

## Our Approach and the Evidence Behind It

World Book Day's mission is to change lives through a love of books and shared reading. We promote and encourage Reading for Pleasure and offer every child and young person from 0 to 18 the opportunity to have a book of their own.

We know that Reading for Pleasure is the single most important indicator of a child's future success. World Book Day's aim is to encourage children, families, and schools to adopt the reading habits that will improve life chances and build new generations of readers.

### How World Book Day supports and promotes Reading for Pleasure

World Book Day's definition of Reading for Pleasure is: **Feeling a sense of satisfaction or pleasure by engaging with chosen reading material in their free time.**

We have identified 6 key behaviours which support the development of a Reading for Pleasure habit and have mapped our activities to these behaviours:

Reading for Pleasure behaviours	World Book Day activity
1. Being read to <b>regularly</b> – has a significant impact on a child's willingness to engage with books.	Supporting and encouraging parents and carers to read with children from an early age and encouraging maintaining that habit for as long as possible.  • <b>Share a Story Corner</b>
2. <b>Access</b> to books at home (and school).	Supporting access to books – using the £1 book selection and our partnerships with publishers, booksellers and libraries.  • <b>The £1 book selection</b>

<p>3. The ability, and experience to <b>choose</b> what they want to read.</p>	<p>We support choice by:</p> <ul style="list-style-type: none"> <li>• Introducing new texts in a variety of formats.</li> <li>• Supporting children to see themselves and their world in books – promoting books by authors representative of the UK demographic and books which show a range of cultural, social and geographical experiences</li> <li>• <a href="#">Author and Illustrator Academy content</a></li> <li>• <a href="#">Audiobooks</a></li> <li>• <a href="#">Reader Recommendations</a></li> </ul>
<p>4. Trusted adults and peers who <b>share</b> and recommend books to them.</p>	<p>We support book knowledge with our reading lists and by our choice of £1 texts and selections for Book Club and Share a Story Corner.</p> <ul style="list-style-type: none"> <li>• <a href="#">Reader Recommendations</a></li> <li>• <a href="#">Book Club</a></li> </ul>
<p>5. The reading experience being <b>enjoyable</b> (often this begins with social and shared experiences with adults and peers).</p>	<p>Making reading fun is a core component of the World Book Day campaign and day. The atmosphere of national celebration is key to this message.</p> <ul style="list-style-type: none"> <li>• <a href="#">Classroom or home packs and activities</a></li> </ul>
<p>6. <b>Time</b> to read – at first this might need to be imposed as a routine to build a habit.</p>	<p>World Book Day gives schools and families an excuse to spend more time reading on the day but also the opportunity to promote regular reading as a habit.</p>

## What does success look like?

- Children choosing to engage with reading in their free time.
- Children show preferences and can discuss what they do and don't enjoy.
- Children talk about books with their peers and trusted adults.
- Children are happy to receive recommendations and are willing to offer their own.
- Children include book language or story structure in their play, talk or writing.
- Children refer to books to discuss their experiences.

## Where's the Evidence From:

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**READING  
FOR PLEASURE**



**Changing lives through a love of books and shared reading.**

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