One Book 4 Colorado 2016: Creating a Culture of Literacy

Founded in 2012, One Book 4 Colorado (OB4CO) is a statewide annual initiative that offers free copies of the same book to every 4-year-old in Colorado. In 2016, the book was *Giraffes Can’t Dance* by Giles Andreae. More than 75,000 books were given away at more than 500 sites, including Denver Preschool Program preschools\(^1\) and both public and military libraries. Here we present survey results from caregivers and participating agencies to find out how the program went in 2016. Learn more about OB4CO at www.onebook4colorado.org.

Caregivers told us

After receiving the OB4CO book...

- My child is more interested in books & reading.
- My child talks more about books & reading.
- I think my community has a culture of reading.
- Caregivers who read to their child LESS than once a day had HIGHER levels of agreement with this statement.

Agencies told us

OB4CO impact on children & families

- Children were excited to receive the book.
- Children talked about the book with others.
- Parents showed an increased awareness of the importance of childhood reading.
- After OB4CO, more families view libraries as a resource for books and activities related to childhood reading.
- OB4CO brought new families to the library.
- Parents expressed more interest in attending children’s programs offered by my library.

OB4CO impact on agencies

- The book giveaway helped my agency promote reading among young children.
- Participating in OB4CO was an effective use of my agency's time and effort.
- OB4CO provided an opportunity to reach out to other agencies interested in childhood education.

1. www.dpp.org

Author: Miranda Doran-Myers, Research Assistant
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