Montreal Children’s Hospital Experience

• Since 2006
  – Books for Babies
  – Lire/Imagine/Read (LIR)
    • Family Literacy Day (FLD)
  – BiblioExpress

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Goals of literacy initiatives at MCH

• To provide families with information about the importance of reading for their child’s development and to promote family togetherness

• To provide pediatric health care providers with the tools to effectively provide advocacy, anticipatory guidance, and support for family literacy

• To create a hospital culture that acknowledges, values, and promotes the links between literacy and health
Books for Babies

- Clinical nursing intervention in the Neonatal Intensive Care Unit (NICU)
  - Study published in 2011
    - reading helped parents to feel closer to their baby
    - parents who read to their infant in the NICU continued to do so at home

Journal of Developmental & Behavioral Pediatrics. 32(2):146-152, February/March 2011. DOI: 10.1097/DBP.0b013e318203e3a1
Books for Babies

• Parents reported a sense of control, normalcy and intimacy with their infant, and that they would otherwise not have known they could read to their baby at such a young age
“I walked into the NICU and saw my baby attached to so many tubes. I told my husband that I didn’t know what to do and he said “Just talk to him”. I told him I didn’t know what to say. The nurse said I could read to him if I wanted to and gave me a book, I started to read, and then the words came.”
Books for Babies

• Bookplate

• Letter

• Book
  – Many titles
Table 4. Report of Reading and Its Effects at 3 Months Post-NICU Discharge

<table>
<thead>
<tr>
<th></th>
<th>Control Group (n = 57)</th>
<th>Intervention Group (n = 59)</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading: yes</td>
<td>16 (28.1)</td>
<td>46 (78)</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Reading more than 3 times per week</td>
<td>10 (17.5)</td>
<td>33 (55.9)</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Reading is something we both enjoy</td>
<td>13 (22.8)</td>
<td>51 (86)</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Reading helps me to feel closer to my baby</td>
<td>12 (21)</td>
<td>40 (68.7)</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Reading takes more time than I have to give</td>
<td>14 (24.6)</td>
<td>22 (37.2)</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Advised to read by health care professional other than in hospital</td>
<td>3 (0.9)</td>
<td>4 (6.8)</td>
<td>NS</td>
</tr>
</tbody>
</table>

NICU, neonatal intensive care unit; NS, not significant. Values are presented as n (%).
Lire/Imagine/Read

- Ambulatory Clinics
- Integrated into the Department of Pediatrics (Social Pediatrics Program)
- Partner with
  - Family Resource Library
  - Child Life Education
  - Speech and Language Pathology
  - Volunteer Services

http://www.thechildren.com/patients-families/hospital-services/lireimagineread
Clinics Participating

- Pediatric Consultation
- Residents’ Continuity
- Multicultural
- Neonatal Follow-Up
- Adolescent Mother-Baby
- Child Development
Our Clinical Intervention

• Children aged 0-5 years
  – a developmentally-appropriate new book
    • available in 26 languages
    • Multiple titles
  – bookmark and both oral and written information about the value of reading together.
  – Pamphlets developed in house and CPS developmental milestones
Our Clinical Intervention

• Anticipatory guidance pertaining to literacy milestones is provided
  ➢ Post CPS guidelines in offices

• Families are encouraged to visit their local library and to start or continue a habit of reading

• A list of multicultural resources in the city is available
  ➢ Developed by us and the centre for literacy
Advocacy

• Screen children for language issues and families for literacy orientation (i.e. “is reading a regular activity? Do parents have reading difficulties?”)

• Refer the child to audiology and/or speech and language services and the parent to adult literacy services as indicated
Information Pamphlets

• Brochures developed in-house are available for parents with information about how to encourage reading with children of all ages.
Storytime

- Outpatient waiting rooms have a “reading corner” where volunteers read to children to model shared book reading and help decrease the stress of waiting for appointments.
Family Literacy Day

• Every January
  – ABC Canada

• Raise awareness about literacy with all staff and families (hospital climate)

• Activities
  – Pediatric Grand Rounds presentation
  – community resource kiosks
  – free books for all children
  – Hospital staff involvement encouraged by refreshments and a drawing for a door prize
BiblioExpress on wards

Inpatients

- Weekly visit by volunteers
- Anticipatory guidance and book distribution
- Staffed by volunteers and overseen by the Family Resource Librarian
The leadership team

- A part-time project coordinator (1 day a week)

- hospital champion

- medical champion
Coordinator role

• Education and support *
  – Teaching, assisting with program set-up in other centres

• Manage volunteers

• Oversee program in clinics

• Order books

• Statistics

• Participate in research

• Fundraising

• Etc.!
Education

• Topics

1. Definitions of literacy, health literacy, early childhood literacy

2. Relationship of health and literacy

3. Our programs

4. Resources
Education

5. Why it is important to promote: topics covered
- CPS recommendation
- Local and national statistics
- Brain development
- Effects of low literacy
- Research
- Resources
- Videos

Common Parent Questions:
- E-books and bilingualism
- How to engage/read
Our Experience

• Evaluation by staff focus groups and feedback from families

• Need for a paid coordinator

• Mother-tongue books: families who did not have a history of reading with their young children seem more open to reading when it is in their language

• Privately funded by donors to the hospital foundation

• Networking with others through the CPS and CAPHC provides an opportunity for sharing and advocacy
Our Challenges

• Funding
• Isolation
• New staff all the time
• Time for research
• Move to new hospital
What’s next?

• Keep the discussion going
  – CPS list serve: CPS-ReadSpeakSing-list-owner@mail-list.com
  – Conference?
  – Your ideas
  – Please keep in touch!
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    • Carol.Mcdougall@iwk.nshealth.ca
    • ashaw@cheo.on.ca