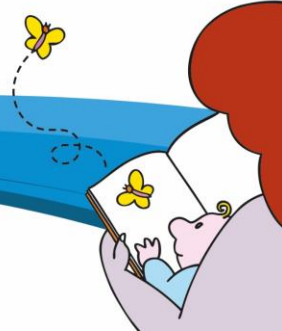




**Nati per
Leggere**

Born to read: key principles, strategies and roles





NpL started in 1999



**Nati per
Leggere**

NpL is a **national program** that **promotes shared reading in family from first years of life** (from 0 to 6 yrs).

NpL is a community intervention that conveys a simple, concise, intuitive message: reading aloud from the first months of life is a beautiful thing to do together, useful, possible for all parents and able to produce important results.



The NpL alliance

Nati per leggere is promoted by **Associazione Culturale Pediatri** (ACP), **Associazione Italiana Biblioteche** (AIB) and **Centro per la Salute del Bambino** (CSB)

The **Associazione Culturale Pediatri** puts together 1500 Italian paediatricians. It publishes Quaderni acp, a scientific journal dealing with clinical and social pediatrics, participates in national working groups and implements projects including for health promotion.

The **Associazione Italiana Biblioteche** links more than 4000 librarians and promotes the organization and development of public libraries in Italy as a fundamental institution for the development of effective policies for reading.

The **Centro per la Salute del Bambino** is a non profit organization engaged in training, research and programs CSB collaborates in research and projects on maternal and child health issues with the World Health Organization, UNICEF and numerous other entities and organizations.



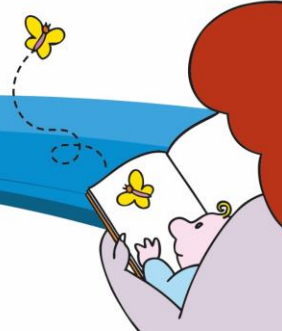
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NpL Key principles





1

The precocity of the intervention

From the first weeks after conception and for the first two years of life, the brain develops quickly.

Neuroscience tells us that brain development occurs not only through predefined modalities at the genetic level, but also through modes influenced by the environment in which the child grows.





2

The centrality of the family

The child needs the family to survive, to feed and grow physically.

But he also needs it to learn about the world, to relate, to always find its safe harbor.

Reading in the family from an early age, strengthens the bond parent-child and their mutual trust.





3

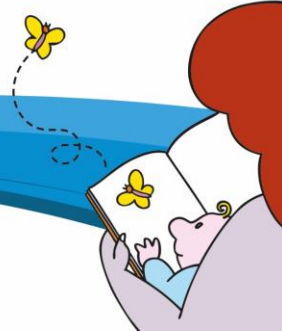
Universality

Every boy and girl has the right to the same opportunities for development, regardless of their economic and cultural level.

Reaching all families and letting them know the benefits of reading from an early age is important, for this reason the role of the pediatrician and of educators and librarians is essential.



The implementation strategies and organizational structure of NpL



Network

It takes a whole village to raise a child

Professionals and volunteers share the principles of NpL and collaborate so that as many families as possible are reached.

NpL engages the whole community, because the whole community takes care of the children!

The network is created among the various professionals and with other sectors to promote good practices from an early age.

1

Pediatricians

Librarians

Educators and teachers

**Other health professionals
(midwives, nurses)**

Policy makers and administrators



Training

One of the objectives of training is building awareness among participants of the importance of collaborating for a common goal.

The training is quality and homogeneous country wide (contents and methodology).

National trainers' pool with continuous updating and turn over is fundamental for the development of NpL.

2



Communication

3

Online

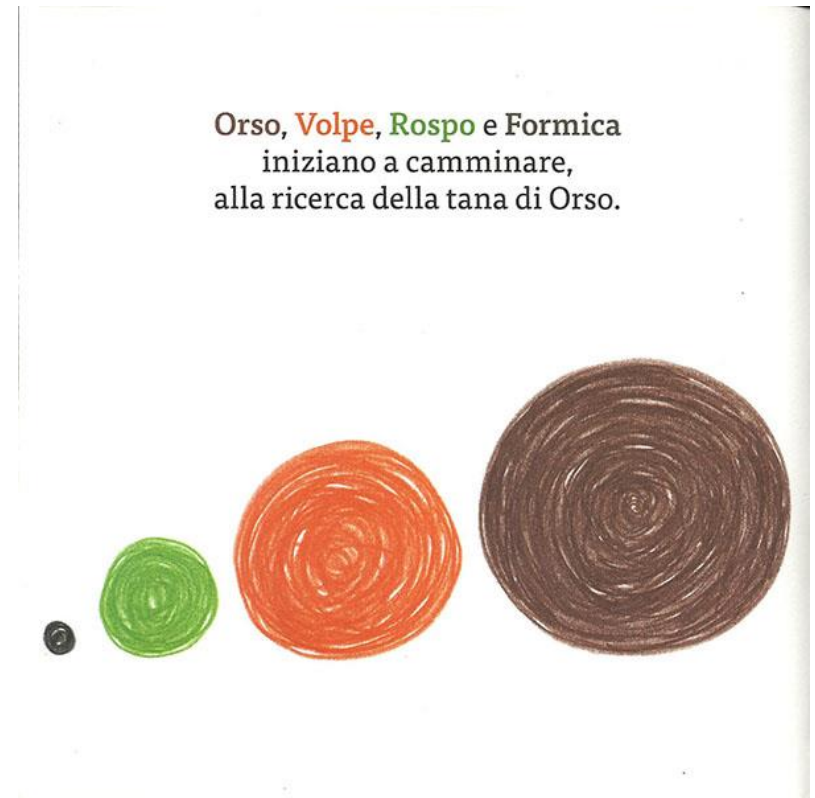
- Web site www.natiperleggere.it
- FB Pages and groups

Offline

- Awareness and information meetings
- Face-to-face communication
- Information materials



... and many books!



... and many books!



... and many books!

Michi sta cercando Meo,
con l'aiuto di papà.
Sarà dentro la dispensa?
«Sì, ti ho trovato!
Eccoti qua!»



Nati per Leggere organizational structure



Regional coordinations

> *Regional contact persons*

(Friuli Venezia Giulia, Veneto...)

Local projects

> *Local contact persons*

> volunteers and NpL professionals
(es. Trieste, Gorizia, Udine...)



Nati per Leggere at national level

National Coordination

Formed by pediatricians, librarians, educators, experts, manages NpL at national level taking care of the strategic lines, scientific and methodological aspects, institutional relations.

National Secretariat

It is based at the Center for Child Health and deals with training, communication and dissemination of the programme.

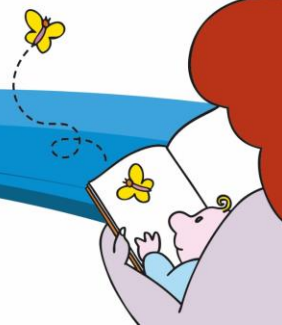


National observatory for children's books

Includes librarians, booksellers, experts of children's literature, who work together by reviewing and selecting all the children's books published and develop every 2 yrs a National Bibliography NpL



The roles of NpL professionals



The family pediatrician



The family pediatrician has a **strategic and positive role** because:

- > has early contacts **with families since birth**
- > visits **regularly** children
- > is **influential**
- > provides **anticipatory guidance** on child development
- > reaches all **families**





Educators

The role of educators is as fundamental as it is delicate: it passes through close contact with children, supporting their questions and emotions and taking care to identify, in the evolutionary processes, what can be the ways through which enrich their growth experience.

Educators and teachers are fundamental in the growth path of children and support parents in their role.

Reading can become a routine in different times of the day.



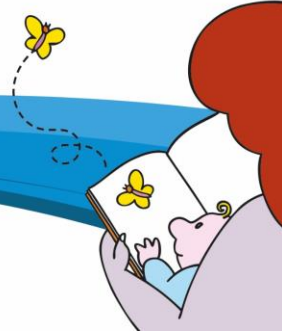
Librarians

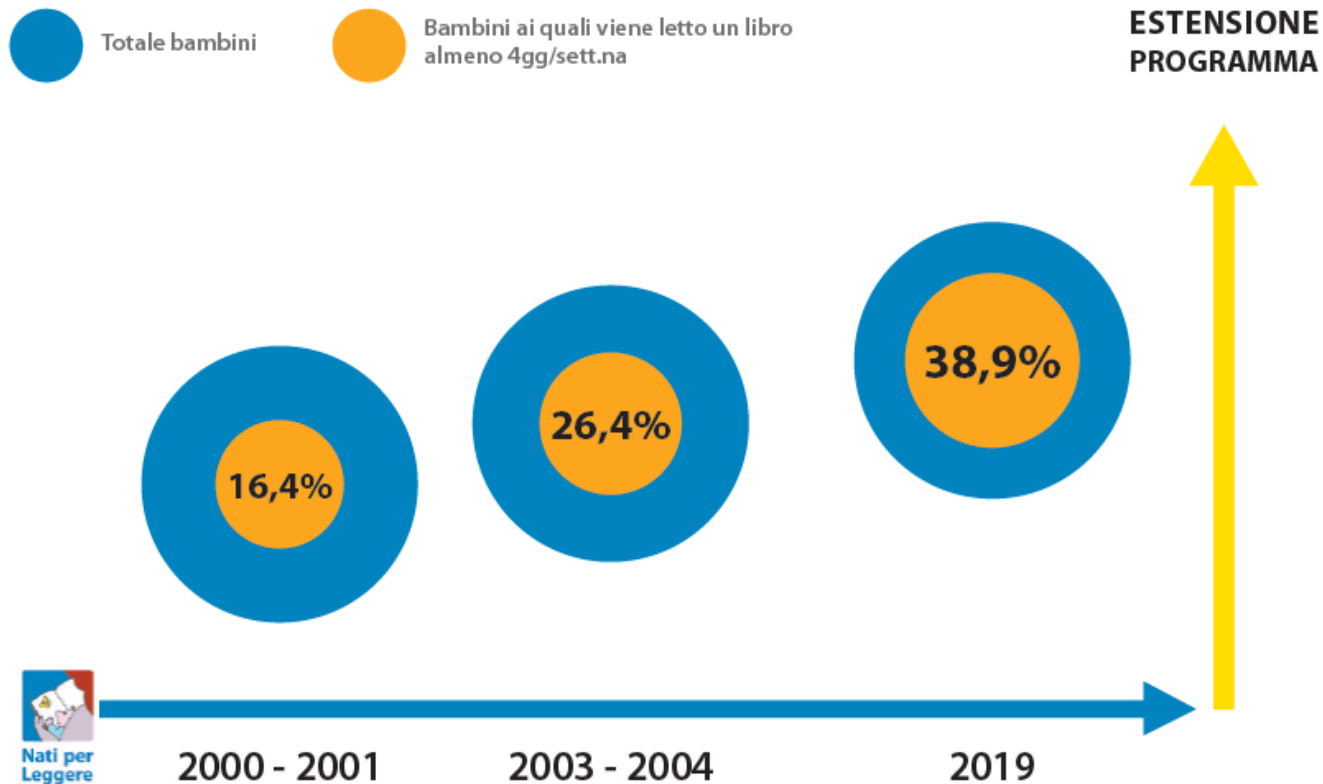
Librarians have the supervision of many aspects: environment, registration, selection of quality books for every age and update of collections, organizes communication, collaborate with institutions and other professionals to build network, organize the group of volunteers and training courses for colleagues or information meetings for parents.

- Environment
- Registration to the library
- Books
- Communication
- Collaboration and network
- Volunteers
- Reading promotion activities



How Much NpL has changed the practice of share reading in the family in the past 20 years?

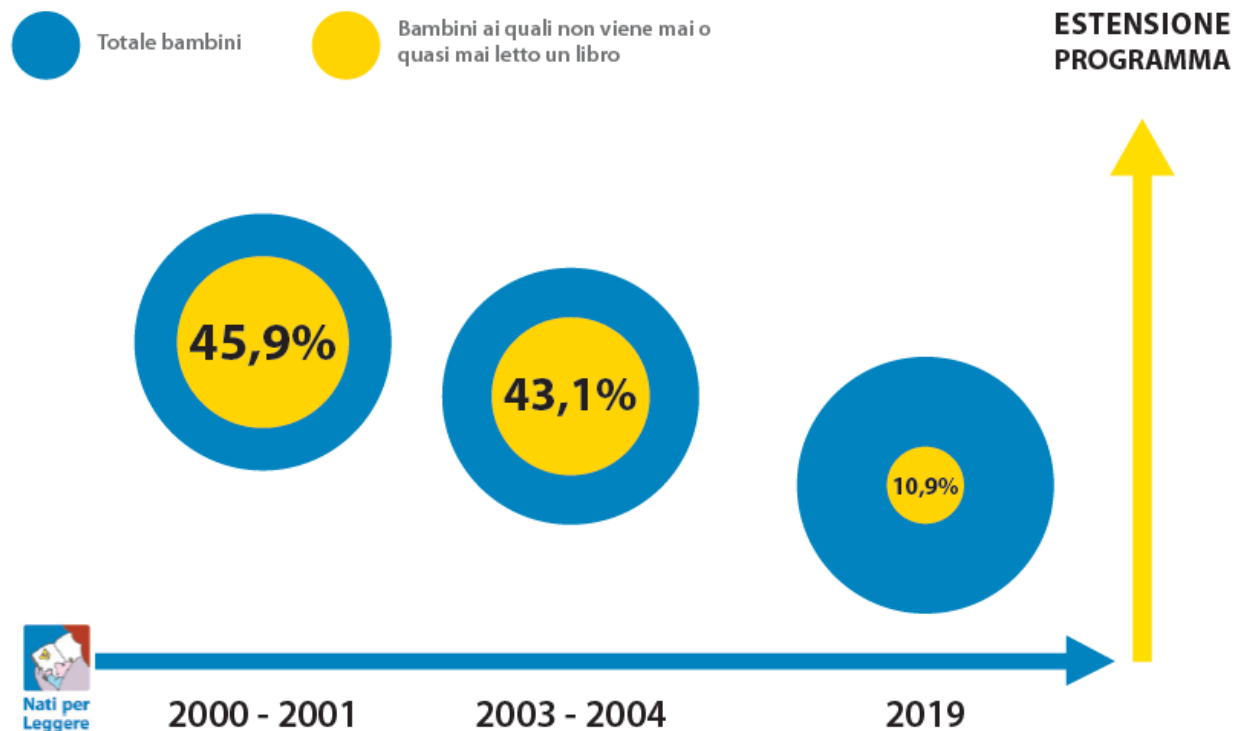




NpL has always used the Babar - Before and After Books and Reading questionnaire, developed in the USA for the evaluation of similar programs. The questionnaire identifies a good attitude for shared reading in the family if this occurs at least 4 times a week.

In the 2000s a study carried out on a sample of 1256 children in 5 cities showed that the practice of reading was on average 16%, with wide variations between cities and above all in a clear correlation with the level of education of the parents. In following surveys made in 2003-4 and 2019, you can see the progressive and important increase in the proportion of children to whom it is read at least 4 times a week.





This graph shows the proportion of children to whom it is never or almost never read, which decreased substantially over time.

In summary, these data, collected on the basis of sufficiently homogeneous indicators and on a comparable sample for territorial distribution and social characteristics, shows very clearly that exposure to the NpL programme has indeed changed the practice of reading in the family very significantly. And that the program has also spread among families with a low level of education.

To this information, can be added the data concerning the extension as production, distribution and sales, of children's publishing in Italy, clear evidence of the increase of the children's book market, both as a direct effect (books purchased and distributed by NpL), and indirect (books purchased by families).



Judging by the numbers but also by the testimonies and experiences, NpL has produced not only important changes in the knowledge and practices of families and the benefits for the development of children that science has widely documented, but also opportunities for meeting and activating communities, in small municipalities as in the suburbs of large cities with an approach that has been able to involve everyone, without distinction, albeit with permanent inequalities and differences between different territories and social classes.

One of the data that emerges from the evaluations is that these differences have been reduced over time: 20 yrs ago the child of a mother with a university degree had 20 times the chance of being read books at age 3. Now the differences is still great but much less, 2.5.



EU Read members

EURead is a non-profit organisation (a.s.b.l.) of currently 30 European reading promotion organisations





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