uk/cymru)

Follow us on social [@BookTrustCymru](https://twitter.com/BookTrustCymru)

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