

Wales Bookstart Impact Evaluation 2008



dechrau da
bookstart

est. by booktrust 1992

Wales Bookstart Impact Evaluation 2008

The research design

A sample of parents across different local authorities were interviewed to investigate patterns of use of the packs and to track the possible impact of the packs on reading attitudes and practices and other reading-related activities.

Interviews were conducted in seven different local authorities:

Neath Port Talbot
Bridgend
Powys
Denbighshire
Swansea
Caerphilly
Vale of Glamorgan

One interviewer was recruited in each local authority and was asked to interview 25 parents who had received a Bookstart pack within the previous month. A total of 149 parents were interviewed in this first phase of the evaluation during the course of January.

Parents were asked at the conclusion of the first interview if they were willing to be interviewed a second time three months later. Around 90% of parents agreed to a follow-up phone interview. Parents were contacted in April, and 84 parents completed the second interview.

The data gathered from the interviews provides a range of information on typical reading practices and attitudes, library use, and the delivery and use of the packs.

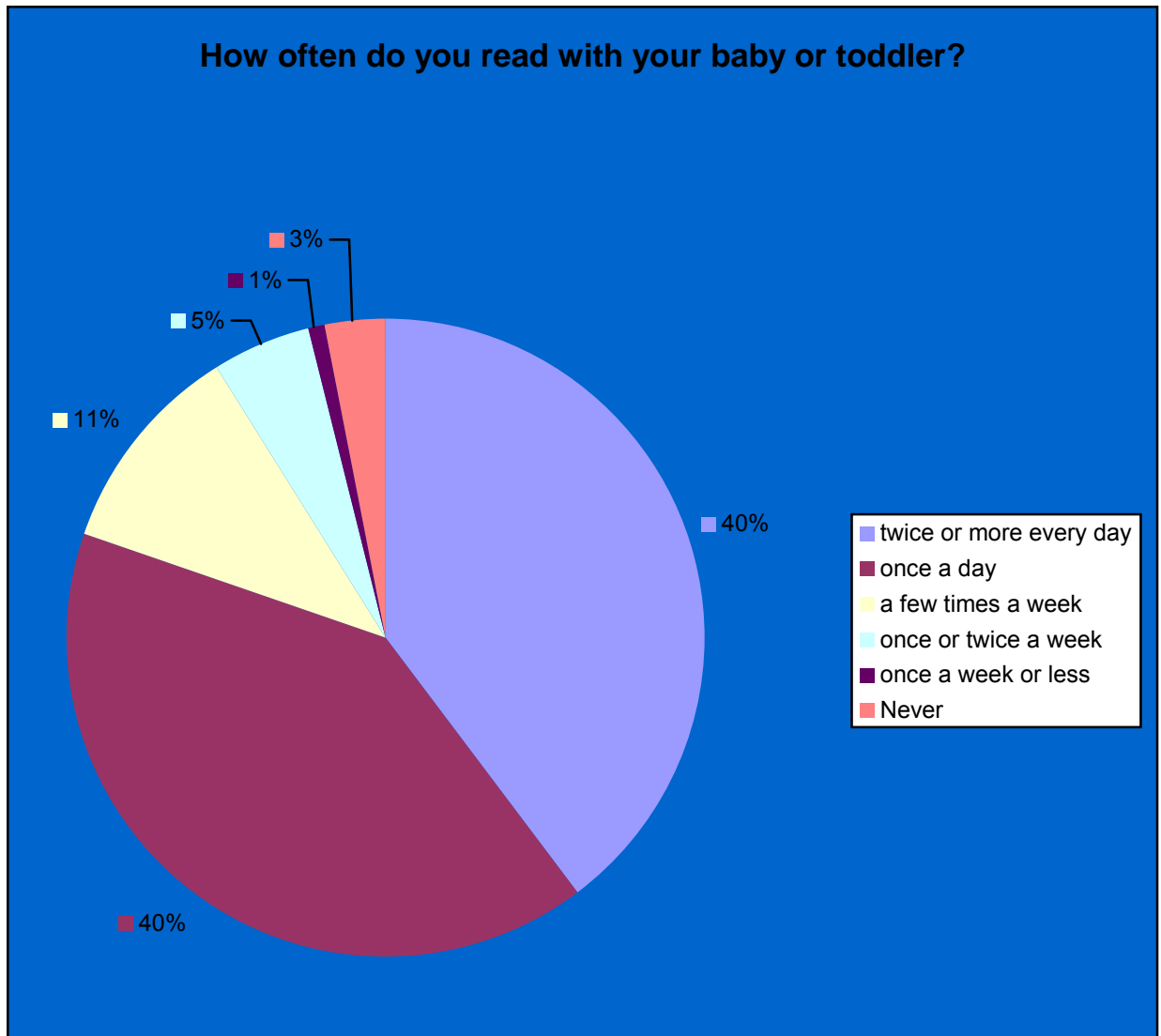
The longitudinal data gives an indication of the impact of receiving and using the pack on family reading practices and attitudes. By comparing responses to identical questions about regularity of book sharing with young children, the attitude of young children in the household to books, and respondent's (the parent or carer) and their children's attitude towards books and book sharing, we were able to gain insight into aspects of behaviour and attitudes that the packs might be influencing.

The questions were carefully designed to avoid eliciting 'pro-reading' answers from respondents. Interviewers were told to introduce the questionnaire to parents as a 'reading survey' not a 'Bookstart survey'. Questions about reading habits and attitudes were asked at the beginning of each of the surveys prior to any mention of Bookstart, to avoid the answers to the behavioural and attitudinal questions being influenced by an association with the programme.

Findings

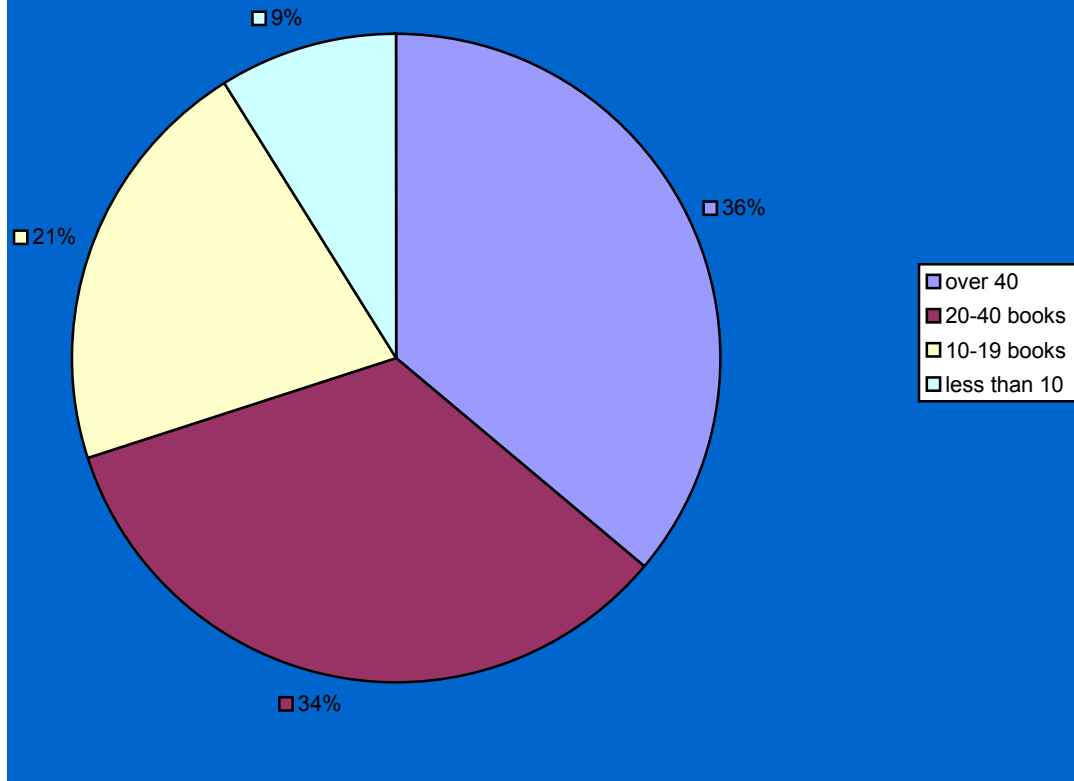
Section A – reading behaviours and use and delivery of the Bookstart pack

1. The 'reading' profile of families



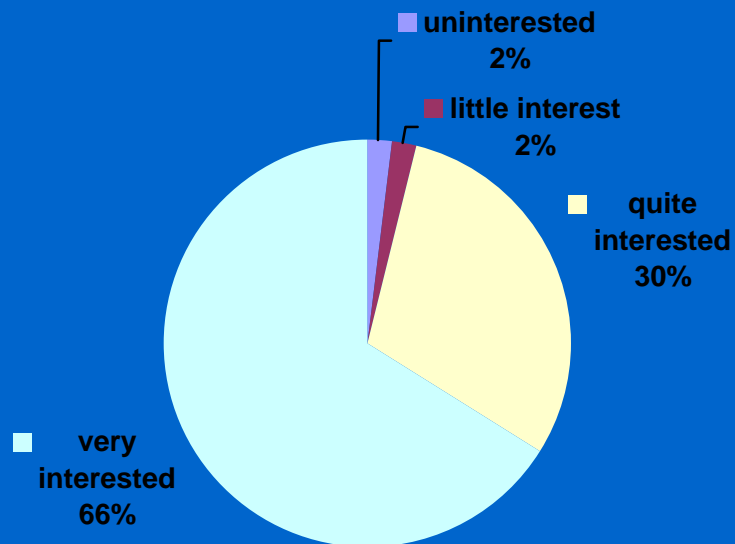
The two higher categories- 'once a day' and 'twice or more a day'- representing 'active' reading families, constitutes 80% of all parents sampled. The remaining 20% spread over the lower reading categories, constitute what might be called 'inactive' reading families. A key challenge for Bookstart, or indeed any early years reading intervention, is to achieve an impact on precisely these families that are not routinely in the habit of sharing books with their young children.

How many books for young children do you have in your home?



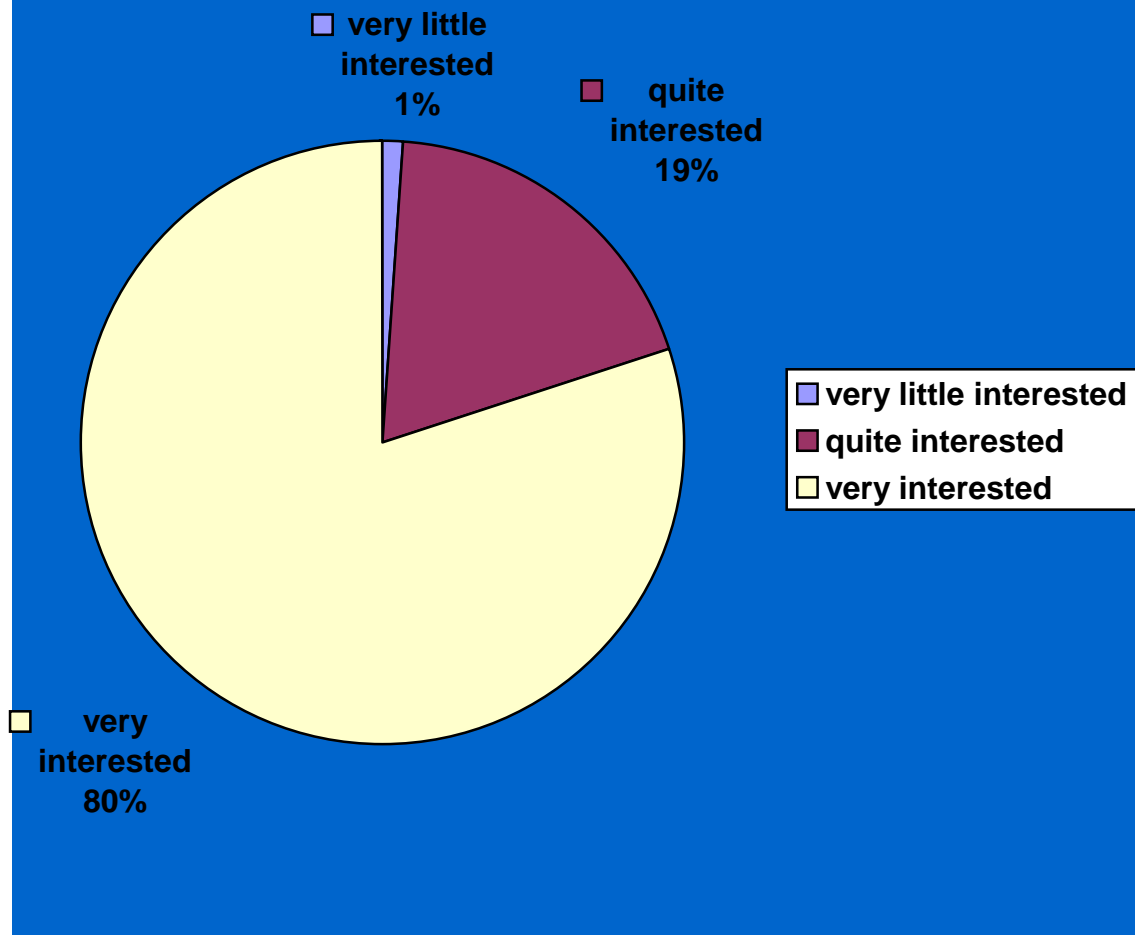
It is of course difficult to judge precisely how many books in a home is too few. But we can probably agree that less than 10 in a home is unlikely to be sufficient to fulfil the creative potential of a baby or toddler. In this light, the 9% of parents who reported less than 10 books at home is cause for concern.

What is your child's attitude towards books?



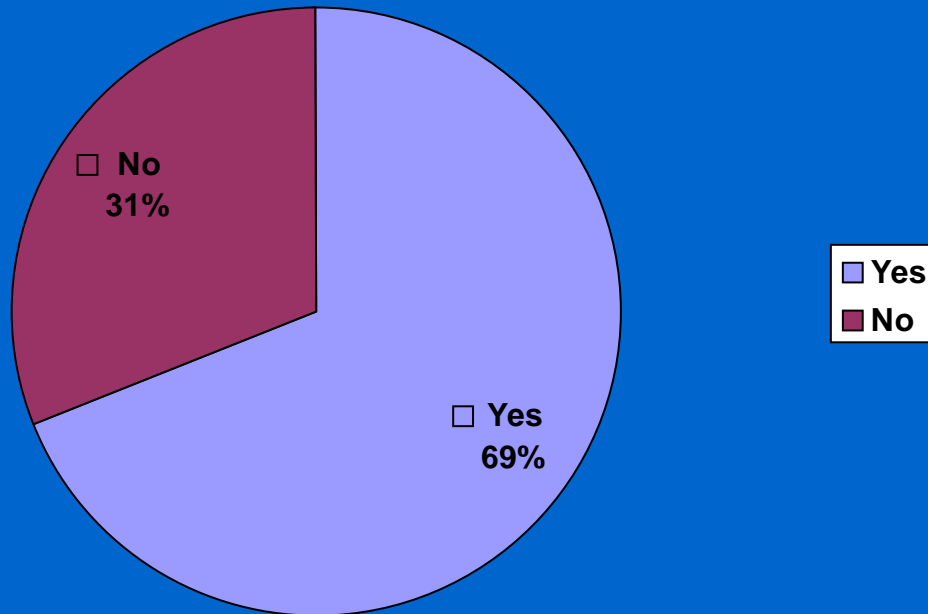
Even if some homes had relatively few books at the disposal of their children, parents almost universally recognised the appeal of books to their children: 96% of parents thought their baby or toddler was either 'very interested' or 'quite interested' in books.

What is your attitude towards reading with your baby or toddler?



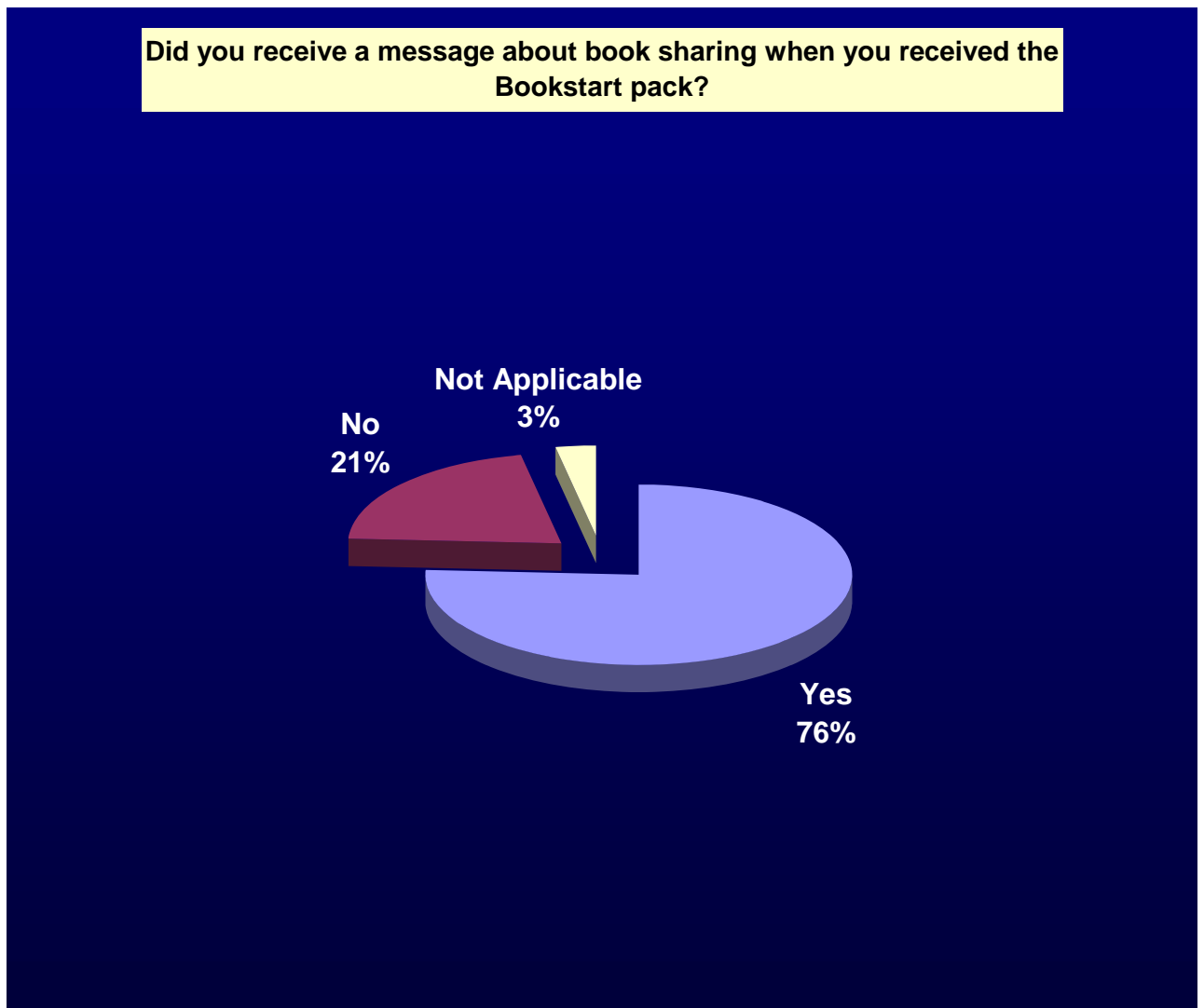
The relatively high proportion of parents (80%) who said that they were 'very interested' in reading with their baby or toddler suggests the extent to which the message about reading has penetrated society. However, 20% of parents did show more qualified support.

Are you or your children a member of your local library?



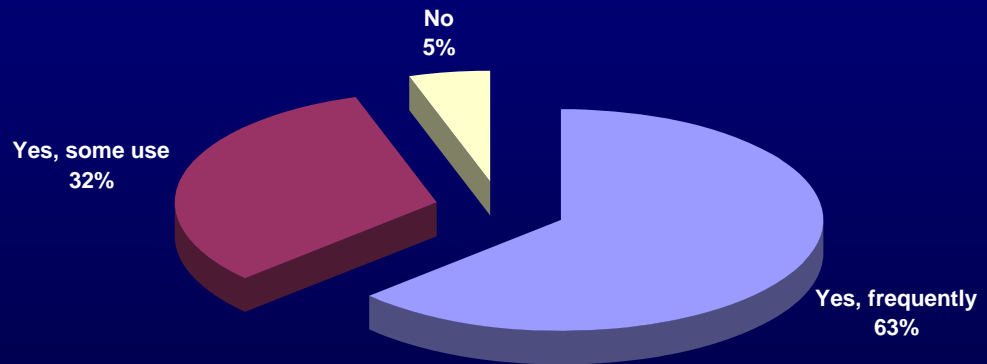
Proportion of library members among the sample of parents was fairly high: 69%. This figure may have been inflated by interviews that took place at library events, i.e. Rhymetimes, etc.

2. Receiving and using the Bookstart packs

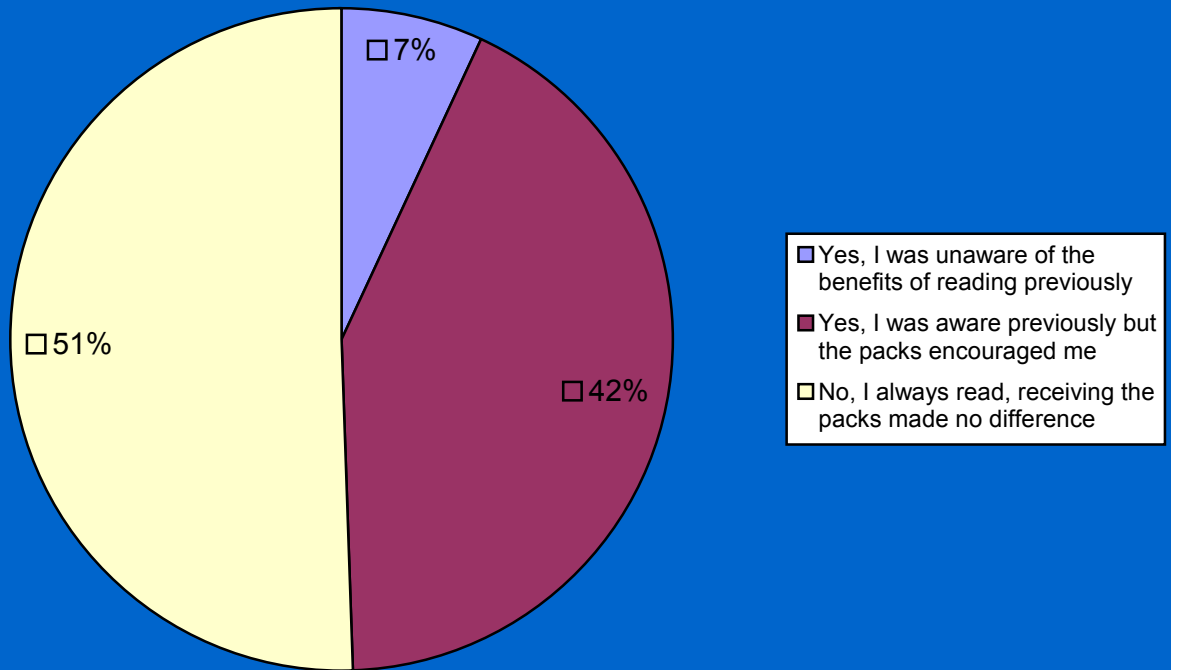


These results suggest that pack gifters- health visitors, librarians, etc- have been relatively successful in ensuring parents hear a message about book sharing when parents receive the packs: $\frac{3}{4}$ of parents reported receiving a message.

Has your child used the Bookstart pack?

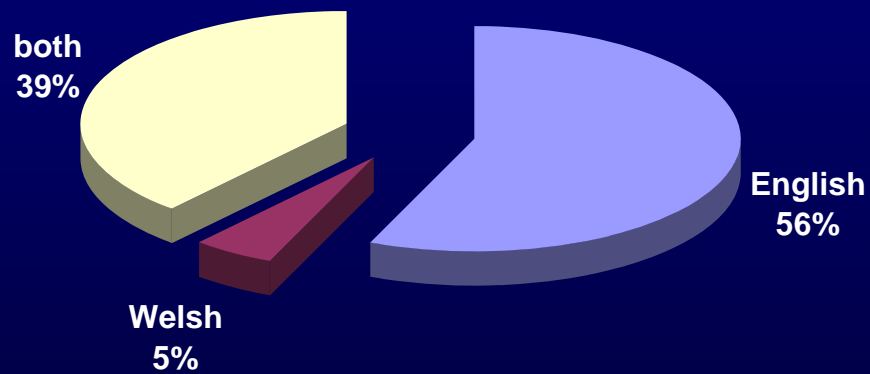


Has receiving the Bookstart pack had any impact on reading with your children?



Almost half of parents (49%) thought that the pack had had some positive impact on their reading habits. The other half (51%) felt that the pack had made no difference.

Language version used when using the packs



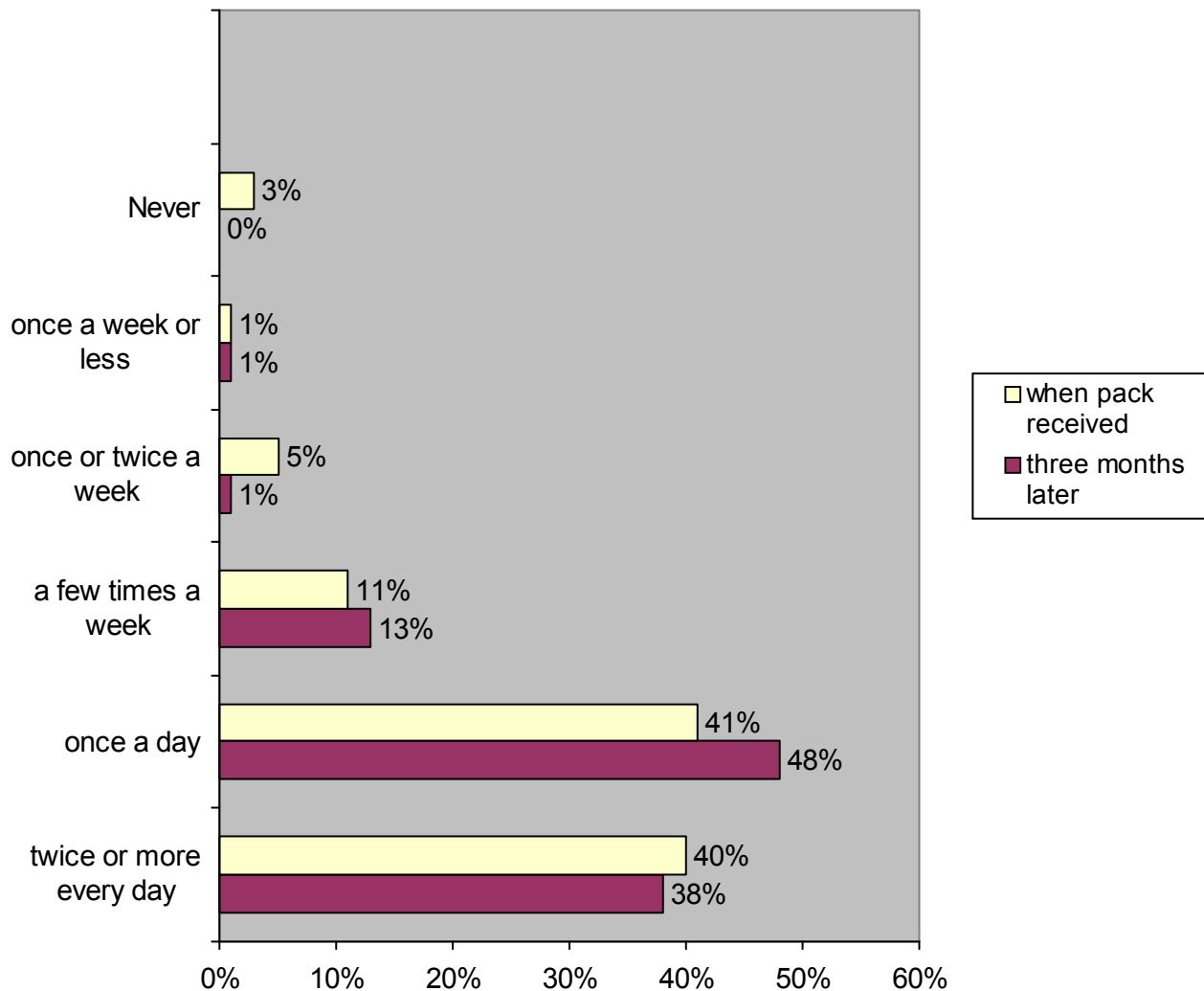
Significantly, almost half of parents (44%) reported using the packs in the Welsh version to some degree, i.e. either only in Welsh or in combination with the English version.

Section B- longitudinal data

Do the parents report different attitudes and reading practices after they have used the pack for some time?

1. Reading to your child

How often do you read with your child- before and after?



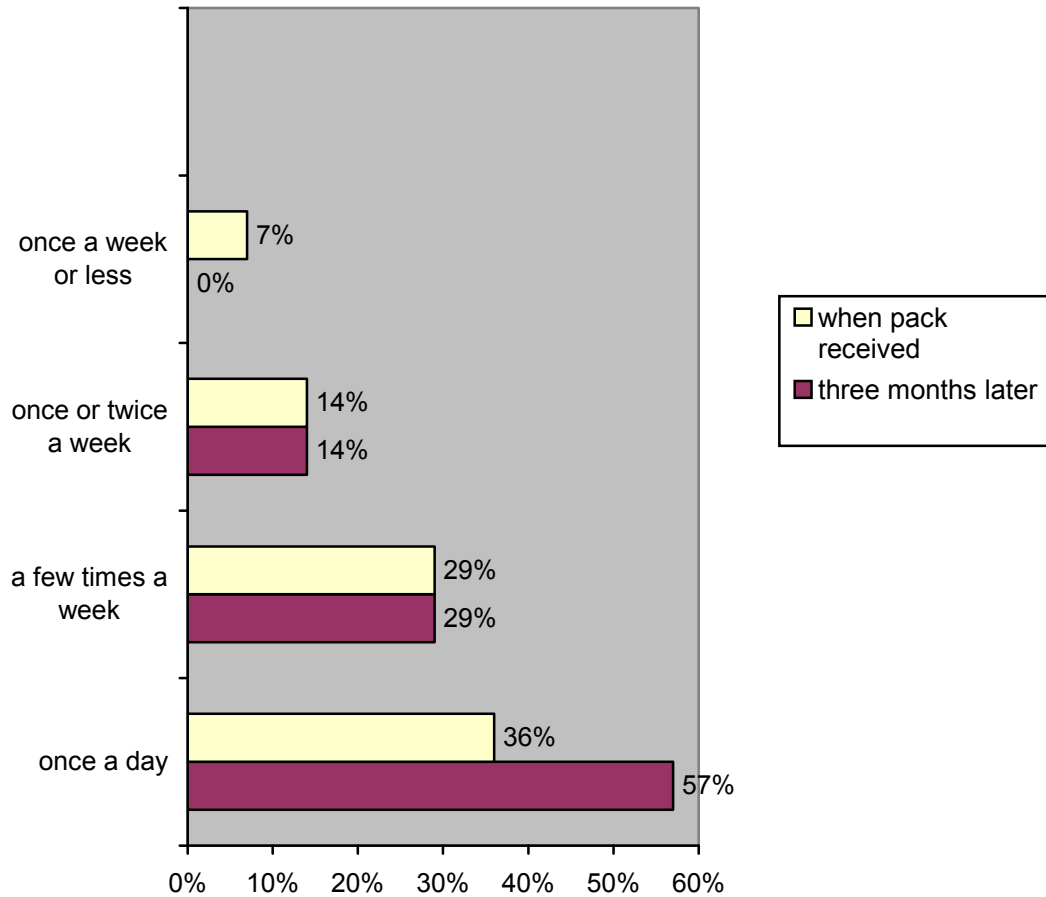
Some increased levels of reading are indicated between the two interviews. The number of parents reporting high frequency reading – active reading families- remains statistically constant at around 40%. The signs of change are evident in changes between the less frequent category- once or twice a week- which decreased by 4%, and the more frequent category- 'once a day' which increased by 7%.

These signs of a small but significant shift from low levels of reading to higher levels of reading suggest that Bookstart may be having an impact on 'reluctant' reading families. Bookstart may be stimulating behavioural change, at least in the short term, among those parents who, prior to receiving the pack, were not fully aware of the benefits of reading or did not appreciate the pleasure of book sharing with young children. The arrival of the Bookstart packs in a household in which reading and the presence of books is not a routine part of daily life may act as a catalyst to encourage parents to try book sharing with their young children.

To investigate the possibility that these improvements are occurring among 'less active' reading families, I created a subset of the total sample based on the following characteristics reported in the first interview:

- read to their child once a day or less frequently
- report 40 or less children's books in the home
- children described as 'quite interested', 'little interested' or 'uninterested' in books
- parents describe themselves as only 'quite interested' or 'very little interested' in reading with baby/toddler

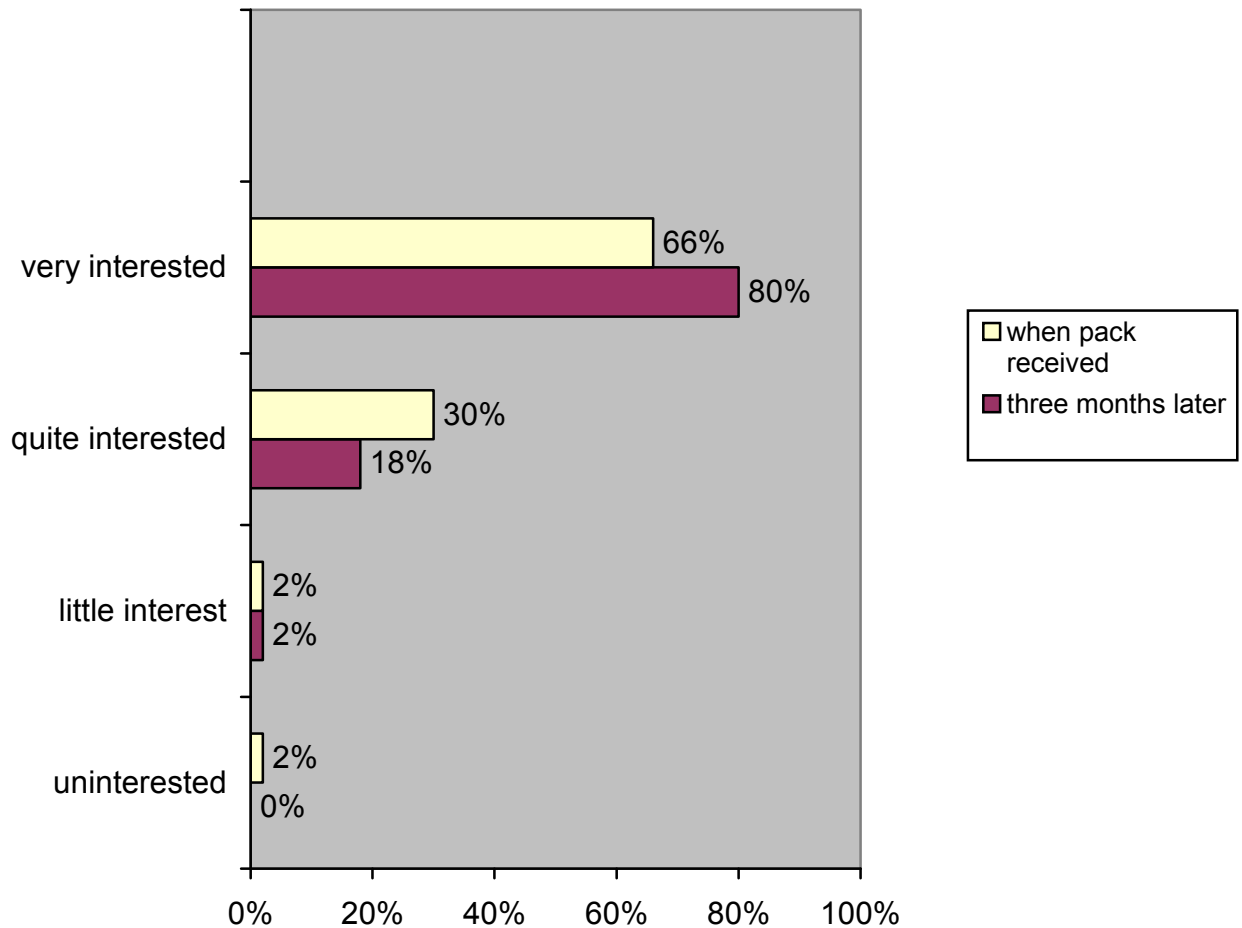
'Less active' reading families- before and after?



Although this 'less active' subset was relatively small in number (14 parents) results showed that this group did report an increase in reading frequency between the two interviews: the lowest 'once a week or less' category decreases and the high category 'once a day' significantly increases. This result does not necessarily indicate movement by families from very low frequency of reading to very high frequency. A more likely explanation is that there has been movement across categories resulting in an overall increase in concentration in the 'once a day' category.

2. Children's attitude towards books

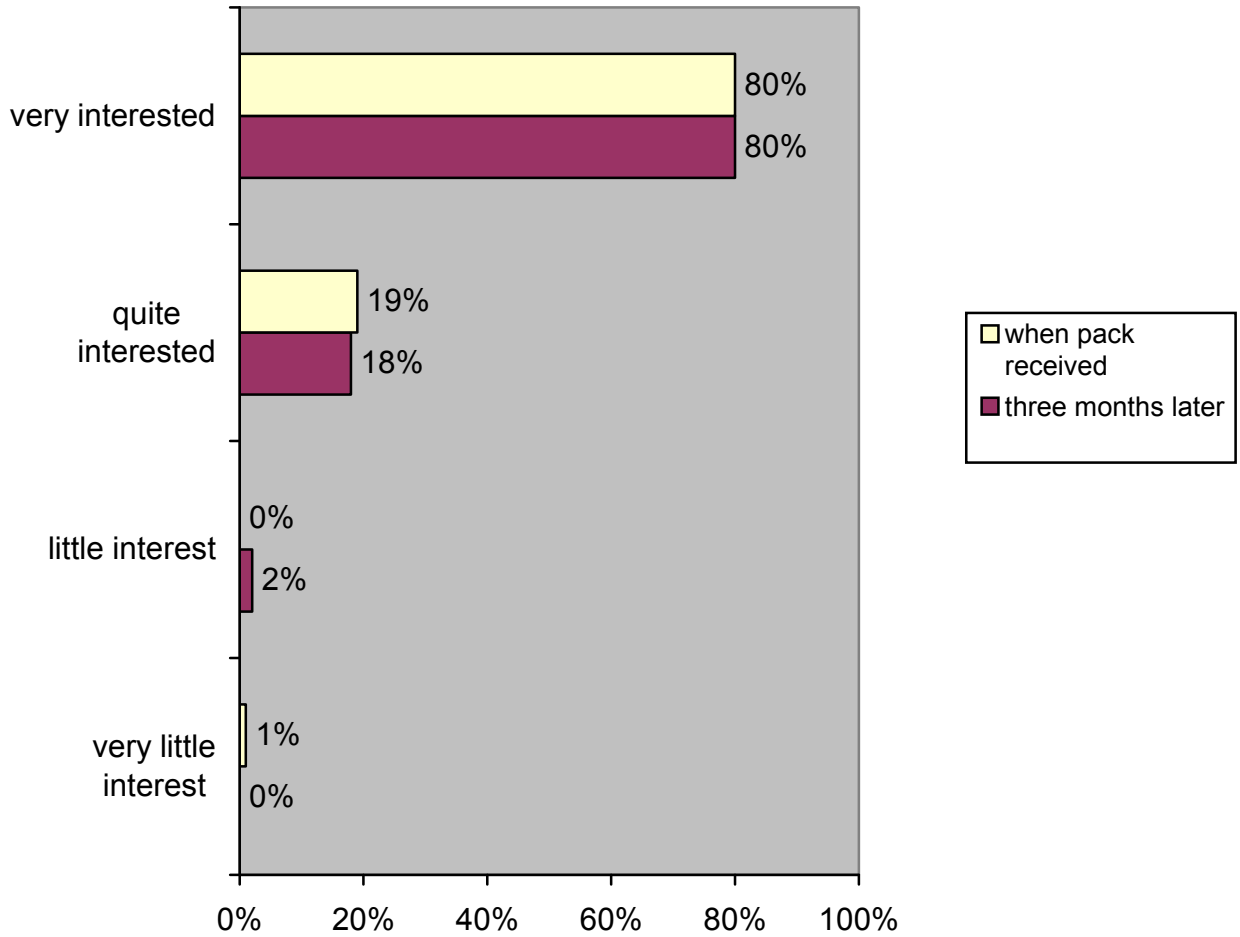
children's attitude towards books- before and after?



14% shift from 'quite interested' to 'very interested' category: a decent number of those 'mid range' children identified in the earlier interview were likely to be identified by their parents as being more interested in books in the later interview.

3. Parent's attitude towards reading with their young children

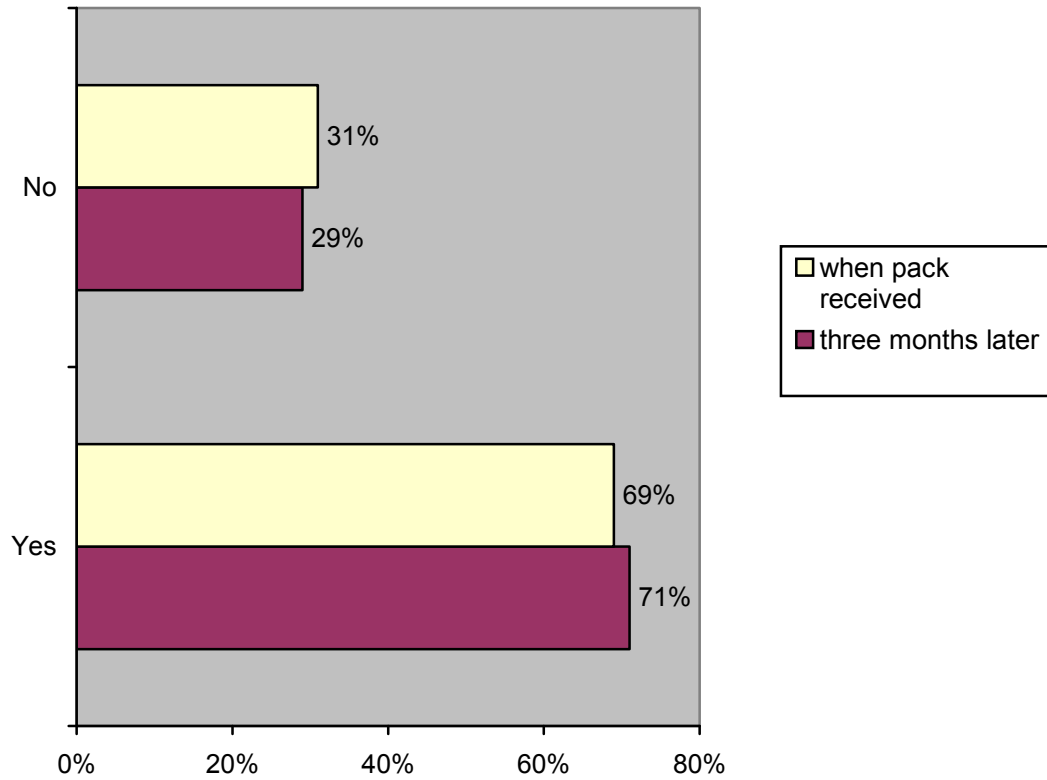
Parent's attitude towards reading with their baby/toddler- before and after?



Parent's attitudes remained unchanged between the two interviews with a large majority of parents reporting that they were 'very interested'.

3. Library membership

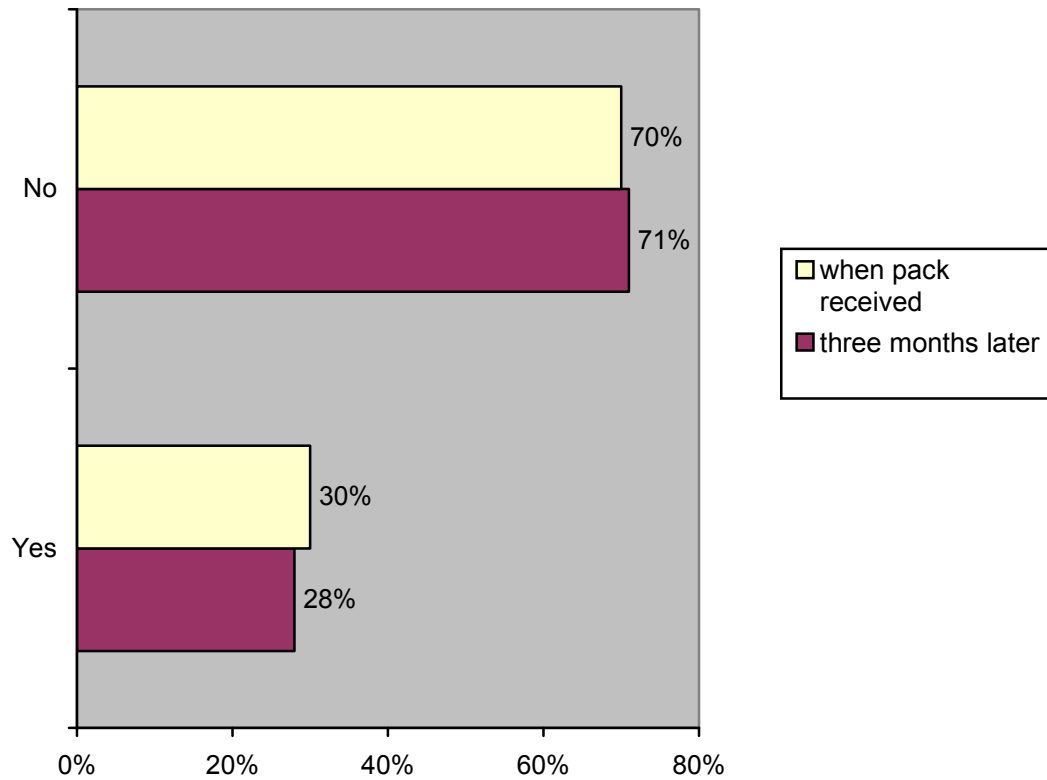
Library membership- before and after?



Proportion of parents who reported that they or their children were library members increased slightly (3%) over the three month period.

4. Attendance at baby/toddler library events

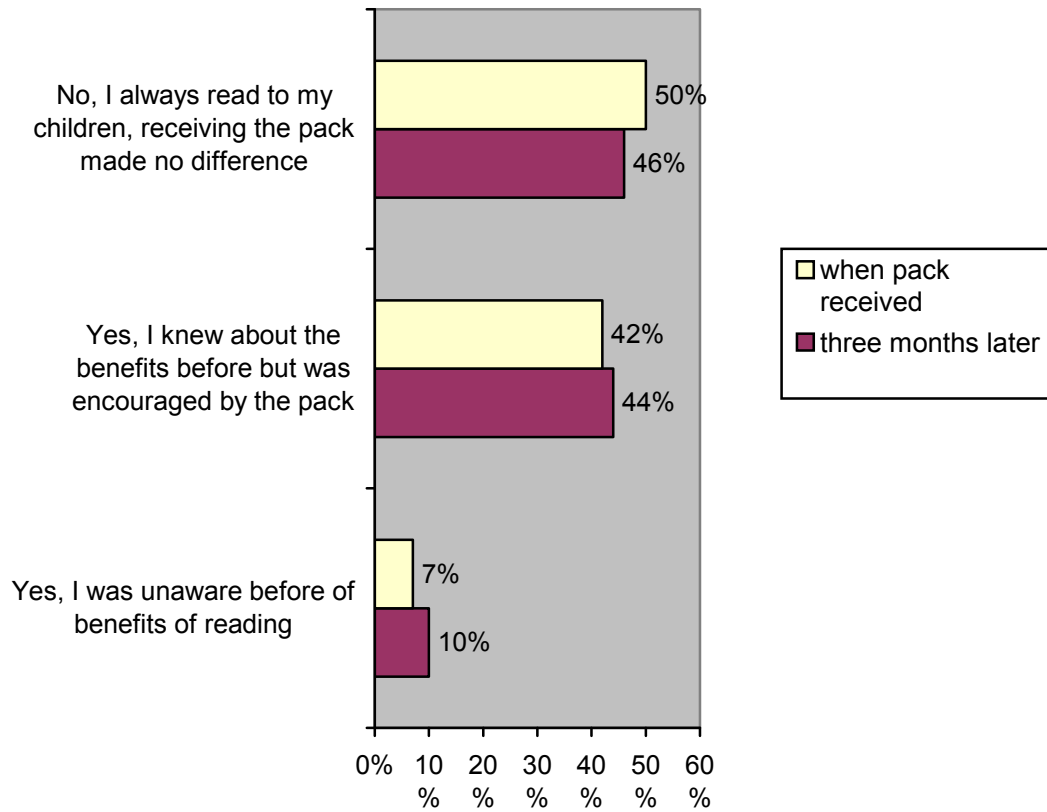
Have you attended a baby/toddler event at your local library in the last three months- before and after?



No statistically significant change in reporting of attendance of baby/toddler events: around 30% of parents at both interviews report that they or their partner have attended one or more events in the last three months.

5. Parental impressions of impact

Has the pack encouraged you to read more often with your young children- before and after?



Slight increase- from 49% in first interview to 54% in second interview- in parents reporting that they thought that receiving the packs encouraged them to read more often with their children. This perhaps indicates that some parents took time to become familiarised with the books and materials in the pack and only then became persuaded to read more often.

Summary of key findings

Reading profile of families

Interviews indicated that parents were strongly supportive of reading with babies and toddlers and generally read frequently with their children:

- 80% of parents report reading with their baby or toddler at least once a day
- 70% of parents report that they have 20 or more books for young children in the home
- 66% of parents report that their child is 'very interested' in books
- 80% of parents report that they are 'very interested' in reading with their baby or toddler
- 69% of parents report that they or their child is a member of a local library

Bookstart packs

- 76% of parents indicated that they had received a message about book sharing when they received the pack
- 95% of parents reported that their child had used the pack
- 49% of parents thought that pack had had some positive impact on their family reading habits
- 44% of parents reported using the Welsh version of the packs, either in combination with English versions or exclusively

Changes in reading practices and attitudes after receiving the packs

- some evidence of greater frequency of parents reading with their child was found particularly among 'less active' reading families:
- the number of parents who reported reading 'once a day with their child' increased from 41% when the pack was received to 48% three months later
- the number of children reported as 'very interested' in books increased from 66% to 80%

Gwerthusiad Effaith Dechrau Da Cymru 2008

cynllun yr ymchwil

Cyfwelwyd â sampl o rieni ar draws awdurdodau lleol gwahanol i ymchwilio i batrymau defnyddio'r pecynnau ac i olrhain effaith bosibl y pecynnau ar agweddau ac arferion darllen a gweithgareddau eraill sy'n gysylltiedig â darllen.

Cynhaliwyd cyfweiliadau mewn saith awdurdod lleol gwahanol:

Castell-nedd Port Talbot
Pen-y-bont ar Ogwr
Powys
Sir Ddinbych
Abertawe
Caerffili
Bro Morgannwg

Recriwtiwyd un cyfwelydd ym mhob awdurdod lleol a gofynnwyd iddo gyfweled â 25 o rieni a oedd wedi cael pecyn Dechrau Da o fewn y mis diwethaf. Cyfwelwyd â chyfanswm o 149 o rieni yn ystod y cam gwerthuso cyntaf yn ystod mis Ionawr.

Ar ddiwedd y cyfweiliad cyntaf, gofynnwyd i rieni a fyddent yn fodlon cael eu cyfweled yr eilwaith dri mis yn ddiweddarach. Cytunodd tua 90% o rieni i gael cyfweiliad dilynol dros y ffôn. Cysylltwyd â rhieni ym mis Ebrill, a chwblhaodd 84 o rieni'r ail gyfweiliad.

Mae'r data a gasglwyd o'r cyfweiliadau yn rhoi amrywiaeth o wybodaeth am arferion ac agweddau darllen nodweddiadol, y defnydd o lyfrgelloedd, a chyflwyniad a'r defnydd o'r pecynnau.

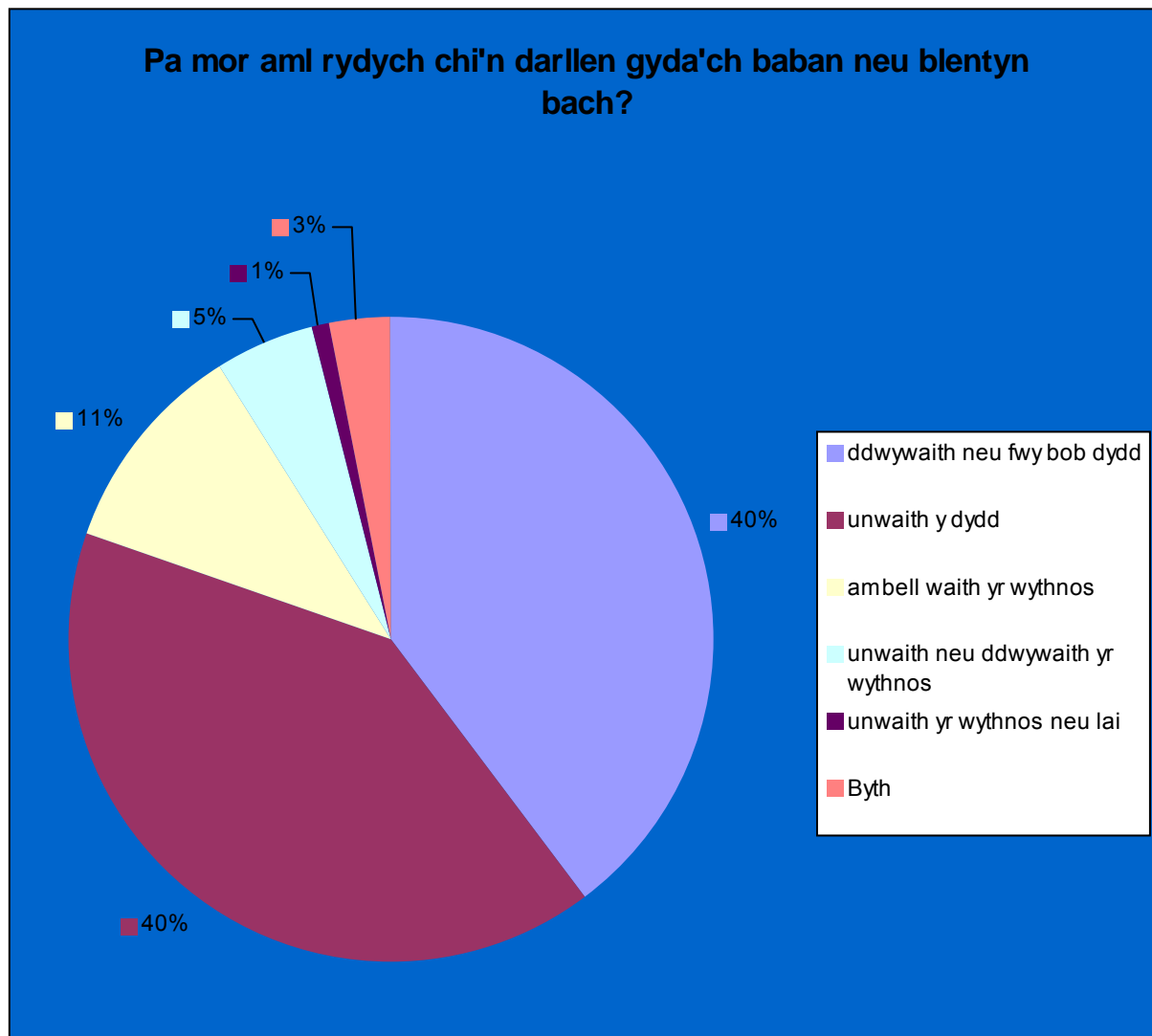
Mae'r data hydredol yn rhoi syniad o'r effaith a gafodd cael a defnyddio'r pecyn ar arferion ac agweddau darllen teuluoedd. Drwy gymharu ymatebion i gwestiynau unfath am ba mor aml y rhannwyd llyfrau â phlant bach, agwedd plant bach yn y cartref tuag at lyfrau, ac agwedd yr ymatebwr (y rhiant neu'r gofalwr) a'u plentyn tuag at lyfrau a rhannu llyfrau, roeddem yn gallu cael dealltwriaeth o'r dylanwad y gallai'r pecynnau ei gael ar ymddygiad ac agweddau.

Lluniwyd y cwestiynau yn ofalus is osgoi ennyn atebion 'o blaid darllen' gan ymatebwyr. Dywedwyd wrth y cyfwelwyr i gyflwyno'r holiadur i rieni fel 'arolwg darllen' nid 'arolwg Dechrau Da'. Ar ddechrau pob cyfweiliad, cyn crybwyll Dechrau Da, gofynnwyd cwestiynau am arferion darllen ac agweddau tuag ato, er mwyn osgoi i'r atebion i'r cwestiynau am ymddygiad ac agweddau gael eu dylanwadu gan gysylltiad â'r rhaglen.

Canfyddiadau

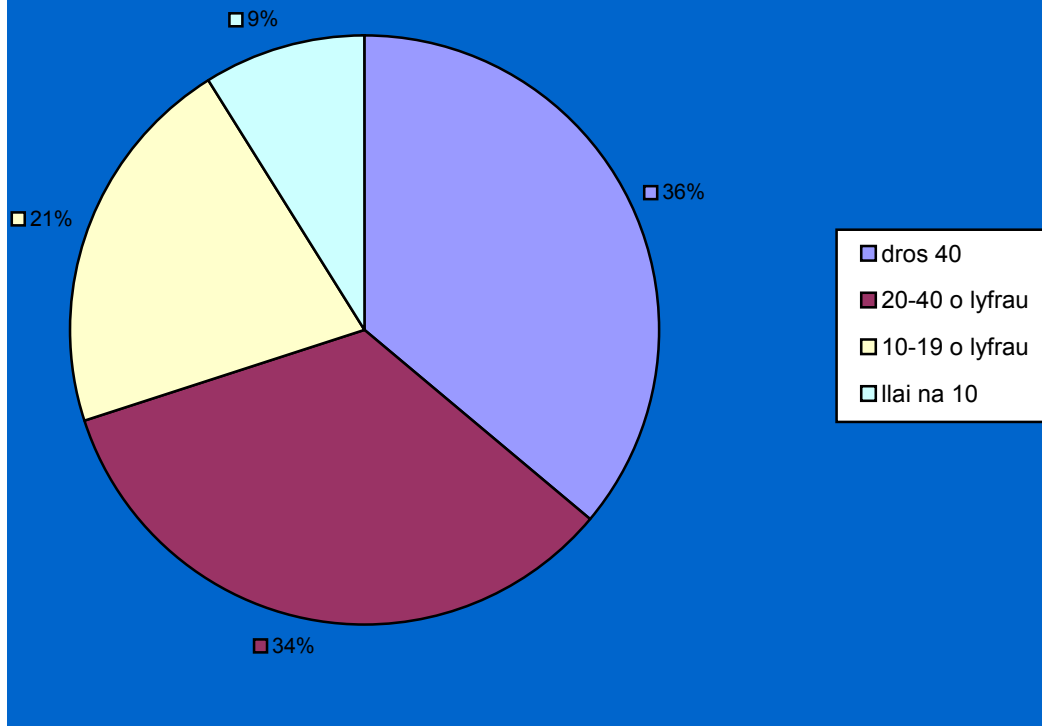
Adran A - ymddygiadau darllen y defnydd a wneir o becyn Dechrau Da a'r ffordd y caiff ei gyflwyno

1. Proffil 'darllen' teuluoedd



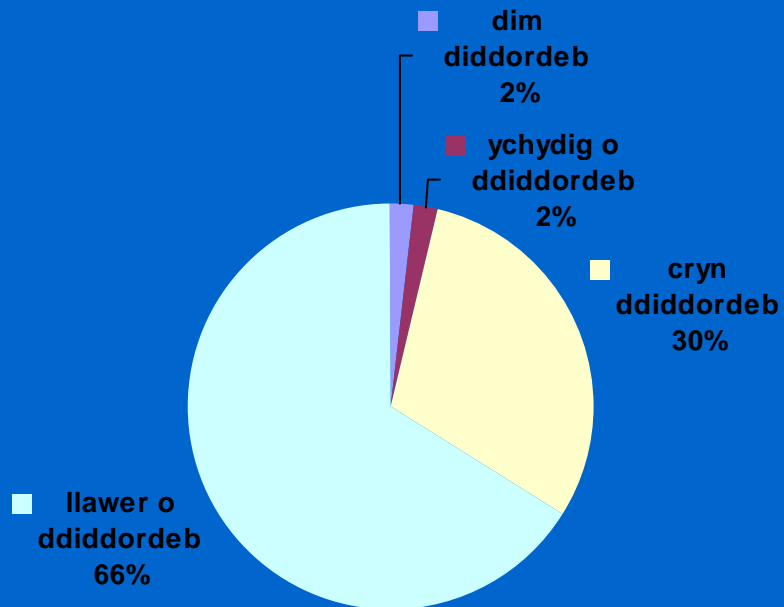
Mae 80% o rieni'r sampl yn y ddau gategori uchaf - 'unwaith y dydd' a 'dwywaith neu fwy bob dydd' - sef teuluoedd darllen 'actif'. Roedd yr 20% sy'n weddill yn y categorïau darllen is a gellid eu disgrifio fel teuluoedd darllen anweithredol Her allweddol i Dechrau Da, neu yn wir unrhyw ymyrraeth ddarllen blynyddoedd cynnar, yw cael effaith ar y teuluoedd hyn nad ydynt yn arfer rhannu llyfrau gyda'u plant bach.

Sawl llyfr i blant bach sydd gennych yn eich cartref?



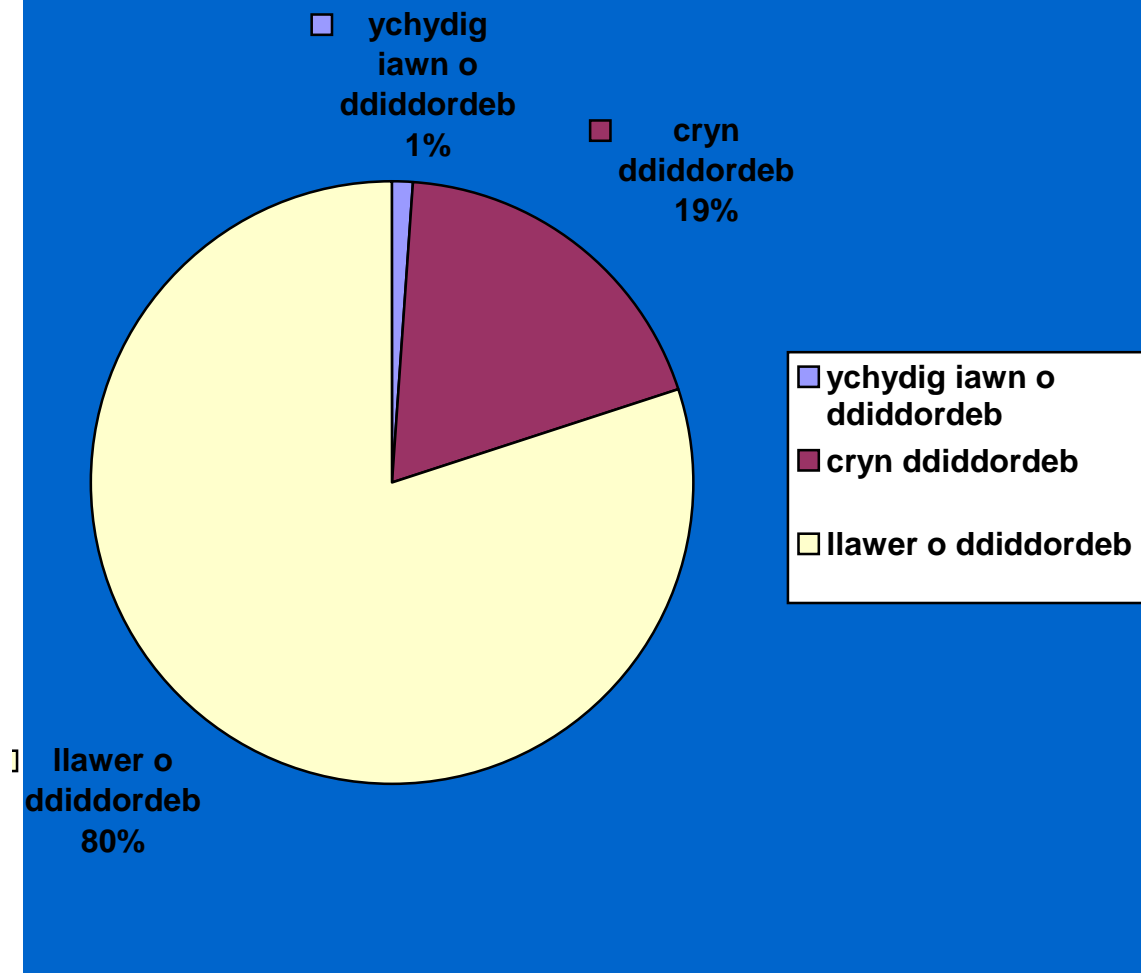
Wrth gwrs, mae'n anodd barnu'n union faint o lyfrau mewn cartref nad yw'n ddigon. Ond gallwn fwy na thebyg gytuno bod llai na deg mewn cartref yn annhebyg o fod yn ddigon i gwrdd â photensial creadigol babi neu blentyn bach. O ystyried hyn, mae'r 9% o rieni a nododd lai na deg llyfr gartref yn achos pryder.

Beth yw agwedd eich plentyn tuag at lyfrau?



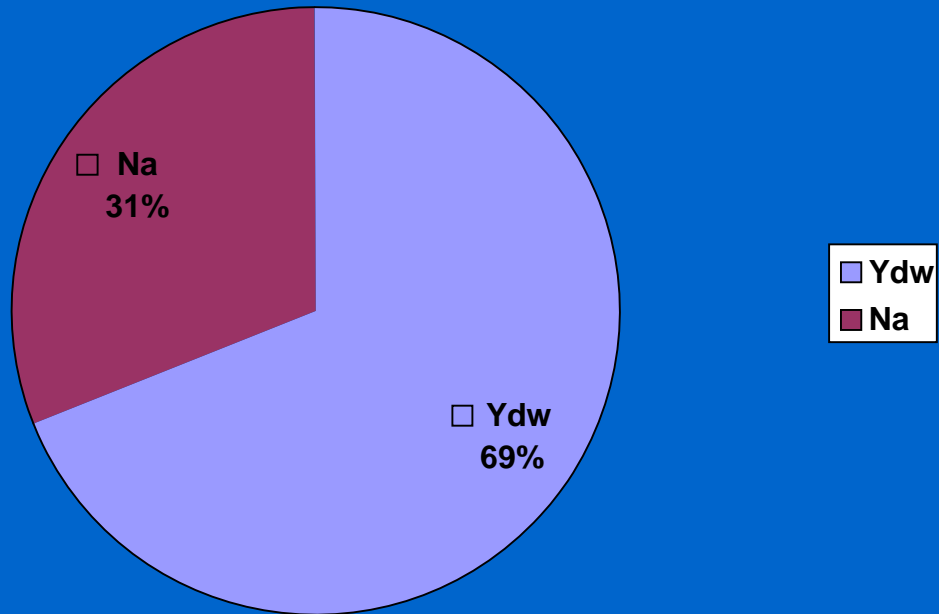
Hyd yn oed os oedd nifer y llyfrau i'r plant mewn rhai cartrefi yn gymharol isel, roedd y mwyafrif helaeth o rieni yn cydnabod apêl llyfrau i'w plant; roedd 96% o rieni o'r farn bod gan eu babi neu blentyn bach 'llawer o ddiddordeb' neu 'gryn ddiddordeb' mewn llyfrau.

Beth yw eich agwedd chi tuag at ddarllen gyda'ch babi neu blentyn bach?



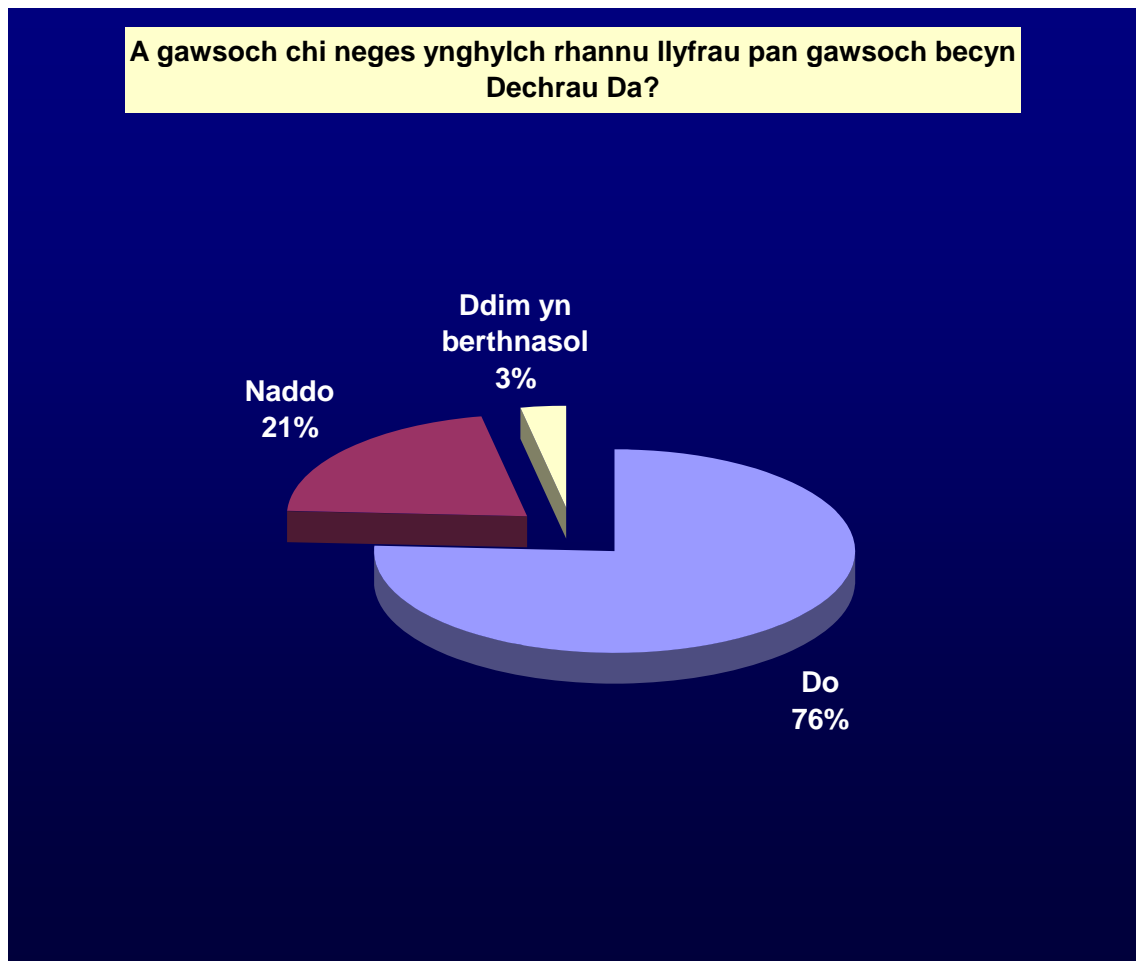
Mae'r ganran weddol uchel o rieni (80%) a ddywedodd fod ganddynt 'llawer o ddiddordeb' mewn darllen gyda'u babi neu blentyn bach yn awgrymu i ba raddau y mae'r neges am ddarllen wedi treiddio drwy gymdeithas. Fodd bynnag, dangosodd 20% o rieni gefnogaeth fwy cymwys.

Ydych chi neu'ch plentyn yn aelod o'ch llyfrgell lleol?



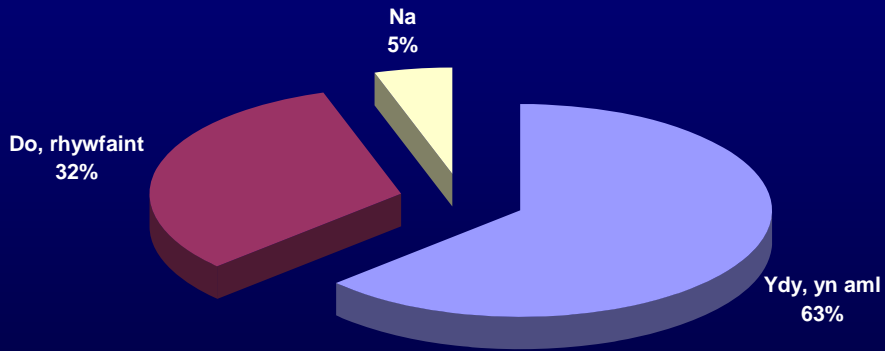
Roedd canran y rhieni sampl a oedd yn aelodau o lyfrgell yn weddol uchel: 69%. Gallai'r ffigur hwn fod yn uwch gan y cyfweiliadau a gynhaliwyd mewn digwyddiadau llyfrgell h.y. sesiynau rhigyddau ac ati.

2. cael a defnyddio pecynnau Dechrau Da

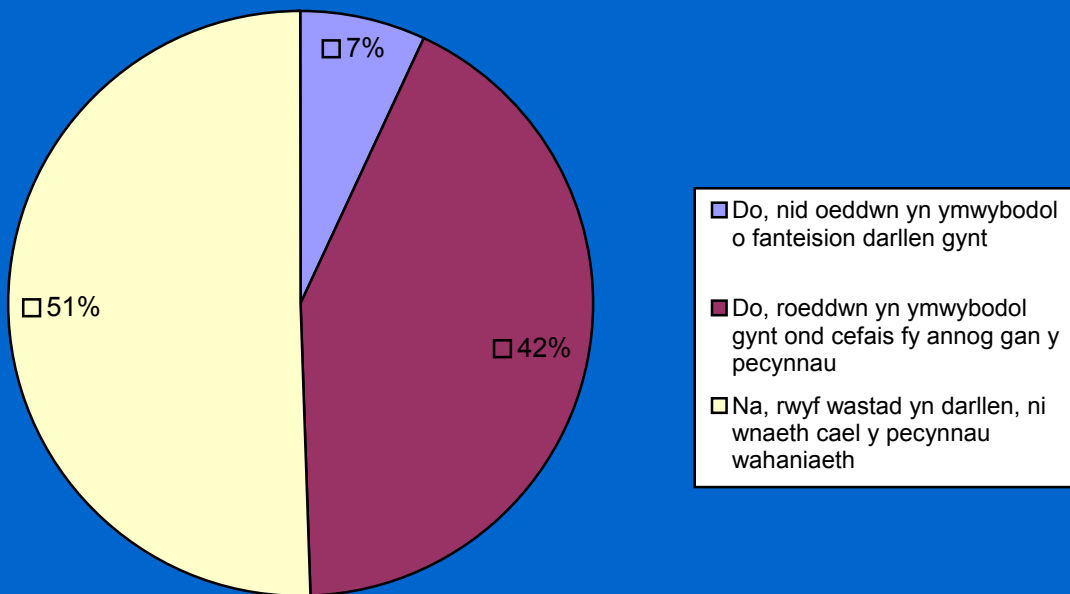


Mae'r canlyniadau hyn yn awgrymu bod y rhoddwyr pecynnau - ymwelwyr iechyd, llyfrgellyddion ac ati - wedi bod yn weddol lwyddiannus wrth sicrhau bod rhieni yn clywed neges ynghylch rhannu llyfrau pan gaiff rhieni'r pecynnau: dywedodd $\frac{3}{4}$ o rieni eu bod wedi cael neges.

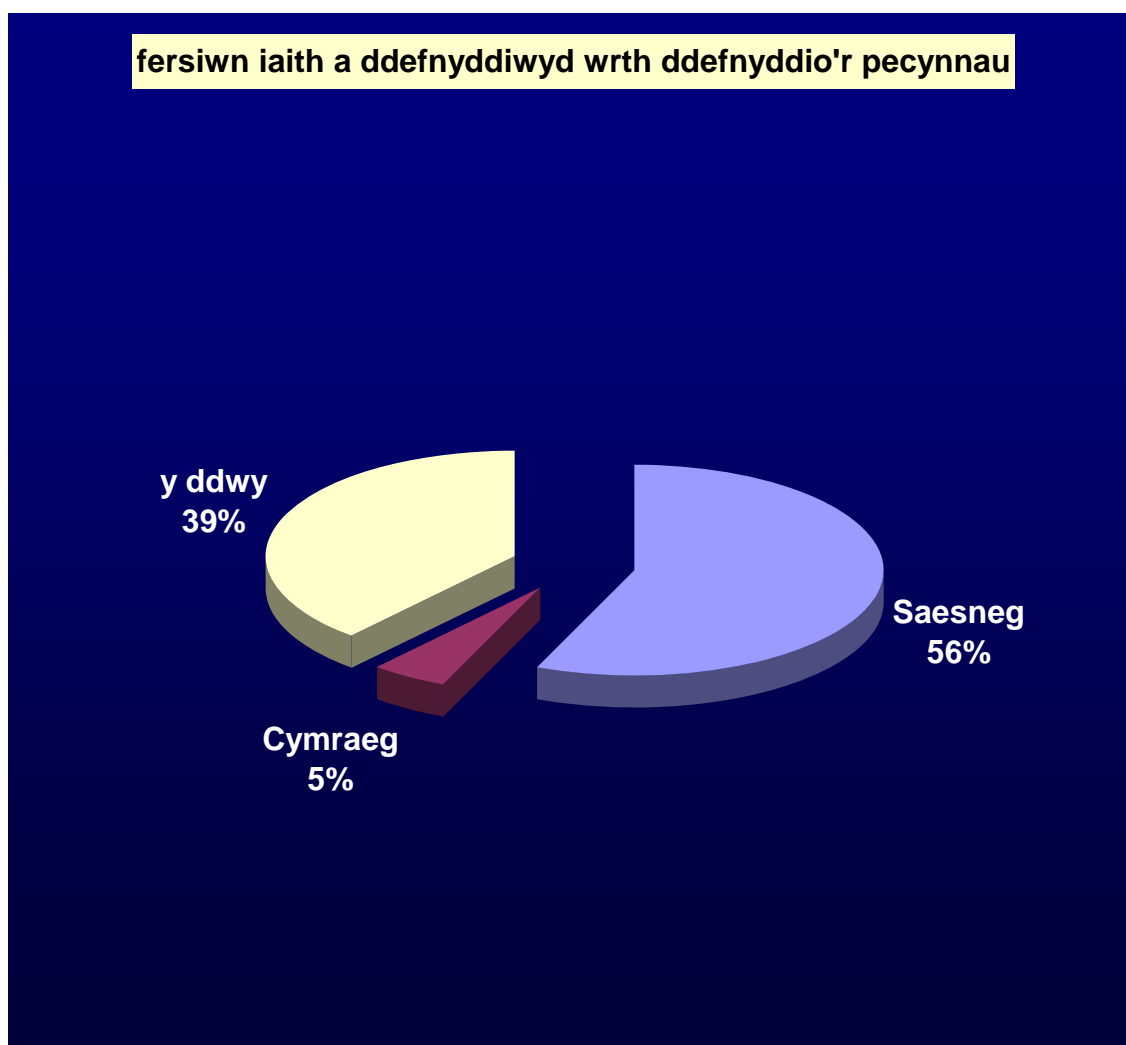
Ydy'ch plentyn wedi defnyddio pecyn Dechrau Da?



Ydy cael pecyn Dechrau Da wedi cael unrhyw effaith ar ddarllen gyda'ch plant?



Roedd bron hanner (49%) y rhieni yn credu bod y pecyn wedi cael rhyw fath o effaith gadarnhaol ar eu harferion darllen. Teimlai'r hanner arall (51%) nad oedd y pecyn wedi gwneud unrhyw wahaniaeth.



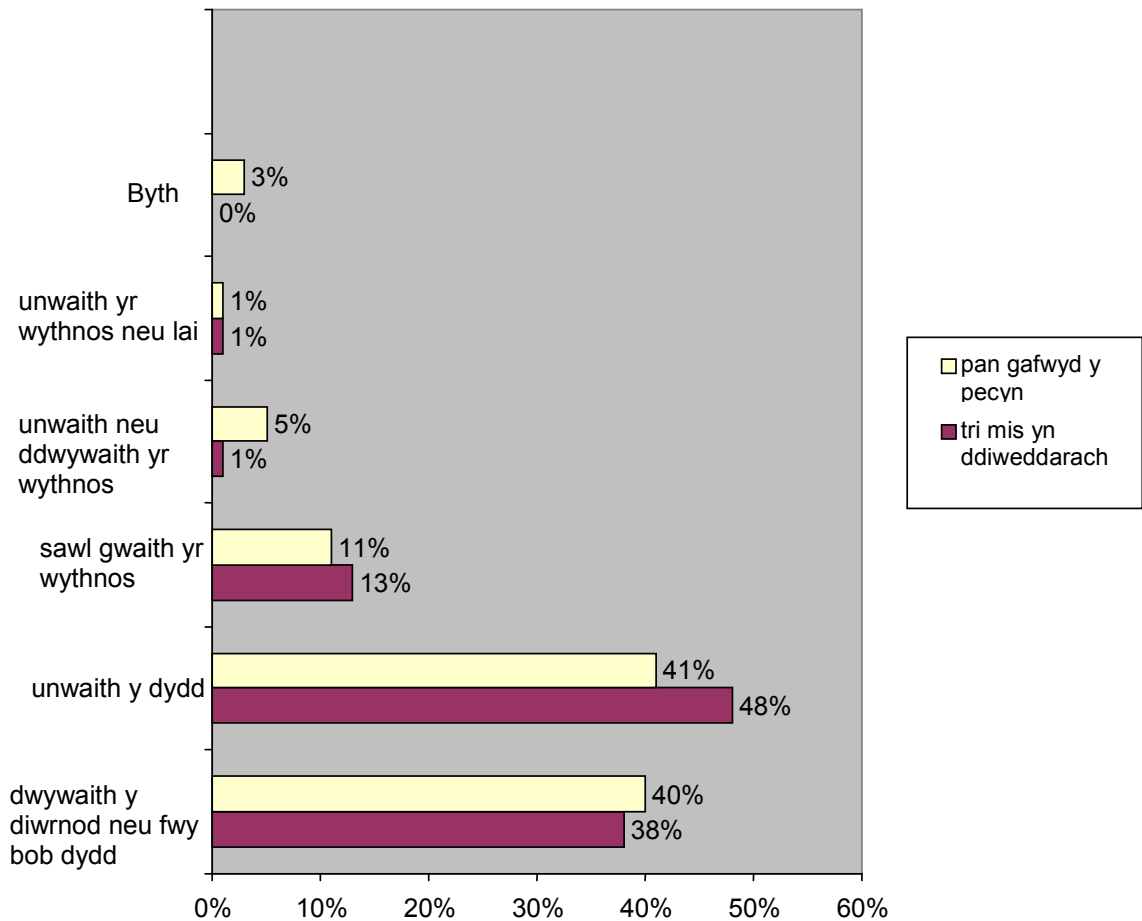
Yn arwyddocaol, gwnaeth bron hanner y rhieni (44%) ddweud eu bod wedi defnyddio'r pecynnau yn y fersiwn Cymraeg i raddau, h.y. naill ai'n gyfan gwbl Gymraeg neu ar y cyd â'r fersiwn Saesneg.

Adran B - data hydredol

ydy'r rhieni yn nodi agweddau ac arferion darllen gwahanol ar ôl iddynt ddefnyddio'r pecyn am gryn amser?

1. darllen i'ch plentyn

Pa mor aml ydych chi'n darllen gyda'ch plentyn? – cyn ac ar ôl



Dynodir rhywfaint o lefelau darllen uwch rhwng y ddau gyfweiliad. Mae nifer y rhieni sy'n adrodd lefel uchel o ddarllen - sef teuluoedd sy'n darllen yn aml - yn ystadegol gyson ar tua 40%. Mae'r arwyddion o newid yn amlwg mewn newidiadau rhwng y categori llai aml - unwaith neu ddwywaith yr wythnos - a leihaodd 4%, a'r categori amlach - 'unwaith y diwrnod' a gynyddodd 7%.

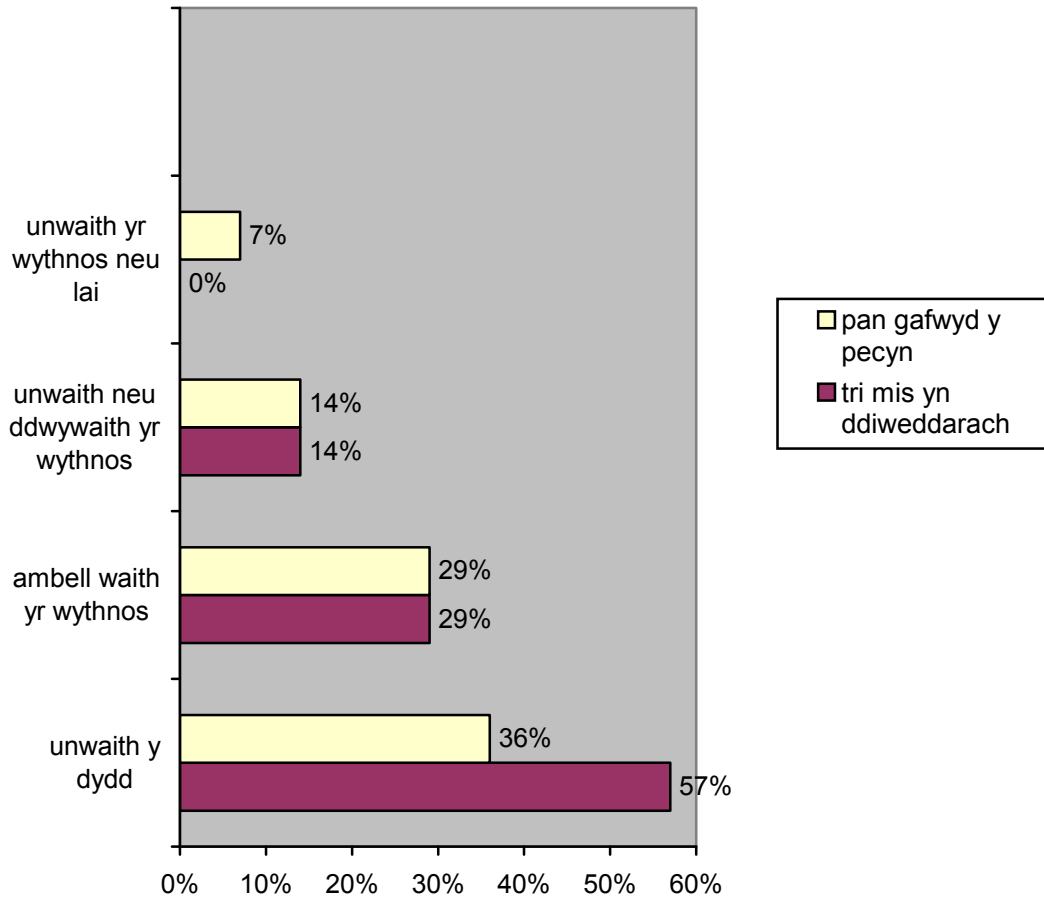
Mae'r arwyddion hyn o newid bach ond sylweddol o lefelau isel o ddarllen i lefelau uwch o ddarllen efallai'n awgrymu bod Dechrau Da yn cael effaith ar deuluoedd sy'n 'amharod i ddarllen'.

Efallai bod Dechrau Da yn ysgogi newid ymddygiad, o leiaf yn y tymor byr, ymhlith y rhieni hynny, nad oeddent yn gwbl ymwybodol o fanteision darllen neu ddim yn gwerthfawrogi'r pleser o rannu llyfrau â phlant bach, cyn iddynt gael y pecyn. Gallai cael pecyn Dechrau Da mewn cartref lle nad yw darllen a phresenoldeb llyfrau yn rhan arferol o fywyd bob dydd fod yn gatalydd i annog rhieni i roi cynnig ar rannu llyfrau gyda phlant bach.

Er mwyn ymchwilio i'r posibilrwydd bod y gwelliannau hyn yn mynd rhagddynt ymlhith teuluoedd sy'n darllen yn llai aml, creais is-set o'r sampl gyfan yn seiliedig ar y nodweddion canlynol a adroddwyd yn y cyfweiliad cyntaf, sef:

- yn darllen i'w plentyn unwaith y dydd neu'n llai aml
- yn dweud bod 40 neu lai o lyfrau plant yn y cartref
- plant a ddisgrifir ag 'eithaf ddiddordeb', 'ychydig o ddiddordeb' neu 'dim ddiddordeb' mewn llyfrau
- rhieni sy'n disgrifio eu hunain ag 'cryn ddiddordeb' neu 'ychydig o ddiddordeb' mewn darllen gyda babi/plentyn bach

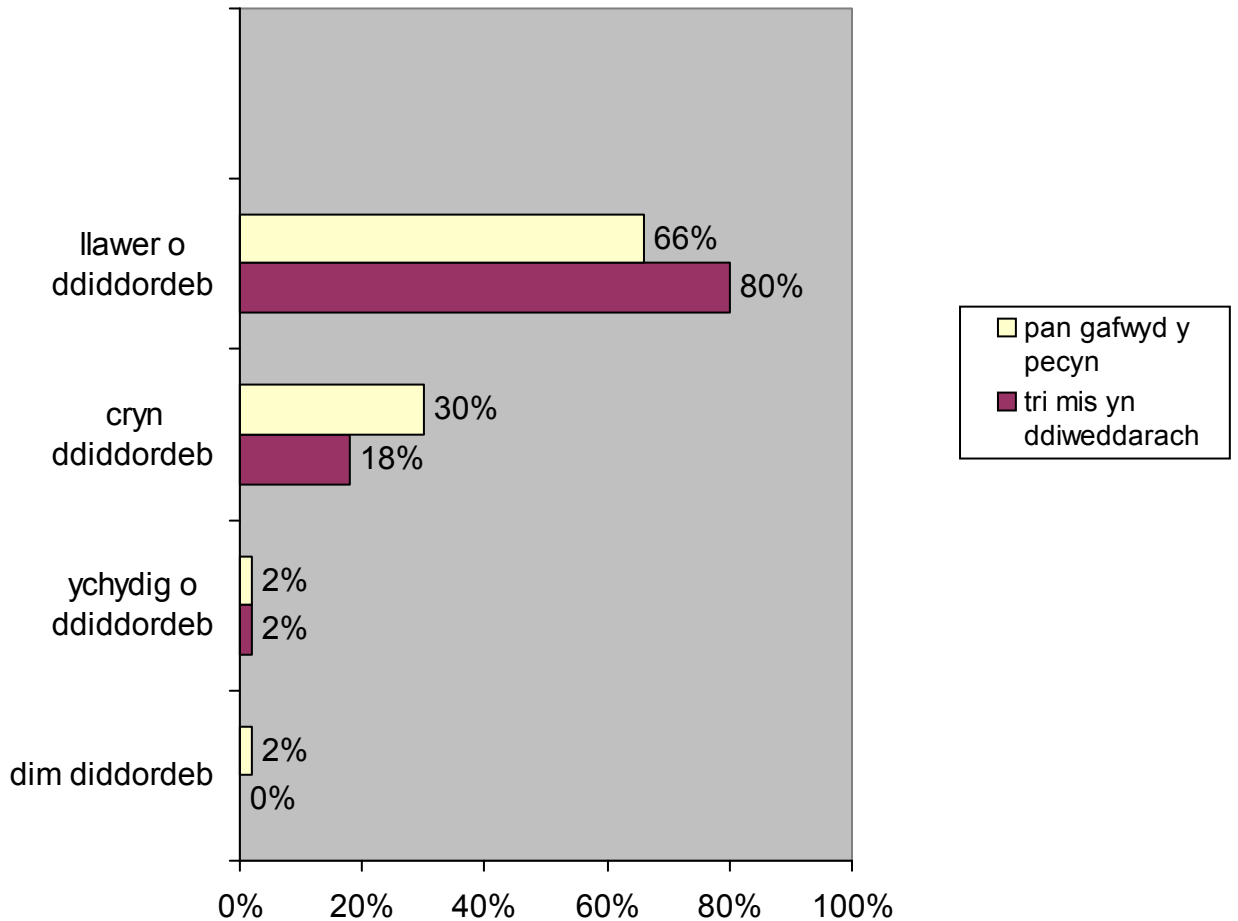
teuluoedd darllen llai gweithredol - cyn ac ar ôl



Er bod yr is-set 'llai gweithredol' hwn yn eithaf bach o ran niferoedd (14 o rieni) dangosodd y canlyniadau fod y grŵp hwn wedi gweld cynnydd yn yr achosion o ddarllen rhwng y ddau gyfweiliad: mae'r categori isaf, 'unwaith yr wythnos neu lai' yn lleihau, tra bod y categori uchaf 'unwaith y dydd' yn cynyddu'n sylweddol. Nid yw'r canlyniad hwn o reidrwydd yn dangos bod teuluoedd yn newid o ddarllen yn anaml iawn i ddarllen yn aml iawn. Eglurhad mwy tebygol yw y bu newid ar draws categorïau ac o ganlyniad y bu cynnydd cyffredinol yn benodol yn y categori 'unwaith y dydd'.

2. agwedd plant tuag at lyfrau

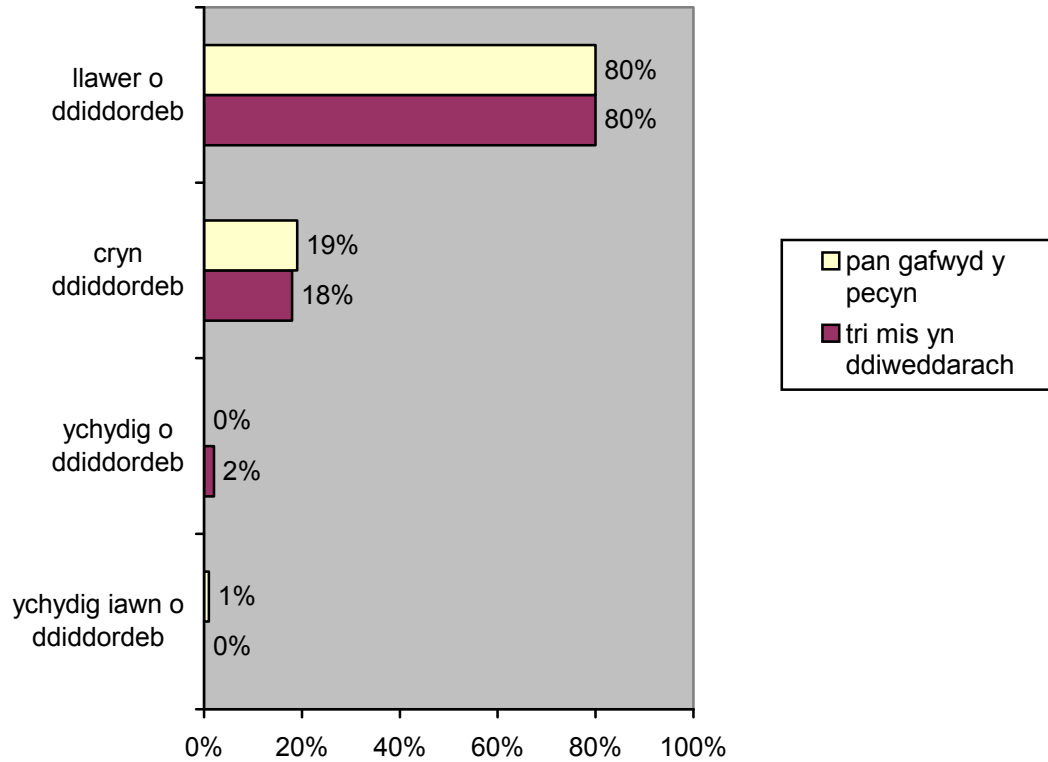
agweddau plant tuag at lyfrau - cyn ac ar ôl



Newid o 14% o'r categori 'cryn ddiddordeb' i 'llawer o ddiddordeb': roedd nifer gweddol o'r plant 'ystod ganol' hynny a nodwyd yn y cyfweiliad cynharaf yn debygol o gael eu nodi gan eu rhieni fel rhai â mwy o diddordeb mewn llyfrau erbyn y cyfweiliad diweddarach.

3. agwedd rhieni tuag at ddarllen â'u plant ifanc

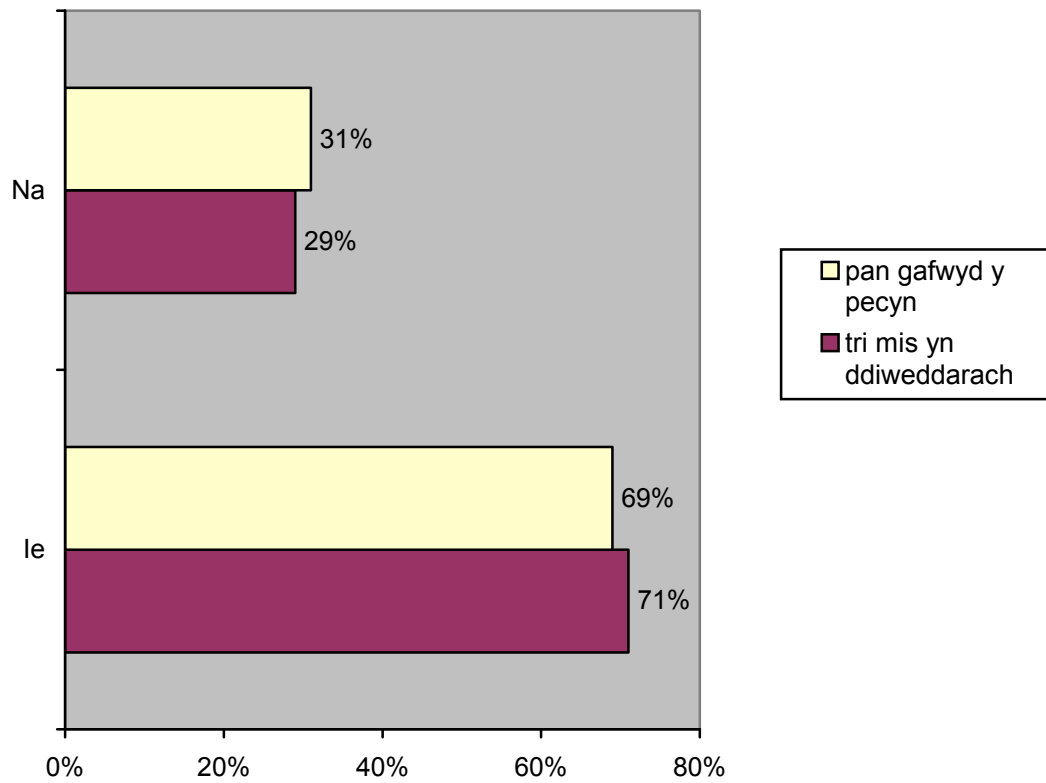
agweddau rhieni tuag at darllen gyda'u babi/plentyn bach - cyn ac ar ôl



Ni newidiodd agweddau rhieni rhwng y ddau gyfweiliad gyda mwyafrif sylweddol o rieni yn nodi bod ganddynt 'llawer o ddiddordeb'.

3. Aelodaeth llyfrgell

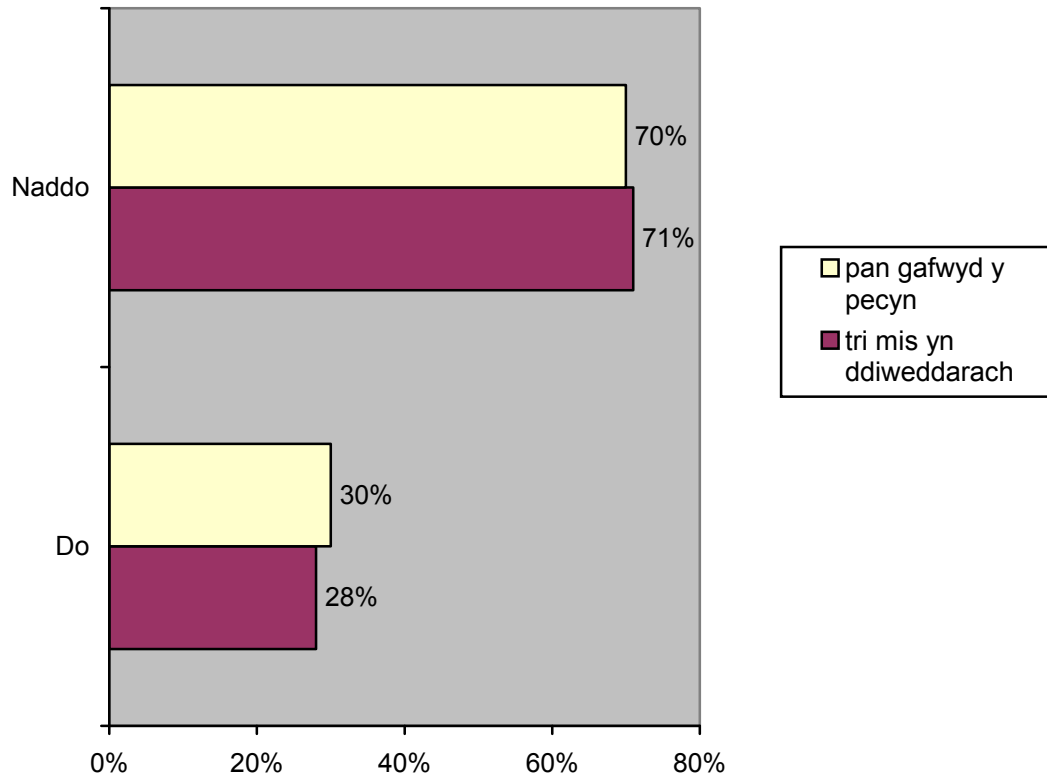
Aelodaeth llyfrgell - cyn ac ar ôl?



cynyddodd canran y rhieni a ddywedodd eu bod nhw neu eu plant yn aelodau o lyfrgell rywfaint (3%) dros y cyfnod o dri mis.

4. mynd i ddigwyddiadau babanod/plant bach mewn llyfrgell

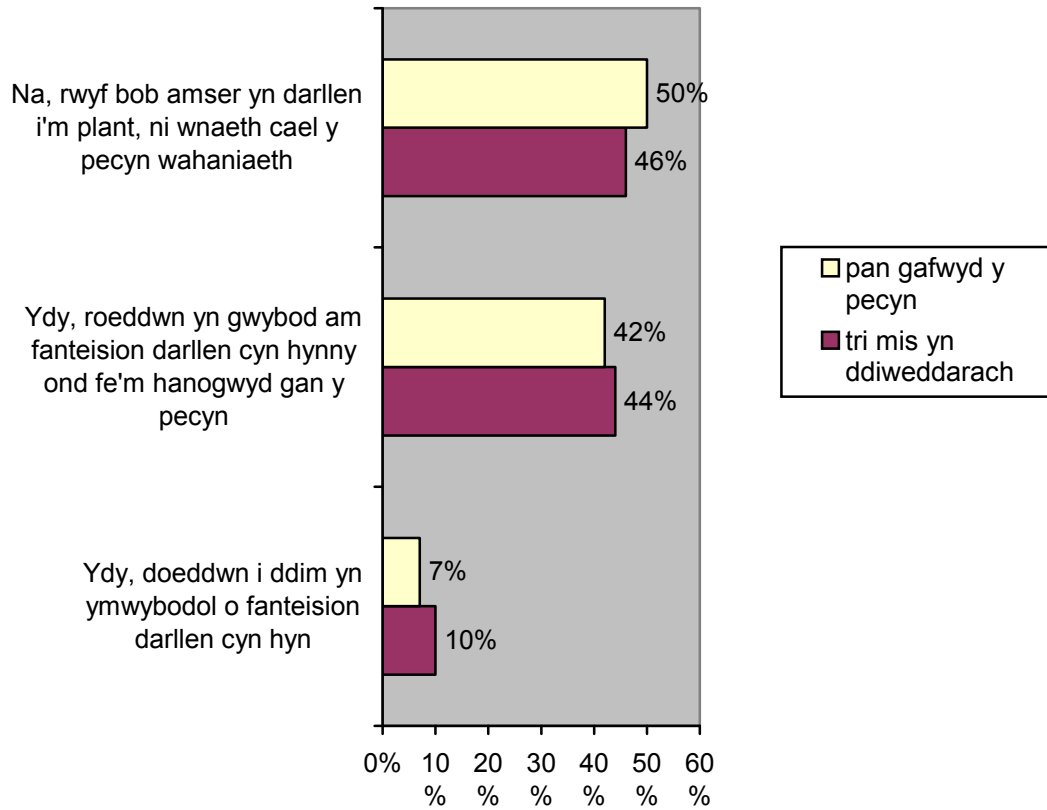
a ydych wedi mynd i ddigwyddiad babanod/plant bach yn eich llyfrgell leol yn ystod y tri mis diwethaf - cyn ac ar ôl



Dim newid ystadegol sylweddol yn y nifer a ddywedodd eu bod yn mynd i ddigwyddiadau i fabanod/plant bach: mae tua 30% o rieni yn y ddau gyfweiliad yn dweud eu bod nhw neu eu partner wedi mynd i un neu fwy o ddigwyddiadau yn ystod y tri mis diwethaf.

5. argraffiadau rhieni ar yr effaith

Ydy'r pecyn wedi eich annog i ddarllen ynamlach gyda'ch plant bach? - cyn ac ar ôl



Cynnydd bach - o 49% yn y cyfweiliad cyntaf i 54% yn yr ail gyfweiliad - yn nifer y rhieni a ddywedodd eu bod o'r farn bod cael y pecynnau wedi eu hannog i ddarllen yn amlach gyda'u plant. Efallai bod hyn yn dynodi y cymerodd amser i rai rhieni ddod yn gyfarwydd â'r llyfrau a'r deunyddiau yn y pecyn a dim ond wedyn y cawsant eu perswadio i ddarllen yn amlach.

Crynodeb o ganfyddiadau allweddol

Proffil darllen teuluoedd

dynododd cyfweiliadau fod teuluoedd yn gefnogol iawn i ddarllen gyda babanod a phlant bach a'u bod yn darllen yn aml gyda'u plant ar y cyfan:

- mae 80% o rieni yn dweud eu bod yn darllen gyda'u babi neu blentyn bach o leiaf unwaith y dydd
- mae 70% o rieni yn dweud bod ganddynt 20 neu fwy o lyfrau ar gyfer plant bach yn y cartref
- mae 66% o rieni yn dweud bod gan eu plentyn 'lawer o ddiddordeb' mewn llyfrau
- mae 80% o rieni yn dweud bod ganddynt 'lawer o ddiddordeb' mewn darllen gyda'u babi neu blentyn bach
- mae 69% o rieni yn dweud eu bod nhw neu eu plentyn yn aelod o lyfrgell leol

Pecynnau Dechrau Da

- nododd 76% o rieni eu bod wedi cael neges am rannu llyfrau pan gawsant eu pecyn
- nododd 95% o rieni bod eu plentyn wedi defnyddio'r pecyn
- credodd 49% o rieni bod y pecyn wedi cael rhywfaint o effaith gadarnhaol ar arferion darllen eu teulu
- nododd 44% o rieni eu bod wedi defnyddio fersiynau Cymraeg y pecynnau, naill ai ar y cyd â'r fersiynau Saesneg neu dim ond yn Gymraeg

Newidiadau mewn arferion ac agweddau darllen ar ôl cael y pecynnau

- cafwyd rhywfaint o dystiolaeth bod rhieni yn darllen yn amlach gyda'u plant yn enwedig ymlith teuluoedd sy'n darllen yn llai aml:
- cynyddodd nifer y rhieni a oedd yn dweud eu bod yn 'darllen gyda'u plentyn unwaith y dydd' o 41% pan gafwyd y pecyn i 48% dri mis yn ddiweddarach
- cynyddodd nifer y plant oedd â 'llawer o ddiddordeb' mewn llyfrau o 66% i 80%

