



Universal Reading Foundation



•
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COLLABORATION

Key element for success

WHY is it important?

WHO should be included?

HOW can we influence the necessary agents?

WHAT should be the focus?

Mission

Build an inclusive and strong democracy through raising readership competences.

Raise readership ratio in Poland to 70%
(it is at 38%, vs circa 70% in UK, France, Germany)

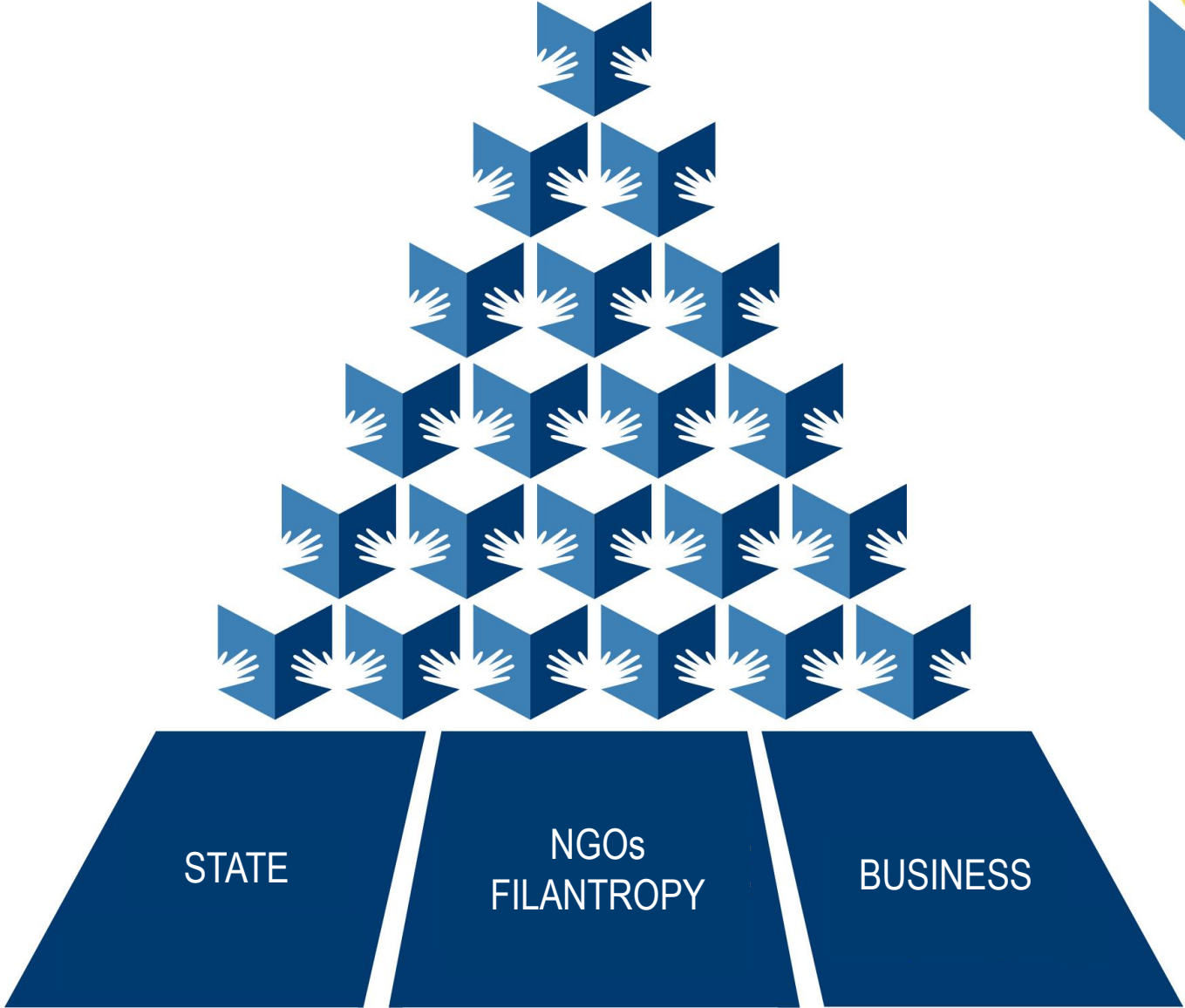
More at: [About us - Fundacja Powszechnego Czytania \(fpc.org.pl\)](https://fpc.org.pl)

Mission

**Build an inclusive and strong democracy
through raising readership competences.**

Raising readers today = clients for tomorrow
= **building the market** you want to earn on and from

Necessary Change Agents



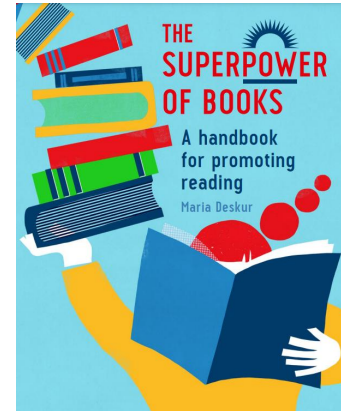
Use evidence-based various arguments



- Health
- Education
- Social capital
- Equality & Inclusion
- Business & Science
- Democracy

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Reading includes

Reading is democratic, accessible, free (libraries), egalitarian, inclusive, psychaitric prevention, builds brains, helps reach every child's potential
EGALITARIAN

Not reading excludes

Non-readers are more frequently under social care, are less apprieciated on the work market, there are more non-readers in jails, non-reading makes it much harder to reach a child's full potential

Focus on key elements

Research conclusions = **key elements** to unlocking the potential

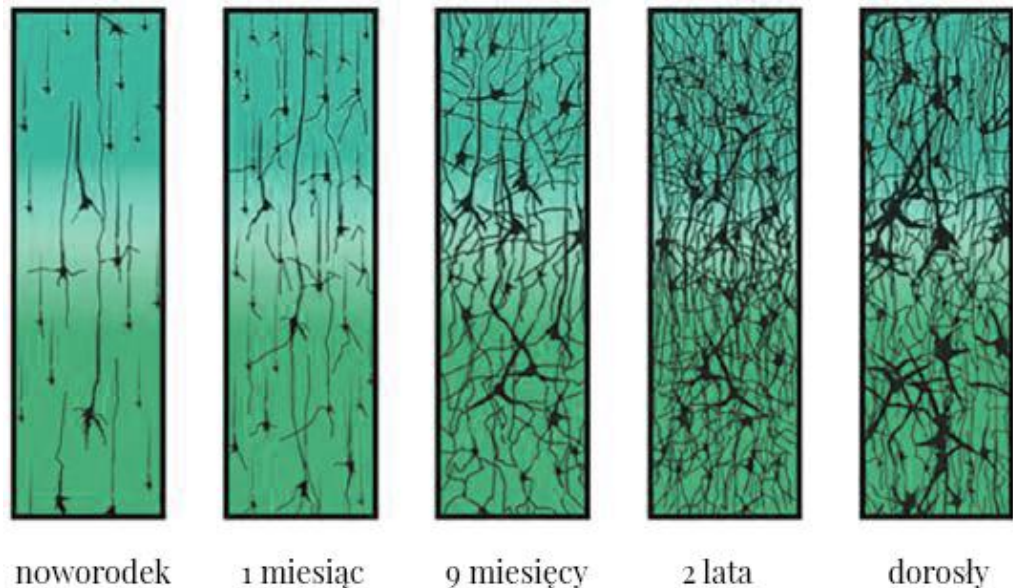


1/ Universally spread book reading is the obligatory condition for the social and economic development of a modern democratic society

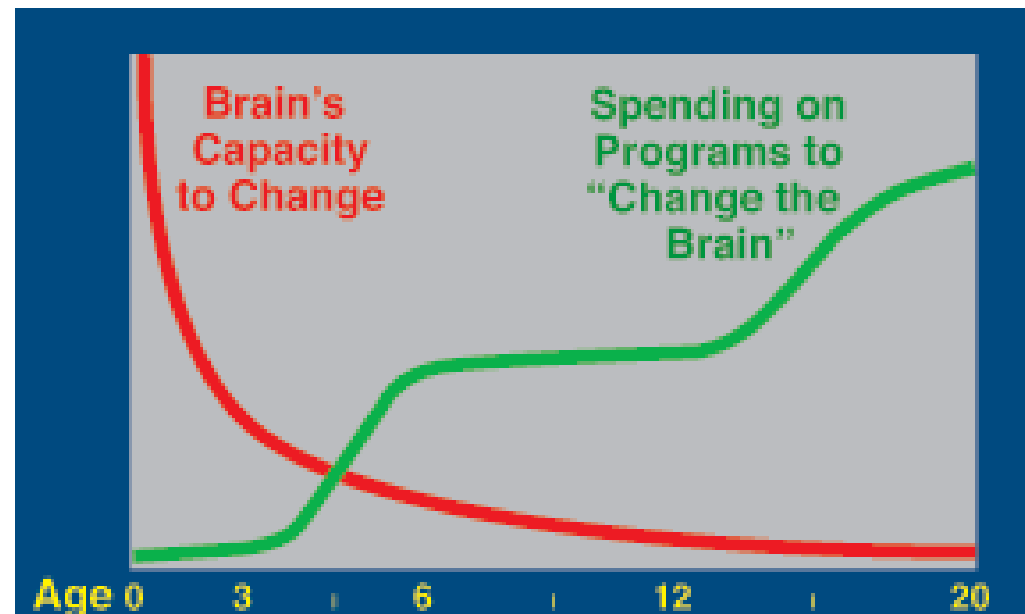
2/ Children from birth to 3 should be the focus – then it is harder.

3/ Children whose parents don't read should be the key target – create the habit where it doesn't exist.

The operational challenge



85% of the brain development happens
until the age of 3



State investments start for children
after the age of 3

What do we do?

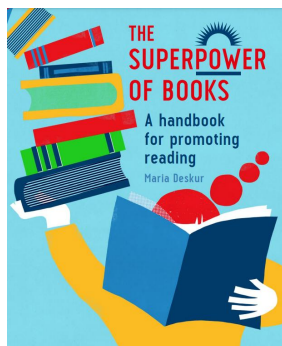
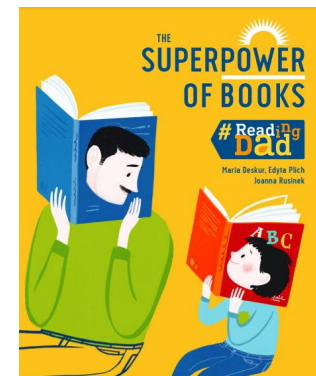


We create spaces for knowledge and know-how exchange, networking, inspiration and cross-sector bonding (!)

We educate and train reading promotion **leaders** (librarians, teachers, institution employees, medical doctors)

We involve **authorities and celebrities** as role models

We reach out to **parents** to show them the importance of their influence



We offer books to **children in need**





International
Conference

Warsaw – Kyiv
May 25th 2023



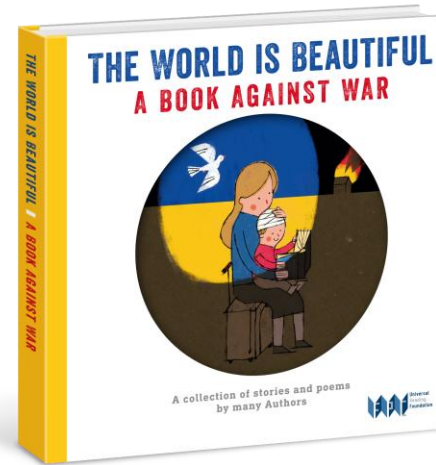
For a reading, open minded, critically thinking, democratic and strong Ukraine!

Reading books has proven to be the most effective tool to nurture social capital and inclusion, as well as to foster and raise scientists, entrepreneurs and inventors. Research in pediatrics, psychology, social sciences, neuroscience and education show that reading trains the human brain to think critically, understand complex meanings and accumulate data, while promoting empathy and teamwork. These are all crucial competencies of the future as they are now widely defined.

We believe strengthening literacy - boosting the percentage of kids and adults who read daily – In Ukraine starting today is the best possible way to help raise conscious, intelligent and active citizens and leaders for a better tomorrow of Ukraine, Europe and the world.

<https://fpc.org.pl/literacy-for-democracy/>





Since the beginning of the war, we have started a campaign to provide books to Ukrainian children in Poland and to support Ukrainian publishers.

Our campaign was supported by well-known illustrators and authors of children's books

– we published „The World is Beautiful. A Book Against War” – incomes are spent on help.

- distributed over 200 000 books to refugee children

- sent 155 000 US dollars to publishers in Ukraine

- met President Zelensky

<https://fpc.org.pl/en/about-us/>



#ReadingRules

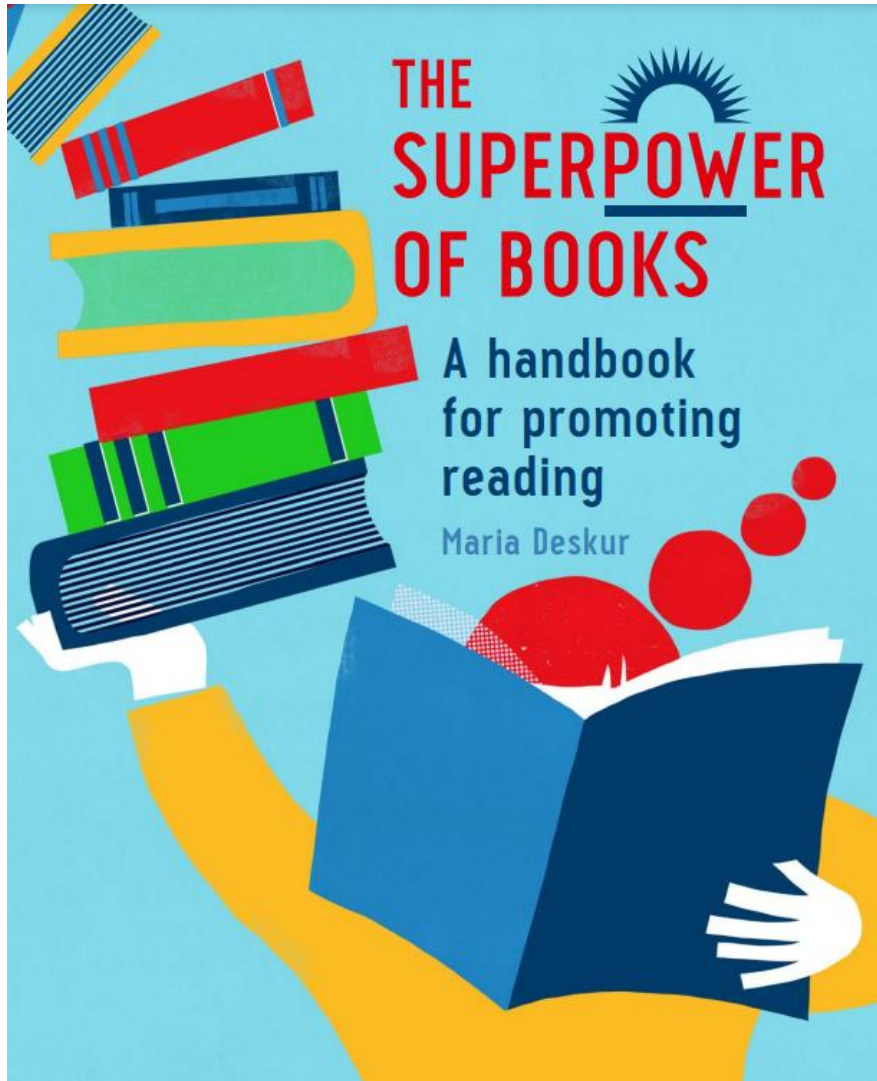
Poland's first local government campaign for reading. The mayors of twelve biggest Polish cities act as ambassadors of reading – in short advertisements they invite you to a semi-private conversation, share their literary tastes and show that #ReadingRules!

over 300 media articles,

47 000 000 views of the campaign!

www.czytaniemierzadzi.pl





The Superpower of Books. A Guide to Promoting Reading

The guide is an attempt to define the goal and the ways that can lead to an increase in the level of reading in Poland. It is a free item created by our CEO Maria Deskur and can be downloaded from our website.

It answers the questions:

- Why promote reading?
- How to approach it to achieve change on a national scale?
- What are the internationally proven methodologies?

4 000 paper copies of the guide distributed to libraries and schools in Poland

https://fpc.org.pl/wp-content/uploads/2023/02/PUCZ_ENG.pdf

The Superpower of Books. #ReadingDad

The guide is part of a national campaign (involving over 60 institutional partners, celebrity ambassadors, an outdoor campaign)

It answers the questions: - Why read to your child?

- How to approach it? - What titles can you read?

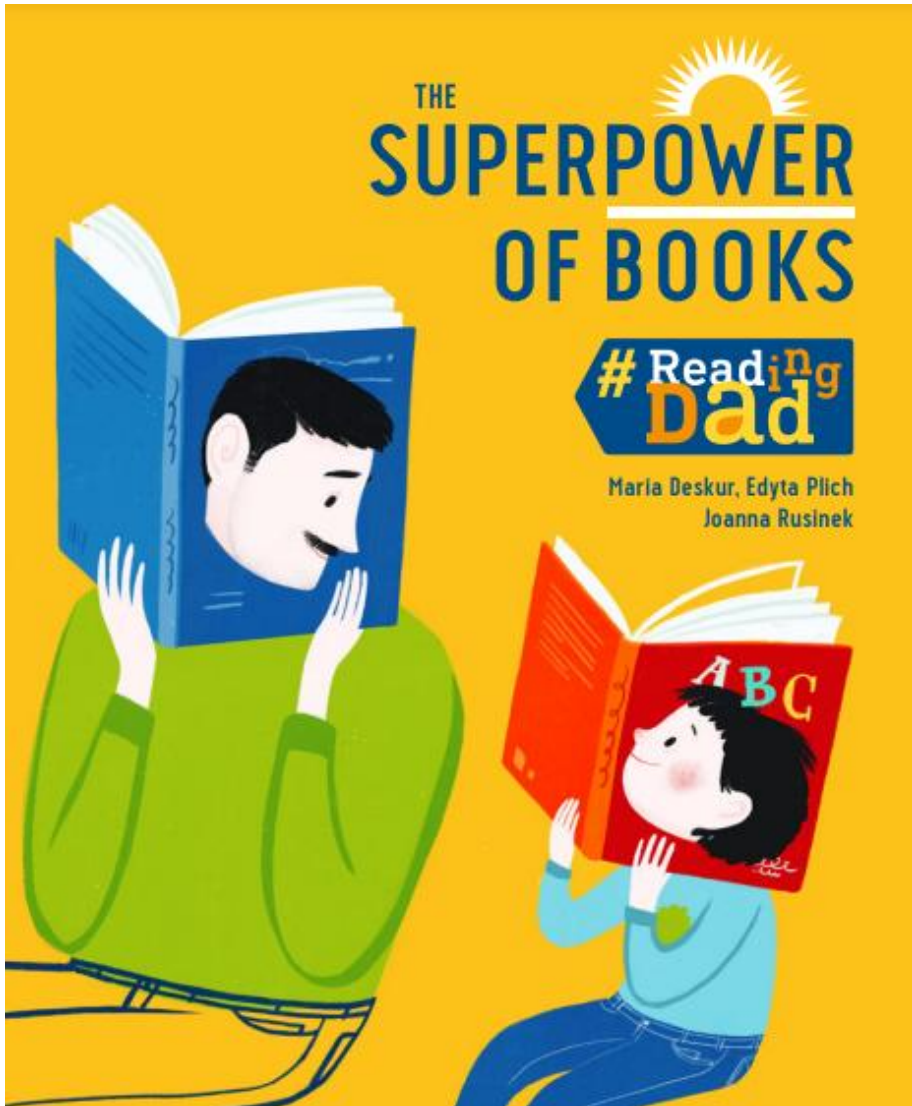
30 000 paper copies of the guide distributed to libraries, preschools, schools + campaign including outdoor; smartphone; social media

2000+ FB and IG posts with the hashtag #TataTezCzyta

6 000 000+ views of the campaign

www.readingdad.com

www.tatatezczyta.pl





Rescuers of Reading

Rescuers of Reading is a program dedicated to educators-leaders who work together, supporting each other, to spread reading among children.

We organize free training courses that indicate effective working methods and tools for the dissemination of reading.

We offer graphic materials that can be used when organizing activities in selected areas.

We recommend good books that can become important reading not only for pupils.

Over 50 000 children reached.

www.ratownicyczytelnictwa.pl

Book on prescription



The project's method is – in essence – causing paediatricians, neonatologists, nurses and midwives to encourage parents to read daily with their children from the very beginning of their life. The project is based on the American based „Reach Out and Read” research and experience.

We aim to implement the recommendation of reading aloud with children as a common procedure within the programme of promotion of well-balanced development/prevention of developmental disorders in Polish paediatrics and neonatology.

We do this through collaboration with medical authorities and doctors' trainings.

www.ksiazkanarecepte.pl





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Thank you
Let's stay in touch!

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