



HOW TO START A NEW BOOK-SHARING PROGRAMME

Tips from book-sharing facilitators

STEP 1 : RAISE AWARENESS

OBJECTIVE: Raise general awareness within community to get them into community meetings

- Before you can get parents to sign up, you need to **explain what book-sharing is** and how the programme works.
- Speak to parents in the community about book-sharing.
- Use the **Recruitment Talking Points** to make sure that you give parents all the information they need.
- **Leave a flyer behind** to remind them and so that they can also talk about book-sharing with their friends and family.
- If parents are interested, **sign them up** right away!

TOP TIPS

- Ask parents who have already done book-sharing to encourage their friends and families to sign up for the next book-sharing programme.
- Approach groups where parents already get together, for example pre-schools or churches.

TOP TIPS

- Always have a sign-up sheet with you.
- Make sure that the parents have children between the ages 10 to 20 months.
- Make sure that the parent and child are available at the time you have chosen for the session.
- Ask the parent to choose a second person who to go to the sessions if they can't (for example, if they are sick).
- Encourage mothers to speak to their partners and families about the book-sharing so that there is buy-in and support from everyone.
- Ask parents what the best way is to communicate with them (WhatsApp, call etc.)

STEP 2 : COMMUNITY MEETING

OBJECTIVE: Host community information sessions to sign up parents

- You can use posters and flyers to invite parents who show interest to a **community meeting** where they can learn more about the programme.
- Ask **one of the parents** who has previously done book-sharing to talk about how it has helped them.
- **Do a demonstration** or **show a video** so that parents can see what book-sharing really is. The more lively and interesting this session, the more likely you are to recruit parents.
- **Have a sign-up sheet ready** so that you can get the names and contact details of parents who are ready to commit to the four-week programme.
- Remind parents that when they sign up they are making a **commitment**.

STEP 3 : FIND A GOOD VENUE

- Before you recruit parents, make sure you have a **good venue** for the book-sharing programme.
- When choosing a venue try to find one that is **close**, near **transport**, good in all **weather**, and which is **big enough** for about ten adults and ten children.

TOP TIPS

- Try to run your programme in summer rather than winter when it's wet and cold.
- Make sure that your programme finishes before the summer holidays when children often go to visit family.

TOP TIPS

- Ask your local library if you can host the book-sharing programme there.
- Community halls, churches, schools and NGO facilities are other good options.
- Try **not** to host the book-sharing programme in someone's home.

STEP 4 : CHOOSE A TIME

- The book-sharing programme runs for eight weeks, so choose a time when that **won't be interrupted by holidays** or other events.
- Choose a time of day that is well-suited to parents and which takes into account the **needs of the children**. You don't want tired or hungry children in the sessions!

STEP 5 : KEEP PARENTS INVOLVED!

If a parents stops coming to the programme, **find out why**.

Sometimes it is because:

- they got a job,
- their children were too challenging during the sessions
- their partners disapproved, or
- they don't feel comfortable with the facilitator.

To keep parents coming back, make the programme as **attractive and comfortable** as possible and make sure that **parents understand the benefits!**

Follow up with anyone who misses a session and try to find out why they didn't come and how to work around this.

TOP TIPS

- If someone misses a session, hold a catch-up session.
- Make sure that the parents can relate to you (language, style of speaking etc)
- Have toys available for children to play with.
- Provide a meal or snack for parents and children if you can!