

Little Readers Read-a-thon



September 5 - 16

Promoting reading and language exposure in the neonatal setting

What is the Little Readers Read-a-thon?

The Little Readers Read-a-thon is an initiative developed by Life's Little Treasures Foundation, in partnership with NIDCAP Australasia, aimed at encouraging parents in neonatal units to read to their baby every day. Held in September, this activity encourages hospitals to promote the importance of reading to babies from an early age.



Why should your hospital be involved?

Not only do babies enjoy hearing their parent's voice over any other sound, but research shows there are many benefits to reading to a baby in the neonatal unit, such as:

- supporting baby's brain development
- reducing the stress associated with being in the NICU
- encouraging bonding between baby and parent
- improved language and writing skills at school age

For more information on the many benefits of this activity, please visit: www.lifslittletreasures.org.au



How to register

Register your hospital before August 23 at www.lifslittletreasures.org.au and receive a starter pack with posters, stickers and bookmarks



Prizes

Each participating hospital goes in the running to win some amazing prize packs, consisting of popular children's books. These packs are awarded to hospitals in the following categories:

- Most Minutes Read
- Most Books Read
- Best Decorated Unit

Earlybird book packs will also be awarded to hospitals who register early. What better way to build your hospital library!

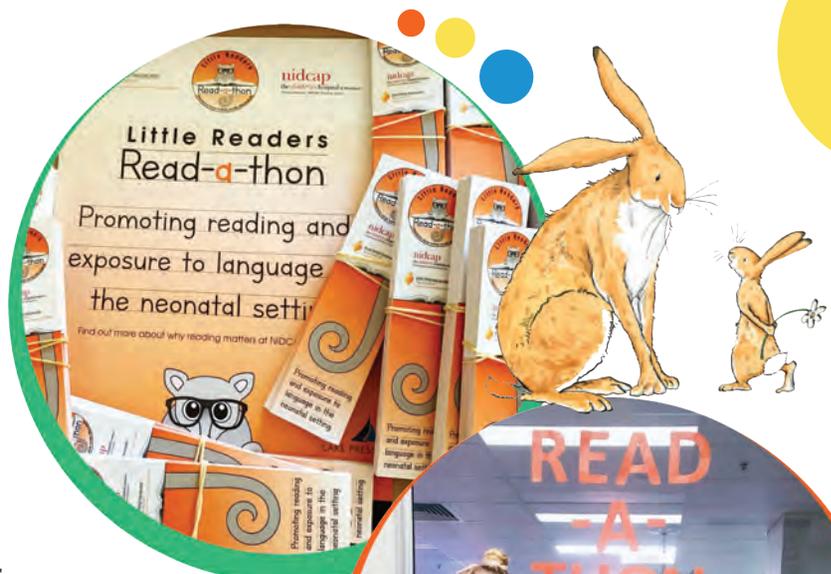


Tips on how to be involved

Hospitals are provided with access to downloadable resources, including fact sheets, parent brochures and posters to help run this activity.

We invite you to make this event your own and encourage you to have some fun with it. Some ideas on how to host the event include:

- Encourage your community to sew or knit costumes and hold your own 'Book Week' dress-up.
- Decorate your unit with your favourite book characters or quotes.
- Create 'Read-a-thon' packs for families complete with book-themed goodies.



It's never too early to start reading!