

# HOW IT WORKS



→ **Select** age appropriate, high-quality books & manage procurement and delivery

→ **Post** books directly to the child every month from birth until the month they turn 5

→ **Support** our partners to develop a sustainable and resilient Imagination Library



COMMUNITY PARTNERS

→ **Promote** to families and **register** eligible children on the Book Order System

→ **Pay** the monthly invoice £2.08 per book (£25 per child per year for 12 books)

→ Provide **support** to families as required

# CHOOSING THE BOOKS



## Gold Medal Book Selection Committee

- The Gold Medal Book Selection Committee are a panel of **early childhood literacy experts**.
- Each year, the panel will review hundreds of potential books for Imagination Library.
- The first book a child receives is **“The Tale of Peter Rabbit”**.
- The month a child turns five years old, they will receive **“Just Imagine”**.

# AWARDS WON



**2000**

Association Of  
American Publishers  
Honors Award From  
Association Of  
American Publishers



**2001**

Good Housekeeping  
Seal Of Approval



**2003**

Child And Family  
Advocacy Award  
From Parents As  
Teachers National  
Center



**2012**

Recognised in the  
academic journal Reading  
Psychology for 'Increasing  
Parental Reading Through  
Book Distribution'



**2014**

Best Practices from  
The Library Of  
Congress Literacy  
Awards

# HOW ITS FUNDED

The Imagination Library partners with Local Affiliates and Partners who **help bring the programme to cities, towns and communities** around the world.



Penguin  
Random House  
PENGUIN YOUNG READERS



S.D. PROFESSIONALS, LLC  
Bringing Life to Imagination™



Local Affiliates are **responsible for enrolling children** who live within the geographical area they offer the programme in. They **promote** their local programmes online and at events.

Local Affiliates can be:

- Businesses
- Local authorities
- Small or large organizations
- Simply individuals who **share in the mission and purpose of the Imagination Library.**

The Imagination Library negotiates wholesale pricing for the books.

Local Affiliates and Partners are responsible for securing funds to cover that cost.

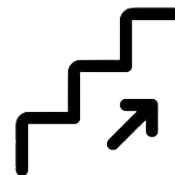
**As a result, the books are 100% free to enrolled children.**

# IMPACT

Recent studies suggest participation in the Imagination Library is positively and significantly associated with **higher measures of early language and math development.**



The positive views of the program and its impacts were present **regardless of the demographic characteristics** of the community or its participants, and longer program participation often resulted in more positive outcomes.



**Parents read aloud more** to their children and were **more comfortable** reading as a result of Dolly Parton's Imagination Library.



Some studies found that participants had **more advanced skills** than their classmates who did not participate in the program.



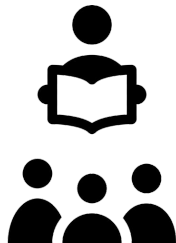
# MY CONTRIBUTION

## STORYTELLING SESSION



*Strong Close Nursery, Keighley*

- **Observed** how the storytelling sessions worked.
- The headteacher would read the monthly book to parents and children.
- After the session, we (including Dr Lucy Eddy) worked together to **produce a logic model**.



## EVALUATION QUESTIONNAIRE

- Designed an evaluative questionnaire that included **all the outputs** discussed in the logic model.
- Embedded the questions within the theory of the **COM-B Behaviour Change Model**.
- Questionnaire sent out to the parents attending the sessions.
- Focuses on how outcomes have changed since attending the sessions.



## EVALUATION INTERVIEWS

- Designed an evaluative interview guide, in line with the theory of the COM-B Behaviour Change Model.
- Staff at Strong Close Nursery are conducting these interviews currently.
- There have been some insightful quotes drawn from these responses.



# INTERVIEW QUOTES

'Yeah [storytelling sessions have] definitely [increased my children's engagement with books], **my younger one sits still more** when we're reading and likes the 'lifty flap' ones and bright colourful books.'



'[My children] are **copying sounds**, they're doing roaring noises or pointing at the book, so **they're communicating**. Yeah I do feel like [the storytelling sessions are] benefiting them.'



'[I am] a lot more confident [sharing books with my child] now... He would always rip the pages, but **he's trying to turn pages now and he can recognise pictures and words**'.



'[My child] is finding [engaging with reading and storytelling] **a lot easier now**, he's pointing out words and he's sort of saying them as well.'



'Yeah I do [feel like storytelling sessions are increasing our bond as a family], with 3 children, you don't get to spend one on one time with all of them, **reading books is one on one so it's quite nice to have that special time with them**'.

