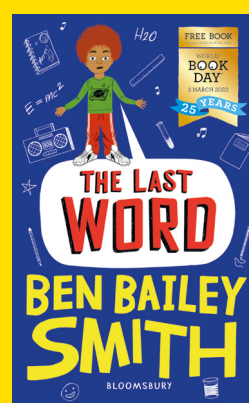
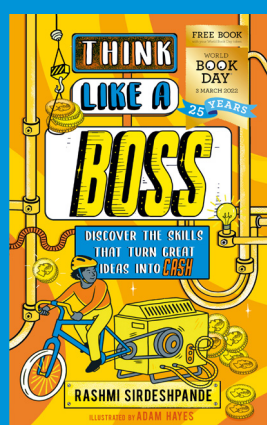
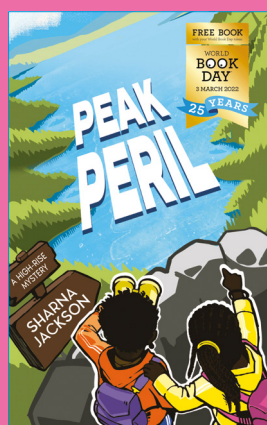


JOIN THE FUN AND CELEBRATE OUR 25TH BIRTHDAY



A TEACHER'S GUIDE TO WORLD BOOK DAY 2022 FOR SECONDARY SCHOOLS



DISCOVER EVERYTHING YOU NEED TO KNOW INSIDE:

FOR ORGANISERS

- Our £1/€1.50 book selection – [explore the books](#) that young people can choose with their £1/€1.50 token. Your students can access these books for free with help from a local bookseller.
- **World Book Day - Our Approach:** Check out our [6 elements](#) that support a child to read for pleasure.
- **Planning World Book Day 2022:** Our [handy checklist](#) and resources will help you prepare for World Book Day 2022 in your school.
- **Celebrate reading for pleasure:** Explore our selection of fun [World Book Day resources](#) and activities for all ages including amazing digital events for 2022.
- **Raising money, raising readers:** Host a World Book Day party and [help us change lives](#) through reading.

FIND OUT MORE ABOUT THESE AMAZING
£1/€1.50 BOOKS



and enjoy our 'Look Inside' previews



**BRAND NEW
FOR 2022!**

FOR PRACTITIONERS

- **Empower your students to plan the day:** Put your students at the heart of the celebrations by giving them the [opportunity to create an event](#) that means something to them and which helps to support their reading for pleasure.
- **The night before plan:** [Quick suggestions](#) to keep your celebrations reading-for-pleasure-focused.



SPONSORED BY
**NATIONAL
BOOK
tokens**

Changing lives through a love of books and shared reading.

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

HELLO AND WELCOME TO THIS YEAR'S GUIDE TO WORLD BOOK DAY

3RD MARCH 2022

As a charity, World Book Day is here to change lives through a love of books and shared reading, and bring books to the young people who need them most.

This year promises to be extra special as we **celebrate 25 years of bringing a love of reading to young people**. World Book Day is a brilliant opportunity for everyone to believe that they are a reader.

Reading for pleasure is the single biggest indicator of a child's future success, more than family circumstances, parents' educational backgrounds or income*.

*Organisation for Economic Co-Operation & Development



DID YOU KNOW?

Children who are the most engaged with literacy are three times more likely to have higher levels of mental wellbeing than children who are the least engaged

NLT, Mental wellbeing, reading and writing, 2018

As we celebrate turning 25 we also look to the future and to develop a culture of reading for pleasure for future generations. It's vital that together, we use World Book Day to encourage even more children to be readers— because no child or young person should be without a book or miss out on shared reading.

Thank you - you make it happen!

**FIND OUT HOW YOU CAN PROMOTE
OUR READING FOR PLEASURE
ELEMENTS WITH OUR 25 WAYS TO
CELEBRATE WORLD BOOK DAY IDEAS.**

YOU ARE A READER

Our research has identified 6 elements which support a young persons reading for pleasure:

1

**MAKING
READING
FUN**

2

**FINDING
TIME TO
READ**

3

**BEING READ TO
REGULARLY**

4

**HAVING
HELP TO FIND
A BOOK**

5

**GIVING
YOUNG PEOPLE
A CHOICE IN
WHAT TO READ**

6

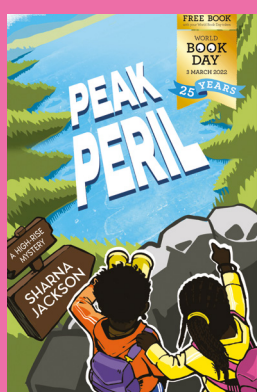
**HAVING
BOOKS AT
HOME AND
SCHOOL**

2

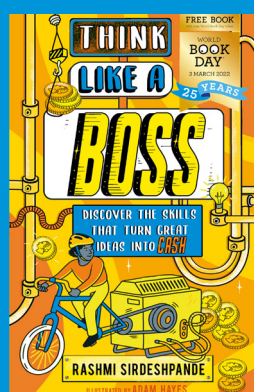
Meet the creative minds behind this year's £1/£1.50 books in our Author and Illustrator Academy: worldbookday.com/online-masterclasses

PROUDLY INTRODUCING OUR 2022 £1/€1.50 BOOKS

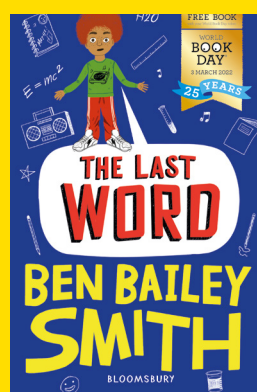
This World Book Day, secondary school pupils have a choice of four brilliant books, depending on what appeals to their interests. There is something here for every kind of reader.



LOOK
INSIDE



LOOK
INSIDE



LOOK
INSIDE



LOOK
INSIDE



TO SUPPORT YOUNG
PEOPLE MAKING AN
INFORMED CHOICE,
THE WORLD BOOK DAY
TITLES HAVE A SHORT
PREVIEW ONLINE.

Click on the links below or visit
worldbookday.com/books
for a preview.

PLEASE MAKE SURE TO GIVE BOOK TOKENS OUT
TO ALL YOUR STUDENTS AS SOON AS POSSIBLE.

World Book Day book tokens will be valid from
Thursday 17 February – Sunday 27 March 2022.



3

Find all our school resources and more at worldbookday.com

PLANNING WORLD BOOK DAY 2022

TO DO LIST

A suggested checklist to help you plan and prepare for World Book Day 2022:

REMEMBER,
World Book Day can be any day! Your events, author visits, library trips, & activities can happen at any time of the year. Our resources are here to support you all year round.

☐ **BOOST** your pupils' enthusiasm for choosing their £1/€1.50 books themselves by showing them our exciting 'Look Insides' at worldbookday.com/books

☐ **FIND OUT** [how the £1/€1.50 token book exchange works here](#). Your tokens will be with you by early February ready to hand out to pupils. Children can either swap their £1/€1.50 book token for one of the new, exclusive World Book Day books OR get £1/€1.50 off any book or audiobook costing £2.99/€3.99 or more in bookshops and supermarkets (redemption period 17 February – 27 March)



☐ **LINK UP** with local libraries - connect with yours to find out about their World Book Day plans, as well as encouraging pupils and their families to join to use their amazing free services. Find yours at:

UK: gov.uk/local-library-services

Ireland: librariesireland.ie

Pupils can find a huge selection of books to borrow for free, as well as expert advice and family reading events. Why not plan a visit to your local library or ask a librarian to visit your school?

☐ **SHARE** our [practitioner resources](#) with your team and start planning your World Book Day activities.

☐ **CONNECT** with your local bookseller - booksellers can create a great experience for young people in their shop or you can work with them to bring the £1/€1.50 token and book exchange closer to your school. Your local bookseller might be on a high street or could be a supermarket. Asda, Morrisons, Sainsbury's and Tesco all stock the £1/€1.50 books. You can also find your nearest bookseller at booksaremybag.com.

☐ **PLAN** fundraising activities for your school - every £1/€1.50t raised helps us to bring books to the children and young people who need them most. You'll find plenty of idea at worldbookday.com/fundraising

☐ **EMPOWER** your students to [plan the big day and win brilliant prizes](#) by sharing your ideas!

☐ **TAKE A LOOK** at the fantastic World Book Day events and resources put together by our partners launching mid-February.

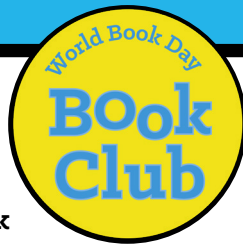
☐ **CHECK OUT** [Authors Aloud](#) and [Authors Abroad](#) for ideas on including authors and illustrators in your World Book Day celebrations. Your local bookshop may also be able to help arrange an inspirational author visit and many authors can be approached directly.

LET'S CELEBRATE READING FOR PLEASURE

Reading and sharing stories is for every-one, every day. Don't miss our selection of engaging World Book Day resources and activities for children of all ages:

BOOK CLUB

Discover exciting new books **each month** with the **World Book Day Book Club** – and have the chance to win books for your school. We've got a mix of books that are suitable for students in both key stage 2 and key stage 3. With exclusive author and illustrator videos, question ideas and even a snack suggestion – all you need to do is read the book and get chatting! Discover more about the World Book Day Book Club: worldbookday.com/bookclub



YOUTUBE

Head over to the **World Book Day YouTube channel** where we've got a wealth of content from a range of different authors. Find out more at youtube.com/WorldBookDayUK

FREE AMAZING AUDIOBOOKS FOR ALL AGES

A brand-new selection of brilliant **FREE audiobooks** will be available for World Book Day 2022. Use audiobooks to bring life and depth to young people's reading experience, to encourage all readers, regardless of ability, to access and share the incredible world of stories. Available from worldbookday.com/world-of-stories from 7 February – 31st March 2022.


READING RECOMMENDATIONS HUB


Our reading recommendations hub covers a huge variety of topics and genres for all ages: worldbookday.com/reading-recommendations


Designed to curate an **enormous** and **diverse** selection of authors and illustrators to give you further recommendations to expand pupil's reading range. From poetry to graphic novels, non-fiction to books to encourage empathy, there's something for everyone. **You can also discover the UK's top 100 stories to share:** worldbookday.com/ideas/100-stories-to-share

WHAT TO READ AFTER MY £1/£1.50 BOOK?

Encourage pupils to **discover new books** by using these prompts to recommend their next read:

-  What kind of books do you like - do you like adventure book-vs fact books or funny books? Do you have a favourite author whose books you really enjoy?

-  What kind of movies and TV shows do you like to watch?

-  Are there any books your friends are reading that you like the sound of?

FUNDRAISING FOR WORLD BOOK DAY

RAISING MONEY, RAISING READERS

In the UK, nearly 400,000 children don't have a book of their own. Having access to books and developing a love of reading for pleasure is vital for a child's future. Our vision is to see more children, from all backgrounds, developing a life-long habit of reading for pleasure and benefitting from the improved life chances this brings them.

By making a donation or raising funds for World Book Day, you can help us **change lives through a love of books and shared reading.**



**DONATE NOW AT
WORLDBOOKDAY.COM
/FUNDRAISING**

YOUR DONATION CAN CHANGE LIVES

£1/€1.50 gives 1 young person a book of their own.

£10/€15.00 gives 10 young people a book of their own.



**DOWNLOAD YOUR FREE
FUNDRAISING PACK AT
WORLDBOOKDAY.COM/
FUNDRAISING**



THE FUNDS YOU RAISE HELP US TO:

• GIVE EVERY YOUNG PERSON A BOOK OF THEIR OWN

A donation of £1/€1.50 helps us to get £1/€1.50 book tokens and books to children across the UK and Ireland. For 1 in 5 children receiving free school meals the World Book Day £1/€1.50 book is the first they have had of their own.**

• ENCOURAGE MORE YOUNG PEOPLE TO READ FOR PLEASURE

By making books fun and accessible, we transform attitudes to reading encouraging more families, particularly those from disadvantaged backgrounds, to enjoy books together.

• ENSURE ACCESS TO BOOKS FOR EVERY YOUNG PERSON

Working with local communities, booksellers, libraries and charity partners we deliver exciting activities to encourage reading and get books to the young people who need them most.

HOW YOU CAN HELP: 3 EASY WAYS TO FUNDRAISE

1 THROW A WORLD BOOK DAY PARTY

Join our 25th birthday celebrations by hosting a party! Ask everyone to donate £1/€1.50 and invite them to dress up as their favourite book characters. Provide lots of book chat, refreshments, and some music (check out [MC Grammar's brilliant World Book Day song](#)). Or hold a Masked Reader or Bake Off event! Take a look at our [Cultural Connections](#) page for more fun ideas to get the party started.

[Download your fundraising pack](#) for posters and invites, bunting, cake toppers and more.

2 BUY A WORLD BOOK DAY BADGE

Our exclusive [World Book Day badges](#) made by the Pawprint Family are perfect incentives and prizes for encouraging reading and sharing stories. A contribution from every badge sold goes directly to World Book Day, helping us to give more young people access to books. The badges also make great keepsakes for a lasting memory of our 25th anniversary!



DOWNLOAD THE FREE
[Pawprint activity packs](#) and
BUY THE BADGES at pawprintfamily.com

3 WORLD BOOK DAY CLOTHING

Show the world you love books and reading with a [World Book Day t-shirt](#) or sweatshirt featuring stunning illustrations from the brilliant [Allen Fatimaharan](#) (World Book Day's official 2022 illustrator). **Money from every sale goes directly to World Book Day** to help support our work changing lives through books and reading.

The t-shirts are available to buy from the [Good Stitch](#) website.*



**FUNDRAISE AND
WIN FANTASTIC
PRIZES FOR YOUR
SCHOOL!**

FOR SCHOOLS & NURSERIES

All schools and nurseries who fundraise will be entered in our competition to win a fantastic prize for your library! The prize includes a soft seating campfire set, a book bundle and £250/€300 of National Book Tokens.

To donate any funds you have raised, please get in touch at hi@worldbookday.com or visit worldbookday.com/fundraising.



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Every £1/€1.50 raised goes towards giving a child a book of their own, so no fundraising event is too small!

PLAN YOUR WORLD BOOK DAY CELEBRATION

We've got lots of ways to celebrate our 25th birthday. What will you include in your day? This year we want every young person to believe they are a reader. Here are some ideas to connect students with books as part of your celebrations.

Author & Illustrator ACADEMY

Our [Author & Illustrator Academy](#) beams authors and illustrators right into classrooms so students can meet the creative minds behind their favourite books. Choose which Academy lesson to pick and then press play and let our brilliant authors and illustrators lead your class. The masterclasses are available all year round so you can screen them in class at **ANY TIME** that suits you. Visit our Events Page for more information.



TAKE PART AT
WORLDBOOKDAY.COM/
ONLINE-MASTERCLASSES

EXPLORE the **teacher recommendations** from last year [here](#) and our [25 ways to celebrate World Book Day](#).



PLAN which of our **digital events** you are going to attend,



DECORATE your school classrooms, foyer or library by downloading our [party materials](#) here.



GIVE OUT 'You are a Reader book prescriptions' by asking the children what they are interested in or how they are feeling and trying to find a book to match in your library or book area.

WORLD BOOK DAY SONG

Enjoy our latest **MC Grammar song** – could your students be inspired to create their own?

Get in touch with **AUTHORS ALOUD** and **AUTHORS ABROAD** to arrange an author visit.



GET IN TOUCH with your **local bookseller** to arrange a visit or for them to come into your setting.

ARE YOUR STUDENTS DRESSING UP?

Why not explore our **new resources** to ensure having the **students in costume** leads to them **exchanging reading recommendations**?

FOR PRACTITIONERS

ENGAGE WITH YOUR STUDENTS

**BRAND-NEW
FOR 2022!**

TO CREATE THEIR OWN WORLD BOOK DAY CELEBRATION



We have been working with our partners at the National Literacy Trust to understand more about the reading habits of older children and teenagers.

To support better engagement with reading, our research findings highlighted the need to focus on providing a wider variety of reading materials for different reading abilities (HiLo books, graphic, audio etc.) and positioning reading as a leisure activity alongside promoting the wellbeing benefits of reading for pleasure.

Our research also found that regular encouragement from adults and more culturally relevant role models could also help to boost reading engagement.

Find out more about our work with the National Literacy Trust and the findings from our research at worldbookday.com/resource/exploring-the-impact-of-world-book-day-on-childrens-reading/



Because the young people were so articulate about what they needed to support them this year we have a special resource to help you support students to create their own celebration.

Share your case studies with us for the chance to win one of 3 sets of £200 of National Book Tokens for your school.

To enter, please email your case study to hi@worldbookday.com no later than **Friday 25th March 2022**.

THE RESOURCE WILL EXPLAIN HOW TO:

- 1 Find out what students in your school really want** through peer-to-peer research and add to a set of national findings and recommendations to support teen reading.
- 2 Deliver a school specific World Book Day celebration.**
- 3 Share your experiences** for a chance of winning £200 of National Book Tokens for your school library.

If you need any support during your event planning please contact hi@worldbookday.com.



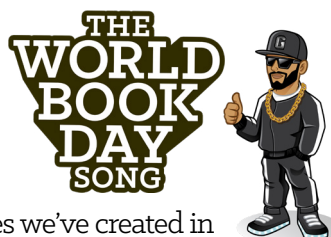
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Find all our school resources and more at worldbookday.com

THE NIGHT BEFORE PLAN

We know that sometimes there's no time to plan until the night before so here are a few quick ideas.

- 1 **CHOOSE A SHORT STORY OR POEM** to share with students at the beginning of each lesson.
- 2 **PLAY THE WORLD BOOK DAY SONG** by **MC Grammar**
- 3 **TWINKL RESOURCES** explore resources we've created in partnership with Twinkl – students can go on a blind date with a book or discover what kind of reader they are at [twinkl.co.uk/wbd](https://www.twinkl.co.uk/wbd)
- 4 **CREATE A QUICK STUDENT RECOMMENDS TABLE DISPLAY** in your library – invite visitors to add a book and a review label to a table.
- 5 **HOST A CONVERSATION WITH STUDENTS** about their reading habits using the research section of the Student Event Planner pack.
- 6 **ENJOY SOME SURPRISE READING TIME** – have a few **Drop Everything and Read** moments through the day.
- 7 **EXPLORE OUR AUTHOR & ILLUSTRATOR ACADEMY**
- 8 **SHARE THE WORLD BOOK DAY £1/€1.50 BOOKS** with the students from the website 'Look Insides' – which one would they pick?
- 9 **OFFER THE STUDENTS CHALLENGES** to collect as many book recommendations from friends and staff as possible using our [Book Recommendation Bingo](#).
- 10 **FIND THINGS TO DO** in our [Secondary Resources](#).



ON YOUR BOOKMARKS, GET SET, DRAW!

Design a National Book Token Competition 2022

It wouldn't be World Book Day without National Book Tokens' **DESIGN A BOOK TOKEN** competition, the annual nationwide contest which encourages children of all ages to share their creativity – and their love for books and reading – by designing their own fabulous gift cards!

The winning entrants, their schools and their teachers can bag **HUNDREDS of pounds worth of National Book Tokens** – just imagine all those beautiful new books for your school's bookshelves.

A panel of judges will select a winner and runner-up in each of three age categories: up to **8 years**, **9-12 years** and **13-16 years**.

FIRST PRIZE

in each age range wins:

- £250 National Book Tokens for the school
- £100 National Book Tokens for the pupil
- £100 National Book Tokens for the teacher

SECOND PRIZE

in each age range wins:

- £150 National Book Tokens for the school
- £50 National Book Tokens for the pupil
- £50 National Book Tokens for the teacher

ONE OVERALL WINNER

will win a £10/€10 National Book Token for every child in their class, featuring their winning design.



HOW TO ENTER:

Visit worldbookday.com/competitions/design-a-national-book-token-competition-2022/ for full details. Closing date for entries is Sunday 3rd April 2022.

HAPPY WORLD BOOK DAY

Celebrating 25 years of changing lives through a love of books and shared reading.

Thank you for your support helping us to get books to those who need them most.
For up-to-date information, visit our website and follow our social media channels.

worldbookday.com [#worldbookday](https://twitter.com/WorldBookDayUK)



Visit our Teachers Hub for lots more great reading for pleasure ideas and resources for World Book Day and all year round.



[worldbookdayuk](https://www.facebook.com/worldbookdayuk)

[WorldBookDayUK](https://twitter.com/WorldBookDayUK)

[worldbookdaysocial](https://www.instagram.com/worldbookdaysocial)

[youtube.com/WorldBookDayUK](https://www.youtube.com/WorldBookDayUK)

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