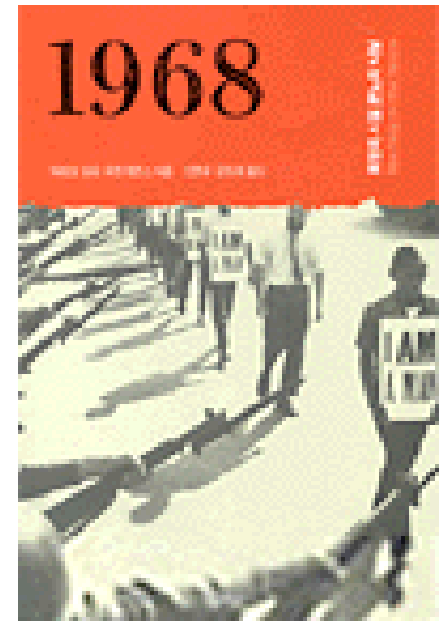
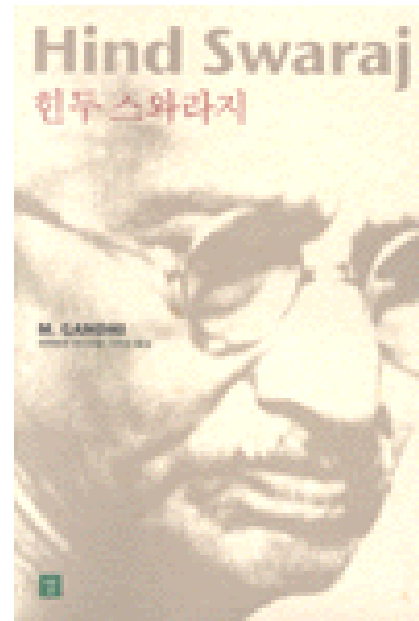


# Reading Promotion for Children in Korea

## Using volunteers, and community invigoration

**Ahn, Chan-soo**  
*Director General*  
**Bookstart Korea,**  
**Book Culture Foundation,**  
Seoul, South Korea

I am Ahn (安).  
Ahn means peace.  
I am a poet and translator.  
Now I work for the NGO  
**Book Culture Foundation.**



# 1. Book Culture Foundation

# The missions of Book Culture Foundation (Citizen Action for Reading) are to:

- (1) to Expand the social equality of access to information and knowledge.
- (2) to Realize mature civil society through reading culture.
- (3) to Make a culture and community based on humanity.

- **“Book Culture Foundation(Citizen Action for Reading )”** is a movement of people who aim for a society based on the dignity of man, reflection, and maturity.
- **Book Culture Foundation(Citizen Action for Reading)** is a civic movement that seeks to expand and improve knowledge-based facilities, so that every citizen enjoys the equal right to have free access to knowledge;  
to form a society in which even underprivileged citizens can have access to books whenever they want to; and to renew society so that all citizens create their own values with truly equal access to education, culture, information and knowledge.

- **Book Culture Foundation(Citizen Action for Reading)** is a people's solidarity created for the purpose of building a community with a mature sense of citizenship, alert self-examination, reasonable civic judgment and democracy full of justice by cultivating mature civil culture through reading.
- **Book Culture Foundation(Citizen Action for Reading)** is a spontaneous movement of people that aims to expand the base for decent lives with warm hearts from sense of morals, imagination and refined emotions empowered by reading; to prepare the way for a society guaranteeing tolerance, coexistence and mutual prosperity.

For these missions, **Book Culture Foundation** has carried out a **variety of projects**:

- Library projects(Miracle Library Projects)
  - Support for small libraries and school libraries
  - **Bookstart** <http://www.bookstart.org/>
  - Reading Group Support <http://www.readinggroup.or.kr/>
  - Policy proposals
  - Legislative proposals
  - Study, Research, Promotion, Education
  - Developing cultural contents and programs
  - Support for cultural movement concerned with the humanities
- 
- <http://www.bookreader.or.kr/>
  - <http://www.nabeeya.net/nabee/>

## 2. Bookstart Korea



## 2-1. Bookstart Korea program



Bookstart is social support for childcare under the motto of “starting life with books.” Bookstart aims to provide a free pack of books to every baby in Korea to inspire, stimulate and create a love of reading that will give children a flying start in life. Bookstart packs are distributed almost by public libraries including Miracle Libraries. Babies and parents can communicate with each other; get to know each other, read picture books together. Books help the emotional and intellectual development of babies. Bookstart programs contribute to the family communal culture through books.



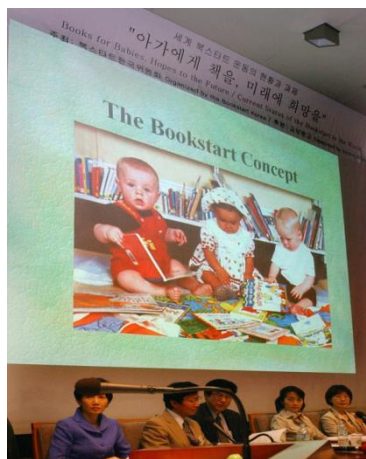
## 2-2. Six contributions of Bookstart Korea

- (1) Social support for child-rearing
- (2) Mode of communication between parents and children
- (3) Channel to draw children closer to books
- (4) Commendable way to bring up children
- (5) Enhancement of cultural welfare in communities
- (6) Starting point for lifelong learning



## 2-3. History of Bookstart Korea

- Dec 2002 Preparation Meeting of the Bookstart Korea Committee
- April 2003 Bookstart trial project, 'Bookstart First Day' was launched in Jungnang-gu, Seoul
- April 2003 Bookstart research project (by Prof. Kwak Geom-ju from the Psychology Department of Seoul National University)
- Aug 2003 1st Bookstart Parent's Workshop
- **Sep 2003 Bookstart International Symposium**
  - Attended by Wendy Cooling, founder of Bookstart England
  - Attended by Sato Izumi, initiator of Bookstart Japan
  - Research results of Bookstart trial project were reported by Prof. Kwak Geum-ju
- Dec 2003 End of Bookstart trial project (total membership of 930 people)



## 2-3. History of Bookstart Korea



- April 8, 2004 Open discussion for the development of Bookstart Korea in the auditorium of the Korean Publishers Association
- 2004 Bookstart launch in Jungnang-gu and Jung-gu of Seoul, Yeonsu-gu of Incheon, and Suncheon City,
- Feb. 16, 2005 Seminar for developing children's books
- Feb 7-14, 2006 14th Taipei International Book Fair Participation by Bookstart booths from countries around the world including South Korea
- Mar 6, 2006 Bookstart international conference (introducing a case study of Japan and policy directions of Bookstart)
- Oct 2, 2007 Trial project 'Bookstart Plus' (supported by the Ministry of Gender Equality & Family)
- **Feb 22, 2008 Designated as a public reading promotion program by the Ministry of Culture, Sports and Tourism based on the Reading & Culture Promotion Law**
- Nov 14, 2008 Bookstart National Contest in SETEC
- May 13-17, 2009 Seoul International Book Fair (Bookstart Japan as the guest of honor) Bookstart Seminar co-hosted by Korea and Japan
- Sep 10-11, 2010 Bookstart National Conference in Jecheon

## 2-3. History of Bookstart Korea

We have learned a lot from the experiences of various countries in the history of Bookstart Korea. This is the bookstart international symposium held last year.



### 일본 북스타트 | 시라이 테츠 대표

시라이 테츠 북스타트재팬 대표는 2000년을 시작으로  
오늘까지 지속해오고 있는 '일본 북스타트 운동의 18년'을  
이야기합니다.



### 콜롬비아 북스타트 | 디아나 카롤리나 레이 퀸테로 전무이사

'푼다렉투라'는 콜롬비아의 책 읽는 문화 확산을 위해 1990년에  
설립된 비영리민간단체입니다. 다양한 독서 진흥 활동과 함께  
펼쳐지는 '콜롬비아의 북스타트, 그 조용한 혁명'을 소개합니다.



### 태국 북스타트 | 쉐타팁 텃차야퐁 부대표

지난 35년간 어린이들의 더 나은 삶을 위하여 자원활동을 해온  
쉐타팁 텃차야퐁 ThaiBBY 부대표는 '태국 영유아를 위한  
독서 운동의 시작, 태국 북스타트'를 소개합니다.



### 네덜란드 북스타트 | 아드리안 란겐돈크 프로그램 코디네이터

네덜란드 독서 재단 스티프팅 레젠(Stichting Lezen)의  
'읽기의 기술(Kunst van lezen, Art of Reading)' 프로그램 코디네이터는  
네덜란드 북스타트 프로그램을 소개합니다.



### 한국 북스타트 | 안찬수 상임이사

안찬수 책읽는사회문화재단·북스타트코리아 상임이사는  
'인류 공통의 공공사업으로서의 북스타트'라는 주제로 발표합니다.

## 2-4. Effects of Bookstart Korea



- Encourage reading culture among the public
- Contribute to building 'reading families' and 'reading communities' by creating a book-friendly environment for children
- Contribute to promoting reading activities among the adults participating in Bookstart (parents, volunteers and managers)
- Parents read more as they read books to their children.
- Develop community culture through sharing the child-rearing programs of Bookstart
- Contribute to alleviating the social alienation of the underprivileged
- Realize the goal of social progress supported by the central government, local governments, public organizations, community groups and local residents(volunteers)

## 2-4. Study on the Effectiveness of Bookstart

Kim Suyeon, "An Analysis on Relations Between the Services of Public Libraries for Babies and Toddlers and Bookstart Program"(2010)



- Introduction of Bookstart program has taken the lead in the changes of the libraries. The number of library's membership enrollment rate has increased by 161%, and follow-up programs as well as services prepared for babies and toddlers have been greatly expanded.
- Library users who participated in a Bookstart program had a positive change in the way they used libraries. The number and length of visits to the library have been increased and the amount of time spent on reading books has increased overall. After participating in Bookstart programs fosterers have more book reading time with their children and many of them found that it is a very helpful means to form bonds between family members and foster both emotional and physical development of babies and toddlers'. Moreover, library user's recognition regarding the library also turned positive.

## 2-4. Study on the Effectiveness of Bookstart

Kim Hyenam(a Librarian/Ansan Sangrok Children's Library), "Babies and Library's Happy Change with Bookstart", Bookstart Collection by Bookstart Korea, p.67

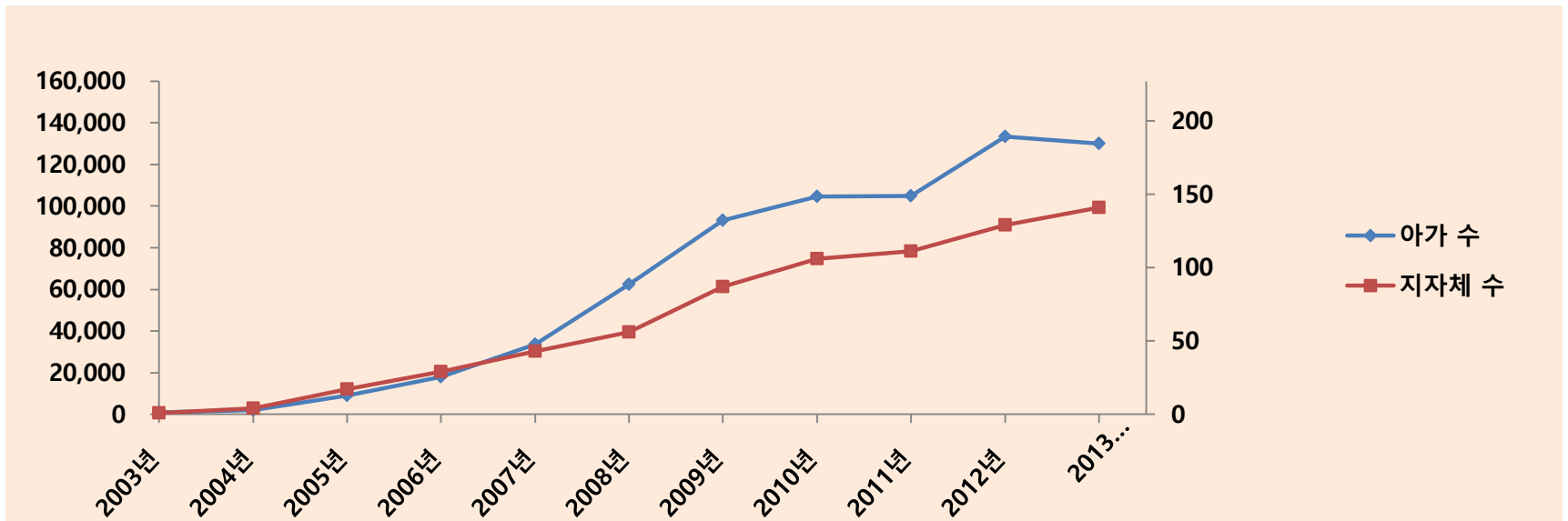


**“From the Bookstart program, I have learned that the program not only changes babies and fosterers, but also alters the environment of the library.** From the beginning of Bookstart at Sangrok library in the city of Ansan, the number of babies and fosterers visiting the library has been increased a lot. As the babies and their fosterers have come to visit the library more often, book purchases befitting the situation (books for infants, prenatal educations, and childcare) were considered, while the facility of the library was once again examined in order to become more suitable for the babies and their parents. Consequently, such consideration will bring more babies and their fosterers to the library in the future, which will eventually change the library into a facility capable of providing services for even newborn babies as young as 0 year-old.”



## 2-5. Figures for Bookstart Korea

- Each year the number of babies benefiting from Bookstart has Increased.

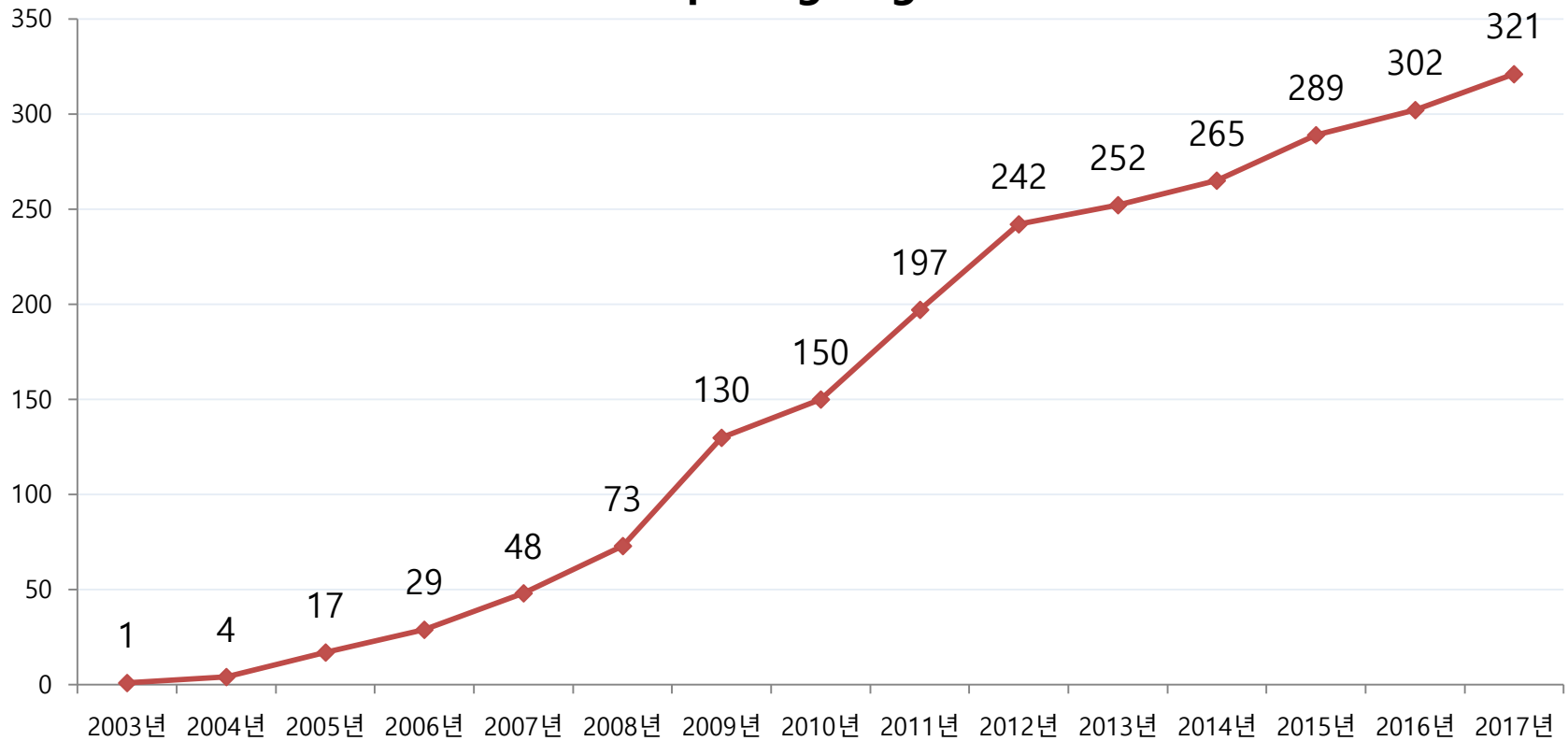


연도	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
아가 수	930	2,000	9,000	18,000	33,727	62,475	93,197	104,655	104,982	133,450	130,000	130,000	130,000
지자체 수	1(0%)	4(2%)	17(7%)	29(13%)	43(18%)	56(24%)	87(38%)	106(46%)	111(48%)	129(56%)	141(61%)	141(61%)	142(62%)

## 2-5. Figures for Bookstart Korea

Increasingly, Participating Organizations including public libraries have expanded.

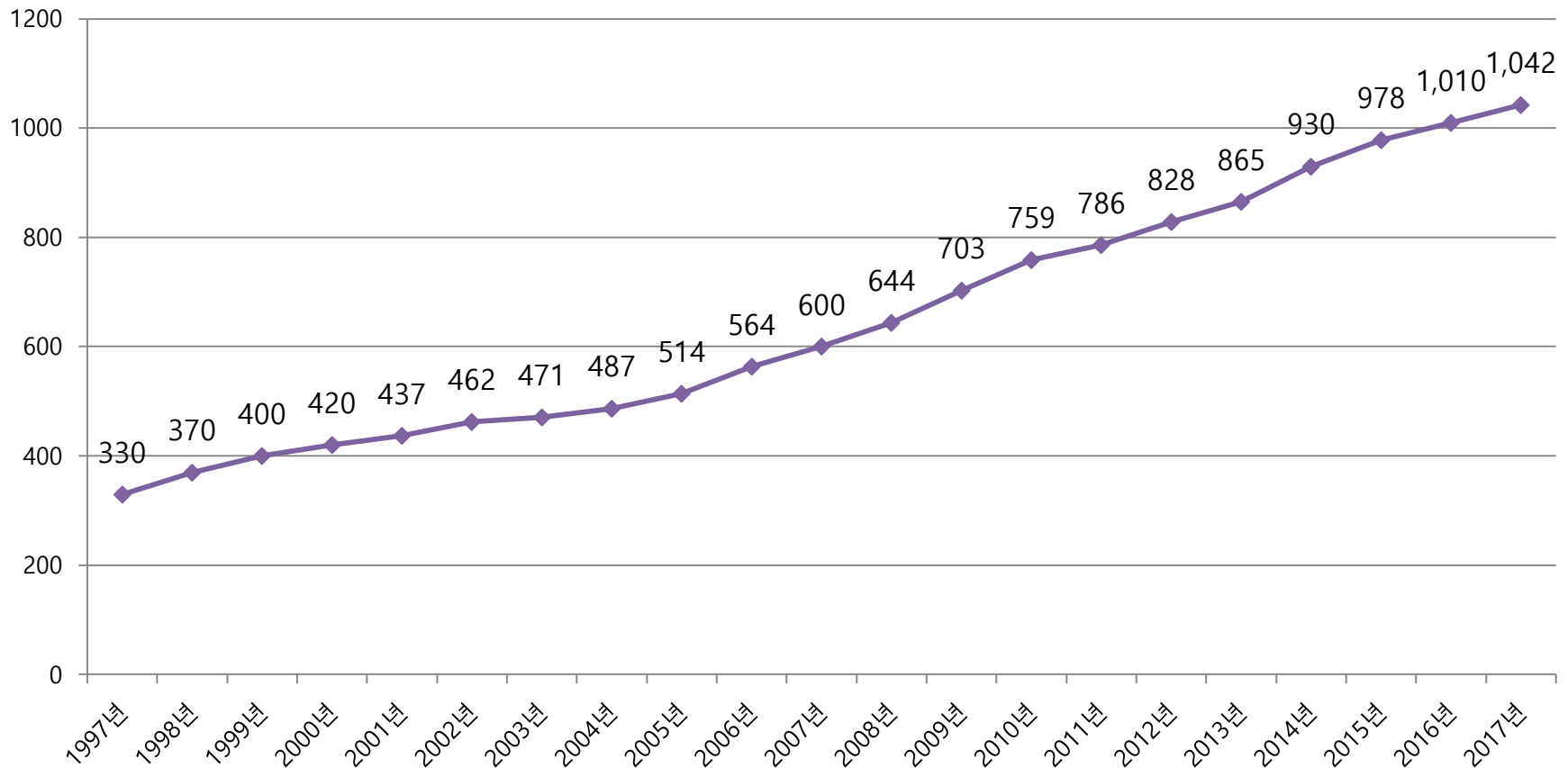
### Participating Organizations



## 2-5. Figures for Bookstart Korea

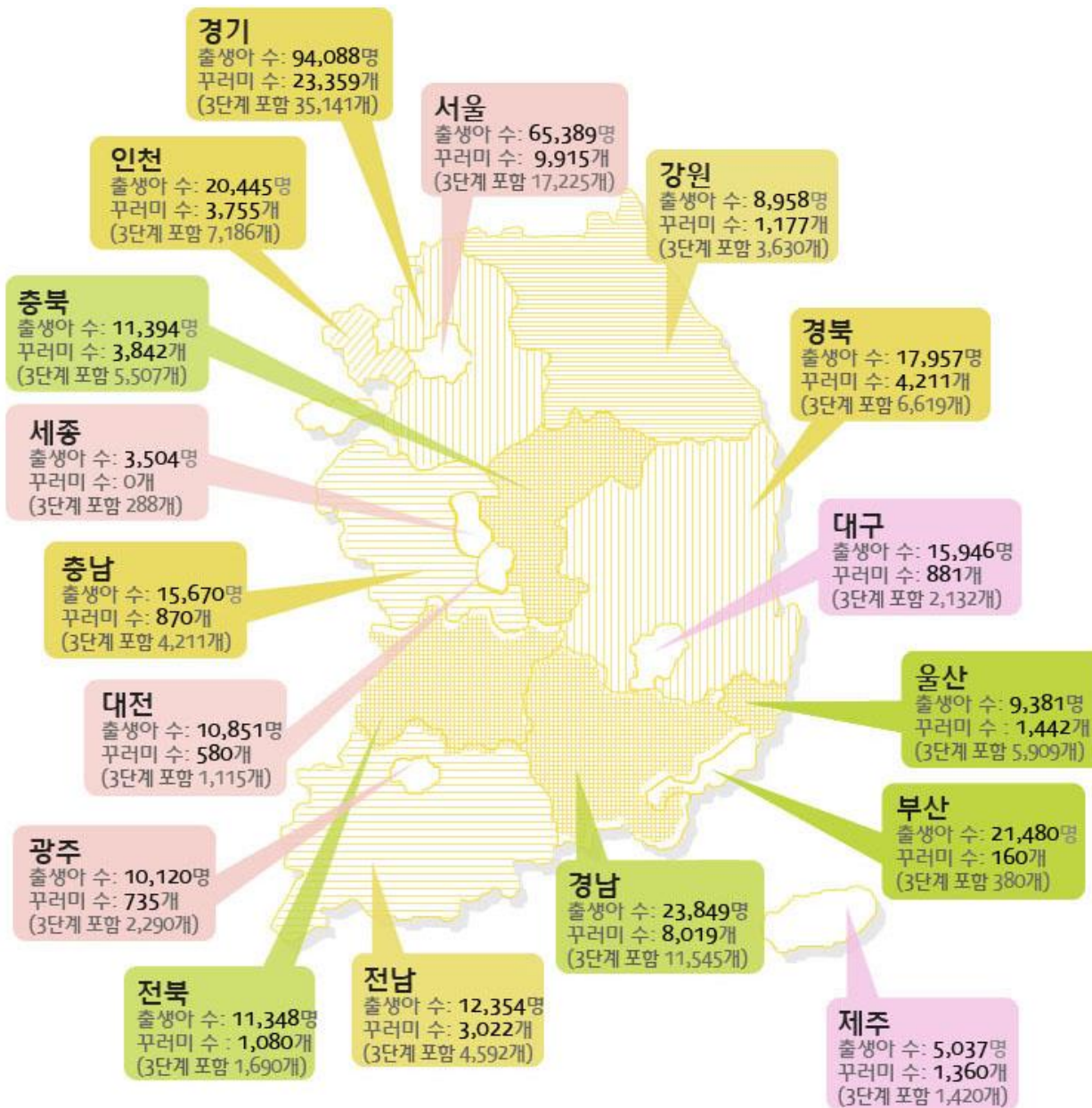
The gradual expansion of bookstarts and the gradual increase of public libraries in Korea are indicative of the same trend.

### Number of public libraries



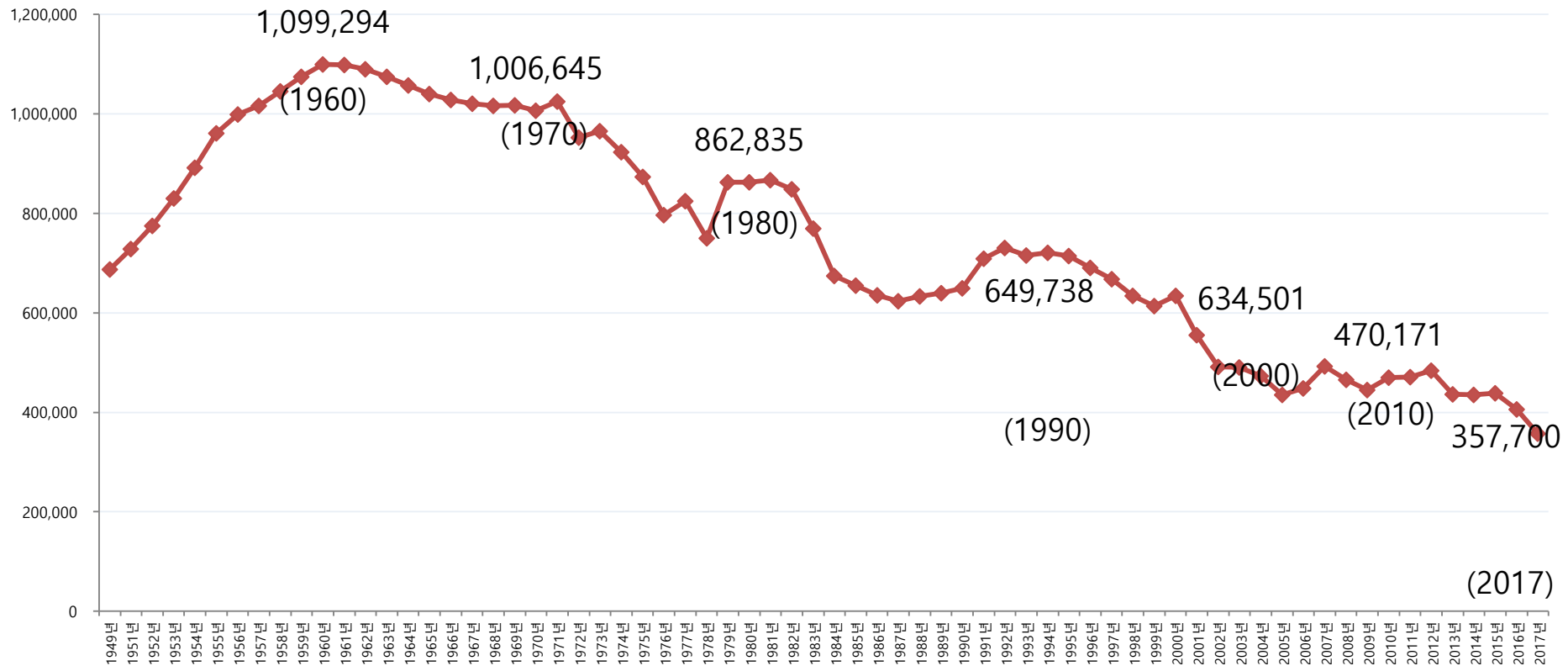
year	Number of packages	Participating Local Government	Participating Organizations
		(Percent of 229 total)	
2003년	930	1(0%)	1
2004년	2,000	4(1%)	4
2005년	9,000	17(7%)	17
2006년	18,000	29(12%)	29
2007년	33,727	43(18%)	48
2008년	62,475	56(24%)	73
2009년	93,197	87(38%)	130
2010년	104,655	106(46%)	150
2011년	104,982	126(55%)	197
2012년	133,649	141(62%)	242
2013년	121,793	141(62%)	252
2014년	125,783	141(62%)	265
2015년	94,323	142(62%)	289
2016년	93,839	136(59%)	302

Date: 2018.12.10  
Births as of 2017



## 2-5. Figures for Bookstart Korea-number of newborns

Total population of 5.125 million (2016),  
 Birth rate 1.05 (2017) Number of newborns 357,700.  
 Birth rate is falling rapidly



# 3. Bookstart Korea and Volunteers

### 3-1. Governance (by both citizens and the government)

We think that raising a baby is not only a family job but also a social one. Based on this idea, civil society, the central government and local governments have to work together to take care of the baby. Korea's bookstart is basically unfolded on the public-private governance structure.



중앙정부  
Central government

자원활동가  
(지역주민)  
**Volunteers**  
**(local residents)**

도서관  
(지역 공공기관)  
Public Libraries  
(community organizations)

지방자치단체  
Local governments

책읽는사회문화재단  
(시민)  
Book Culture  
Foundation  
(citizens)



### 3-1. Governance (by both citizens and the government)

To make Bookstart possible, there has also been support from a variety of institutions, organizations, businesses and individuals.

More specifically, those in local governments, public libraries and public healthcare centers, librarians, professors, doctors, publishers, writers, painters, and designers all did their part.

I pay my sincere respect to these people for volunteering to raise 'our' rather than 'my' children' with no thought of compensation.

## 3-2. Characteristic of Bookstart Korea-Active participation of volunteers

Volunteers are actively involved for babies in the community. This is the main characteristic of Book Start Korea.



## 3-2. Characteristic of Bookstart Korea-Active participation of volunteers

Through the participation of volunteers, creative programs are developed  
Activities are being developed to suit local conditions.



## 3-2. Characteristic of Bookstart Korea-Active participation of volunteers Volunteers go to daycare centers and multicultural families.



### 3-3. Training Program for Volunteers

Bookstart Korea offers various educational programs for volunteers. The contents of the educational program consist of an understanding of babies, an understanding of children's books including picture books, and the meaning of volunteers.



### 3-4. Volunteers Activity

Volunteers create their own reading groups(book clubs) to share the pleasure of reading.



# 4. Book, Children and Volunteers

We believe that 'Children and Books' should meet continuously.





Reading habit in childhood and children service in library that supports the reading habit make a motive to enrich people's whole life.

'Book' is an overall metaphor as well as a symbol of intellectual and emotional efforts and instruments to raise babies well.



As you can see from the bookstart case in Korea  
To make a better world, to make a more peaceful world,  
We can contribute to the development of human culture through the  
various activities of governments, civil society organizations, public  
institutions, and today's thematic volunteers.



# Bookstart: a global project transcending all boundaries

## Thank you.



Please visit Bookstart Korea homepage :  
[www.bookstart.org](http://www.bookstart.org)



If you search for '북스타트(bookstart in Korean ) on YouTube, you can find out the activities of Korea's Booksart volunteers.

[https://www.youtube.com/results?search\\_query=%EB%B6%81%EC%8A%A4%ED%83%80%ED%8A%B8](https://www.youtube.com/results?search_query=%EB%B6%81%EC%8A%A4%ED%83%80%ED%8A%B8)

This video was made when Korea's Bookstart celebrated its 10th year.

<https://www.youtube.com/watch?v=CFFruMtK8Hw&t=565s>

