

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 regularly – 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. • Share a Story Corner
2. Access to books at home (and school).	Supporting access to books – using the £1 book selection and our partnerships with publishers, booksellers and libraries. • The £1 book selection

<p>3. The ability, and experience to choose what they want to read.</p>	<p>We support choice by:</p> <ul style="list-style-type: none"> • Introducing new texts in a variety of formats. • 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 • Author and Illustrator Academy content • Audiobooks • Reader Recommendations
<p>4. Trusted adults and peers who share 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"> • Reader Recommendations • Book Club
<p>5. The reading experience being enjoyable (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"> • Classroom or home packs and activities
<p>6. Time 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:

Becker, M., McElvany, N., & Kortenbruck, M. (2010). Intrinsic and extrinsic reading motivation as predictors of reading literacy: A longitudinal study. *Journal of Educational Psychology*, 102(4), 773–785.

Chambers, A, *Tell Me, Children Reading and Talk*, Thimble Press, 1993.

CLPE, *Reading Scale*, CLPE, 2016.

CLPE, *REFLECTING REALITIES Survey of Ethnic Representation within UK Children's Literature 2019*, CLPE, 2020.

Cremin, T. Mottram, M. Powell, S, Collins R and Safford K. (2014) *Building Communities of Engaged Readers: Reading for pleasure*. London and NY: Routledge.

Cremin, 2019, *Reading communities: why, what and how?*. https://cdn.ourfp.org/wp-content/uploads/20210301105855/Reading_Communities_TCremin_2019.pdf?_ga=2.143626037.1047564709.1632085596-2008111907.1613423023.

OECD, *Reading for Change: Performance and Engagement across Countries: Results from PISA 2000*, PISA, OECD Publishing, 2002.

Pennac, D, *The Rights of a Reader*, Candlewick Press, 2006.

Picton, I., et al, *Exploring the impact of World Book Day on the reading lives of children in the UK 2019-2021*, National Literacy Trust, 2021.

Wilhelm, J D., and Smith M.W, *The Power of Pleasure Reading: What We Can Learn from the Secret Reading Lives of Teens*. *The English Journal* 105, no. 6 (2016): 25-30.

WORLD
**BOOK
DAY**

With thanks to:

The National Literacy Trust, The Centre for Literacy in Primary Education and The Open University who have been our partners in the development of this approach. We have drawn on their extensive research evidence and they have quality assured this way of working.

We have been able to complete this work with support from The Charity of Sir Richard Whittington, a charity associated with the Mercers' Company.



**READING
FOR PLEASURE**



Changing lives through a love of books and shared reading.

World Book Day® is a charity sponsored by National Book Tokens.