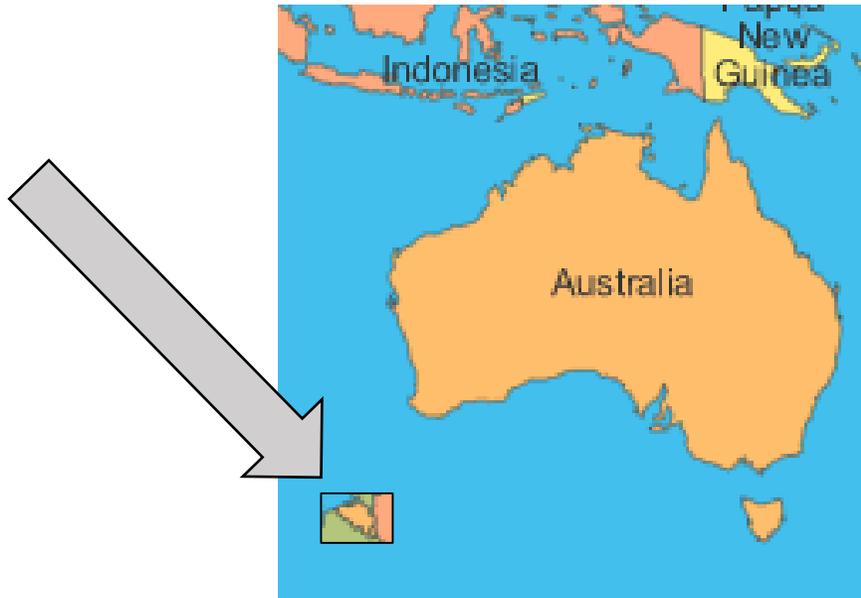


# Boekstart in Flanders



# Scale

Flanders & Brussels (dutch speaking):  
+/- 70 000 births/year



# 2005 – 2007 / pilot as *'Boekbaby's'*

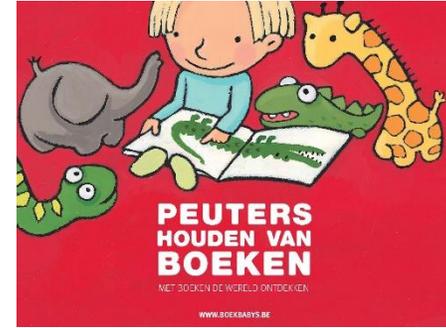
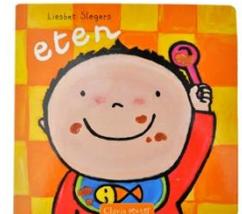
- 300 families, different backgrounds
  - several packs of free books
  - research
- 
- to gain insight into how (early) reading promotion is realized within the family context (with particular attention to stimulating and impeding factors)
  - to gain insight into the diversity of “reading cultures” in families living in Flanders
  - to find and present “examples of good practice” of early reading promotion in families living in Flanders

# from 2008 in 20 municipalities and cities

at age 6 months  
in health centers



at age 15 months  
in libraries



**Volunteers in the health centers** give the first pack and the voucher for the second pack  
for the second pack



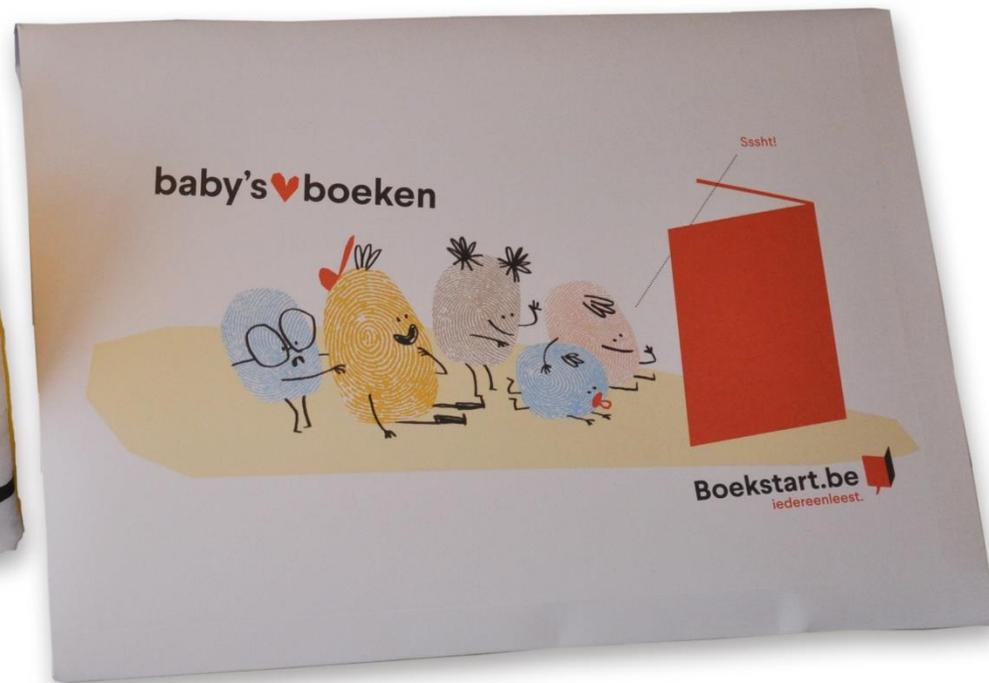
**2015** in 100 municipalities and cities



# 2016 / from *Boekbaby's* to *Boekstart*



# new look **baby pack**



# Book pack for **toddlers**



# 2018/ shared financing

**Flemish government (baby packs)  
&  
local authorities (toddler packs)**

# 2019 / 204 of 319 municipalities



**+/- 44 000 baby packs at age 6 months & +/- 25 000 toddler packs at age 15 months**

# **Make librarians and volunteers more professional in early literacy**

- information sessions**
- communication training**
- training 'how to read aloud to babies and toddlers'**

# Boekstart-tour of libraries



# Do's and don'ts for librarians

<https://vimeo.com/315652887/440f307407>



# Inspiration days for libraries



# Boekstart-monitor

Toolkit to evaluate and plan **Boekstart** in your community







op eet zijn bord leeg, poetst  
zijn tanden en gaat in bad.  
wat doet piep nog meer op een dag?  
mondje open ... hap

piep!  
\* een nieuwe dag



fleur  
van der weel

