

Sharing the Love of Literacy

WHY CHILDREN NEED BOOKS!

with Senior Executive Team Leader, **CAROL COOPER!**

[Click HERE to watch the video!](#)



With 27 years of experience selling Usborne Books,

Carol shares some of the most frequent questions she has encountered, and how important it is that we all know the answers to them. Follow along and be inspired, as Carol discusses the value and significance of children owning physical books!

#1: WHY DO CHILDREN NEED BOOKS?

THE MOST IMPORTANT QUESTION TO KNOW THE ANSWER TO!

THERE ARE 2 APPROACHES:

- **Functional Approach:** Looking at literacy statistics and studies.
- **Emotional Approach:** Exploring how sharing books with your child can build relationships, and create rich life-long associations & memories.

*“Richer than I you can never be.
I had a mother who read to me.”*

- Strickland Gillilan

Read the whole poem on Page 5!

THE PRESCHOOL YEARS ARE SO IMPORTANT TO A CHILD.

This is when they are forming connections needed for language, speech, and reading!

Children who grow up in print-rich environments, and have access to high-quality books have been shown to do better in school, academically.

#1: CONTINUED...

SO, WHY **DO** CHILDREN NEED PHYSICAL BOOKS?

Let's break this down into a number of smaller questions...

- “Do kids need books at all?”
- “Do kids need to own books at home? Won't the library do?”
- “Can't the TV and internet fill a child's need for information and entertainment?”
- “Aren't e-books the way of the future?”

There are **SO MANY** benefits to reading actual, physical books with your children!

- **Books create warm bonds between adults and kids when they read together.**
- **Books help kids develop basic language skills and profoundly expand their vocabularies.** Much more than any other media. Building a strong vocabulary is a critical pre-reading skill.
- **Books are interactive; they demand that kids think!** Fiction and nonfiction books widen our consciousness. They give us new ways to think, new ideas, and expand our world beyond the everyday.
- **Books develop critical thinking.** A book is read by an individual. It has no laugh track or musical score that emotionally primes a reader's reaction. You alone decide what you think about a book and its contents, with no one leaning over your shoulder telling you how to think.
- **Books develop and nourish kids' imaginations, expanding their worlds!**
- **Books let kids try on the world before they have to go out into it.** Books give kids an opportunity to experience something in their imaginations before it happens to them in real life.
- **Books help kids to chart their own moral and ethical course.** Books help us to reflect on right and wrong, good and evil.
- **Books answer questions, create questions and encourage curiosity!**
- **Books entertain and offer a great escape, FOR FREE!** They make us laugh & giggle. They can make us cry.
- **Books help kids (and adults!) open up and connect with other people.** Books help to build empathy and help us to understand others. Books help us to become more compassionate.

Head to the **Social Media Graphics Portal** on the [Consultant Downloads Site](#) and find a folder named “Why Do Children Need Books?” We've turned these facts into cute graphics that you can share on your socials or within your online parties!

#2: DO KIDS REALLY NEED TO OWN BOOKS?

STUDIES HAVE SHOWN:

Children who do not own books were two-and-a-half times more likely to read below their expected level than children who had their own books.

WHY IS BOOK OWNERSHIP SO IMPORTANT?

It may be as simple as attitudes! A family that chooses to spend money on books is a family that understands and values their importance.

Children who grow up without books, and without positive associations around reading are at a disadvantage in the modern world. They are less likely to engage in:

- sending emails
- reading websites
- chatting with their friends online through text.

The problem is worse with boys, where **4 out of 10 boys do not own any books!**

A study In the U.K. has shown that, **3 out of 10 children do not own any books at all. NONE!** Can you imagine?! No bookshelves in bedrooms. No parents reading to them before bed.

It's not enough to just have books around...

IT'S IMPORTANT TO READ WITH YOUR CHILDREN!

Model reading with your kids! Teach them how to treat books with respect.

Reading with your kids:

- helps them develop concepts & vocabulary
- helps them build phonemic awareness (nursery rhymes & rhyming stories)
- teaches them to study pictures for clues to context.

While you're reading with your kids, ask them questions! This promotes interaction and builds concentration. It teaches them that they have a role too, and one day ***they'll be the one reading!***



#3: WITH TV AND THE INTERNET SO EASILY ACCESSIBLE, AREN'T BOOKS OBSOLETE?

Kids are now spending more time with other media (TV, computers, etc) than with books, and research is showing that literacy rates are being damaged because of this.

Information read on a screen is not absorbed or retained as well as that gained from reading printed material. Screentime doesn't involve conversation and social interaction and hence they simply don't work as well for developing speech and language skills.

To be clear, there is nothing wrong with screentime, in moderation. But let's not forget to stop and make the time to also sit down with our kiddos and read to them and with them!

THERE IS NO SUCH THING AS A TOUCHY-FEELY E-BOOK!

NO TABLET CAN COMPARE TO THE VISUAL RICHNESS OF A PRINTED BOOK.

The look. The texture. *The smell!*

WE ARE SO LUCKY TO BE WORKING WITH USBORNE BOOKS!

Usborne Books are:

- visually rich and stimulating!
- tactile!
- imaginative!
- and interactive!

Books aren't just books. Buying books for your children and making the time to sit and read them is a statement of values, an opportunity for quality time together, and an investment in your child's development, learning, imagination, and critical thinking.



Books inspire us to dream!

THEY GIVE US THE TOOLS TO ACHIEVE OUR DREAMS.

YOUR CHILD, AND EVERY CHILD, *DESERVES* BOOKS!

Thank you for being a part of this incredible literacy movement!

'The Reading Mother', by Strickland Gillilan

I had a mother who read to me
Sagas of pirates who scoured the sea.
Cutlasses clenched in their yellow teeth;
"Blackbirds" stowed in the hold beneath.
I had a Mother who read me lays
Of ancient and gallant and golden days;
Stories of Marmion and Ivanhoe,
Which every boy has a right to know.
I had a Mother who read me tales
Of Gelert the hound of the hills of Wales,
True to his trust till his tragic death,
Faithfulness lent with his final breath.
I had a Mother who read me the things
That wholesome life to the boy heart brings-
Stories that stir with an upward touch.
Oh, that each mother of boys were such!
You may have tangible wealth untold;
Caskets of jewels and coffers of gold.
Richer than I you can never be --
I had a Mother who read to me.

SHARE THE LOVE!



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