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Reading Promotion in Latvia:

Development of Comprehensive Literacy
Programs at All Levels

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About

- At the beginning of 2015, there were 1.986 million people in Latvia – less than 2 million for the first time! We have twice as many retired persons as we have children.
- The 298 thousand people under 14 are the presumed common focus cohort for librarians and the education sector.
- In 2012, Latvian students scored somewhat under the OECD average, and only 2.9% of students aged 15 were very good readers.

Book Start

- Reading promotion program "Book Start" is implemented since 2014 and it is a sequel of 2007 Children's Literature Centre project "The first meeting with the library"



To become a good reader

it is important to have an access to books already in early childhood

and later in school years to have access to different reading materials



**BĒRNUS UN VECĀKUS
TUVINA KOPĪGA LASĪŠANA**

Children, Young Adult, Parents' Jury since 2001

LASI UN VĒRTĒ!

5+ BĒRNU ŽŪRIJA

1. Uldis Audeklis. **Baste un tante**
Rīga: Lauko Arnis, 2014.
2. Nānīša. **Pūķu lidojums**
Rīga: Zvaigzne ABC, 2015.
3. Jurijs Zvirgzdiņš. **Miega pasaka**
Rīga: Zvaigzne ABC, 2014.
4. Mārtiņš Zūbiņš. **Menecūliņa atklāšana**
Rīga: Jēka un māte, 2015.
5. Pija Linderšausma. **Brīgtā un brīdī aji!**
Rīga: Zvaigzne ABC, 2015.
6. Tēti Rotemēti. **Vīlks, kurš izvēlās ne grāmatas**
Rīga: Lauko Arnis, 2015.

9+ BĒRNU ŽŪRIJA

1. Dina Šatlova. **Cirks lādītā**
Rīga: Lauko Arnis, 2014.
2. Lukāšs Platsons. **Pasaulu laimīgā pērtiņa**
Rīga: Neputns, 2015.
3. Rūta Lāpčinskā. **Mana laimīgā dzīve**
Rīga: Zvaigzne ABC, 2014.
4. Ieva Samuška. **Kāpināšanas gadatālis**
Rīga: Lāpčinskā, 2015.
5. Sīma Rūta. **Tā stunda ir virtuāli, Risto Report!**
Rīga: Neputns, 2014.
6. Inguna Cepīte. **Jurijs Zvirgzdiņš: No Rīgas līdz Rīgai**
Rīga: Pērtiņa, 2014.

11+ JAUNIEŠU ŽŪRIJA

1. Kristīna Čopare. **Sēdla bērni**
Rīga: Zvaigzne ABC, 2015.
2. Anna Kārļa. **Teātris Rēķina**
Rīga: Lāpčinskā, 2015.
3. Ieva Melgare. **Šūta, Zvaigzne un Laif**
Rīga: Zvaigzne ABC, 2014.
4. Anas Jūdris. **Kristīna un Ēra ardenis**
Rīga: Zvaigzne ABC, 2015.
5. Ieva Samuška. **Gēvs uz bagātības**
Rīga: Pērtiņa, 2014.
6. Jānis Balvīns. **Kāpēc arī ir burvju bērni**
Rīga: Jēka un māte, 2014.

15+ JAUNIEŠU ŽŪRIJA

1. R. Dž. Palans. **Brīnuma**
Rīga: J.L.K., 2014.
2. Vēlāngis Hemstors. **Čika**
Rīga: Sīma Rūta, 2014.
3. Alisa. **Zelta debess zelta mākoņi**
Rīga: Zvaigzne ABC, 2015.
4. Dāvids Ave. **Grāmatotājs. Astoņu ziedu roze**
Rīga: Jēka un māte, 2014.
5. Dže Jūras vērsis. **Sānu laukā jautru fantāziju un fantāzijas stāsti**
Rīga: Zvaigzne ABC, 2015.
6. Sēdla Kollēra. **Rīgo-Maskavu: 21. gadimta mīlestāis**
Rīga: Zvaigzne ABC, 2015.

VECĀKU ŽŪRIJA

1. Māris Bērviņš. **Swine garša**
Rīga: Džonijs, 2015.
2. Rīta Polānska. **Patiesība**
Rīga: Mārcis, 2014.
3. Dāvids Tēvins. **Pirmā reize**
Rīga: Mārcis, 2014.
4. Inga Gale. **Vai otrā grupā mani dzird?**
Rīga: Jēka un māte, 2014.

Rīko:

Finansē:

Atbalsta:

LBB

2015

The goals of the program:

- To promote the joy of reading for children and teenagers and in families;
- To establish a reading promotion network in Latvia and in Latvian centers abroad;
- To spread children and young adult own thoughts about the books that are written for them;
- To promote the distribution of good literature;
- 80 to 100 thousand euro from state are invested annually to promote reading among various age groups.

42 Latvian diaspora centres in 15 countries across Europe, the US, Canada, and Australia



How it works

- Children and Young adult have to read 5-7 books from the years collection and have to fill in a questionnaire about the most interesting one
- The little gift for everyone, who reads books and fill a questionnaire
- Final – In Big Reading Celebration in March everyone can find out TOP 3 of best books

Number of participants

- 2009 - 10 000
- 2010 - 10 000
- 2011 - 13 000
- 2012 - 17 000
- 2013 - 17 000
- 2014 - 18 300



Parents Jury



- Since 2012
- Extra support for reading
- Reading isn't possible without family support
- “If my mum / dad reads I will read too”- that could be a great example for children and promote dialogue between generations

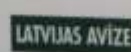
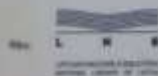
Vīrieši! Tēvi! Lasītāji!



Tēviem, vectētiņiem, lielajiem brāļiem, kuri iesaistīsies Latvijas Nacionālās bibliotēkas lasīšanas veicināšanas programmā „Vecāku žūrija”, būs iespēja laimēt žurnāla **National Geographic Latvija** un laikraksta **Latvijas avīze** abonementus, bērnu zinātnes centra **Z(in)joo** ģimenes abonementu, kā arī iespēju viesoties kopā ar ģimeni **Lotes zemē** Igaunijā!

Tas ir viegli izdarāms: Lai iesaistītos Vecāku žūrijā ir tikai jāaiziet uz vietējo bibliotēku un jāizlasa piecas grāmatas no kolekcijas un pēc tam jāaizpilda anketa.

Plašāka informācija: www.lasamkoks.lv sadaļā Pieaugušie.



- Ambassador of Literacy ect.
- Special campaign for men, big brothers, grandfathers - to encourage reading with their child
- We are constantly receiving positive feedback from participants and literacy professionals. IBBY of the Netherlands has been a supporter of these activities by providing funding

Number of Parents Jury participants

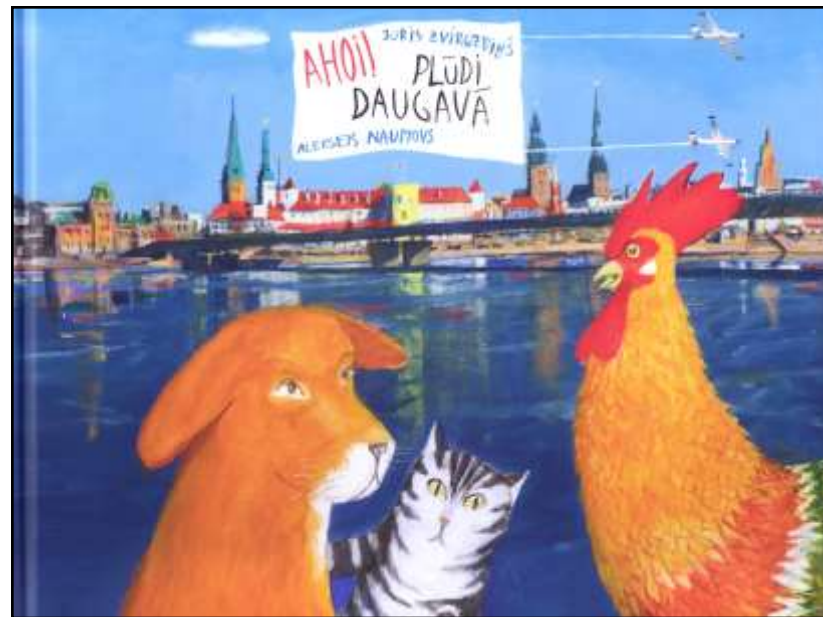
- 2012 – 1324 (15 of them was men)
- 2013 – 1424 (70 of them was men)
- 2014 – 1817 (134 of them was men)



- Reading promotion is a long-term investment and it needs continuous improvement to make sure the positive trends are **permanent** and every year needs to have something new on offer
- This program provides not only increase of library clients but also increase of reading competence
- So far in Latvia any attention hasn't been paid to the biggest risk groups with reading difficulties- such as boys or children from disadvantageous families. Innovations have to be made in these particular reading segments but every one of them demands different methods and extra funding as well as support from community

5 + winner 2014

The directly
stated and long-
term competition
among books has
helped
significantly
improve the
content and
visual quality of
the books





**Children's Jury –
Reading promotion in
Latvia - YouTube**

a film about our work is
now available with
subtitles in English

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Centre

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