



Book start

Dear parents,



This year, a new person has come into the world thanks to you. Please accept our sincere congratulations – we share in your joy! However, we understand that alongside great happiness comes great responsibility. We all wish our children a great future. This little gift comes to you inspired by this very wish. We dare say that one of the guarantors of a child's success in life is the book!



First of all, we suggest discarding the still-popular stereotype that babies don't find books interesting. Neither is it entirely accurate that books are there only for reading the text. Reading with a baby is different from reading for us adults, but it is also a reading process.

From the neurological point of view, the first three years of a child's life are particularly important for their development. During this period, the brain begins to get used to the language. Research shows that in order to maximally realise one's potential, one should grow up in a rich linguistic environment from the earliest days. By reading to baby, we talk to them and thus help them to learn to connect the written word with the sound and eventually with the meaning.





Reading also develops a child's ability to express thoughts clearly, fosters their thinking, memory and imagination, teaches to focus, stimulates creativity and develops a myriad of other important skills. So it is not accidental that we have chosen the bean as the symbol of the Book Start. A bean is a small seed that has great potential for growth – even, according to a well-known fairy tale, reach up into the clouds!



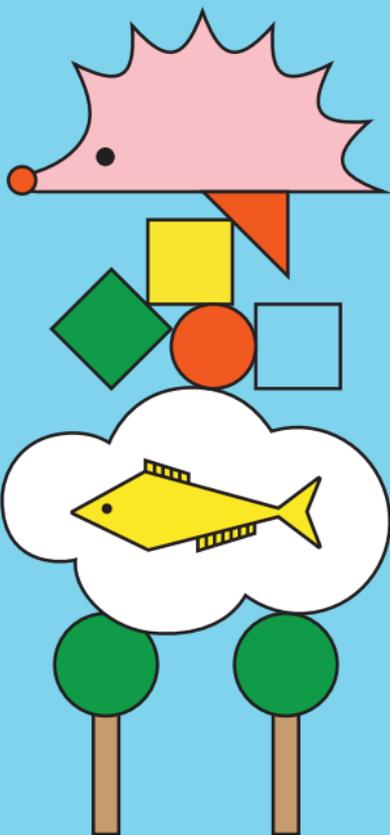
It is also important to bear in mind that while reading has a significant influence on a child's future, above all it is a source of lovely emotions. It is very likely that if a child associates reading with positive emotions from the very first days of life, they will want to continue the journey with the book as an adult. In addition, reading with your baby will help you build a strong connection with each other.



We sincerely wish you a good start!
The Book Start Team



Use your
imagination





Let your imagination roam free

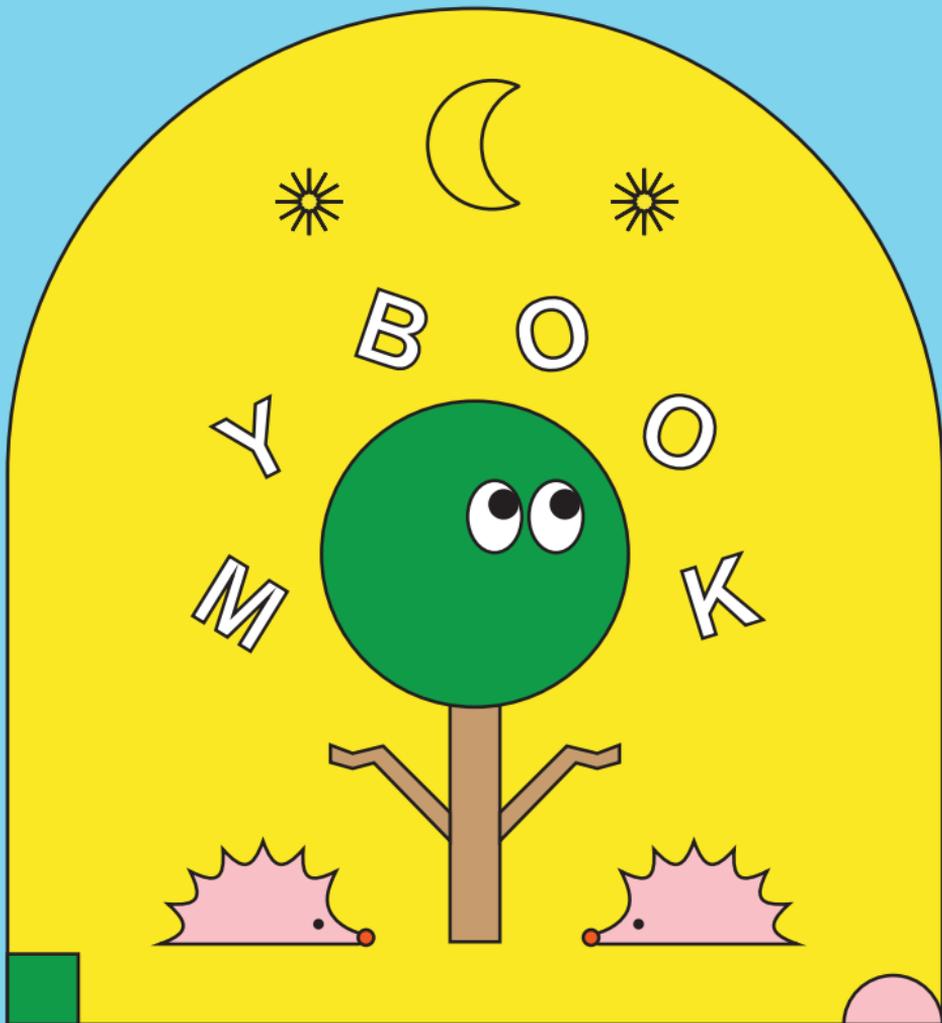
Book illustrations are also text, so 'read' them, too. When you point at pictures, name what you see and ask your baby to show it, too.

Illustrations help unleash your and your child's imagination, so as you look at them, create your own stories that are not part of the book. Gradually, the young reader will begin to understand the relationship between word and image, and ultimately the connections between the content of the book and the world around them.



**Book
start**

Play





Play, play, play

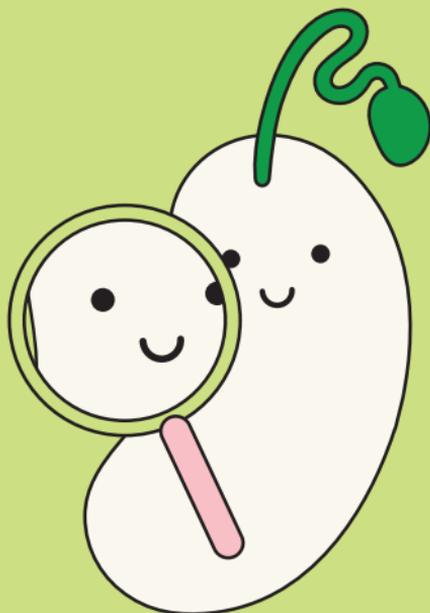
Let the little one 'read' themselves: to flip through the pages of the book, to point at the pictures in it, in short, get a taste of it - and not just figuratively.

This way, your child will get familiar with reading and begin to associate it with enjoyable activities. Remember that for a child, a book is still a curiously shaped toy, and only when they grow up will they perceive it differently.



**Book
start**

**Get
immersed**





Get immersed in the story and help your child become immersed, too

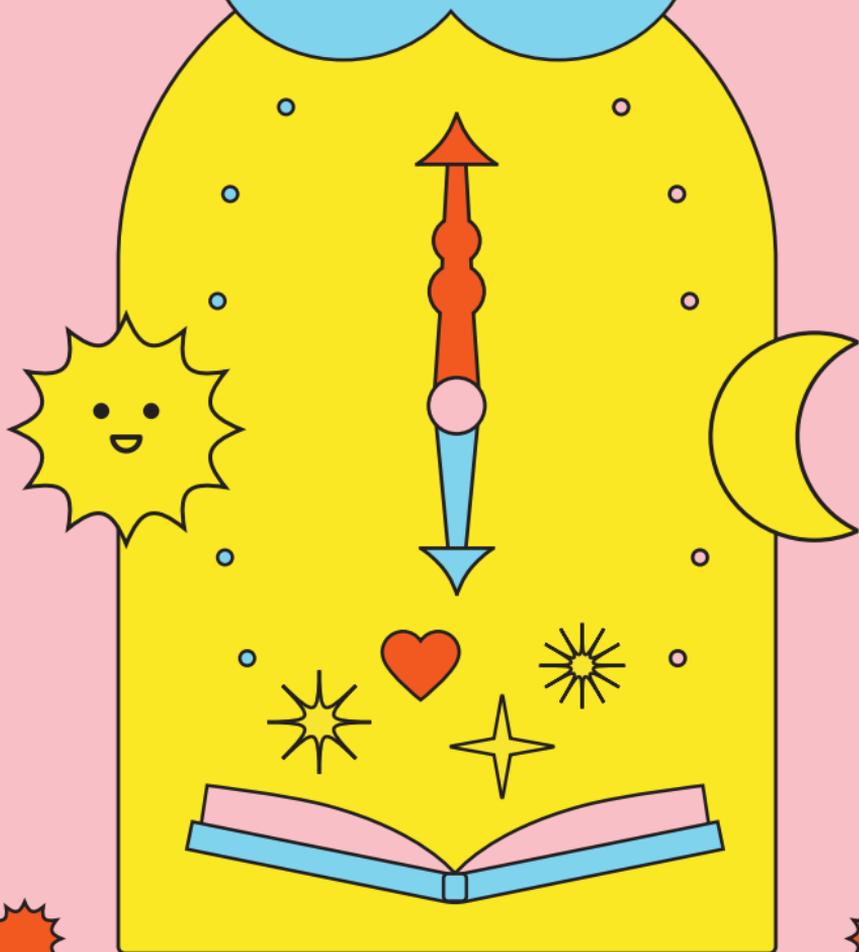
This advice is very important: read to your child in a way that you yourself would find interesting. This is the only way to ignite the love for books in your child.

Try to read expressively, using body language and involving the little listener as much as possible. For example, encourage them to clap their hands. Read at a moderate pace, allow your child to become immersed in the story and participate in the reading process together with you, even if at first they might only want to chew or tear the book.



**Book
start**

Create a ritual





Create a ritual of reading

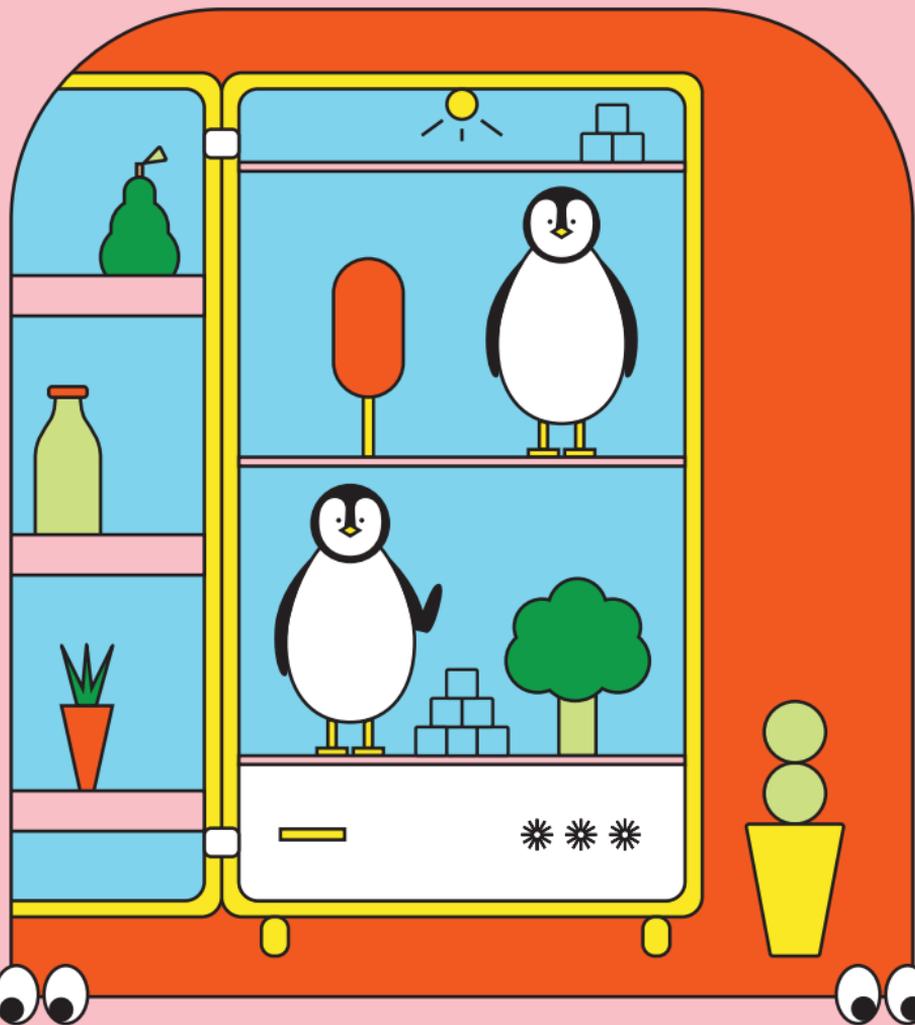
In the new world, it is important for the little one to find what is stable and unchanging. That is why they quickly come to like repetitive things. One such thing may be the ritual of reading a book.

Choose a place and time to read aloud with your child, and repeat it daily. You might choose to read while comfortably snuggled up in bed before going to sleep or curled up on a sofa after a meal. Such a ritual will not only help the little reader to come to love reading, but will also strengthen your connection. One important tip: try not to invite your child to read while they are immersed in an activity that interests them, otherwise they might begin to associate reading with something that takes away the joy.





Relate





Bring the world of the book closer to your experience

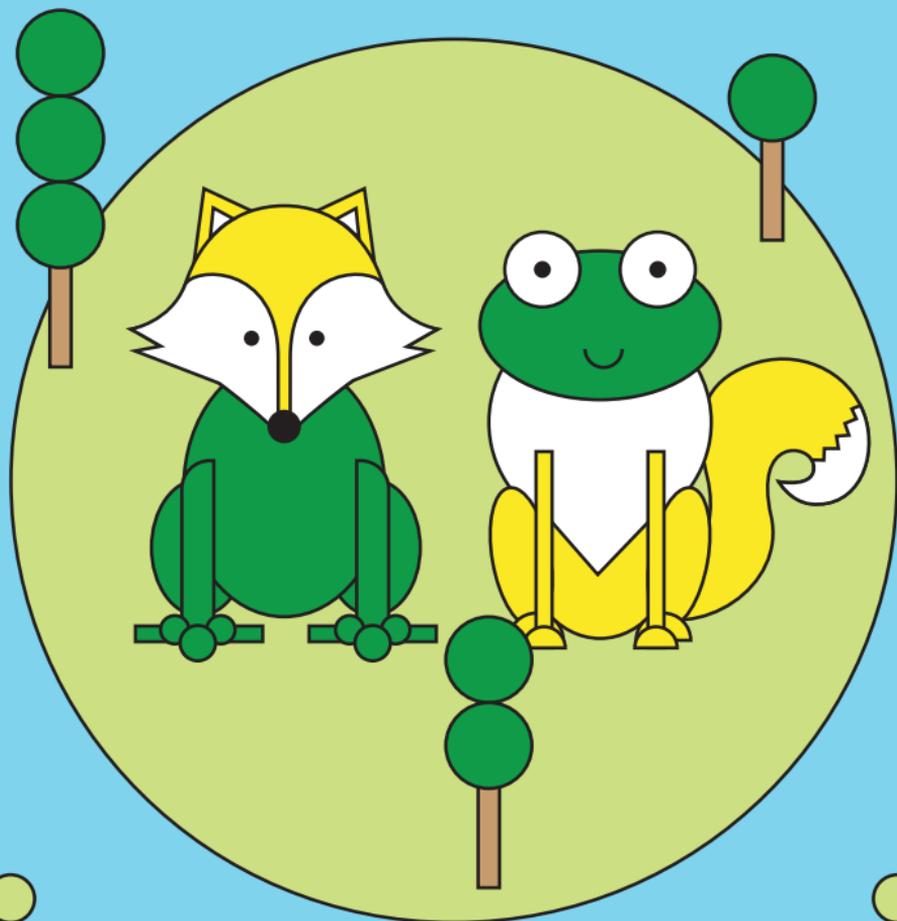
As you read, remember what similar things you or your child have seen or experienced in your environment.

This will make the book a familiar, natural part of your child's life, and the stories will magically travel from the everyday life to the pages of the book.



**Book
start**

Swap roles





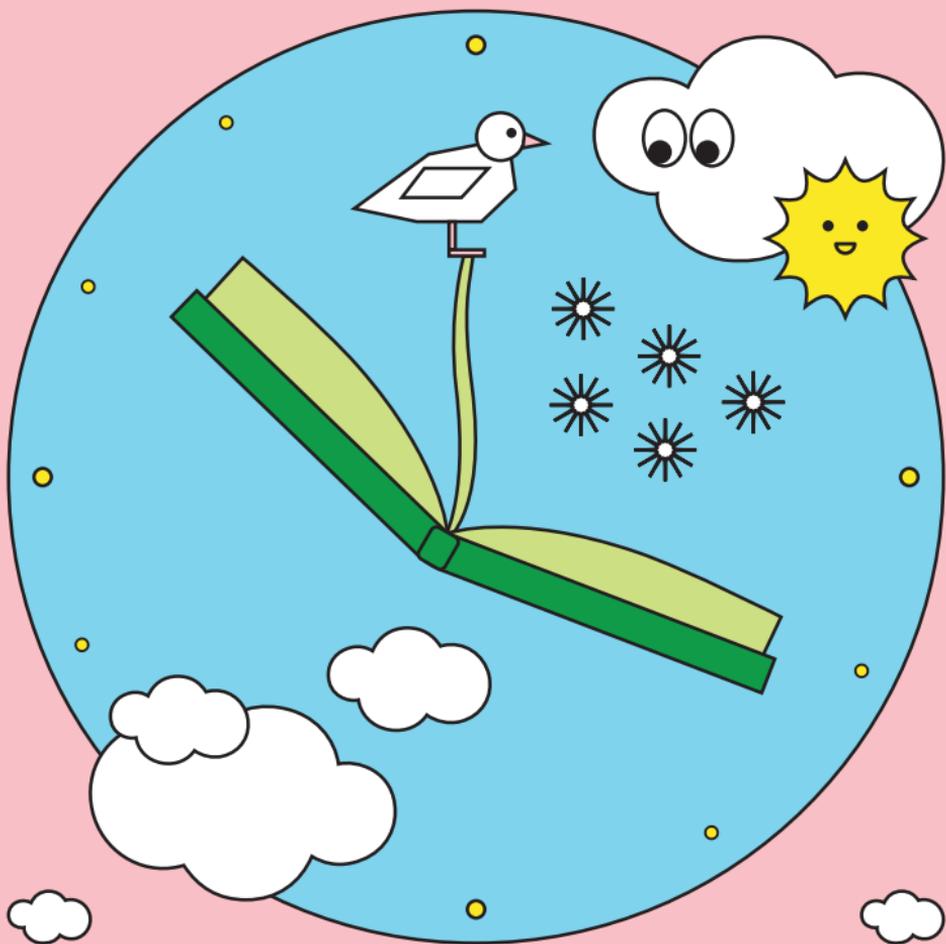
Swap roles

Keep playing while reading, even with an older child. For example, after you've finished reading a book together you might want to ask the child to 'read' it to you in turn.

Of course, a very small child won't be able to do it yet, but they will definitely remember certain phrases and, using their imagination, try to retell what they heard from you. Such role swapping will build self-confidence in the child as a reader.



Allocate time





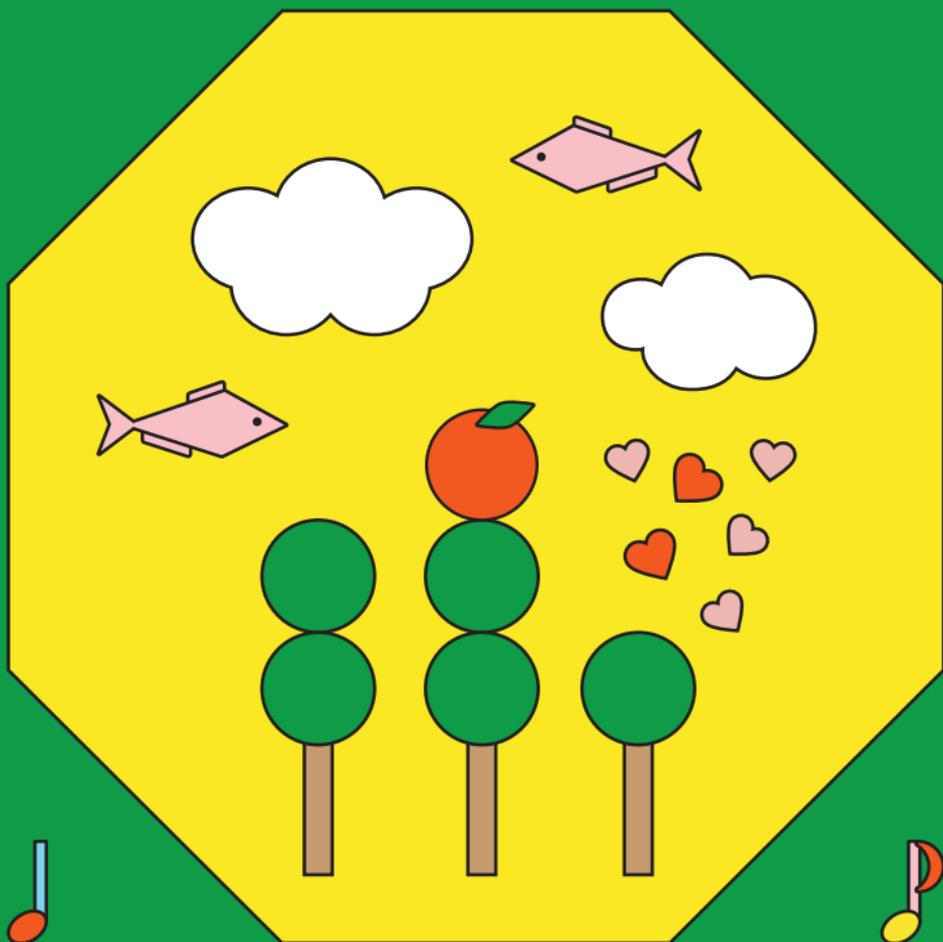
Allocate enough time

Allocate at least 15-20 minutes for reading aloud every day. This length of time will ensure that reading the book and discussing it with your child will be a high-focus activity and won't seem too long for the child.

In addition, researchers have proven that approximately this amount of daily reading has a statistically significant positive effect on children's future achievement. As the little reader grows, you could increase the reading time.



**Be
creative**





Tackle boredom with creativity

Have you noticed that your child asks you to read the book they like over and over again? Repetition is extremely important for little ones.

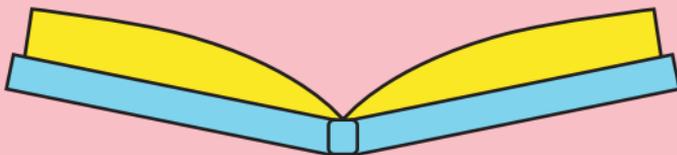
Try not to show that you are bored of reading the same thing, but instead try to be creative, look at it as a game, and you will see that every time you can discover something new for both your little one and yourself.



**Book
start**

Communicate

?





Read and communicate

The more you talk to your child as you read, the easier it will be for them to learn to read.

Tell the child what you think of the text, ask various, perhaps even rhetorical, questions, regardless of whether or not the little reader is already able to speak.

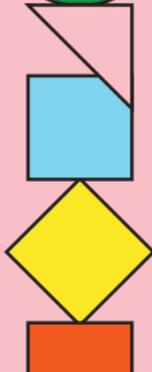
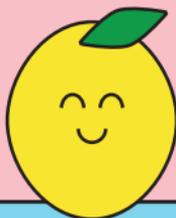


**Book
start**

B

O

Talk with your child



O

K



Talk with your child about what you are reading

If your child is already able to express their thoughts verbally, try to have a conversation with them, encourage them to express their impressions freely. Try to ask open-ended questions.

However, it is important not to overdo it - the book should remain the focus so that the child is clear about the topic of your conversation. The great fact to know is that speaking enriches your child's vocabulary, and this will significantly influence their ability to learn in the future.



**Book
start**