

One Book 4 Colorado 2014: Creating a Culture of Literacy

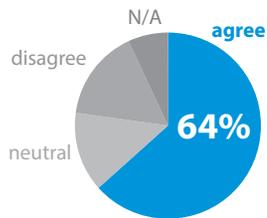


Founded in 2012, One Book 4 Colorado (OB4CO) is a statewide annual initiative that offers free copies of the same book to every 4-year-old in Colorado. In 2014, the book was *Grumpy Bird* by Jeremy Tankard. More than 75,000 books were given away at more than 500 sites, including public libraries, Reach Out and Read Health Clinics,¹ and Denver Preschool Program preschool classrooms.² Here we present survey results from caregivers and participating agencies to find out how the program went in 2014. Learn more about OB4CO at www.onebook4colorado.org.



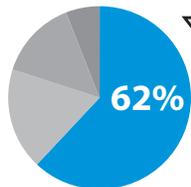
Caregivers told us

After receiving the OB4CO book...



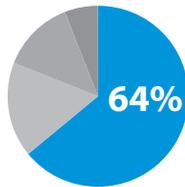
Caregivers with **FEWER** books in their homes had **HIGHER** levels of agreement with all 3 of these statements.

I spend **more time** reading with my child.



My child **talks more** about books & reading.

"My 4-year-old hugged the book and said, 'I get to keep it? That's so awesome!'"



My child is **more interested** in books & reading.

"We like that it strengthens our connection with our local, small town, rural library."

"My family got two books, one in English and one in Spanish. We speak Spanish at home, so my kids loved to identify the same words and hear the story in two languages."

1. www.reachoutandread.org
2. www.dpp.org

Agencies told us

OB4CO impact on children & families

"Great choice of book. The kids loved it."
"This is an awesome program. I love it more each year!"

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.



Parents expressed **more interest** in attending children's programs offered by my library.

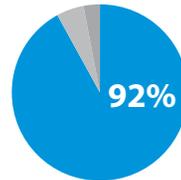


OB4CO brought **new families** to the library.

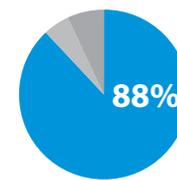


OB4CO impact on agencies

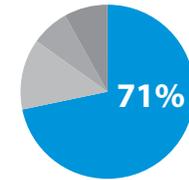
"[OB4CO] provides a fantastic opportunity for us to work with the preschool class. It sets a great tone for the children and their parents when they take home a free book from the library."



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.