

BookStart

Discovering a book with your baby on your lap is an educative experience. Research shows that it stimulates the language and speech development of your child. It also increases concentration. These are all aspects that will give your baby pleasure throughout its life. BookStart was set up with this in mind: a programme that enables children from 0 to 4 years of age and their parents to enjoy books. For more information, visit boekstart.nl

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FOCUS ON READING

Reading aloud to the very youngest children



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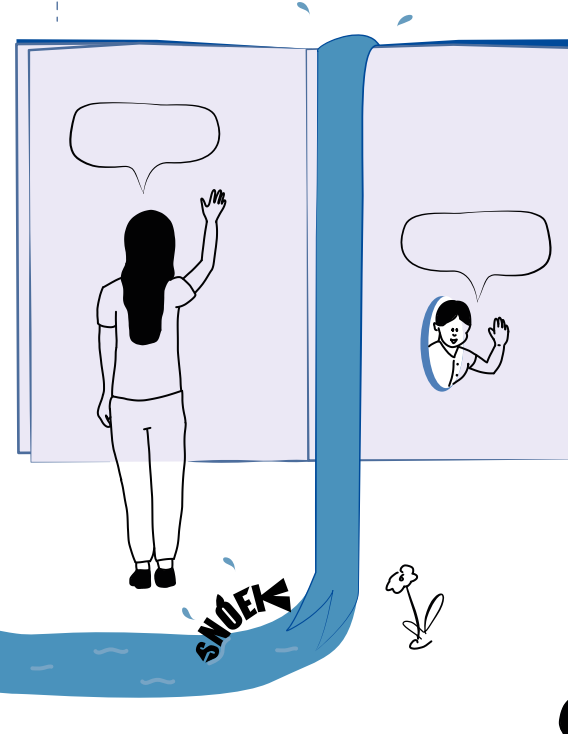
1. THE BRAIN AND LANGUAGE: DEVELOPMENT AT FULL CAPACITY

In the first years of life, the language capacity of children's brains matures. In this sensitive period, they are therefore most receptive to language stimuli from their environment.



2. UNIQUE LANGUAGE OFFERING
Babies, toddlers and preschool children encounter words that do not occur much in daily language usage through books.

3. INVITATION TO INTERACT
When they read aloud, parents talk more to their children than during other (play) activities.



4. TOOLS FOR LATER

The earlier and more often parents read aloud, the greater their children's vocabulary will be. This increases the likelihood that they will learn to read well and will be able to keep up at school. Return on investment

7. WISE INVESTMENT

Investing in the early development of children yields more than an investment at a later age. Every Euro spent on the early promotion of reading is therefore well spent.



6. WELFARE OF PARENT AND CHILD

Reading aloud is good for the social and emotional development of children. It is also a pleasant moment shared by the parent and child.



5. EQUAL OPPORTUNITIES FOR ALL CHILDREN

The language offering that children receive at home differs considerably. Reading aloud can help children from language-poor families to close the vocabulary gap.

