National Literacy Trust

Raising the demand for literacy through social marketing

Jonathan Douglas

Director - National Literacy Trust

If you have poor literacy you are

National Literacy Trust

- **More likely to live in a non-working household**
  - 22% of men and 30% of women with literacy below entry level 2 live in nonworking households.
- **Less likely to have children**
  - Individuals with low levels of literacy are more likely to lead solitary lives without any children.
- **Less likely to own your own home**
  - A modest rise in literacy level sees the likelihood of a man owning their own house rise from 40% to 78%.
- **More likely to live in overcrowded housing**
  - Individuals with low literacy levels are more likely to live in overcrowded housing with reduced access to technology.
- **More likely to experience divorce**
  - A literate family is less likely to experience divorce, as divorce rates amongst those with high literacy are low, and significantly lower than those with poor literacy skills.

Reading is important because…

- The groups least likely to vote in elections are the groups with the lowest literacy levels
- 69% of voters are more likely to vote for a party with a strong commitment to literacy

National Literacy Trust

Reading Rights

National Literacy Trust

Only 50% of men and women with very low literacy agreed that they were “satisfied with life so far” compared with between 75-80% for all other literacy levels.

Does everyone understand the relationship between reading and success?

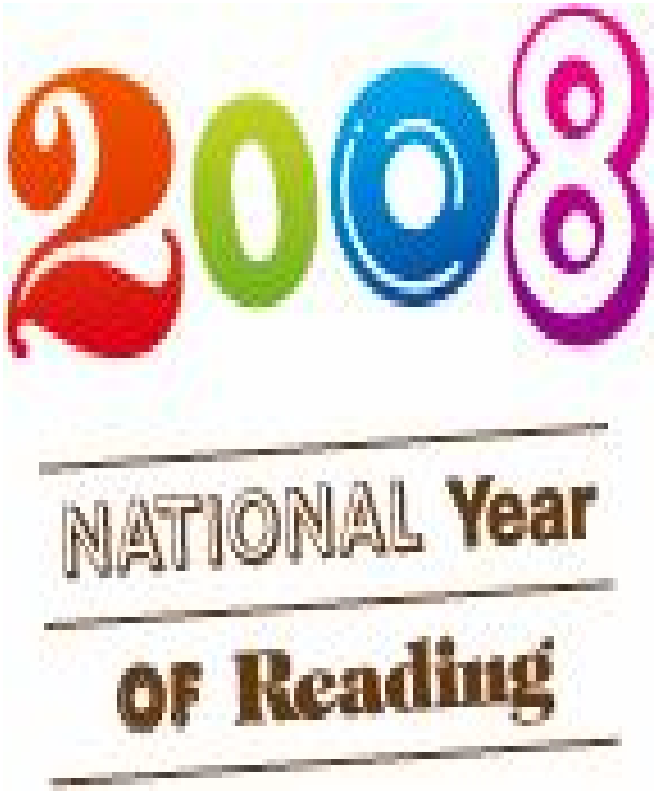
National Literacy Trust

- Only 5% of adults from C2DE social groups agree that ‘I could get a job if my reading skills were better’

- Only 24% believe that reading is associated with success.

*** Consumer research on behalf of the National Year of Reading April 2008**

The 2008 National Year of Reading

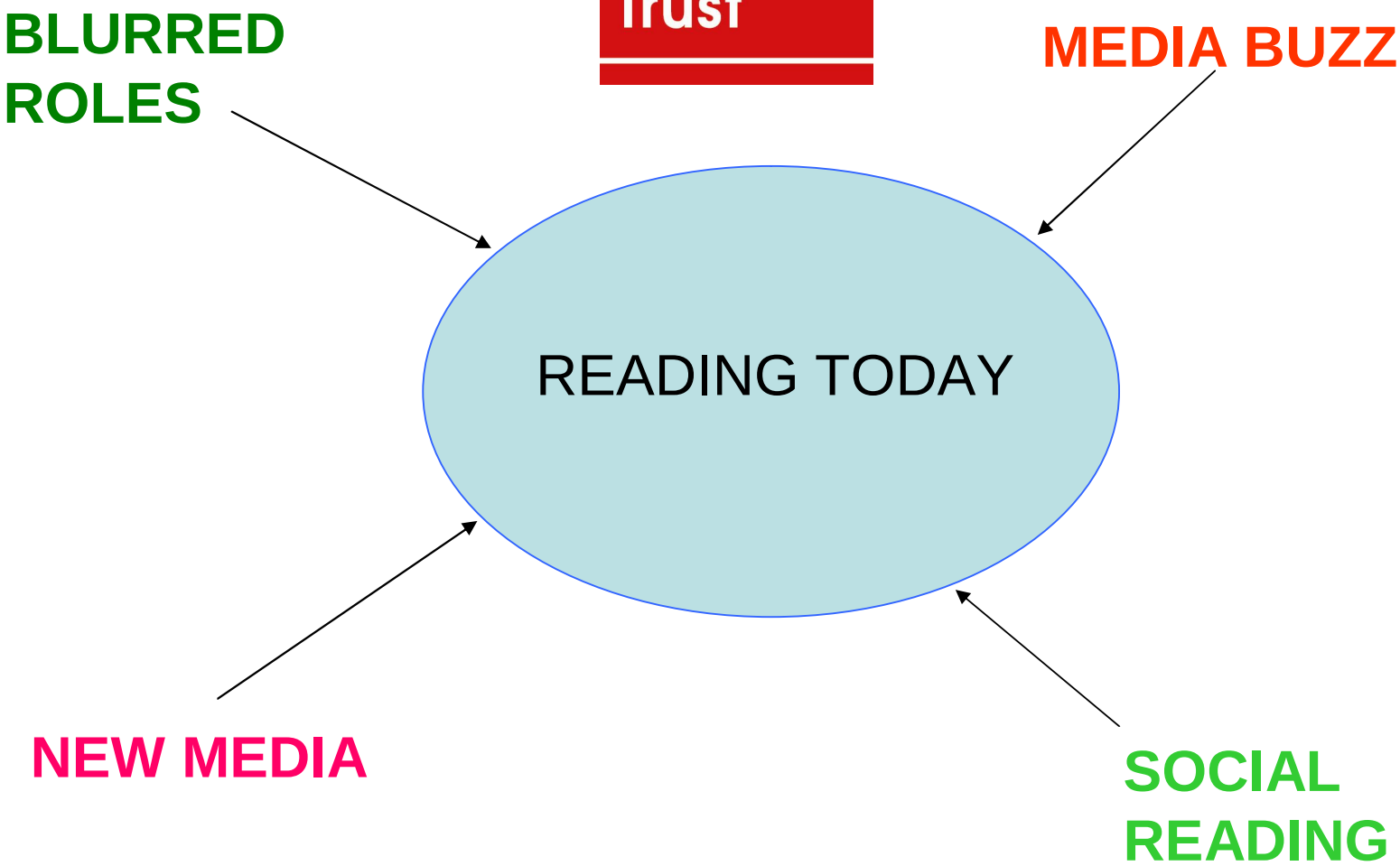


The Challenge

National Literacy Trust

Redefine reading for those audiences who don’t respond to the cultural values they see in reading

National Literacy Trust



2008 National Year of Reading

- Social marketing through consumer messaging and relevant brand partnership

- Support for local authorities in strategically addressing target audiences

National Literacy Trust

BLUE RUBICON

Bedtime Reads

23 pieces of coverage

61 million opportunities to see

2008 NATIONAL Year OF Reading

FINANCIAL TIMES

The bonus of bedtime reading – with dad

From Mr John Varley and others.

Sir, There is growing evidence to suggest that the vital role of dads in bedtime reading is under threat.

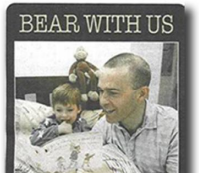
A survey of parents from the National Year of Reading shows that mums are twice as likely as dads to read regularly to their children at bedtime. A National Literacy Trust report earlier this year found that while three-quarters of children said their mum encouraged them to read, only half said the same of their dad. Boys are most likely to under-achieve at reading, and are most in need of male role models to encourage them to read.

We believe employers have a significant role to play in helping staff who are fathers to read more with their families, and are calling on business to back bedtime reading. It is time all large employers committed to make their workplaces more reader-friendly. This doesn't have to be difficult. There are a host of simple, practical challenges for business at *www.yearofreading.org.uk*

If the next generation of boys and fathers are more confident readers, we will all benefit.

John Varley,
Group Chief Executive,
Barclays
Phil Bentley,
Managing Director,
British Gas
Jeremy Verba,
Chief Executive Officer,
Pizzo
Stephen Howard,
Chief Executive,
Business in the Community
Jeremy Newman,
Managing Partner,
BDO Stoy Hayward
Chris Jones,
City & Guilds
Annabel Sweet,
Head of HR Strategy and Planning,
02
Robert Iger,
President & CEO, The Walt Disney Co

BEAR WITH US



FREE Kids' book FOR EVERY READER

YOUR cubs will love this – we're offering every reader a FREE copy of top-selling kids' book We're Going On A Bear Hunt.

The Sun is teaming up with the National Year of Reading campaign to give away this story from the Children's Laureate Michael Rosen.

To claim, just take the voucher below to ASDA or WHSmith TODAY ONLY and exchange it for your free book.

Reading to your kids for ten minutes at bedtime works wonders for their learning. Books open doors to everything, so turn bedtime stories into a habit.

The National Year of Reading is all about celebrating reading in all its forms and encouraging people of all ages to read anything, any time, any place. It all counts.

To find out more about the National Year of Reading, see yearofreading.org.uk.

FATHERS LOSING THE ART OF STORY-TELLING

Why it's every dad's duty to read to his kids

By VERNON KAY

KIDS love a story but just 42 per cent of fathers read to them now, compared to three in four mums. This is being cited as a reason why boys' reading skills lag behind those of girls.

Today, as part of the National Year Of Reading, The Sun is giving away award-winning children's book We're Going On A Bear Hunt as we try to get dads reading again.

Here, Vernon Kay – who's about to host new ITV1 show Beat The Star – explains why he always reads to Phoebe, his three-year-old daughter by wife Tess Daly.

Get reading tips from author Michael Rosen at thesun.co.uk/news

NEWBORN ... baby Phoebe

I REMEMBER my dad reading to me when I was a kid.

He didn't really read me books, but I remember reading them with him. Our First Communion books and he read me those.

Dad is a jerry driver and he would read me magazine trucking articles that he was interested in. I was fascinated by them and I would be read me everything about those.

He would also read me instruction manuals of things he was building too. I loved knowing what he was doing and learning.

He never read Enid Blyton or anything like that. I didn't really tend to sewing and having him read to me on a daily basis and I think that is important.

I think the phrase "knowledge is power" is very, very true. The more you know, the more you learn.

I think it is very important you see as a role model can only be a good thing. I think the important thing is for parents to find a subject they are interested in, so that it's more fun.

Maybe some dads get bored reading the Disney Princess books, so why not read something they enjoy? Find a book interested in? I like Winnie The Pooh and I love Goldilocks.

I make up different characters to add to the story when I'm reading to Phoebe. It's fun.

I think a major problem today is there are too many distractions for kids. They are tapping away on the internet, they've got YouTube, Myspace, and there's TV and DS and Phoebe is limited to 30 minutes of TV a day. It's just when she's having her bread and dinner – and we try not to watch it during the day.

But when mums and dads get home from work, it is their kids, I make a decision to switch off and encourages children to use imaginations more.

It's a terrifying statistic that five houses where children live days don't have a single book t really big responsibility to sit with their kids and educate the *And reading books is the k to learn.*

FREE WE'RE GOING ON A BEAR HUNT BOOK – SEE PAGE 33

DAILY EXPRESS

BLACKFRIAR

HIGH-FLYING executives are usually associated with reading annual reports, not bedtime stories, but some of Britain's best known bosses are backing a campaign to encourage reading.

Barclays chief John Varley and British Gas managing director Phil Bentley are among business figures supporting the National Year of Reading.

They say there is growing evidence that the vital role of dads in bedtime reading is under threat, with a survey showing that mums are more likely to be the ones encouraging children.

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"It is time all large employers committed to make their workplaces more reader-friendly."

DAILY STAR

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They say there is growing evidence that the vital role of dads in bedtime reading is under threat, with a survey showing that mums are more likely to be the ones helping children to read.

They said: "We believe employers have a significant role to play in helping staff who are fathers to read more with their families. We are calling on business to back bedtime reading."

The Daily Telegraph

Fathers miss out on bedtime read

Less than half of all fathers are reading bedtime stories to their children, a survey shows, with most blaming work pressures and long hours.

Only 42 per cent said they regularly read to their children at night, compared with 76 per cent of mothers, according to a study for the National Year of Reading published today.

SOLDIER DADS OFF TO AFGHANISTAN MAKE POIGNANT RECORDINGS

If we don't come home, our children will always have our bedtime stories to listen to

By MARNIE SUMMERFIELD SMITH

ALL children love a bedtime story.

But for young kids the nightly ritual as they struggle up in bed will be really poignant.

Their dads are here soldiers, who are thousands of miles away fighting in Afghanistan.

They have each recorded two bedtime stories on a CD so that their loved ones can hear their voices while they are away.

What they will do if, should the worst happen, the CDs will provide comfort for their families.

The soldiers from 2Y Battalion Argyll and Sutherland Highlanders, Fort George, near Inverness, have been sent to Helmand province, Afghanistan, in the past few weeks.

It is the second tour for them. The Government launched the National Year Of Reading and new research shows more fathers-to-be are doing their kids bedtime stories than ever before.

Sgt Scott McFadden, one of the 20 soldiers who took part in the CD scheme, run by Riverside Children's Centre in Inverness, said: "My wife, Private Paul Cook, 19, a rifleman, is married to Rebecca, 20. Their son, Cameron, was born on Christmas Day. This is the first time as a husband and father that I've gone away. It was very difficult.

"I'm going to miss so many things about Cameron, all the different faces he makes and the different noises.

"I love making him laugh, by pulling silly faces and tickling him. We celebrated his first birthday and Rebecca's 21st.

"It's harder for the families than the soldiers because they don't know if they are coming back safe and sound. This will be my second tour. I served in Iraq in the Coldstreams in 2006. There our mission were minde bombers.

"This time I will be facing a different threat – the Taliban.

"I love reading bedtime stories to Cameron. I read him Dogger and he sees me get a book off the shelf and he knows what I'm doing. I'm doing some stories, so I was delighted when I heard about the CD.

"If the worst comes to the worst, Connor would always have pictures of his dad and he will have a recording of my voice too.

"I gave him a special message on the CD. I said I miss him, I miss Rebecca all the time. I miss you both. Love Daddy."

Corporal Ryan Mullen, 25, a section commander, and his wife Michelle, 24, have a son, Cameron, one, and full-time care of their niece, Chantelle, who is four, while he is away.

"I always take lots of photos with me when I go away and I took one of Cameron with me. I already ardour this time I will be

Cpl William Carnegie

Sgt Scott McFadden

L Cp Ryan Mullen

Pte Paul Cook

FREE CHILDREN'S BOOK WITH SATURDAY'S Sun

The Sun

Dads fail kids over bed tales

By DEREK BROWN

FEWER dads are reading bedtime stories to their kids than ever before, Government figures show.

Just 42 per cent of fathers read – compared with 76 per cent of mums – which sets a bad example for boys and puts them further behind girls in literacy levels.

Many dads blame work pressures like long hours for their lack of reading – but one in ten said they didn't have the confidence to read aloud.

YouGov, which quizzed 2,000 parents for the National Year of Reading drive, found most kids watched TV at bedtime. Stories were second and playing computer third.

Schools Secretary Ed Balls said: "Reading to children at bedtime is the best way of improving kids' chances when they get to school."

Hero dads — Centre Pages

Read to your kids with Sun

By SAMANTHA WOSTEAR

Published: 12 Apr 2008

ADD YOUR COMMENTS

TODAY The Sun is giving away a free book for every reader.

There is a copy of children's favourite "We're Going On A Bear Hunt" By Michael Rosen inside today's paper to encourage more dads to read to their children.

A book to share ... dads can have fun reading their kids

MOST READ STORIES

1. Best and worst boy beach bods
2. Ronaldo scores a Goal-ardo
3. Melinda's BUST-up with hubby
4. Tamara gets her Mellons out
5. He's done Em

five news

The Bookseller

« Headlines

Walker's mega NYR giveaway

10.04.08 Benedicte Page

Walker is to distribute 250,000 free copies of Michael Rosen's *We're Going on a Bear Hunt* through Asda and W H Smith as part of a National Year of Reading initiative in conjunction with the *Sun* newspaper.

The initiative aims to boost bedtime reading by fathers. Research released by the NYR yesterday (Thursday) shows that fewer than half of fathers now say they regularly read bedtime stories to their children.

The *Sun* will discuss the subject in its Saturday issue (12th April), offering a voucher for the free book, while children's laureate Michael Rosen has also recorded a video piece for the *Sun* website, offering tips on reading stories aloud.

"Walker has been fantastically generous," said Honor Wilson-Fletcher, NYR project director. Walker sales director Jane Harris added: "We are passionate to support anything that re-energises bedtime reading, and this is from a slightly different angle, involving fathers. It seemed incredibly good to have the classic *We're Going on a Bear Hunt* as a giveaway to people who may never have gone to a bookshop or thought of having that special time with their child. It also gives us an opportunity to work with a media partner with huge circulation figures."

Meanwhile, Prime Minister Gordon Brown will contribute a story for children to a book coming from Scholastic in August. *Wow!* 366 will offer "mini stories from massive writers", with 366 tales—one for each day of this leap year—told in just 366 words. Contributors include Terry Jones, Charlie Higson, Eve Ibbotson and Roddy Doyle, and £1 from each book (priced at £6.99) will go to a major children's charity.

"We are promoting this as a book of stories that someone can read to their children at bedtime, or teachers can read after registration or at assembly," said Scholastic m.d. Elaine McQuade. "At the end of each story, the author suggests two more books to read."

Book | Benedicte Page | walker | National Year of Reading | NYR media

BBC RADIO FIVE LIVE 909 & 693 AM

The Bolton News

Vernon's TV test for Amir

NEW SERIES: Vernon Kay

TWO of Britain's top celebrities will be joining forces on ITV1 on Friday.

Vernon Kay is to host a new ITV series called Beat The Star, in which two sporting celebrities – members of the public in disguise – will compete in sound challenges, such as climbing a 10-metre rock wall.

During sessions, each team will be one of Vernon's guests, who stands off in the other corner.

Vernon said: "I'm really looking forward to it. I don't know what I'm in for.

"I'm definitely going to win – there's no doubt about that.

"[ITV] has gone for well known people who are a young bloc.

"Some of the celebs have made all sorts of reading previous books!

"I'm a big fan of Amir and other things that they are interested in.

"I'm a big fan of Jade Goody and I have Goldilocks.

"I sometimes make up characters to add to the story when I'm reading to Phoebe. It's fun.

"I think a major problem today is there are too many distractions for kids. They are tapping away on the internet, they've got YouTube, Myspace, and there's TV and DS and Phoebe is limited to 30 minutes of TV a day. It's just when she's having her bread and dinner – and we try not to watch it during the day.

"But when mums and dads get home from work, it is their kids, I make a decision to switch off and encourages children to use imaginations more.

"It's a terrifying statistic that five houses where children live days don't have a single book t really big responsibility to sit with their kids and educate the *And reading books is the k to learn.*

Film performance from Plymouth, who claim a place in the final and has won a golden scissors award.

Amir said: "I'm very happy to be a 'celebrity' and I'm looking forward to getting somebody who is the following week.

"I'm very happy to be hosted a campaign to urge dads to read to their children, as part of the National Year of Reading.

He said his wife, Albina Grunfeld, who is a doctor, is also "very pleased" with the idea.

"I sometimes make up characters to add to the story when I'm reading to Albina – and she loves it."

NOTTINGHAM CITY OF LEGENDS EVENING POST

Print Ads

NORTH TYNESIDE COUNCIL
7 years, 4 weeks,
1 day after reading
"float like a butterfly
and sting like a bee"
everything starts with reading

3 months, 2 weeks,
5 days after reading
"mirror, signal,
manoeuvre"
everything starts with reading
West Midd
BUS

TV Filler Ad

What we achieved

- 2.3million new library members
- An increase in the children saying they read with their mothers every day (17% to 32%)
- An increase in the number of fathers reading every day (195 to 25%)

National Literacy Trust

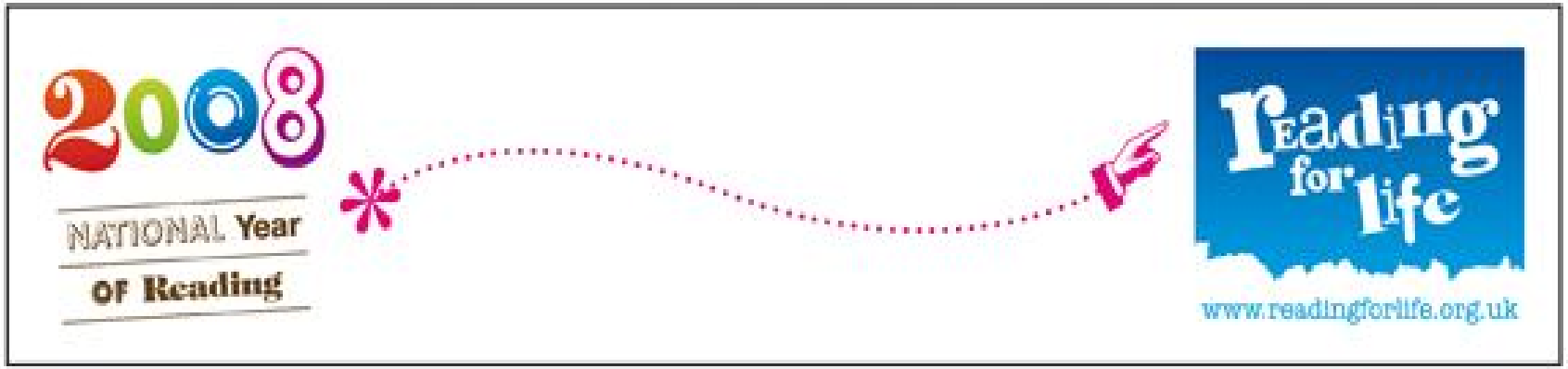
What we achieved working with disadvantaged groups*

- Higher number of parents from disadvantaged groups knew about the NYR than the wider population
- Increase in membership of public libraries amongst parents from poorer backgrounds (from 58% to 70%)
- These parents now are more likely to be reading to their child every day (15% to 20%)

National Literacy Trust

**Parents from socio economic groups C2DE*

What next?


2008
NATIONAL Year
of Reading
Reading for life
www.readingforlife.org.uk

Costcutter
Any 2
For £3.00
£2.29
Snow is falling...
and so are our prices!
Costcutter
Any 2
For £5.00
£2.99
Snow is falling...
and so are our prices!
Costcutter
Less than
£1 per pint
£7.99
Snow is falling...
and so are our prices!
Costcutter
play
here!
Costcutter
Bolton Evening News
FARNWORTH
KIDNEY
COUPLE
READY
FOR
TRANSPLANT
Bolton Evening News
Daily Mail
The Mail
ON
SALE
HERE
Daily Mail

Things we've learnt

1. Attitudes Access Action model
2. Audience segmentation and targeting is vital
3. Build everything on audience knowledge and research
4. Professional concepts and even enthusiasm can be a turn off to potential learners
5. Basic literacy concepts can be redefined as relevant and attractive to groups

Reading for life
www.readingforlife.org.uk

National Literacy Trust

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www.literacytrust.org.uk

www.readingforlife.org.uk