

2008

Lismore Communities for Children Initiative: Lismore Let's Read feedback summary (round 1)

Sallie Newell
Southern Cross University

Publication details

Newell, S 2007, *Lismore Communities for Children Initiative: Lismore Let's Read feedback summary (round 1)*, report prepared for Rotary Club of Lismore, Lismore, NSW.

ePublications@SCU is an electronic repository administered by Southern Cross University Library. Its goal is to capture and preserve the intellectual output of Southern Cross University authors and researchers, and to increase visibility and impact through open access to researchers around the world. For further information please contact epubs@scu.edu.au.

Centre for Children and Young People



LISMORE *Communities for Children* INITIATIVE

LISMORE LET'S READ: FEEDBACK SUMMARY (ROUND 1)

FEBRUARY 2008

PREPARED BY:
DR SALLIE NEWELL

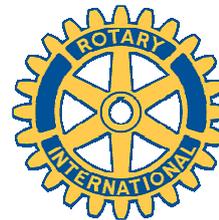
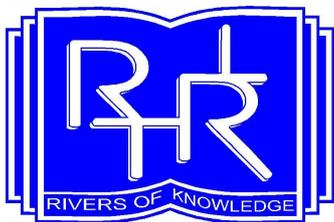


This work may be reproduced, in whole or part, for study or training purposes, subject to the inclusion of an acknowledgement of the source. It should not be used for commercial purposes.

Suggested Citation

Newell S. *Lismore Communities for Children Project: Lismore Let's Read Feedback Summary (Round 1)*. Prepared for Rotary Club of Lismore; February 2008.

PLEASE NOTE: When reading the word Aboriginal in this document, it refers to both Aboriginal and Torres Strait Islander people.



Rotary Club of Lismore



Lismore Communities
for Children



**Stronger Families and
Communities Strategy**

An Australian Government Initiative

YWCA
n s w

Supporting people
at critical times

For further information please contact:

Dr Sallie Newell - Senior Research Officer
Centre for Children & Young People

Mail: Southern Cross University, PO Box 157 LISMORE NSW 2480
Phone: 02 6620 3802 **Fax:** 02 6620 3423 **Email:** sallie.newell@scu.edu.au

CONTENTS

Background	1
<i>About Lismore Let's Read</i>	1
About this Feedback Study.....	1
The Purpose of this Report.....	1
Result Highlights	2
Respondents' Characteristics.....	2
Feedback About <i>Lismore Let's Read</i> Resources.....	2
Since Joining <i>Lismore Let's Read</i>	2
When Visiting the Library	2
Potentially Different Impacts, by Child's Age.....	2
Detailed Results	3
Who Joined <i>Lismore Let's Read</i>	3
Who was Surveyed.....	3
Feedback about the <i>Lismore Let's Read</i> Resources	4
The Free Book.....	4
The DVD	4
The Library Information	4
The Reading Suggestions	4
The Book List.....	4
Feedback About Families' Library Usage	5
Feedback About Reading with their Children	5
Appendices	6
Appendix A: Survey Instrument	6

BACKGROUND

About Lismore Let's Read

Lismore Let's Read is part of the *Lismore Communities for Children* initiative, which is facilitated by YWCA NSW, with funding from the Australian government's *Stronger Families and Communities Strategy*. It is administered and proactively promoted by Lismore and Goonellabah librarians and the Rotary Club of Lismore.

The *Lismore Let's Read* program received total funding of \$30,000 (August 2005 - June 2008) and aims to encourage families to read to their very young children. Key elements of the strategy include:

- giving one of four age-tailored *Let's Read* bags to all children aged up to 5 years - containing a free colourful book, a DVD and summary tipsheet demonstrating age-appropriate reading techniques, a list of age-appropriate book suggestions and information about the local library;
- enrolling each child receiving a bag with their local library (Lismore or Goonellabah); and
- engaging the business sector and service clubs in the project to provide commercial sponsorship to achieve long-term sustainability.

Lismore Let's Read was launched, in August 2005, by the Honourable Kaye Patterson, then the Minister for Family & Community Services. The majority of the funds have been used to purchase the resources that go into the *Let's Read* bags, allowing them to be distributed freely to local children.

About this Feedback Study

In November 2007, it was decided to conduct a survey with the families having signed their children up with the *Lismore Let's Read* program. The survey (see Appendix A) sought the families' feedback about the program and the resources provided. To allow time for reflection, only families having joined up before July 2007 were contacted in the initial round of surveying. Given the boundaries of the *Lismore Communities for Children* initiative, only families living in Lismore and Goonellabah were targeted for this feedback survey. As the survey was conducted by telephone, only families having provided a telephone number were included.

The first round of surveys were conducted in December 2007 - with their results reported here. A second round of surveys will be conducted in February-March 2008 - with their results being included in a final report based on all the survey results.

The Purpose of this Report

This report aims to give an overview of the results from the first round of surveys conducted with families having signed their young children up with the *Lismore Let's Read* program. A more comprehensive results summary will be provided in a fuller final report to be prepared after the second round of surveys has been completed.

RESULT HIGHLIGHTS

Joined Lismore Let's Read (at end June 07)	
Total children:	544
Lismore/Goonellabah children:	336 (62%)
Lismore/Goonellabah families:	262

Survey Sample	
L/G families selected for Round 1:	122 (47%)
Contacted:	71 (58% of selected)
Completed survey:	65 (92% of contacted)

Respondents' Characteristics (N=65)			
Gender:	95% female	Ethnicity:	94% Australian, 0% Aboriginal
Age:	63% 25-35 years	Child's Gender:	52% boys
Work Status:	32% part-time/ casual, 9% full-time	Child's Age:	55% aged up to 2 years
Education:	48% degree/ postgraduate, 25% up to Year 11	LLR Bag:	37% 12-month, 31% 3½-year, 17% 18-month, 15% 4-month

Feedback About Lismore Let's Read Resources					
	Child's Book	DVD	Library Info	Reading Suggestions	Book List
Who Remembered It (N=65):	100%	86%	77%	71%	58%
Who Used It (N=those remembered):	97%	76%	76%	73%	67%
Who Liked It A Lot (N=those used):	75% read it many times	57%	54%	65%	58%
Who Found It Very Useful (N=those used):		27%	36%	52%	43%

Since Joining Lismore Let's Read (N=65)	
Taken child back to the library:	89% at least once, 45% at least fortnightly
Reading with child:	88% every day, 31% doing it more
Child asking to read together:	73% every day, 38% doing it more

When Visiting the Library (N=58)	
Borrow books for child:	72% usually/ always, 25% sometimes/ often
Borrow DVDs for child:	24% usually/ always, 38% sometimes/ often
Attend Storytime / Baby Bounce sessions:	11% usually/ always, 38% sometimes/ often

Potentially Different Impacts, by Child's Age		
	Received 4- or 12-month bag (N=34)	Received 18-month or 3½-year bag (N=31)
Reading together – daily:	94%	81%
Reading together – more since joining LLR:	41%	20%
Child asking to read together – daily:	76%	71%
Child asking to read together – more since joining LLR:	55%	20%

DETAILED RESULTS

Who Joined Lismore Let's Read

From the library's database - as at the end of June 2007:

- 544 children had joined *Lismore Let's Read* - including 336 (62%) children, from 262 families, living in Lismore or Goonellabah when they joined.

Who was Surveyed

In December 2007, 262 eligible families were identified from the *Lismore Let's Read* database. In this first round of surveying, attempts were made to contact 122 (47%) of these families.

Of these 122 families:

- 71 (58%) were successfully contacted - with the remaining telephone numbers either disconnected or incorrect (n=26, 21%); or never answered (n=25, 20%).
- 65 (53%) completed the survey - representing 92% of the families contacted. Of the 6 contacted families not completing the survey, 4 (67%) declined to participate and 2 (33%) could not remember the *Lismore Let's Read* program.

Some of the families surveyed had joined more than one child up to the *Lismore Let's Read* program - but each family answered the survey questions in relation to only one child.

Of the 65 children asked about in the surveys:

- 31 (48%) were girls and 33 (52%) were boys.
- 14 (22%) were aged less than 1 year, 21 (33%) were aged 1-2 years, 16 (25%) were aged 2½-3 years and 12 (19%) were aged 4-5 years.
- 10 (15%) received the 4-month *Let's Read* bag, 24 (37%) received the 12-month bag, 11 (17%) received the 18-month bag and 20 (31%) received the 3½-year bag.

Of the 65 parents surveyed:

- 48 (74%) lived in Lismore, East Lismore, Lismore Heights or Girards Hill; 14 (22%) lived in Goonellabah and 3 (5%) lived elsewhere.
- 36 (55%) discovered the Lismore let's Read Program through a librarian, 9 (14%) through family or friends and 20 (31%) from elsewhere.
- 62 (95%) were female and 3 (5%) were male.
- 38 (58%) were not currently working, 21 (32%) were currently working part-time or casual and 6 (9%) were currently working full-time.
- 49 (75%) were not currently studying, 14 (22%) were currently studying part-time or casual and 2 (3%) were currently studying full-time.
- 3 (5%) were aged under 25 years, 40 (63%) were aged 25-35 years and 20 (32%) were aged over 35 years.
- 16 (25%) had completed up to Year 11 of high school, 7 (11%) had completed Year 12, 11 (17%) had completed a diploma or trade certificate and 31 (48%) had completed a degree or postgraduate qualification.
- 57 (88%) were non-Aboriginal Australians, 4 (6%) were overseas-born Australians and 4 (6%) were not Australian citizens.

Feedback about the *Lismore Let's Read Resources*

The Free Book

- All families remembered the free book - with 51 (78%) remembering the name of the book they received.
- 61 (97%) families had read it with their child: 47 (75%) many times, 13 (21%) a few times and 1 (2%) once.

The DVD

- 55 (86%) families remembered the DVD: 40 (63%) spontaneously and 15 (23%) when prompted.
- Of those remembering it, 39 (76%) reported having used it: 7 (14%) a lot and 32 (63%) a little.
- Of those using it, 36 (97%) liked it: 21 (57%) a lot and 15 (41%) a little/OK.
- Of those using it, 35 (95%) found it useful: 10 (27%) very and 25 (68%) a little/quite.

The Library Information

- 43 (77%) families remembered the library information: 22 (39%) spontaneously and 21 (38%) when prompted.
- Of those remembering it, 28 (76%) reported having used it: 11 (30%) a lot and 17 (46%) a little.
- Of those using it, all liked it: 14 (54%) a lot and 12 (46%) a little/OK.
- Of those using it, all found it useful: 10 (36%) very and 18 (64%) a little/quite.

The Reading Suggestions

- 42 (71%) families remembered the reading suggestions: 17 (29%) spontaneously and 25 (42%) when prompted.
- Of those remembering it, 27 (73%) reported having used it: 9 (24%) a lot and 18 (47%) a little.
- Of those using it, all liked it: 17 (65%) a lot and 9 (35%) a little/OK.
- Of those using it, all found it useful: 13 (52%) very and 12 (48%) a little/quite.

The Book List

- 34 (58%) families remembered the book list: 13 (22%) spontaneously and 21 (36%) when prompted.
- Of those remembering it, 20 (67%) reported having used it: 4 (13%) a lot and 16 (53%) a little.
- Of those using it, all liked it: 11 (58%) a lot and 8 (42%) a little/OK.
- Of those using it, all found it useful: 9 (43%) very and 12 (57%) a little/quite.

Feedback About Families' Library Usage

Of the families surveyed, **58 (89%)** reported having brought their child back to the library - with 18 (28%) reporting coming at least once a week, 11 (17%) about fortnightly, 19 (29%) about monthly and 10 (15%) once - a few times.

Of the families bringing their child back to the library:

- **55 (96%)** reported borrowing books for the child: 41 (72%) usually/always and 14 (25%) sometimes/often.
- **34 (62%)** reported borrowing DVDs for the child: 13 (24%) usually/always and 21 (38%) sometimes/often.
- **36 (68%)** reported borrowing books or DVDs for themselves: 14 (26%) usually/always and 22 (42%) sometimes/often.
- **26 (49%)** reported going to Storytime or Baby Bounce sessions: 6 (11%) parents usually/always and 20 (38%) sometimes/often.

Feedback About Reading with their Children

When asked about how often they read with their children:

- **57 (88%)** parents reported doing it every day, 6 (9%) on most days and 2 (3%) occasionally/ up to three times a week.
- 44 (68%) felt this was about the same as before joining *Lismore Let's Read*, **20 (31%)** felt it was more and 1 (2%) felt it was less.

When asked about how often their children asked them to read with them:

- **47 (73%)** parents reported being asked every day, 13 (20%) on most days and 4 (6%) never/ occasionally/sometimes.
- 39 (61%) felt this was about the same as before joining *Lismore Let's Read*, **24 (38%)** felt it was more and 1 (2%) felt it was less.

Comparing responses for children receiving the 4- & 12-month bags with those for children receiving the 18-month & 3½-year bags suggest that the *Lismore Let's Read* emphasis on the importance of reading with very young children may be reaching parents:

- **94%** of parents with younger children reported daily reading together - compared to 81% of parents with older children.
- **41%** of parents with younger children felt they were reading together more - compared to 20% of parents with older children.
- **76%** of parents with younger children reported daily requests to read together - compared to 71% of parents with older children.
- **55%** of parents with younger children felt they were asked to read together more - compared to 20% of parents with older children.

APPENDICES

Appendix A: Survey Instrument

LISMORE LET'S READ: FOLLOWUP FAMILY SURVEY

Hi, is that / can I please speak to <parent's name> ... I'm calling about the Lismore Let's Read program, a Communities for Children strategy, where young children joined the library and got a free book bag.

Do you remember joining up <child's first name> for it?

Great – we're trying to find out what people thought of it – could I ask you a few quick questions

Yes → about it please?

If they seem hesitant → It'll only take a few minutes and we can do it now or later.

Yes → Great, thanks. – **go to Q1**

No → Thanks for your time anyway.

No → OK, thanks for your time anyway.

1. How old was <child's first name> when they joined?																									
2. Do you remember which aged bag he/she got?	4 months 12 months 18 months 3½ years																								
3. And do you remember the name of the free book in their bag?																									
4. Did you ever read the book with <child>?	No Yes- once Yes- few times Yes-many times																								
5. And do you remember any of the other things in the bag? (DON'T prompt)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">DVD</th> <th style="width: 25%;">Book List</th> <th style="width: 25%;">Reading Suggestions</th> <th style="width: 25%;">Library Info</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Yes <small>(if mentioned)</small></td> <td style="text-align: center;">Yes <small>(if mentioned)</small></td> <td style="text-align: center;">Yes <small>(if mentioned)</small></td> <td style="text-align: center;">Yes <small>(if mentioned)</small></td> </tr> <tr> <td style="text-align: center;">Yes No</td> <td style="text-align: center;">Yes No</td> <td style="text-align: center;">Yes No</td> <td style="text-align: center;">Yes No</td> </tr> <tr> <td style="text-align: center;">No Yes - little Yes - lots</td> </tr> <tr> <td style="text-align: center;">No Was OK Liked - a bit Liked - a lot</td> <td style="text-align: center;">No Was OK Liked - a bit Liked - a lot</td> <td style="text-align: center;">No Was OK Liked - a bit Liked - a lot</td> <td style="text-align: center;">No Was OK Liked - a bit Liked - a lot</td> </tr> <tr> <td style="text-align: center;">Not at all A little Quite useful Very useful</td> </tr> </tbody> </table>	DVD	Book List	Reading Suggestions	Library Info	Yes <small>(if mentioned)</small>	Yes <small>(if mentioned)</small>	Yes <small>(if mentioned)</small>	Yes <small>(if mentioned)</small>	Yes No	Yes No	Yes No	Yes No	No Yes - little Yes - lots	No Was OK Liked - a bit Liked - a lot	No Was OK Liked - a bit Liked - a lot	No Was OK Liked - a bit Liked - a lot	No Was OK Liked - a bit Liked - a lot	Not at all A little Quite useful Very useful						
DVD	Book List	Reading Suggestions	Library Info																						
Yes <small>(if mentioned)</small>	Yes <small>(if mentioned)</small>	Yes <small>(if mentioned)</small>	Yes <small>(if mentioned)</small>																						
Yes No	Yes No	Yes No	Yes No																						
No Yes - little Yes - lots	No Yes - little Yes - lots	No Yes - little Yes - lots	No Yes - little Yes - lots																						
No Was OK Liked - a bit Liked - a lot	No Was OK Liked - a bit Liked - a lot	No Was OK Liked - a bit Liked - a lot	No Was OK Liked - a bit Liked - a lot																						
Not at all A little Quite useful Very useful	Not at all A little Quite useful Very useful	Not at all A little Quite useful Very useful	Not at all A little Quite useful Very useful																						
6. And do you remember there was also a ... (prompt for each not circled at Q5)?																									
7. For each remember ("Yes" at Q5 or Q6) – Did you use the ...?																									
8. For each used (at Q7) – and did you like the ...?																									
9. And how useful was it?																									
10. How did you find out about Lismore Let's Read?	Librarian Family Friend Daycare EC Nurse Other – please specify: _____																								

11. Have you brought <child> back to the library since joining up?	Yes	→ How often?	
	No	→ Q13	

12. When you bring <child> to the library, do you ...?	... borrow books for them	Never/Rarely	Sometimes/Often	Usually/Always
	... borrow DVDs for them	Never/Rarely	Sometimes/Often	Usually/Always
	... borrow books/ DVDs for you	Never/Rarely	Sometimes/Often	Usually/Always
	... go to Storytime/ Baby Bounce	Never/Rarely	Sometimes/Often	Usually/Always

13. How often do you read with <child>?	Occasionally	1-3 times/week	Most days	Every day
---	--------------	----------------	-----------	-----------

14. Do you think that's more, less or about the same as before you joined Let's Read?	More	About the same	Less
---	------	----------------	------

15. And how often does <child> ask you to read to him/her?	Never	Occasionally	Sometimes
	Most days	Every day	

16. Do you think that's more, less or about the same as before you joined?	More	About the same	Less
--	------	----------------	------

Finally, some questions to make sure we've reached a good range of families:

17. Which suburb / village do you live in?	Lismore	Goonellabah
	Other – please specify: _____	

18. Are you working at the moment?	No	Yes, part-time/casual	Yes, full-time
------------------------------------	----	-----------------------	----------------

19. And are you studying at the moment?	No	Yes, part-time/casual	Yes, full-time
---	----	-----------------------	----------------

20. How old are you?	< 25	25-30	31-35	36-40	41-45	46-50	51+
----------------------	------	-------	-------	-------	-------	-------	-----

21. What's the highest level of education you've completed or are currently doing?	< Year 10	Year 10	Year 12	Diploma
	Trade certificate	Uni degree	Postgrad	

22. Which of these best describes your ethnicity?	Aboriginal Australian	Non-Aboriginal Australian
	Overseas-born Australian	Other

23. Anything else you'd like to say – about Lismore Let's Read or the library?

That's all the questions – thanks very much for your time – we really appreciate it!!

<u>Record Genders</u>		
Child:	Female	Male
Respondent:	Female	Male

<u>Record Logsheet Info</u>		
Sheet number & row letter (eg: 1B):		
Child's first name:		Library Code: _____