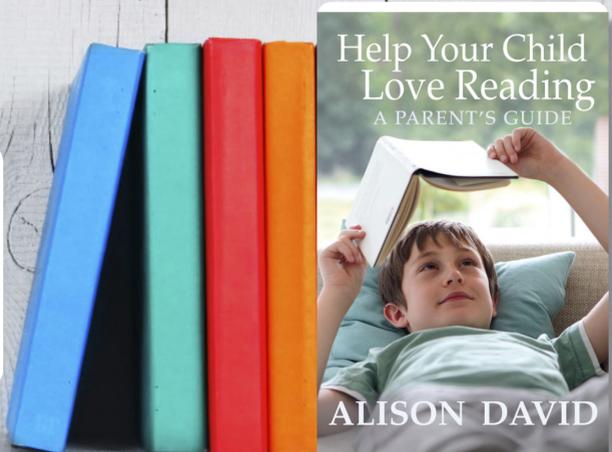


How to get your child READING FOR PLEASURE

If we want to raise a child who loves to read for pleasure, we need to be involved with our children's reading, and for much longer than we might think – well into the teenage years if we can.

We need to make regular time for it, because reading is a habit and like all habits it needs time to take root and grow. The more time we spend with our children encouraging them and sharing the pleasure of a great story, the more chance there is for reading to 'stick' and become a lifetime habit and joy.



Quiet reading...

Quiet reading time is in short supply with hectic lives and screens dominating leisure time. So we need to consciously create quiet time for our children. For instance, have some rules about turning off screens or limiting access, and have no screens in the bedroom.



Bedtime reading...

Try to commit to at least 10 minutes a day reading to your child. Bedtime reading is great of course, but it can be at other times too - after school for instance. The point is to make it regular and keep it going.

As they get older and can read for themselves, continue to stay involved and try moving to co-reading. This is where you share a portion of the text each, and allows children to access books they might not otherwise try on their own.



Independent reading...

Alongside co-reading we need to encourage independent reading too. Try the '10 minutes more' routine. This is based on the fact that most children never want to turn out the light and go to sleep!

Try saying 'lights out now, but if you want 10 more minutes before going to sleep you can read'. It's almost guaranteed that your child will go for it!



Age 0-4

Relate books to real life

Relate everyday happenings back to books you have read to stimulate their imagination and really bring the story to life.

If you see a worm in the garden, remind your child of the Mr Jelly story where he thinks a worm is a snake. Then read the book again and say 'Remember, we saw a worm today like this one in the book!'



Age 5-7

Make your child the star

A lovely thing to do is to substitute your child's name for the main character's name in the book.

Something simple like this makes the story even more magical for your child.



Age 8-11

Try alternative media

Try looking for other media adaptations – films or TV series of books. The Swallows and Amazons film or the Stig of the Dump TV series are great.

Watch it and then read the book if your child is reluctant. Or try it the other way around!



Age 12+

Share a love of books

Go book shopping together regularly. Rummage together in a charity shop or go to a book shop; let them go off on their own and choose something while you do the same, then perhaps go to a café and have a chat about what you have chosen.

Make it a special outing and a treat. Swap and recommend books to each other.

At Playground we have an extensive publishing background across all forms of media, from print to digital. Our approach to publishing allows us to monitor and understand consumer behaviour as the traditional boundaries of media consumption blur.

We've been talking to children, teenagers, parents and families about their lives for over 15 years. Working with publishers, retailers, media brands and start-ups, we are determined to give kids a voice.

As kids & family experts we're passionate about helping brands understand how to create, launch and develop ideas. From merchandising to researching shopping habits, we know how to engage your audience.