

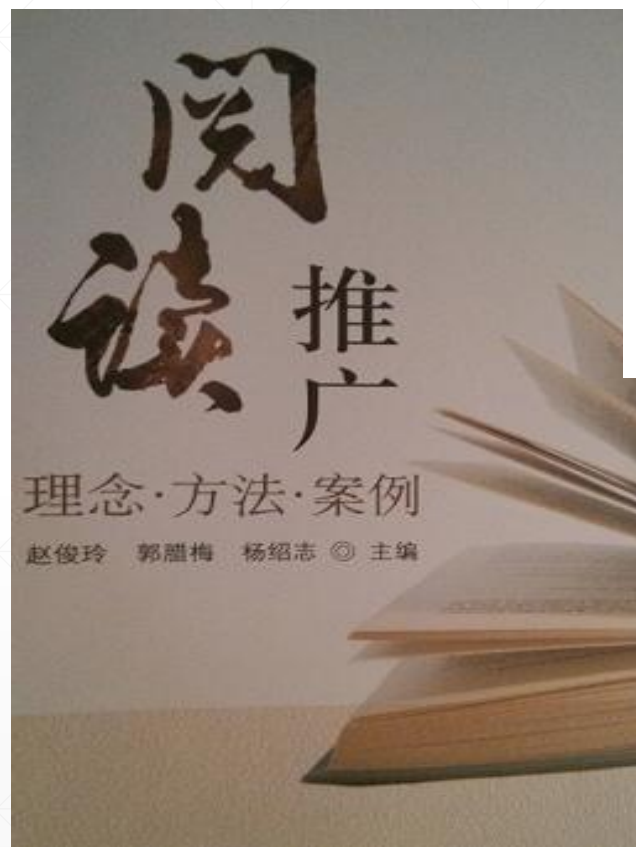
# 国外公共图书馆暑期阅读活动的设计

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# 主要内容

- 儿童图书馆阅读服务的几个基本问题
  - 暑期阅读的含义和关键点
  - 美国暑期阅读的特点
  - 英国2015年暑期阅读的设计
-

# 先来了解一下几个基本问题

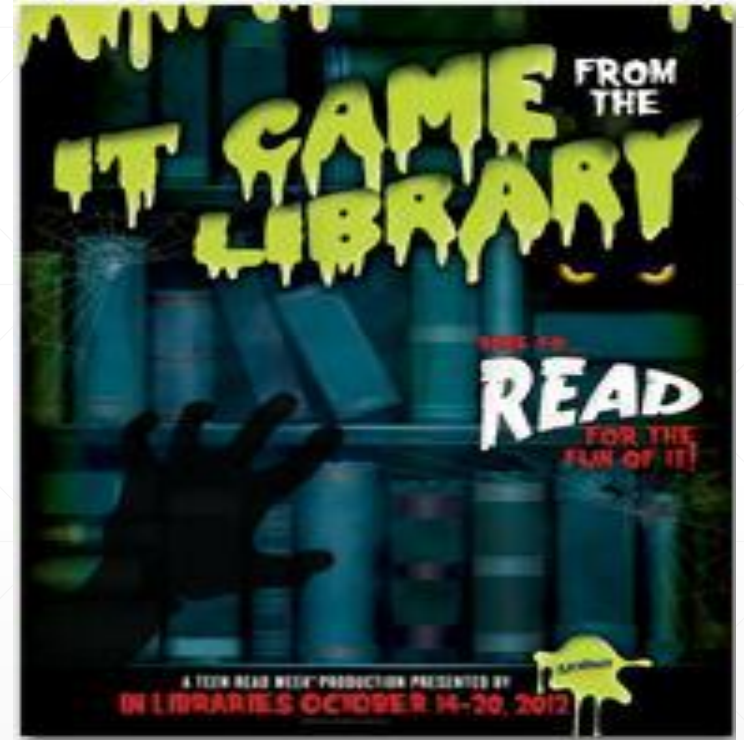
- **我们给哪些人提供阅读服务（服务对象）？**
  - 儿童、少儿、青少年、未成年人
  - Children\kids\teenager\young adults
  - Baby\toddler\preschooler etc
  - 还有哪些人群？
  - 家长（监护人等）
  - 教师
-

# 阅读服务有哪些？

- 借阅、馆藏书目推荐
  - **建立人和书之间的关联**
  - 故事时间
  - 读书俱乐部（读书会）
  - 暑期阅读活动
  - 专题阅读活动（恐怖之夜、动漫之夜、幻想之夜、音乐之夜等等、[青少年阅读周](#)）
  - **建立人之间的关联（作为交流平台的图书馆）** 
-

# 美国青少年阅读周创意节选

- 17.重新设计书籍封面大赛
- 34.大火中，你会救哪本书？
- 37.展示青少年阅读的照片
- 41.报纸上青少年评论专版
- 42.青少年为医院里的孩子读书
- 49.写一封信给你最喜欢的作家
- 51把青少年阅读吓人故事的视频放到网上。



# 其他面向儿童的服务

- 图书馆利用(library skills)
  - 信息素养教育(information literacy)
-

# 其他短课程

## Upcoming Events

Tuesday, March 26th, 2013

Lakeview Chess with Marvin Willis	3:30pm	Lakeview Branch
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Video Games at the TeenZone	3:30pm	Main Library
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Button Making	3:30pm	Main Library
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Anime Club	4:00pm	81st Avenue Branch
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Encuentros: Youth Speaks Poetry Workshops	4:00pm	César E. Chávez Branch
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Wednesday, March 27th, 2013

Teen 'Scape	2:00pm	Rockridge Branch
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象棋、游戏、制作纽扣、编织、手工、动漫等等

## Welcome to the Teen Zone!

[Home](#)



Welcome to Oakland's virtual TeenZone! This website has a ton of new stuff for you to explore! What kind of stuff? How about an extensive new [Test Preparation](#) list to help you get ready for the CAHSEE, SAT, ACT, or GED. Or, what about our new [Mind & Body](#) section with tons of local and online resources for staying healthy, getting counseling, and making choices about safe sex and relationships.

Like to read? The TeenZone's [Staff Picks](#) and [Teen Picks](#) are being updated all the time!

Looking for ways to help your community or get job experience? On the [Get Involved](#) page, you can learn how to Volunteer at the library, join your local branch Teen Advisory Group, or become a civic leader through our acclaimed [Youth Leadership Council](#).



# 面向家长和其他监护人员

- 讲座报告
- 手册和指南



This booklet was produced by Booktime, a free books programme for reception-age children that encourages reading together for fun and for pleasure.



## Sharing books



You've probably been looking at books with your child for some time now.

-  Sharing a book with a child is fun. It's a time for closeness, laughing and talking together.
-  It's good to involve everyone - brothers, sisters, grannies and granddads - the circle of people important in your family.



## 给2~3岁儿童父母的建议（节选）

- **不要奢望孩子在书前乖乖的坐着。**
  - **背诵诗歌，童谣，故意出错！**
  - 2-3岁的儿童集中注意力的时间短。寻找短小简单的文章，每次阅读的时间不需要很长，但要多读几次。
  - **觉得没有意思？**尝试不同的故事或者换个时间。给小孩子读书主要是为了给他们建立一个关于书的正面形象，而不是读完每一本书。
-

# 例子：芝加哥公共图书馆面向儿童的服务

For Kids

**Kids' Search »**

Explore »

Type Search »

Best Stories »

Find It »

**Autism Resources »**

**Especially for Foster Kids »**

**Great Reads for Kids »**

**Homework Help »**

**Internet Safety »**

**Popular Topics »**

**Programs and Partnerships »**

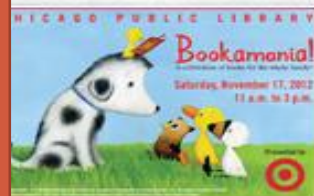
**Resources for Grown-ups »**

**Read  
Learn**

检索  
面向孤独症儿童的资源  
推荐书目  
家庭作业帮助  
网络安全  
热门话题  
服务和合作  
给大人的资源

What's Happening in the Library

You can find out what's happening in the Library this week through the [online events calendar](#). You can search by program type, name and library location. The Library has a wide variety of programs available to kids.



### Bookaramania

Bring your family to a celebration of books and reading with storytellers, performers, authors and crafts related to books.



### Children's Summer Learning Challenge

Read for fun all summer long during the annual Summer Learning Challenge open to kids 3 to 14.



### Kids Museum Passport

The Chicago Public Library partners with Museums Work for Chicago to sponsor the Kids Museum Passport program. Check out free passes to 14 world-class cultural institutions around Chicago.



# 芝加哥公共图书馆馆藏推荐

如何选择大学  
如何申请大学  
学习技能  
志愿者、约会、安全上网



Find out what's happening at the Library this week: [Search the events calendar by program type, name or location](#). The Library has a wide variety of programs for teens.

## Teen Money Smart Programs

Download Brochure

These free financial literacy programs designed especially for teens ages 13 and older, parents and educators cover everyday personal finances, money management, and college and career decisions. Programs are offered through partnerships with members of the Federal Reserve Bank of Chicago Money Smart Week Planning Committee.

## Teen Volume Reader's Theatre Project

Download Brochure



**Reader's Theatre** features dramatic readings of young adult books performed for teen audiences by teens. We're taking the words off the page and making them real!

## CPL Teen Advisory Council



Looking to make an impact in your library? Consider joining Chicago Public Library's **Teen Advisory Council**.

Teen Volume Club programming, author visits and special events for tweens and teens ages 12-18 are offered at library locations throughout the city with the generous support of the Chicago Public Library Foundation.

Map, Hours and Locations »

**Brain Candy**

- Choosing a College »
- Applying to College »
- Study Skills »
- Volunteering »
- Getting a Job »
- Money Smart »
- Dating »
- Sex »
- Staying Safe Online »
- Getting Fit »
- Parents Splitting »
- Taking Charge of Your Life »
- Teen Rights »

Ask a Librarian Click Here

# 面向孤独症儿童的图书馆介绍

## Audio Books



The library has books I can listen to.



**Books On CD**  
Listen with CD player.





# 热门话题(网络资源导航)



Animals



Art



Biography



Chicago



Environment



Healthy Living



History



Holidays



Illinois



In the News



Just for Fun



Math

## ANIMALS

### Related Databases

#### **Endangered Species »**

This ebook provides information on the many species that are threatened by extinction, from insects and arachnids to reptiles and mammals, including reasons for endangerment and ways to prevent the species extinction.

#### **Grzimek's Student Animal Life Resource »**

This e-book offers extensive coverage of the animal kingdoms grouped by the major classifications. Recommended for students in grades four and up.

#### **SIRS Discoverer »**

Find articles on animals from magazines written especially for young people. Search by typing in a word or get a list of articles on animals by clicking on "animals" in the "browse subject tree" section of the home page.

#### **World Book for Students »**

World Book for Students (Info Finder) offers hundreds of encyclopedia articles on animals. Search by typing in the "Search" box or browse "By subject" under "Science and mathematics." Recommended for students in grades three and up.

### Helpful Websites

#### **The Adventures of Herman the Worm »**

Dig in and investigate the importance of these earth friendly creatures.

相关的数据库

有用的网站



# 图书纳尼亚

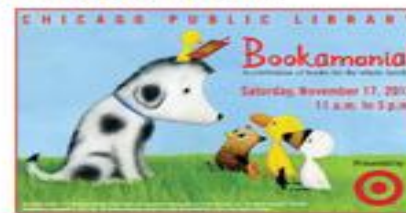
*This program took place in November 2012.*

## Calling all children ages 3 to 10 and their families to celebrate Bookamania!

Parents and children from across the city joined the Chicago Public Library on November 17, 2012, at the Harold Washington Library Center to participate in Bookamania!

- Meet authors and illustrators
- Create crafts related to books
- Hear storytellers and musicians
- See performances
- Meet favorite book characters

2012 Events Schedule »



同作者和插画作者见面  
制作和图书相关的手工  
作品  
听故事和音乐  
观看表演  
同书中的形象见面



# 面向3-5岁儿童的金融普及

## For Me, For You, For Later

For Me, For You, For Later is an initiative developed by Sesame Workshop in partnership with PNC Grow Up Great to enhance young children's understanding of basic financial concepts.

Beginning in January 2012, three-part story hour programs will be co-sponsoring focusing on the three "S's" of early financial literacy:

- Spending
- Saving
- Sharing
- With additional concepts Choice and Value

These story hours will be offered at outreach groups and participating libraries, serving children ages 3 to 5. Children who complete three-part story hour programs will receive a free paperback book.

Financial education programs for families will also be offered at participating libraries in the form of:

- Parent workshops
- Community resource fairs

These programs will help families learn how to engage in money discussions with their young children. To support families' efforts, participating libraries have collections of picture books highlighting saving, spending and sharing.

Participating libraries:

三次课程，分别是关于消费、存储和分享。  
同时有面向家长的课程，告诉家长如何和孩子谈论钱。



# 暑期阅读活动

- 为什么会有专门的暑期阅读活动？
  - 暑期学习滑坡
  - 暑期阅读主要是通过孩子在**暑期持续的阅读行为**保证孩子的阅读习惯和阅读兴趣的养成。
  - 大家可能会怎么做？
-

# 阅读任务的设计

- (1) 对**阅读数量**进行约定
  - 早期的阅读活动基本都是这种模式进行
  - 一般是希望儿童在暑假完成10本书的阅读。
  
  - 这种方式的不足？
-

## (2) 对阅读时间进行约定

- 让儿童记录自己每天的阅读时间
- 然后将阅读记录卡提交给图书馆
- 也有的图书馆发放**阅读日历**，孩子们将阅读时间超过20分钟的日子标注出来

# JULY 2015

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

summerreading.org

## (3) 个性化约定

- 根据儿童的具体情况设定不同的目标，让儿童自己设定目标，阅读几本或者多少时间。
  - 图书馆员可以给其提供建议
  - 只要完成自己设定的目标即可颁发证书、奖品等。
-

# 激励机制的设计

- 1、物质奖励
  - 存在的问题
  - 为奖品而读书？
  - 2、证书
  - 存在的问题？
  - 挑战？竞赛？
-

## ( 3 ) 公益方面的激励

- 孩子们如果认为自己做的事情对别人可能带来帮助，是有价值的，他们去做这件事情的劲头可能会更大。图书馆设计激励机制的时候充分考虑这一点，不提供物质奖励，而是提供价值感。
  - 如果80%的孩子完成阅读挑战，那么图书馆就会买100本书送给那些急需书的小朋友，通过这种方式，让孩子知道自己的阅读行为可以帮助到别人，从而激励他们阅读。
-

## ( 4 ) 游戏等其他方式

- 孩子爱玩游戏是天性，因此一些图书馆的暑期阅读通过游戏激励儿童，
  - 设计虚拟游戏角色+解锁密码
  - 发放小贴画
-



# 读什么？

- 只能从推荐书目中选
  - 可以自由选择
-

# 阅读+X

- 图书馆的暑期阅读活动，已经不仅仅限于单纯的阅读，是全方位的服务。
  - 包括提升儿童写作能力方面的、提升儿童信息素养方面的、提升儿童艺术素养方面的、提升儿童体育技能方面的等等。
  - 赛维尔县公共图书馆2004年推出的面向青少年的暑期阅读项目主题为“面向未来”，包括野外生存训练营（由公园的护林员具体讲授）、自我保护训练营（由当地警察局派人员讲授）、时间管理训练营、创造性写作训练营。
-

# 阅有所用

- 喜剧表演。基于书籍创作，通过读者阅读书籍，让孩子们基于书籍创建和表演一个滑稽短剧。
  - 手工艺制作活动。图书馆推荐读者通过阅读相关书籍来研究手工艺的历史。
  - 照顾菜园。鼓励孩子们利用暑期8个星期的时间通过阅读图书馆中相关的书籍来照料这个菜园。
  - **基于任务导向的阅读设计，通过阅读去解决一个问题**
-

# 美国暑期阅读的特点

- 联盟化发展（设计供参考借鉴的模板）
- （1）全国性暑期阅读联盟
- “Collaborative Summer Library Program”，简称CSLP。
- 进行每年SRP的统筹规划，为公共图书馆提供一个可参考遵循的模板，，成员馆可向CSLP购买海报、阅读标识、书签、证书等，也可参考后作适当修改创建自己的暑期阅读项目来满足当地读者需求。



collaborative  
summer library program

# EVERY HERO HAS A STORY

- Early Literacy/Preschool
- Ages 5-12
- Teen

\* First Name \_\_\_\_\_

\* Last Name \_\_\_\_\_

\* Phone Number \_\_\_\_\_

\* School (attended most recently) \_\_\_\_\_

\* Grade (completed most recently) \_\_\_\_\_

\* Birthdate \_\_\_\_\_

Email \_\_\_\_\_

Library Card Number \_\_\_\_\_

Student ID Number \_\_\_\_\_

May we share Library information  
with you via email?  YES  NO

\*required field

**Participation Card**

# 活动内容

**READ FOR 30  
MINUTES**

**HAVE SOMEONE  
READ TO YOU  
FOR 30 MINUTES**

**CREATE YOUR  
OWN SUPERHERO  
SIDEKICK**

**MAKE A BOOK  
ABOUT YOUR  
SIDEKICK**

**LISTEN TO  
DIAL-A-STORY**

**TIME YOURSELF  
RUNNING ONE  
BLOCK**

**ATTEND A  
PROGRAM AT  
THE LIBRARY**

**READ FOR 30  
MINUTES**

**READ ABOUT A  
CHARACTER WHO  
"SAVED THE DAY"**

**READ FOR 30  
MINUTES**

**MAKE UP YOUR  
OWN SUPERHERO  
ACTIVITY**

**WRITE ABOUT A  
SUPERHERO YOU  
WOULD LIKE TO  
HAVE & WHY**





## 培養孩子暑期閱讀習慣的十種方法

良好的閱讀能力有助於孩子的學業成功!

1. 在當地的公共圖書館為孩子申請一張借書卡。免費！
2. 幫孩子註冊參加當地圖書館的暑期閱讀計劃，免費參加圖書館舉辦的各種生動有趣的活動項目，如講故事、閱讀比賽、手工藝活動等等。
3. 每天與孩子們一起閱讀。利用旅行、看醫生及購物排隊的“等待”時間讀書。
4. 不要忘了帶一籃子書去陽光地帶、水邊、沙灘、湖或游泳池，在休息時讀書。
5. 讀您自己的書，並與孩子談論您的閱讀內容。全家分享閱讀經歷將有助於提高孩子的閱讀能力。
6. 全家每週一起去圖書館。
7. 需要其它語種的圖書嗎？請詢問圖書館員！
8. 當孩子看電視時打開電視字幕，使孩子能夠看到他們聽到的文字。
9. 將每人暑期閱讀的書單貼在冰箱上。
10. 利用從圖書館借來的圖書幫孩子了解世界。選一個全家人共同感興趣的內容，分享新發現並討論有意思的信息。

## (2) 地区联盟iREAD

- iREAD由伊利诺伊州图书馆协会发起，旨在推进图书馆阅读推广，激励本地区的儿童、青少年和成年人群众热爱阅读。2011年开始，iREAD也开始制定SRP年度主题供图书馆参考。

年度	Theme主题	
2011	A Midsummer's Night Read	仲夏夜读
2012	Reading Is So Delicious	阅读之味
2013	Have Book - Will Travel	书旅
2014	Paws to Read	享受阅读
2015	Read to the Rhythm	阅读之歌
2016	Read for the Win!	阅读引领成功
2017	Reading by Design	阅读与设计
2018	Reading Takes You Everywhere!	阅读带你环游世界!



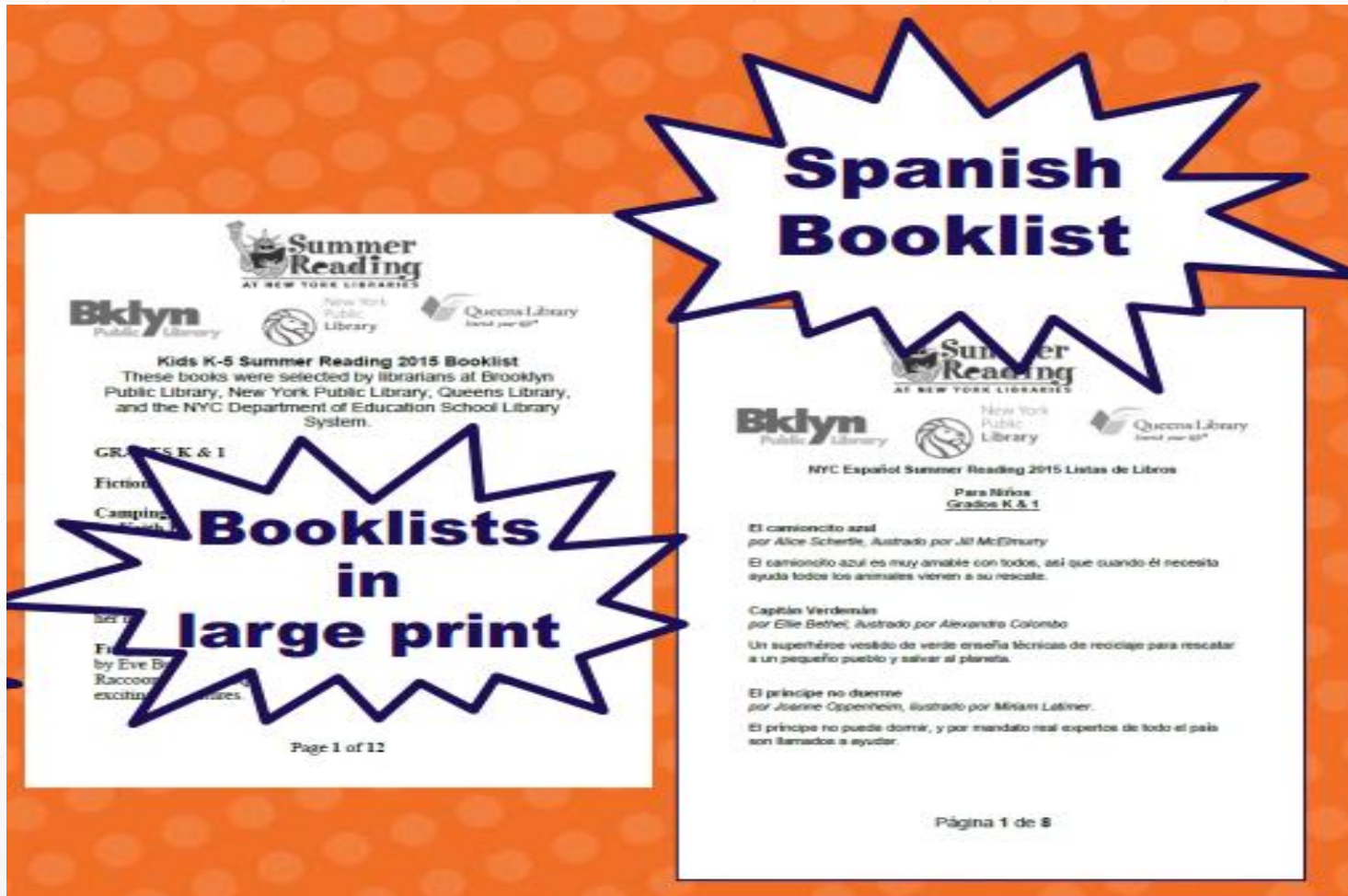
# 分级阅读理念

2013	儿童	Dig into reading	沉迷阅读
	青少年	Beneath the surface	探索未知
	成人	Groundbreaking reads	开创性阅读
2014	儿童	Fizz, Boom, Read!	当阅读来敲门
	青少年	Spark a reaction	感同身受
	成人	Literary elements	文学元素
2015	儿童	Every Hero Has A Story	每个英雄都有一个故事
	青少年	Unmask	表达自我
	成人	Escape the Ordinary	摆脱平庸
2016	儿童	On your mark, get set, read	各就各位、预备、读！
	青少年	Get in the game: read	阅读大本营

# 分级阅读理念（纽约公共图书馆的例子）

服务群体	细分对象		
Children 儿童	Babies&Toddlers	婴幼儿	0-2 岁
	Preschool and <u>Pre-K</u>	学龄前儿童	3-5 岁
	Kindergarten&Grade 1	一年级的儿童	6-11 岁
	Grade 2&Grade 3	2-3 年级的儿童	
	Grade 4&Grade 5	4-5 年级的儿童	
Teens 青少年	Middle School	中学生	12-18 岁
	High School	高中生	
Adult 成年人			18 岁以上

# 关注各类读者群体



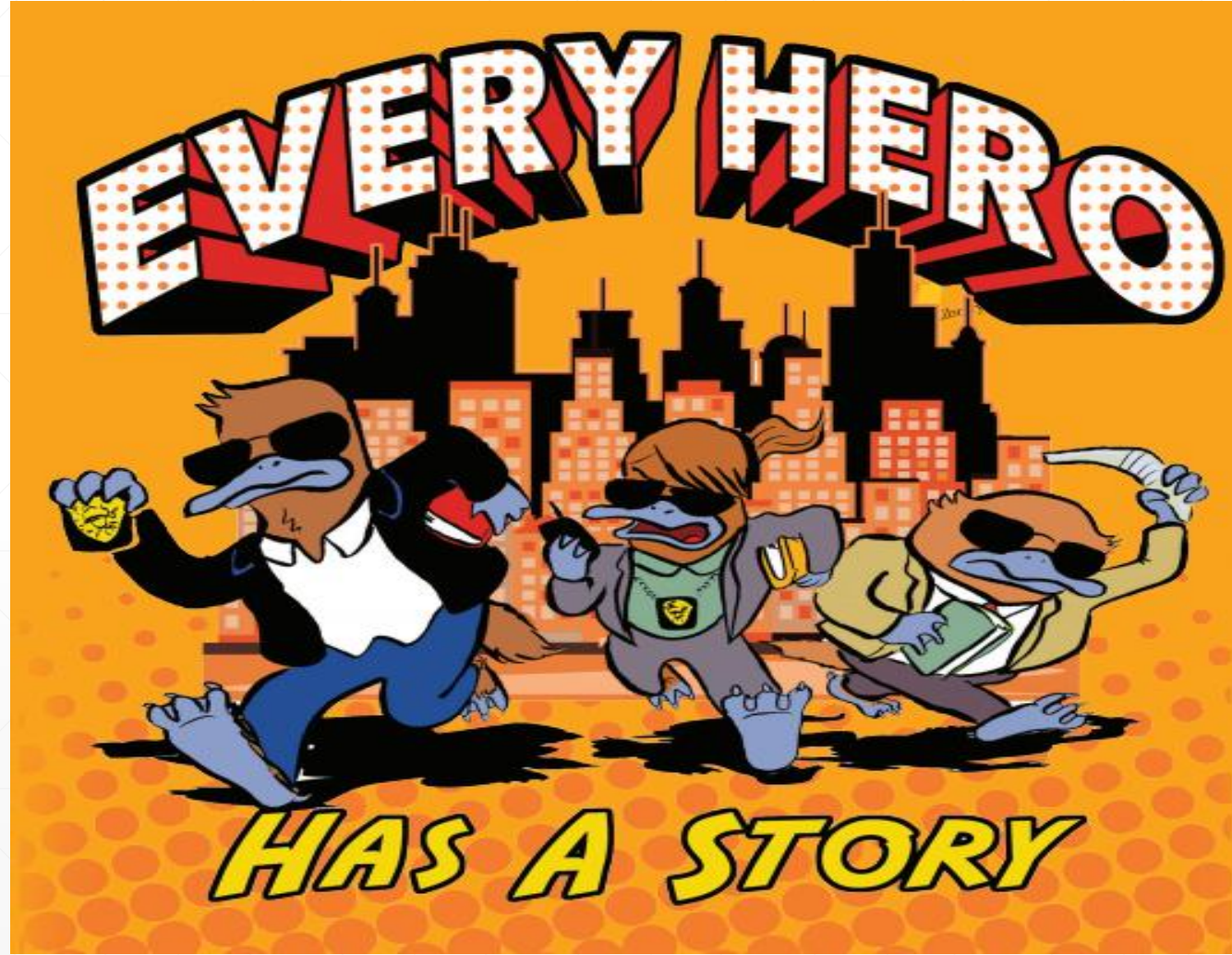
针对特殊群体，图书馆的服务趋于个性化，面向弱视群体图书馆提供大字体图书（Large Print）；

针对移民，推出了其他语种的相关书籍制作成书单。

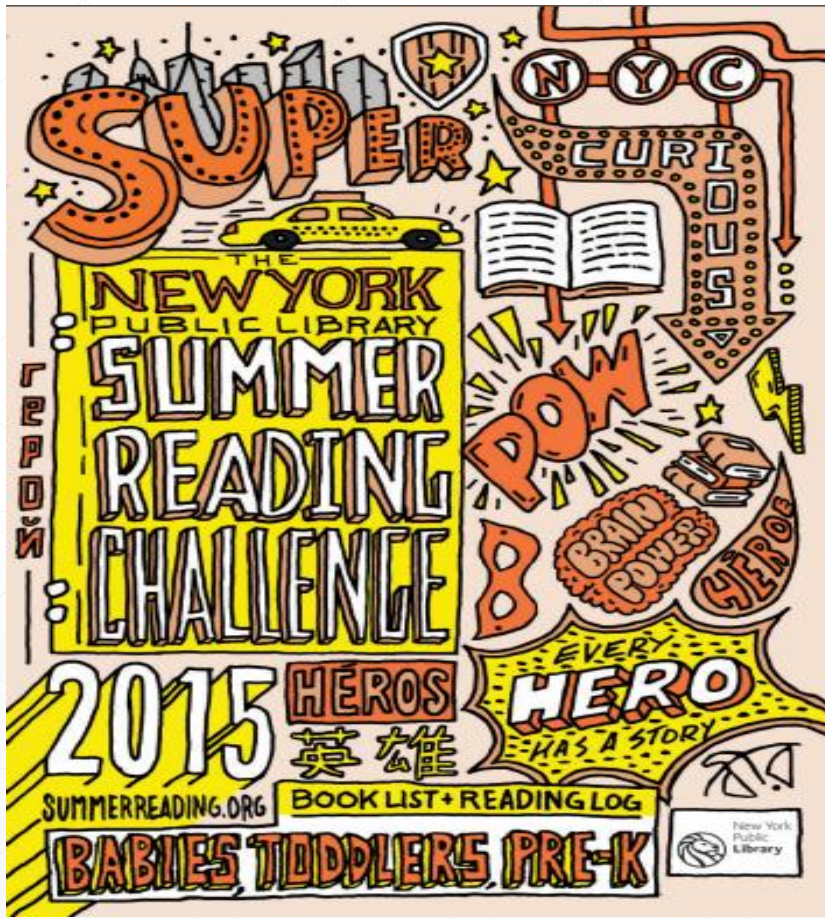




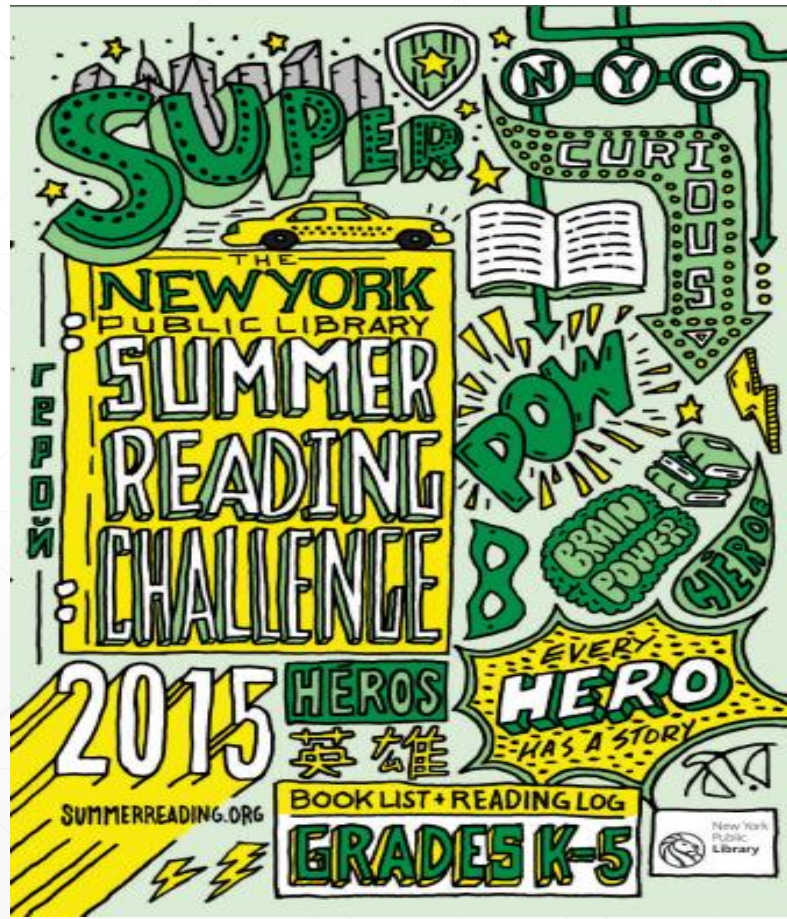
babies, toddlers, kids, teens, adults







babies、toddlers、pre-k



grades K-5



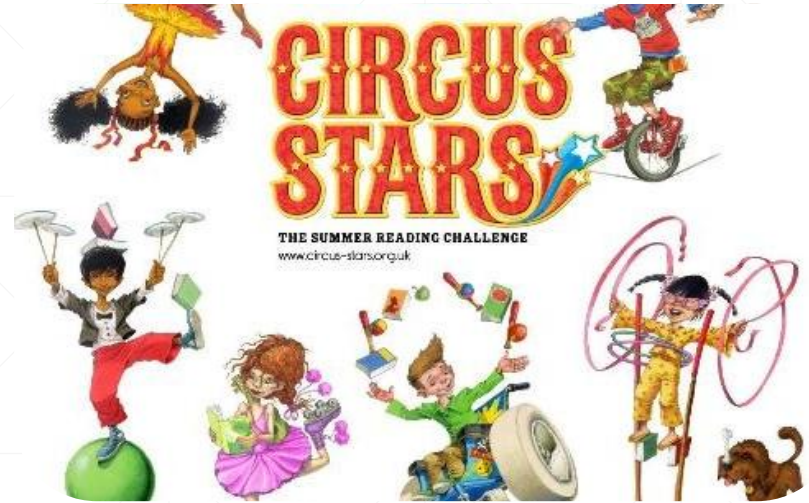
grades 6-12



# 案例 英国面向儿童的暑期阅读挑战

- 该活动始于1998年，由英国阅读社（Reading Agency）和英国各公共图书馆联合主办，旨在鼓励4至12岁的儿童每年夏季阅读6本或更多的书，鼓励儿童去图书馆阅读和享受阅读所带来的乐趣。
  - 97%的公共图书馆参与其中
  - 此种方式可能的难点是什么？
-

- 设计阅读推广主题和方案
- 每年主题都会变化
- 2011年杂技之星
- 2012年故事实验室
- 2013年可怕的房子



- 孩子读完两本书，去图书馆领取奖品贴画或者其他
- 金牌银牌铜牌
- 除此之外，还设计了交互网站，孩子们选择自己喜欢的卡通形象进行注册，还有相关小游戏，只有完成第一阶段的阅读，才可以获得解锁密码，进入第二阶段的游戏





Town/county where you live

Pick your avatar



CHART BATHS



CHART BATHS



CHART BATHS



CHART BATHS



CHART BATHS



CHART BATHS



CHART BATHS



# 续写故事比赛

- 六位著名的儿童作家先写一个简短的故事开头，剩下的部分交由孩子们完成。孩子们可以先阅读每个故事的开头部分，选择一个喜欢的故事完成自己的故事。字数不超过500字（除去开头的100字），在网站提交自己的故事，专家小组将做出评判。
-

# 设计宣传品进行充分推广

- 一个好的阅读推广项目需要前期大量的宣传。这需要推广方设计符合目标群体特点的宣传品
-

# 英国夏季阅读挑战赛

## Item 1 (on order form)



***Please see the overprint form for the copy on reverse, and overprint options:***

[www.readingagency.org.uk/children/summer-reading-challenge/](http://www.readingagency.org.uk/children/summer-reading-challenge/)

Invitations:

Size: 70mm x 205mm

Order in packs of 1000

Price per pack £14.50



# Item 2 Story Lab Core pack - enough lab models and stickers for 100 children

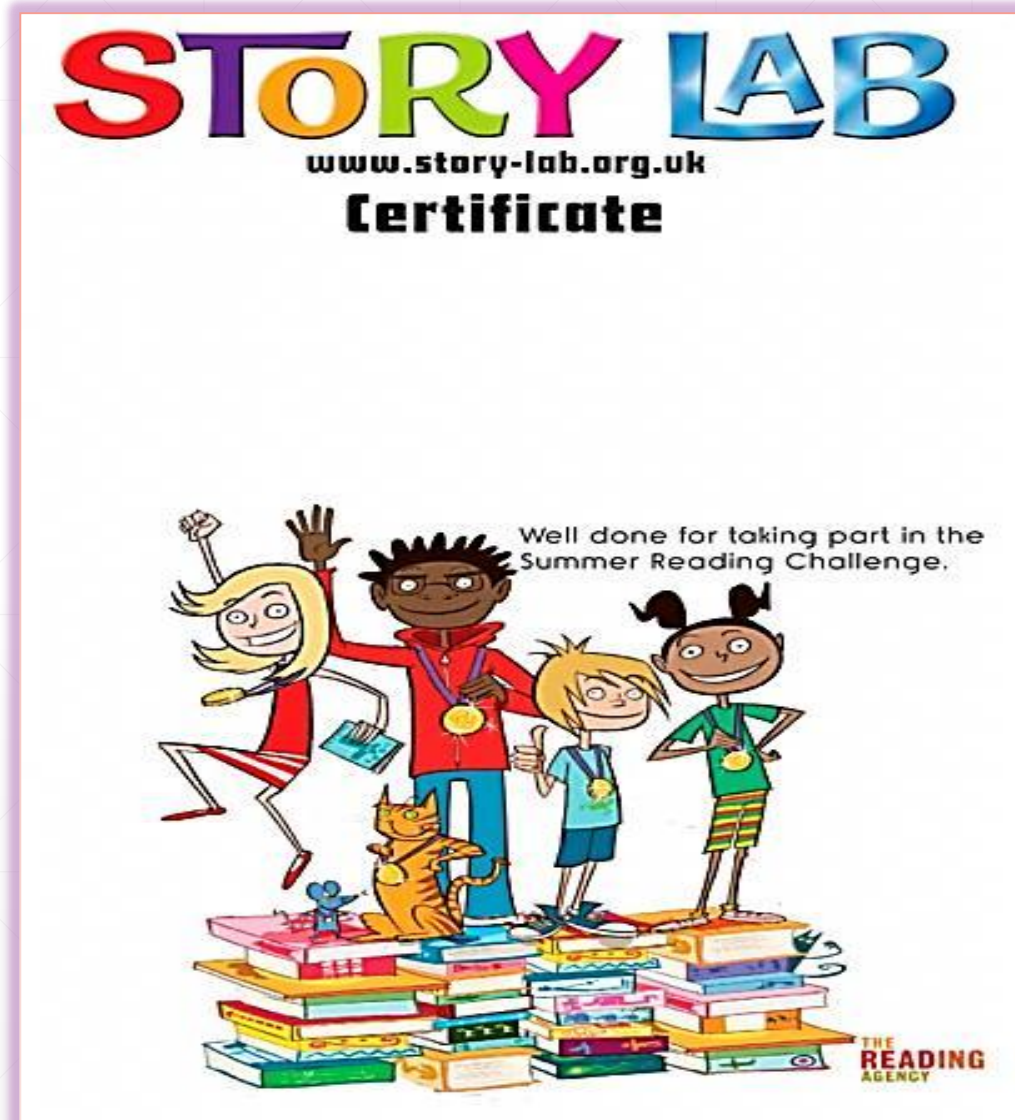


Above is the outside view of the Story Lab, laid flat.

The “pull-off” Lab Tab (where children keep a record of their books) is the last panel on the right with space for stickers. The three Challenge stages are Bronze, Silver and Gold. There are other places for the stickers, on this side and the inside of the lab (next slide).

# Item 3

# Certificates



Full colour A4 certificates help give children a real sense of achievement.

These can be left blank or can be personalised with names and are suitable for laser/desk jet printers

Size A4 297mm x 210mm

Order in packs of 100

Price per pack £6.75



## Item 4

## Medals



Above, Welsh and English medal engraving outline.  
Below, new design of SRC medal with the purple ribbon lanyard and the “pillar box” loop, resonating with the Olympic style medals (facing).



Children really treasure these.

The 2012 medal will be gold finish, non allergic metal composition, packed in individual plastic bags.

Size: 35mm diameter (5mm wider than previous year)  
Order in packs of 100  
Price per pack £25.50

Below – official Olympic medals



## Item 5

## Wristbands



Child-size silicone wristbands which help promote awareness of the challenge and make it easy to identify Story Lab participants!

The wristbands shown are last year's, but the Story Lab version will be red, white and blue with Story Lab lettering debossed (below the level of the material).

Order in packs of 100  
Price per pack: £14.50

## Item 6 Key-ring/Zip Tag



Size: 40x60mm

Order in packs of 100

Price per pack £13.75

A new item for 2012, a Key-ring/Zip tag, featuring Aesop the cat.

Photograph below of manufacturer's samples featuring Taz & Scooby Doo character, and showing the style of the hook/clasp.



# Item 7

# Story-Maker



Photograph shows last year's Circus Stars Chatterbox.

This year the Story Lab version will create short stories with different permutations, depending on the choices made at each "go".

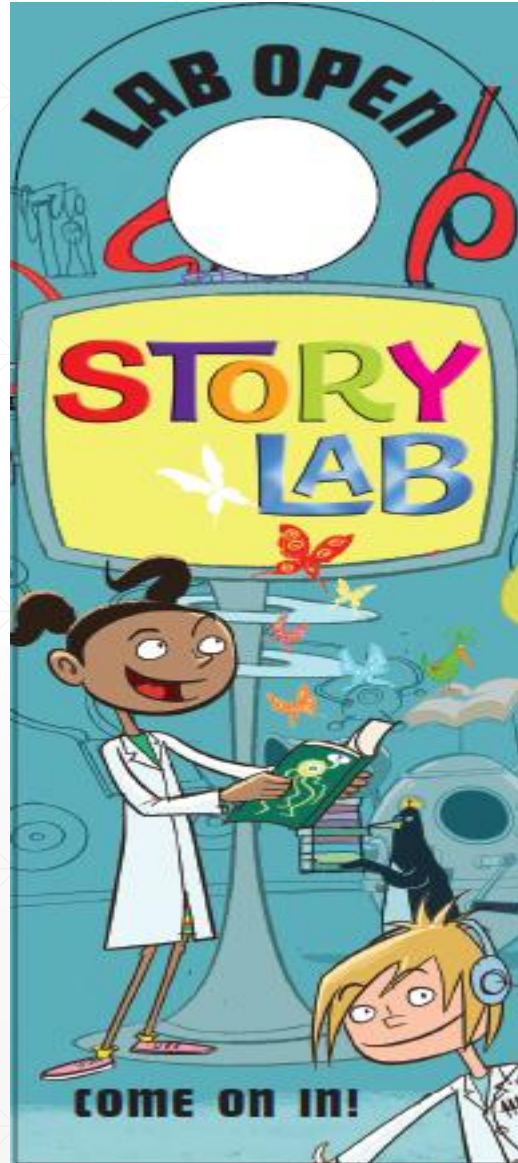
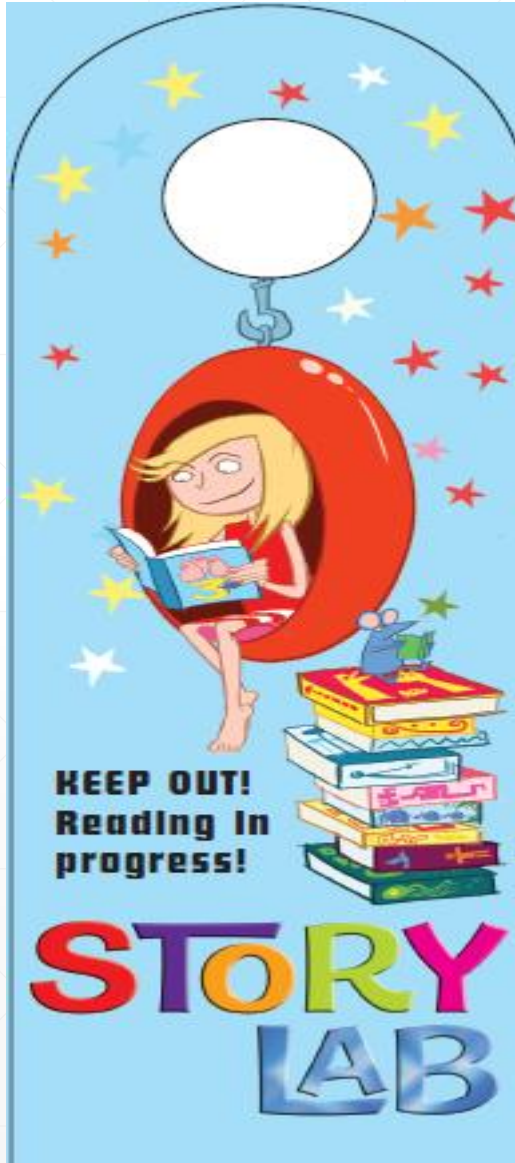
Size: 205mm x 205mm open flat

Order in packs of 100

Price per pack £5.60



# Item 8 Door hanger



Double sided

Front and back views

Order in packs of 100

Price per pack £4.40

# Item 9    Bookmark

THE SUMMER READING CHALLENGE  
The Summer Reading Challenge



Don't lose  
your place!  
**STORY  
LAB**  
[www.story-lab.org.uk](http://www.story-lab.org.uk)

Die-cut bookmark which arrives flat but will fold over so Mouse will peep out of a book!

See last year's Circus Stars sample as example of how it folds.

Size: 210mm x 205mm(flat)

Order in packs of 100

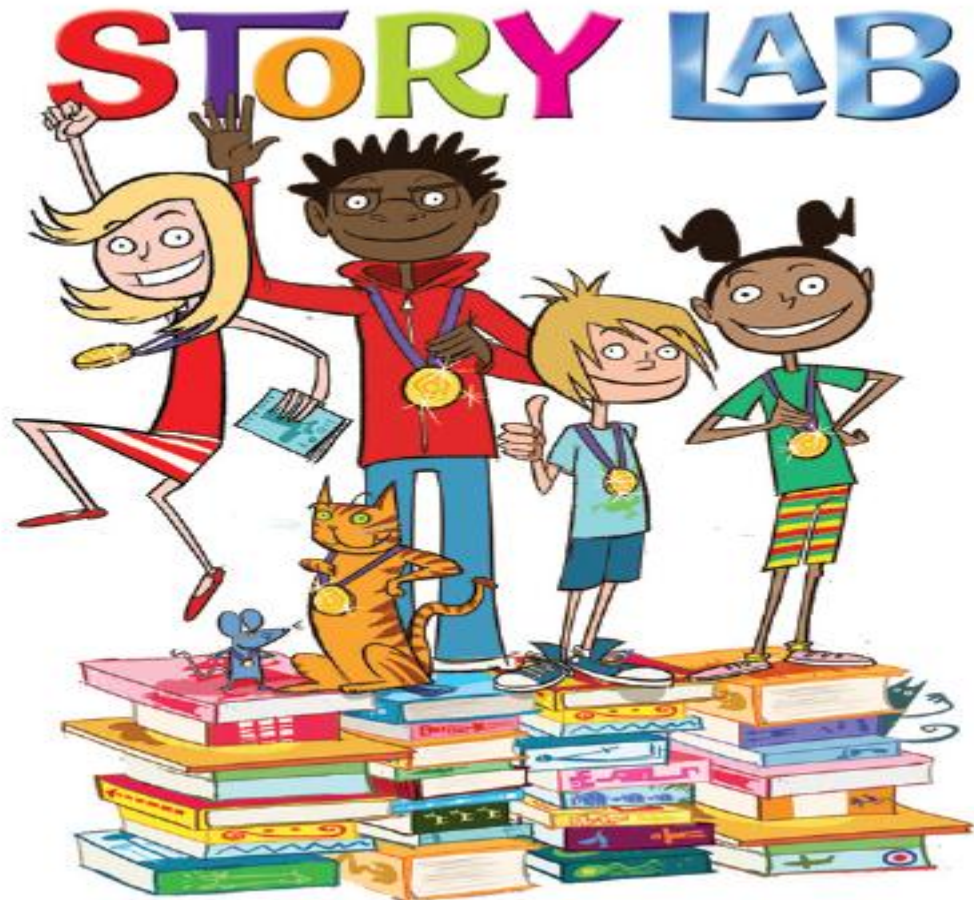
Price per pack £4.00





# Item 10

# Fridge Magnet



Displayed on a fridge, the magnet is a great visual reminder for families taking part in the challenge to visit the library.

This year it will be on heavier magnet material.

Size: 60mm x 52mm

Order in packs of 100

Price per pack: £9.00

# Item 11

# The Story Lab booklet

A notebook for older children (suitable for transition, ages 10-12), designed to stimulate the imagination, activities to develop ideas, find favourite books, doodle, have fun with words. Photographs show previous versions and sample spreads.

Size: 105mm x 140mm, 16 pages.

Order in packs of 50

Price per pack £12.00



# Item 12 Double sided Banners

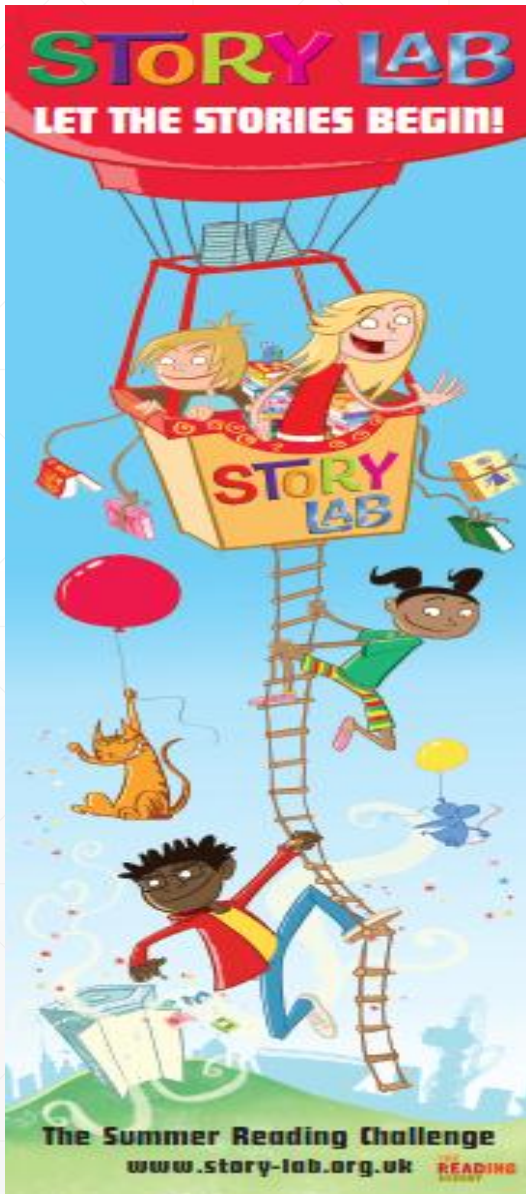


Image shows Portrait version

Giant banners in two different designs – portrait or landscape (next slide).

They are printed double sided so if you use in windows you can see them inside and out.

Size: 420mm x 1380mm

Order in packs of 10

Price per pack £12.65



# Item 12 Double sided Banners - landscape

Image shows landscape version



Giant banner, printed double sided so if you use it suspended or in windows, you can see them inside and out.

This version is useful for signposting Story Lab in the library

Size: 420mm x 1380mm

Order in packs of 10

Price per pack £12.65

# Item 13 A3 Promotional Poster



Colourful, attention-grabbing promotional posters with space for overprinting local authority and/partners logos as required

See Overprint Form for overprinting details and prices at:

[www.readingagency.org.uk/children/summer-reading-challenge/](http://www.readingagency.org.uk/children/summer-reading-challenge/)

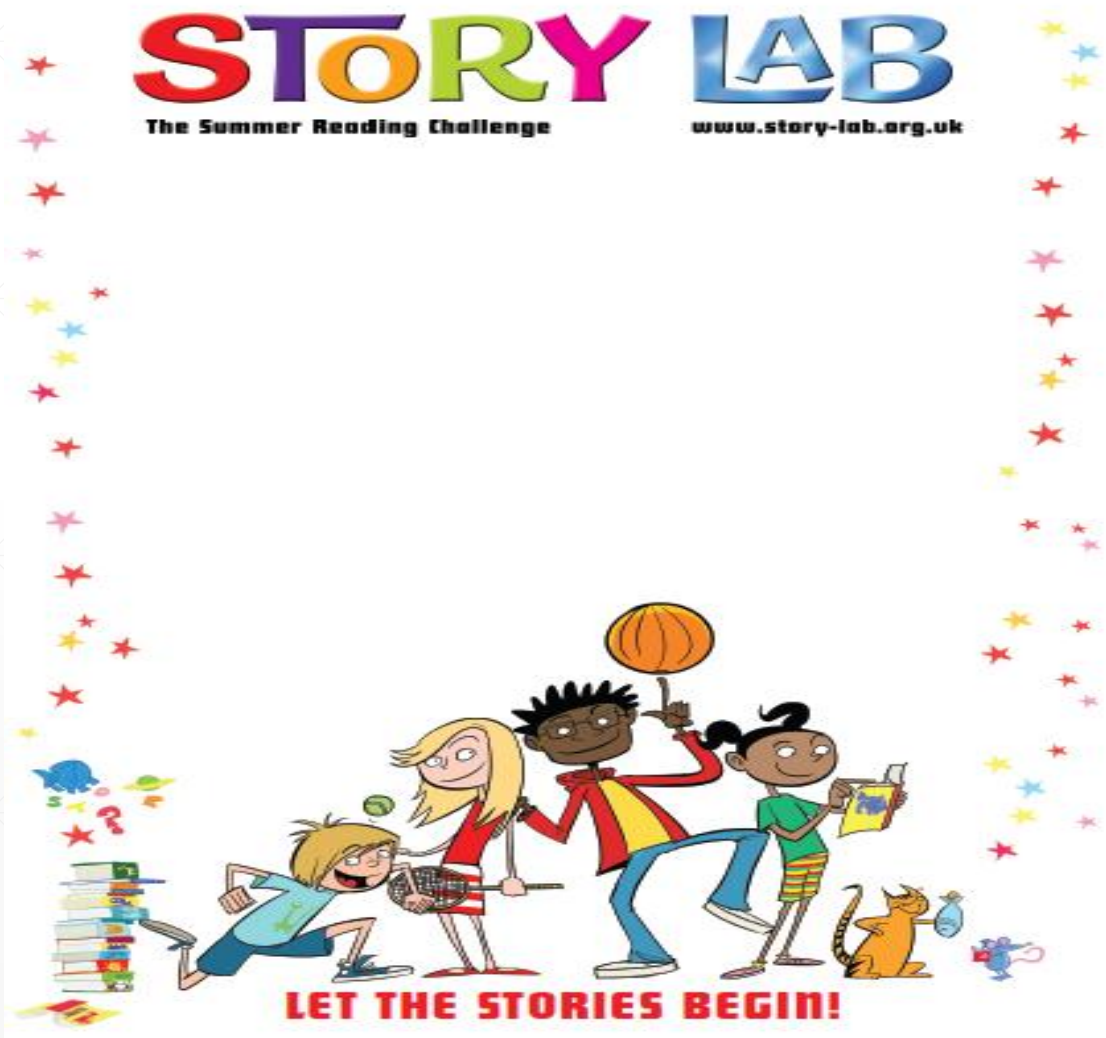
Size: 420mm x 297mm

Order in packs of 100

Price per pack £10.25



# Item 14 Events Poster



Full-colour A3 events posters, perfect for announcing your events and news.

Plenty of space for your own text, and printed on paper which can go through a photocopier/A3 printer.

Size: 420mm x 297mm

Order in packs of 50

Price per pack £6.25

## Item 15

## Promotional stickers



35 funky full-colour stickers  
on each sheet, ready to peel  
off for a variety of uses

35mm diameter peel-off  
stickers featuring ten designs.  
(35 stickers per sheet)

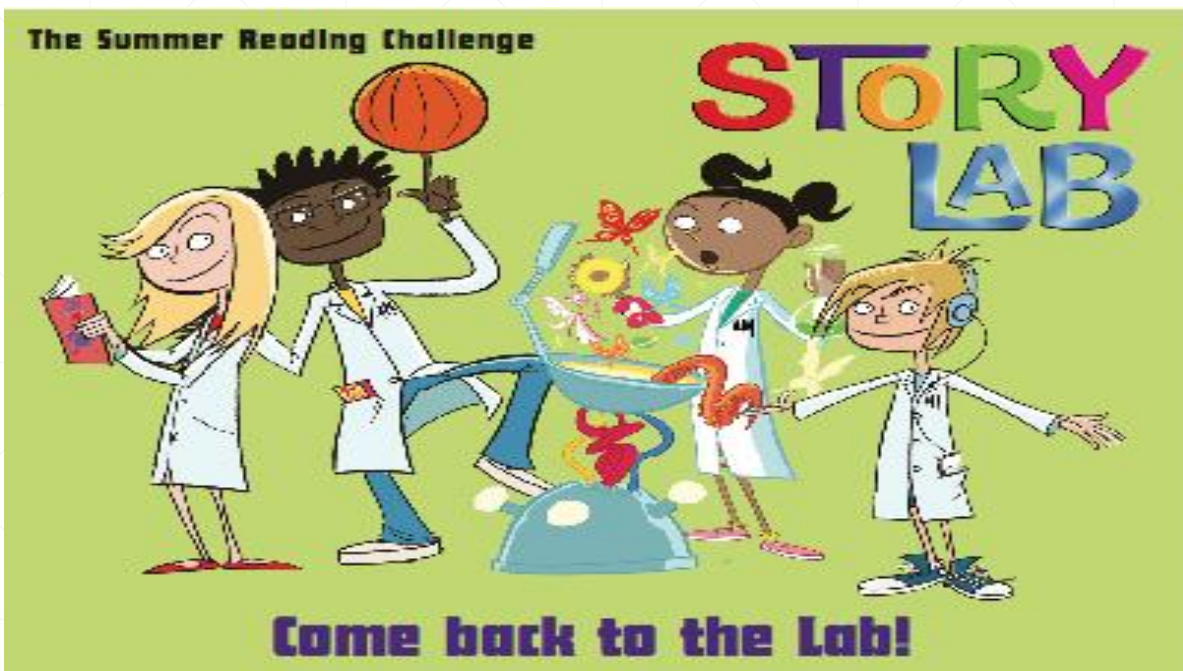
Each pack contains 875  
stickers, supplied on 25 sheets

Order in packs of 25 sheets  
(875 stickers)

Price per pack £6.75

# Item 16

# Reminder postcard



Front of postcard

We all need a little encouragement to finish what we start and these postcards will remind the Story Lab technicians to come back to the library and complete the challenge!

Size: 140mm x 105mm

Order in packs of 100

Price per pack £2.55

**STORY LAB**  
The Summer Reading Challenge [www.story-lab.org.uk](http://www.story-lab.org.uk)

How are you getting on with the Summer Reading Challenge?

If you need some help, pop down to your local library where the Story Lab is in full swing! We can help you choose what to read next, hand over your next set of stickers to complete your Story Lab (don't forget, some of them are smelly!), and offer lots of advice to help you complete the challenge.

So what are you waiting for? Turn off the TV and join us!

Psst! Don't forget, there's lots more fun online, too.

[www.story-lab.org.uk](http://www.story-lab.org.uk)



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THE  
**READING**  
AGENCY



## Item 17

## Family/carer leaflet



This gate-folded leaflet is aimed at parents/carers/ families of children visiting the library to take part in the Summer Reading Challenge. It explains the benefits of the Summer Reading Challenge, and suggests ways of supporting children during the challenge, with tips for the whole family.

The leaflet is available in different languages according to demand (See reverse of main Story Lab order form for details).

Leaflets will also be available to download in English, Welsh & English bilingual and some community languages.

Size 210mmx99mm  
Order in packs of 100  
Price per pack £8.25

# Items 18, 19 ,20

## Kit bags, T-shirts, Baseball caps



Useful for staff /volunteers

Quality, eco-friendly kit bags capable of carrying lots of books..

Order in packs of 50

Price per pack £35

Cotton medium & large t-shirts

Price: £4.75 each

Cotton baseball caps with Velcro fastening Price  
£3.25 each

Last year's Circus Stars items.

Colours for Story Lab 2012 will be lime green



# 面向家长的指南

- 英国阅读社提供了很多面向家长的指南，主要是关于夏季阅读挑战的基本信息，回应家长的一些担心。
  - 有的家长担心孩子们上网的安全问题，阅读社在指南中详细解释了“夏季阅读挑战”官网不需要孩子注册真实姓名等保障措施。
-

# 面向教师的指南

- 告诉教师如何鼓励孩子参加暑期阅读挑战，并且指导教师暑期结束回到学校，应该如何鼓励孩子继续阅读
  - 包括关于暑期阅读教师板报的制作，提供让孩子写书评的模板等。
-

# 面向图书馆员的指南和培训

- 除了给每个参加的图书馆提供开展夏季阅读挑战所需的各种物品，如海报、奖牌、证书等（这些需要图书馆购买），还向图书馆提供电子版和纸版的手册，并且提供培训。包括如何推介如何推介暑期阅读项目，PPT模版中说明可以何时加入图书馆的标志等。
-

# 公共图书馆的宣传

- ( 1 ) 选择一些孩子担任阅读大使让他们在学校进行宣传
  - ( 2 ) 使用视频短片
  - ( 3 ) 通过网站促进孩子对年度主题卡通人物的了解。
  - ( 4 ) 在You Tube上进行宣传
  - ( 5 ) 在学校开放日等向家长介绍夏日阅读挑战
  - ( 6 ) 通过学校发放学生参加夏季阅读挑战的注册表。
-



# 暑期挑战实施

- 学生到公共图书馆注册。
- 启动仪式
- 图书馆安排相应的人员定期对儿童的阅读情况进行检查，并以此评选出儿童可以获得的奖励



# 发奖及评估总结

- 每个图书馆在活动结束时会举行相应的颁奖活动
  - 英国阅读社每年要对该年度的阅读推广效果进行评估。评估数据主要来源于：
    - (1) 各公共图书馆完成的网上调查
    - (2) 各公共图书馆的报告
    - (3) 孩子和家长的意见和反馈
    - (4) 官方网站的统计。
-

- 恳请指正
- 期待进一步的交流

