



READING TOGETHER DAY

#ReadingTogether

Thursday 16th July 2020

Coordinated by The Reading Agency

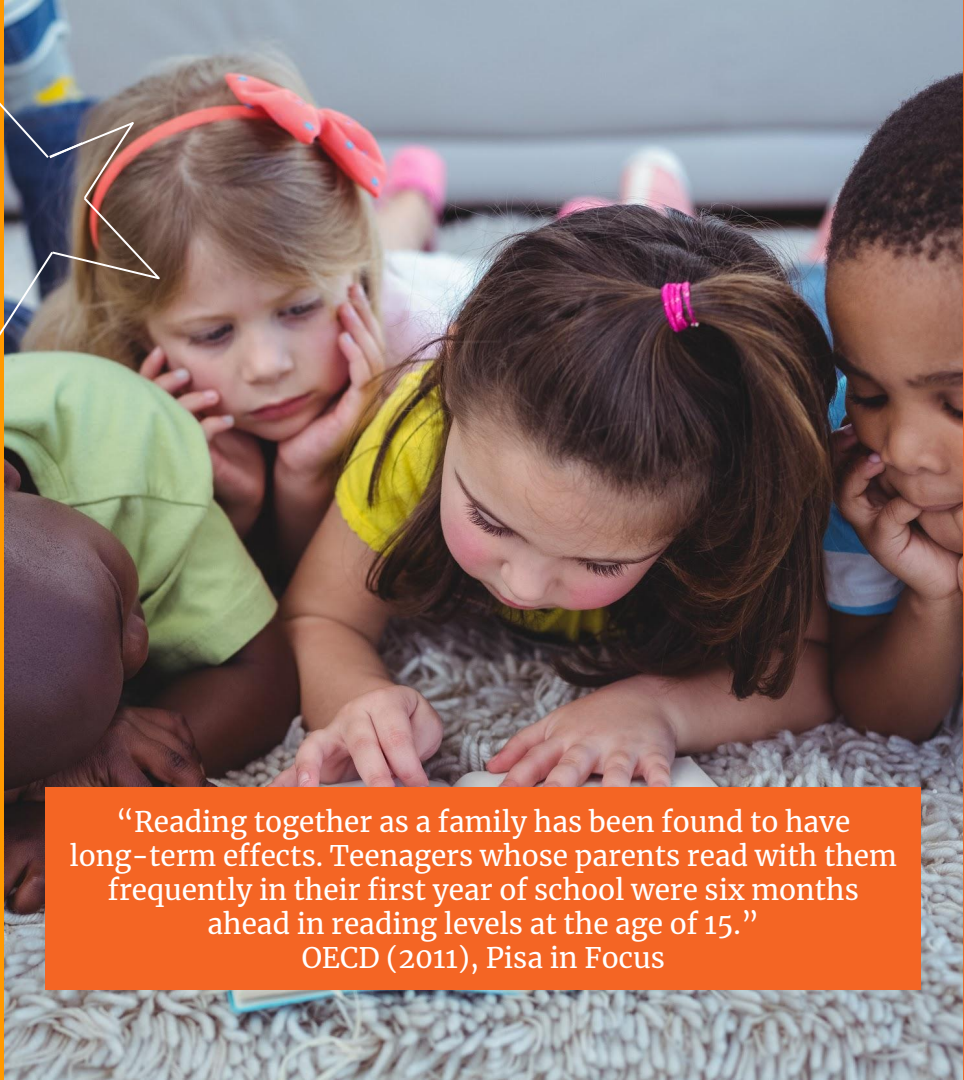
A collaboration between Authors Aloud UK, Arts Council England, ASCEL, Book Trust, British Library, CILIP, Coram Beanstalk, DCMS, Department for Education, Dollywood Foundation, Libraries Connected, National Literacy Trust, Open University, Publishers Association, School Library Association and World Book Day

INFORMATION FOR COLLABORATORS

Overview

The nation celebrates reading together as families across the country take part in a *Reading Together Day*.

Connecting children and families to share the love of reading for pleasure to build skills, increase confidence, support educational attainment and improve wellbeing.



“Reading together as a family has been found to have long-term effects. Teenagers whose parents read with them frequently in their first year of school were six months ahead in reading levels at the age of 15.”

OECD (2011), Pisa in Focus



As families and individuals grapple with the challenges of school changes, loss of support networks and the implementation of social distancing, the *Reading Together Day* will bring families, friends, schools and wider communities together – starting conversations, sharing stories, making connections, celebrating reading and having fun!

“These books gave Matilda a hopeful and comforting message: You are not alone.” Roald Dahl

The nation is invited to join in and to celebrate the proven power of reading on Thursday 16th July.

On the day

Families are encouraged to connect with loved ones to build a shared love of reading.

All collaborators will participate in a shared schedule of events, delivering a programme of activities to get everyone reading together, using shared branding and messaging to reach as many families and young people as possible.

Coordinated moments throughout the day will spread the messaging across all collaborators' networks. Each collaborator will have their own moment during the day when others will signpost to them, sharing audience and reach.

Bringing the nation together

Everyone is invited to share their favourite book to read together and the book(s) that they'll be reading together during the summer with their children, brothers and sisters, nephews, nieces or grandchildren and share their reading experiences with others online using #ReadingTogether.



Why?

We know that reading for pleasure improves literacy skills, brings people together and positively impacts wellbeing. With the disruption caused by Covid-19 to education, the Reading Together Day will provide fun family-friendly activities to motivate families to keep reading, maintain literacy levels and inspire a reading together journey.

Aims

- Inspiring children of all ages to read
- Combatting the dip in children's reading and literacy levels because of the disruption to education caused by Covid-19 and the trend for these to dip over the summer holidays





How

Collaborators will share educational and fun content as part of the Reading Together Day schedule of programmed activities with the aim of inspiring families to read together on that day and throughout the summer.

When

Thursday 16th July

What

- Shared branding and assets
- A shared programme of activity
- Coordinated communications
- Shared reach and impact data





Collaborators

Taking part

What three things could your organisation do to celebrate reading on 16th July?

Connecting

Which two organisations do you work with who you could encourage to get involved?

Amplifying

Which one ambassador could you help to get involved in the media campaign?

Research

Can you commit to collecting data on reach and impact to be coordinated by The Reading Agency research team?

Some ideas for your scheduled activity

Content

- Downloadable posters, badges and colouring sheets
- Tips for reading together with children
- An inspiring list of book suggestions with choices for children of all ages
- Interviews and readings from authors, poets and actors
- Games, quizzes, rewards and incentives
- Fun celebrity moments
- Online events from local libraries including quizzes, bedtime stories and readings
- Masterclasses from illustrators on how to illustrate your favourite book
- Tips on how to write a story and develop characters
- Any more..?

Campaign Toolkit

Comprising the schedule, guidelines, key messaging and digital assets

Provided by The Reading Agency for use by all collaborators to promote Reading Together Day to their audiences and support the delivery of the scheduled activities.

Ambassador asks

We are looking for a core group of ambassadors to support the day through press and media opportunities. These will be spokespeople for the Reading Together Day and all our shared activity.

Each organisation will have their own ambassadors and champions who will help to amplify the day and provide content as required by the organisation.



What can they do?

- Read from their own or their favourite book to read together
- Deliver masterclasses in writing or illustration
- Organise a Q&A or reading via livestream
- Amplify the day via their own social media channels
- Provide quotes about why reading together is important for social media assets
- Any more...?





Accessing books

We know that in the current situation it may not be as easy as usual to find books to read.

Public libraries are gradually opening for the public to borrow books, and all are lending e-books free of charge. Check with your local library website to find out how you can join and borrow at the moment.

Bookshops are re-opening and many are taking orders online or by phone and delivering books to customers.

Remember - you can engage in reading in a variety of ways, including books, e-books and audiobooks, via magazines and comics, and as a means to encourage creativity through recipes or craft instructions!