

It begins with reading

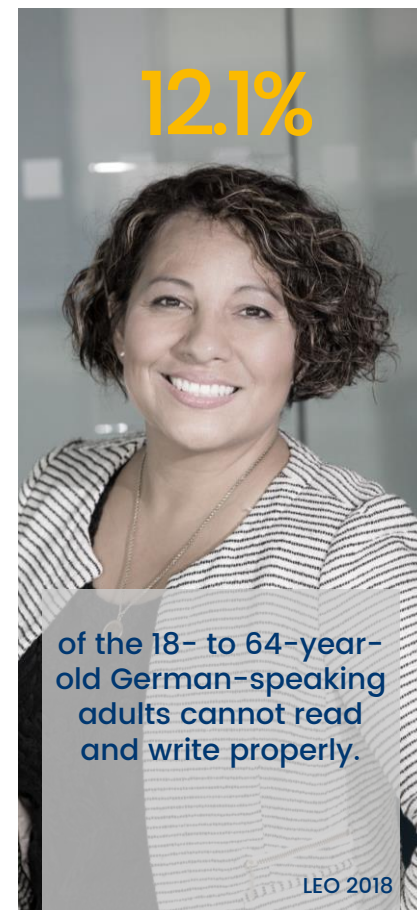
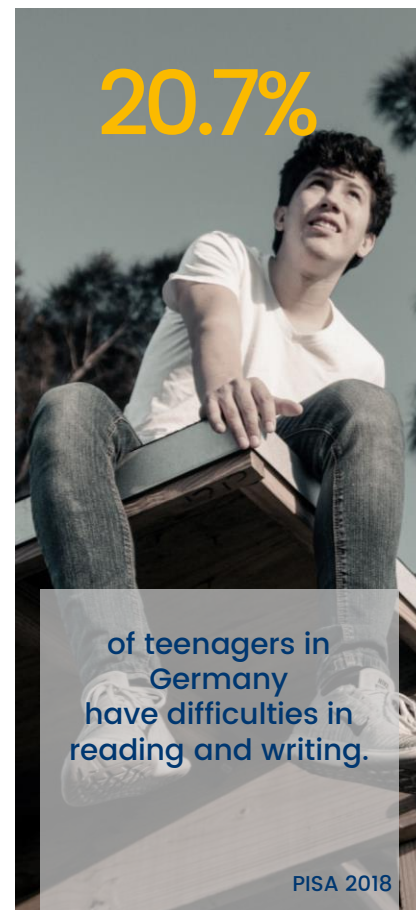
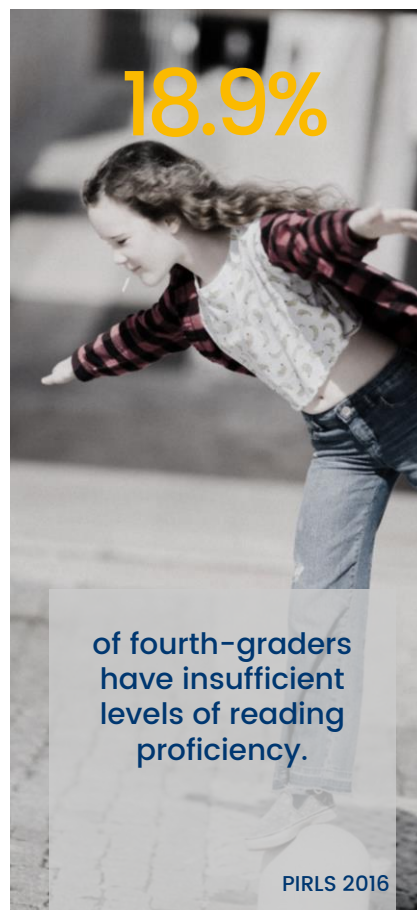
International Conference on the Promotion of Reading: *Read, or be lost for words*
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Literacy Education and Reading Promotion in Germany: Research, Strategy, Campaigns

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Literacy Education in Germany



Our Vision

Everyone has the ability to read



Main Focus

Children, adolescents and their families who live in an educationally disadvantaged environment.





Reading Aloud Studies

2021: Early Childhood Care as Key Partners in Early Literacy Education

2020: How Reading Aloud Can Be Integrated into Everyday Life

2019: Reading Aloud: More than Reading out Loud!

2018: Reading Aloud: Initial Capital That's Impossible to Make up for.

2017: Reading Aloud: When to Start? Reading and Narration as Linguistic Impulse in Early Childhood

2016: Reading Aloud: What do Children Wish for?

2015: Reading Aloud: Investment in Social Skills

2014: Reading Aloud Strengthens the Family Bond

2013: Remapping the German Reading Landscape

2012: Digital Opportunities – New Incentives for Reading Aloud

2011: The Significance of Reading in a Child's Development

2010: Reading Aloud and Narration in Families with Migration Background

2009: Why Fathers do not Read Aloud

2008: Reading Aloud from a Child's Point of View

2007: Reading Aloud in Germany



Reading Aloud Study 2020 – Why Parents Do not Read to their Children

Lack of motivation

3

1

Lack of reading material

2

Lack of practicality



Lesestart 1-2-3



What

National book gifting campaign for early reading promotion

How

Gifting books to children aged 1 – 3 through pediatricians and libraries

What we know:

- Book gifting raises chances of parents reading aloud to their children
- The earlier parents start reading aloud, the higher is the chance of continuation
- Reading aloud helps language development, reading motivation, cognitive skills, educational success, social competency and personal growth



Einfach vorlesen.de



What

An app that offers free digital reading material to parents, teachers and educational staff

How

Free and easy access to tales and stories: anywhere, anytime

What we know:

- More than 160.000 user per month
- Social advertisements on websites reach our key target group e.g.:
 - Bild
 - Facebook
 - Instagram



Nationwide Reading Aloud Day



What

National Reading Aloud Festival every November

How

All over Germany reading ambassadors as well as volunteers read aloud to children.

What we know:

- Participation 2020: 500.000 readers and listeners
- Raising awareness to the importance of reading
- Celebrities as role models
- Media coverage





Happy Meal



What

Bringing books into families on a large scale

How

Children can choose a book with every Happy Meal

What we know

- 79% of families with children aged 3-9 years eat at McDonald's
- Over 70% of German children aged 3-9 years own at least one Happy Meal book
- So far about 75 million books were brought into families via McDonald's



Conclusion

Book gifting campaigns:

- are evidently effective, especially for families that do not read aloud to their children
- need strong partners, who are established, in every day family life
- work best with books and stories in different languages to encourage parents no matter what their mother tongues are
- should gift stories physically and digitally, including magazines, graphic novels, newspapers
- should present favorite children's characters from TV and cinema as protagonists of the stories to attract children and families

Let's gift stories!



National Reading Alliance



Got more Questions?

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