

WORLD
**BOOK
DAY**

2 MARCH 2023

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NATIONAL
BOOK
tokens

»»»» **YOUR** ««««
**WORLD BOOK
DAY 2023**

Secondary Pack
for Teachers

DISCOVER EVERYTHING YOU NEED TO KNOW INSIDE:

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FIND MORE AT

[WORLDBOOKDAY.COM/CELEBRATE-WORLD-BOOK-DAY](https://worldbookday.com/celebrate-world-book-day)

Changing lives through a love of books and reading

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

Registered charity number 1079257 (England and Wales) | Registered company number 03783095 (UK).

HELLO AND WELCOME TO WORLD BOOK DAY 2023

World Book Day is a charity that changes lives through a love of books and reading. Our mission is to promote reading for pleasure, offering every young person the opportunity to have a book of their own.

Reading for pleasure is a vital indicator of a young person's future success – more than their family circumstances, their parents' educational background or their income. We want to see more young people, particularly those from disadvantaged backgrounds, with a life-long habit of reading for pleasure and the improved life chances this brings them.

Celebration activities are a special part of **World Book Day** and this guide suggests ways to **make sure your celebrations are inclusive and fun**, and that everyone - regardless of household income - can feel encouraged to read for pleasure.

Find out more about Our Approach [HERE](#).

We hope you have a very happy World Book Day!

The World Book Day Team

OUR APPROACH TO SUPPORTING YOUNG PEOPLE TO READ FOR PLEASURE ENCOURAGES 6 BEHAVIOURS

1 BEING READ TO REGULARLY

2 HAVING BOOKS AT HOME AND AT SCHOOL

3 HAVING A CHOICE IN WHAT TO READ

4 HAVING TRUSTED HELP TO FIND A BOOK

5 DESIGNATED TIME TO READ

6 MAKING READING FUN!

USING WORLD BOOK DAY'S BRANDING AND MATERIALS

World Book Day® is a registered trademark. As a school who has registered to take part you are welcome to use our logo, branding and assets for your own school's celebrations. You will receive a link to an asset pack, including the beautiful illustrations from our official illustrator **Allen Fatimaharan**.

World Book Day's trademark and assets may only be used for fundraising activity in aid of World Book Day.

Click **[HERE](#)** for more details

PLAN A WORLD BOOK DAY THAT WORKS FOR YOUR LOCAL COMMUNITY

JANUARY

CONNECT WORLD BOOK DAY TO YOUR READING FOR PLEASURE CULTURE

JOIN OUR WEBINAR ON:

INTRODUCING WORLD BOOK DAY'S APPROACH TO READING FOR PLEASURE

Tuesday 17 January 2023, 4pm

A chance to hear about World Book Day's approach, our resources, and to ask questions.

Click [HERE](#) to book.

WORLD BOOK DAY HAVE IDENTIFIED 6 BEHAVIOURS THAT SUPPORT YOUNG PEOPLE TO READ FOR PLEASURE:

World Book Day's work is informed by evidence about what supports reading for pleasure.

We define this as young people choosing to read in their spare time.

Find out more about Our Approach [here](#).



WATCH THE WORLD BOOK DAY WEBINAR RECORDING ON [YOUTUBE](#).



PREPARE AND PLAN YOUR WORLD BOOK DAY WITH STAFF AND STUDENTS

STAFF BRIEFING

Before everyone starts their World Book Day preparations, run a staff meeting briefing.

WHAT HAVE YOUNG PEOPLE BEEN SAYING ABOUT WORLD BOOK DAY?

Knowing the value of reading for pleasure for improved life chances and mental health and wellbeing, World Book Day - in partnership with the National Literacy Trust and Speakers for Schools' National Teen Book Club (sponsored by Penguin) - have been engaging with teenagers about their barriers to it.



They identified:

- **Practical barriers** - increased schoolwork, leisure options and independence.
- **Intrinsic barriers** - reading confidence, preference for more social activities.
- **Extrinsic factors** - how to access books, perceived 'social capital' around reading.



The following statements from teens engaged in the research are typical of our results and how they relate to [Our Approach](#). Discuss how each statement relates to the students in your setting.



Being read to regularly	<i>I liked stories being read to me when I was younger.</i>
Having a choice in what to read	<i>There's definitely a gap in how easy it is to find books for teens because of our age... and what we're interested in. I like reading print (rather than digital) books but this means you have to find the book before you read it.</i>
Having trusted help to find a book	<i>I don't like books that are too long but want more than young kids themes. It would help if teachers would help us find books that we like and will read. I think opportunities for quiet reading at school and promoting lots of books of different genres that could be made immediately available to access (rather than just saying they are in a library for example) would be more effective than a message to read more.</i>
Designated time and space to read for choice	<i>I need it to be quiet to concentrate enough. My English teacher said I need to read a bit more but she said it once and never again. In high school there's lots more...educational reading, it took away the fun...I don't want to have that all the time, so I stopped at home.</i>
Making reading fun	<i>When you're gaming or doing something active you're doing it with people and having a laugh, whereas with books...you don't really do anything else.</i>

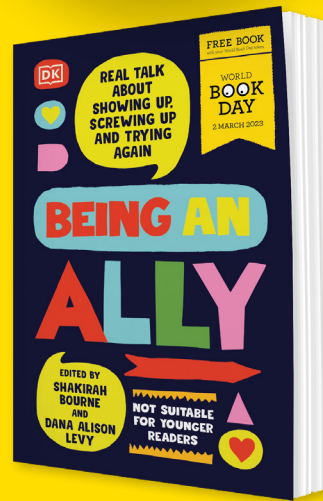
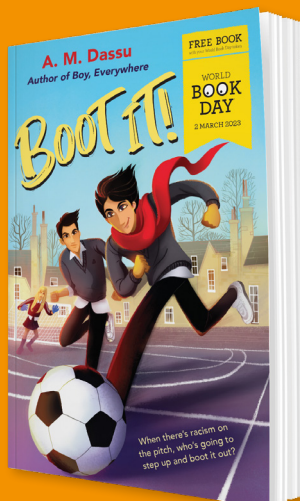
THINGS TO CONSIDER IN YOUR PLANNING:

- How can your World Book Day activities address the needs of your students?
- What support do staff need? Take a look at the [Activity Bank](#) for ideas!
- How will you involve students? Take a look at our [Plan Your Own World Book Day](#) resource.

FEBRUARY

HELP CHILDREN TO CHOOSE BOOKS AND HAVE BOOKS AT HOME

The £1/€1.50 digital book tokens can be used from 16 February! Send out your £1/€1.50 digital book tokens early to give your students the best selection of books.



Don't forget your **local bookseller** can help you source books for your students for free. Early conversations make this easier.



NEW FOR WORLD BOOK DAY 2023!

Following feedback from schools, young people and parents, the World Book Day £1/€1.50 book tokens will be changing from paper to digital tokens for secondary schools.

Distributing and exchanging the digital book tokens will be easy - your school will be emailed their digital book token which can then be forwarded on to students via email or your school app.

To exchange the digital book token for a free World Book Day £1/€1.50 book or to get £1/€1.50 off a full price book or audiobook costing £2.99/€3.99 or more, simply scan the barcode using a mobile phone/tablet at the checkout.

Not all retailers will be able to scan the digital barcode and some may require a printed version of the book token, please check with your nearest participating retailer.

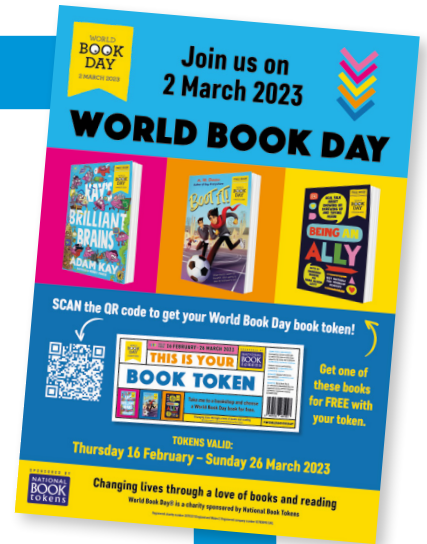
Find your nearest participating retailer at: worldbookday.com/participating-retailers

SCAN THE QR CODE TO GET YOUR WORLD BOOK DAY DIGITAL BOOK TOKEN



CHECKLIST

- Check your **World Book Day £1/€1.50 digital book tokens** have been emailed to your school.
- Order your braille, audio or large print £1/€1.50 books. Visit our [FAQs page](#) for more information.
- Display the [How to Redeem £1/€1.50 Book Token poster](#).
- Model choosing a book using our £1/€1.50 book [Look Insides](#).
- EMPOWER** your students to plan the big day themselves with the help our [Plan Your Own World Book Day](#) resource.
- Try the engaging activities to introduce the books to young people on our [Book Information pages](#).
- Read the first page of the book from our [‘Look Inside’ previews](#) with your students – follow up with discussion about which one feels like it is a good fit for them.
- Explore** the £1/€1.50 authors’ and illustrators’ websites.
- Encourage your students to exchange their [£1/€1.50 digital book token](#) for a £1/€1.50 book for free at their local bookseller. Find your nearest participating retailer [HERE](#).



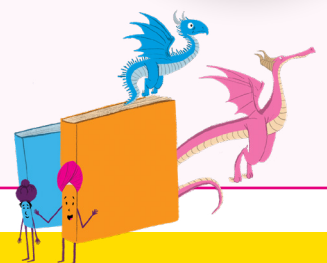
WIN A FIERY FAMILY ADVENTURE TO GERMANY!

Encourage families to enter our amazing competition to celebrate the **20th anniversary of Cressida Cowell's *How to Train Your Dragon*** with a truly magical prize which includes a family trip to Soltau, Germany to visit Heide Park, the theme park that is home to an entire land based around *How to Train Your Dragon*.

The lucky winner will also receive:

- A personalised video message from Cressida Cowell
- £100/€120 of National Book Tokens

...and of course plenty of *How to Train Your Dragon* goodies.



MAKE YOUR WORLD BOOK DAY HAPPEN

WHETHER IT'S JANUARY OR THE NIGHT BEFORE

- DON'T WORRY WE'VE GOT YOU!



<p>A BIG WORLD BOOK DAY WELCOME</p>	<p>ACCESS TO BOOKS Invite students to drop off books in the run up to the day and host the swap as they come into school.</p>
<p>ASSEMBLY TIME</p>	<p>Use our Assembly Pack to create a World Book Day Assembly.</p>
<p>LESSON STARTERS</p>	<p>SUPPORT CHOOSING Use our £1/€1.50 book ‘Look Insides’ to share the beginnings of the £1/€1.50 books as lesson starters or pick a story that you can read in instalments throughout the day.</p>
<p>USE OUR ACTIVITY BANK TO CREATE YOUR WORLD BOOK DAY</p>	<p>Use our Activity Bank to find the perfect activity to meet your needs this World Book Day.</p>
<p>A LIBRARY LESSON</p>	<p>MAKE TIME TO READ Share the World Book Day poster Introduce the habit tracker and challenge students to make time to read something they like every day. Help students understand they can ‘read what they need’ by creating a shared list of titles to support them.</p>
<p>AT THE END OF THE DAY</p>	<p>ACCESS TO BOOKS Remind your students how they can redeem their £1/€1.50 digital book token and where they might find the £1 /€1.50 books near them.</p>

FUNDRAISING

COULD YOUR SCHOOL SUPPORT YOUNG PEOPLE WHO DON'T HAVE ACCESS TO BOOKS AT HOME?

**EVERY AMOUNT
RAISED – NO
MATTER HOW
MUCH – CAN MAKE
A BIG DIFFERENCE!**

The funds you raise help us to:

- Give every young person a book of their own
- Encourage young people to read for pleasure

Last year your donations enabled us to:

- Give books to every prison for parents to gift to children and young people in visiting hours
- Create World Book Day festivals with libraries, food banks and community centres in areas of low literacy and high deprivation

MAKE FUNDRAISING INCLUSIVE

Fundraising days can exclude some children, making it clear who has money and who does not. If you choose to fundraise, see our pack for tips on making it an inclusive experience for all.

In the UK, nearly 400,000 children and young people don't have a book of their own. By making a donation or raising funds for World Book Day, you can help us change lives through a love of books and reading.

If your school community would like to fundraise on World Book Day you can download your fundraising guide at worldbookday.com/fundraising



YOUR WORLD BOOK DAY ACTIVITY BANK

RESOURCES



Celebration activities are a special part of **World Book Day**. There are lots of fun, inclusive activities to encourage reading for pleasure and make sure all young people can enjoy **World Book Day**.

Here are some ideas for social and shared experiences that all young people can take part in.



FOR YOUNG PEOPLE

<p>BEING READ TO REGULARLY</p>	<p>SHARE EXTRACTS AS TASTERS</p> <p>Use our £1/€1.50 book 'Look Insides' or Book Club extracts to get some lesson starting reads for your students.</p> <p>FREE AUDIOBOOKS</p> <p>Students might feel like they are too old to have someone read to them but audiobooks are a great way to access content without having to read it for themselves. Check out our selection here.</p>
<p>ACCESS TO BOOKS AT HOME</p>	<p>WORLD BOOK DAY'S £1/€1.50 BOOKS</p> <p>Giving young people the opportunity to choose and own a book of their own is at the heart of World Book Day.</p> <p>Connect with your local bookseller: Early conversations help your children get the £1/€1.50 books for free.</p> <p>Bookshops are brilliant places to discover reading. They can create a great experience for your children in their shop or you can work with them to bring the £1/€1.50 book token and £1/€1.50 book exchange closer to your school and create a relationship that can go on beyond World Book Day.</p> <p>Click HERE to find out more.</p> <p>Book fairs in school are a great way to bring the excitement and joy of choosing books to students. If a book fair is visiting your school for World Book Day please ensure the £1/€1.50 books are available so that everyone can have the experience of choosing and owning a book – for free.</p> <p>Please talk to us about ways to do this wbd@education.co.uk</p>



FOR YOUNG PEOPLE

YOUNG PEOPLE TO CHOOSE WHAT THEY WANT TO READ
DISCUSS READING AS A HOBBY

Help young people understand the difference between curriculum and chosen reading: talk about what you read to relax, or when you have more time.

USE THE £1/€1.50 BOOKS TO MODEL CHOOSING BOOKS

Use the [taster activities](#) for each of our £1/€1.50 books. Designed with Coram Beanstalk and Bag Books.

HAVING TRUSTED ADULTS AND PEERS SHARING AND RECOMMENDING BOOKS
DRESSING UP

A popular way to encourage young people (particularly reluctant readers) to engage with reading, to swap reading recommendations and to celebrate what their peers are reading at home.

TIPS TO MAKE DRESSING UP INCLUSIVE AND FEEL LIKE IT'S FOR THIS AGE GROUP:

- Just 3 items: can students create a character or book from just 3 items from home or school?
- Provide options for students who prefer non-fiction – offer options to share favourite facts or be the author using costumes or props.
- Customise t-shirts
- The cardboard challenge: provide brown cardboard and a time limit of 30 minutes. Invite students to create a key prop or clothing item. Involve your Art and Design colleagues to support this activity.
- Make badges.

PERFECT A QUICKFIRE BOOK RECOMMENDATION

Get students in pairs to describe their book - give them 2 minutes to start with then swap partners, drop the time by 30 seconds and repeat until each child has a 30 second summary.

MAKE A HUMAN LIBRARY

Divide the class in half and create an inner and outer circle - invite students in the inner circle to present their 30 second book introduction before the outer ring moves round one place. Repeat this several times. Ask them which books they would like to take out of the library - you could move on to reading aloud the early pages of popular titles.

NEVER HAVE I EVER....

Students take turns trying to find books that haven't been written for example:

- Never have I ever read a book with a vampire as the main character...
- Never have I ever read a book set here...

Award points for categories that no-one can think of a book recommendation for.

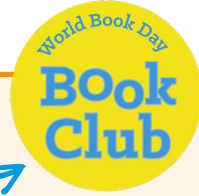
TWO TRUTHS AND A LIE

Students tell two truths and a lie about a book they have read. They can even include a fake title if they want to really trip people up!

WORLD BOOK DAY BOOK RECOMMENDATIONS

Check out our [Book Club](#) and [Reading Recommendations](#).

If your school is dressing up, celebrate choice. Avoid giving prizes for best costume, which can exclude some young people.



<p>THE READING EXPERIENCE IS FUN</p>	<p>RUN A WORLD BOOK DAY BOOK CLUB Check out our Top Tips!</p> <p>CHARADES Students act out a book title. You could ask them to drop their favourite book title into a bowl and then each person pulls out a title to enact.</p> <p>THE SCULPTOR Students transform a friend into a book character using posture alone. They win points for every correct guess. You could prepare for this by inviting students to find character descriptions in their favourite books – they could read these out as clues if the group can't guess by the posture alone.</p> <p>FICTIONARY Pick some book titles that you would like your class to read – provide each table with the title and the first line of the blurb, ask them to generate 3 other fake lines of blurb for the same title. When you're ready to play ask each table to guess the right answer from the selection. The teams win points for every wrong title that is guessed and the guessers win points for every right answer.</p>
<p>TIME TO READ</p>	<p>MAKE READING PART OF NON-CURRICULUM TIME Create reading spaces – it could even feature special guests at break and lunch times. A pop-up will make it more compelling.</p>



Want to use **World Book Day** to boost the profile of Reading for Pleasure amongst your staff team? Here are some ways to support the school community to feel the benefits.

FOR STAFF

HOST A REAL OR VIRTUAL VISIT TO A BOOKSELLER TO SUPPORT STAFF IN FINDING READ ALOUD TEXTS

SHARE A STORY OR BOOK RECOMMENDATIONS AT THE BEGINNING OF EVERY STAFF MEETING

REVIEW POLICIES AND SPACES AROUND CHILDREN'S ACCESS TO THE BOOKS IN SCHOOL

Are staff able to promote to both young people and parents?

FIND YOUR LOCAL BOOKSHOP [HERE](#).

Discuss possibilities for engaging with them.

INVITE STAFF TO REFLECT ON THEIR READING IDENTITIES AND PREFERENCES

How can these meaningfully be shared with students?

HAVE A HOLIDAY READING SHELF IN THE STAFF ROOM.

CREATE A SHARED LIST OF WHERE YOU FIND GOOD BOOK RECOMMENDATIONS

SOME TO GET YOU STARTED:

BookTrust
BookTok
Local bookshop
Library
National Literacy Trust
National Teen Book Club
World Book Day

DRESSING UP

Students love seeing their teachers engaging with this very public book recommendation – make sure staff expectations are the same as students' and that teachers are focusing on sharing a loved read with their students.

TERMLY STAFF BOOK CLUB

STAFF READING BINGO

CREATE A CHALLENGE SHEET AND OFFER PRIZES- SOME IDEAS:

- read aloud every day for a week
- get a reading recommendation from a parent
- get a reading recommendation from a student
- get a reading recommendation from a librarian/bookseller
- make a reading recommendation to a student

ASK STAFF TO PARTICIPATE IN [DEAR](#) (DROP EVERYTHING AND READ) TO MODEL READING TO CHILDREN AND GIVE THEM TIME TO READ THEMSELVES

BOOST YOUR STUDENTS' WELLBEING

OUR 6 BEHAVIOURS ARE INFORMED BY EVIDENCE OF WHAT ENCOURAGES READING FOR PLEASURE.

Evidence also shows that reading can boost young people's mental wellbeing and help them focus even when the pressure's on.

Encourage your students to form a reading habit and enjoy reading for pleasure to boost their wellbeing:

SHARE THE POSTER and ask students to reflect.

Make a **READING HABIT** - encourage students to schedule 10 minutes a day to take time out and read something of their choice.

CHOOSE something to read that matches your current mood

- fact, fiction, funny or a thriller, let students know that they don't have to just stick to reading one book at a time and they can dip in and out of different books, depending on what they feel like reading. **INVITE STUDENTS** to create a collaborative or personal list using the grid on [page 15](#).

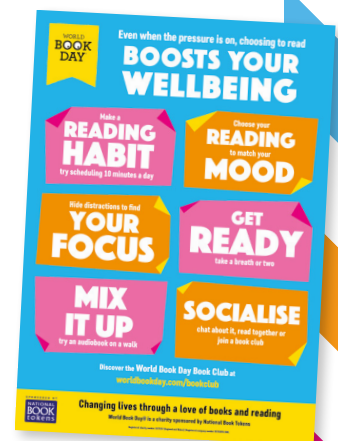
Hide distractions to find YOUR FOCUS - it may not always be easy but whether it's on the bus, a comfy spot in the library or at home - immersing themselves in a good book will help student to relax.

GET READY - take a few breaths, have a stretch or go for a short walk - getting their mind and body ready to read will help students to focus.

MIX IT UP - try an audiobook on a walk or a graphic novel in the bath. There are many different kinds of reading to suit all tastes and abilities. Encourage students to explore the different options available to them and choose what they enjoy reading.

SOCIALISE - get students chatting about books, reading together, recommending their top reads, or get them to join a [BOOK CLUB!](#)

Invite students to create their own **READING CHALLENGES** and habit tracker using the sheet on [page 14](#).



DISCOVER THE
WORLD BOOK DAY
BOOK CLUB [HERE](#)
OR CHECK OUT
THE SPEAKERS FOR
SCHOOLS
NATIONAL TEEN
BOOK CLUB [HERE](#)

READING HABIT TRACKER

Set yourself 3 reading challenges and keep track of how regularly you do them

MIX IT UP!
TRY AN AUDIOBOOK
ON A WALK OR
A GRAPHIC NOVEL
IN THE BATH

RESOURCES

HABIT	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
10 minutes reading							

My READ WHAT I NEED list



Hide distractions to find **YOUR FOCUS**

GET READY - take a few breaths, have a stretch or go for a short walk

SOCIALISE - chat about books, read together, recommend top reads, or join a book club!

CHOOSE
READING THAT
MATCHES YOUR MOOD -
FILL IN THIS TABLE TO
CREATE A 'READ WHAT
YOU NEED' LIST WITH
FRIENDS OR BY
YOURSELF



LOW ENERGY	OPEN TO LEARNING	WANT TO READ	COMFORT READING
1			
2			
3			
4			
5			
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5



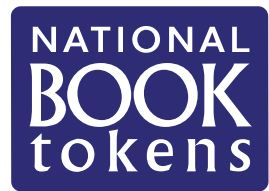
CREATE YOUR OWN CATEGORIES - why not have a go at making your own book list categories?

WHAT'S YOUR READING IDENTITY?

Create questionnaires for your school community
 – pick from these questions or choose your own.

BEING READ TO REGULARLY	I prefer reading by myself/being read to (audio books count here too)
ACCESS TO BOOKS AT HOME	Where do you get your books from?
YOUNG PEOPLE TO CHOOSE WHAT THEY WANT TO READ	When I'm tired I read... When I want to learn I read... When I know people are watching I read... Illustrated text or words only? Fiction? If I could only read one thing it would be... The best thing I've ever read/had read to me is... The worst thing I've ever read/had read to me is...
HAVING TRUSTED ADULTS AND PEERS SHARING AND RECOMMENDING BOOKS	If I don't know what to read next I...
THE READING EXPERIENCE IS FUN	I love.....hate reading (<i>mark on the line</i>) The best thing about reading is: The worst thing about reading is:
TIME TO READ	I read something I choose to.....times a week Book or a video game? I find it hard to make time to read because...

DESIGN A NATIONAL BOOK TOKEN COMPETITION

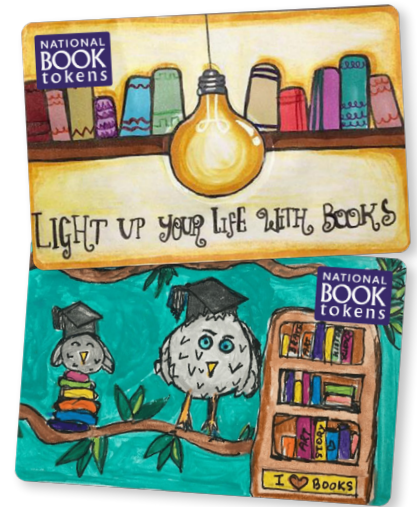


It wouldn't be World Book Day without National Book Tokens' **DESIGN A NATIONAL BOOK TOKEN** competition, the annual nationwide contest that encourages children and young people of all ages to share their creativity – and their love for books and reading – by designing their own fabulous gift cards!

The winning entrants can bag **HUNDREDS of pounds worth of National Book Tokens** for their schools – including, for the overall winner, a £10/€10 National Book Token in their winning design for every student in their class!

This year the theme of the competition is 'Choosing to read'. Young people can interpret this any way they want to celebrate and communicate the joy that comes from choosing to read, as well as choosing which books to read.

To enter, young people should design a National Book Tokens gift card with this theme in mind – and thinking about what might make their gift card appeal to customers if it was on display in a real shop.



ONE OVERALL WINNER

will get a £10/€10 gift card in their design for every student in their class*, and the opportunity for their class to visit a real bookshop, virtually or in person, to spend their National Book Tokens.

(*Up to 35 gift cards; see terms and conditions for home-schooled students)

FIRST PRIZE

in each age range wins:

- £350/€380 National Book Tokens for the school
- £100/€110 National Book Tokens for the student

SECOND PRIZE

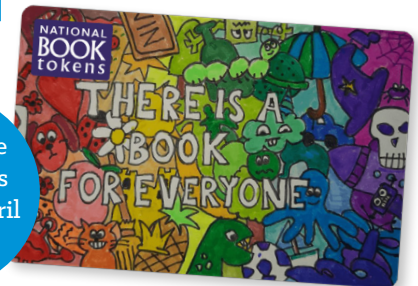
in each age range wins:

- £200/€220 National Book Tokens for the school
- £50 /€60 National Book Tokens for the student

HOW TO ENTER

Visit worldbookday.com/competition/design-a-nbt for full details and to download the entry form.

Closing date for entries is Sunday 2 April 2023.



CHANGING LIVES THROUGH A LOVE OF BOOKS AND READING



HAPPY WORLD BOOK DAY!

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



worldbookdayuk



WorldBookDayUK



worldbookdaysocial



youtube.com/WorldBookDayUK

Visit our [Secondary Resources Hub](#) for lots more great reading for pleasure ideas and resources for World Book Day and all year round!