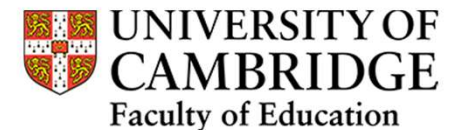


Playtime with Books

Scaling an evidence-based
book sharing intervention

Eloise Stevens and Tom King
PEDAL Conference 2026



What is book sharing?

An interactive, playful activity

Parent follows the child's interests, talks about the pictures, and actively involves them in the book, rather than simply reading the words.

Creates rich opportunities for language learning

Encourages shared attention, conversation, and interactions that support children's early development. Book sharing can be a great first step to building a love of books in children.

Relationship and social-emotional benefits

Strengthens parent-child relationships through responsive interactions, supporting engagement, sensitivity, and social-emotional development.



Adapting the programme for virtual delivery

- Adapted the evidence-based **face-to-face** group Picture Book Sharing intervention (developed by Murray & Cooper) for **virtual delivery** to enhance its accessibility and acceptability to families
- Developed a 'Theory of Change' and based our adaptation on this
- Rapid Cycle Design and Testing to develop programme

PLAYTIME WITH BOOKS

PROGRAMME'S CORE COMPONENTS



Parent receives book pack/sources books



Parent either receives four free picture books or sources four appropriate books to use throughout the programme

Welcome call and video



Parent meets their facilitator in a short welcome video call and watches a brief video to learn more about the programme

Book sharing skills



Parent watches online content that introduces them to skills they can use when book sharing with their child

Daily book sharing



Parents are encouraged to try the skills themselves with their child when they do book sharing

Home video clip of book sharing



Parent records a video clip of them book sharing with their child to share with their facilitator

Check-ins with facilitator

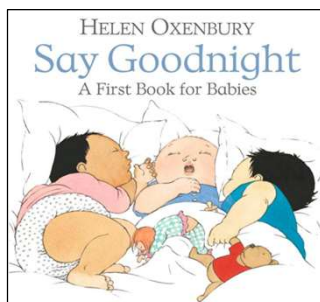


Parent has check-ins with facilitator to receive positive feedback and discuss how they are getting on with book sharing

PLAYTIME WITH BOOKS

BOOKS AND SKILLS

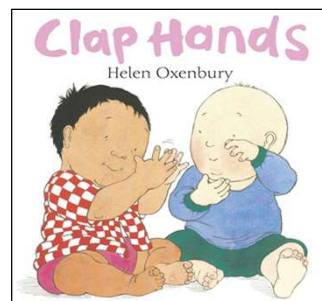
Week 1



Skills

- Getting ready to book share
- Follow your child's interests
- Point and name

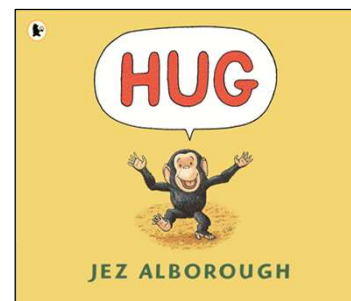
Week 2



Skills

- Engaging your child with the book
- Support your child's language
- Being positive

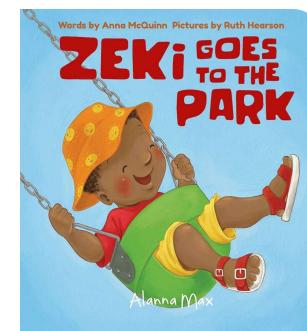
Week 3



Skills

- Building on language and ideas
- Naming and showing feelings
- Explaining and linking feelings

Week 4



Skills

- Bringing it all together!

July 2025

OPTIMISING AND SCALING UP PLAYTIME WITH BOOKS



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Lessons from previous testing

- **Positive impact for families**
Families valued the programme and reported positive changes in book sharing habits
- **Online delivery works for families**
Increased flexibility and accessibility for families
- **The power of personalised support**
Personalised video-feedback was a key driver of engagement
- **Designing for sustainable scaling**
Family and practitioner feedback shaped the design for future scale-up
- **Taking a system approach to book sharing**
Embedding book sharing across the EY system

PLAYTIME WITH BOOKS

PROGRAMME'S CORE COMPONENTS



Universal offer



Facilitator-led offer

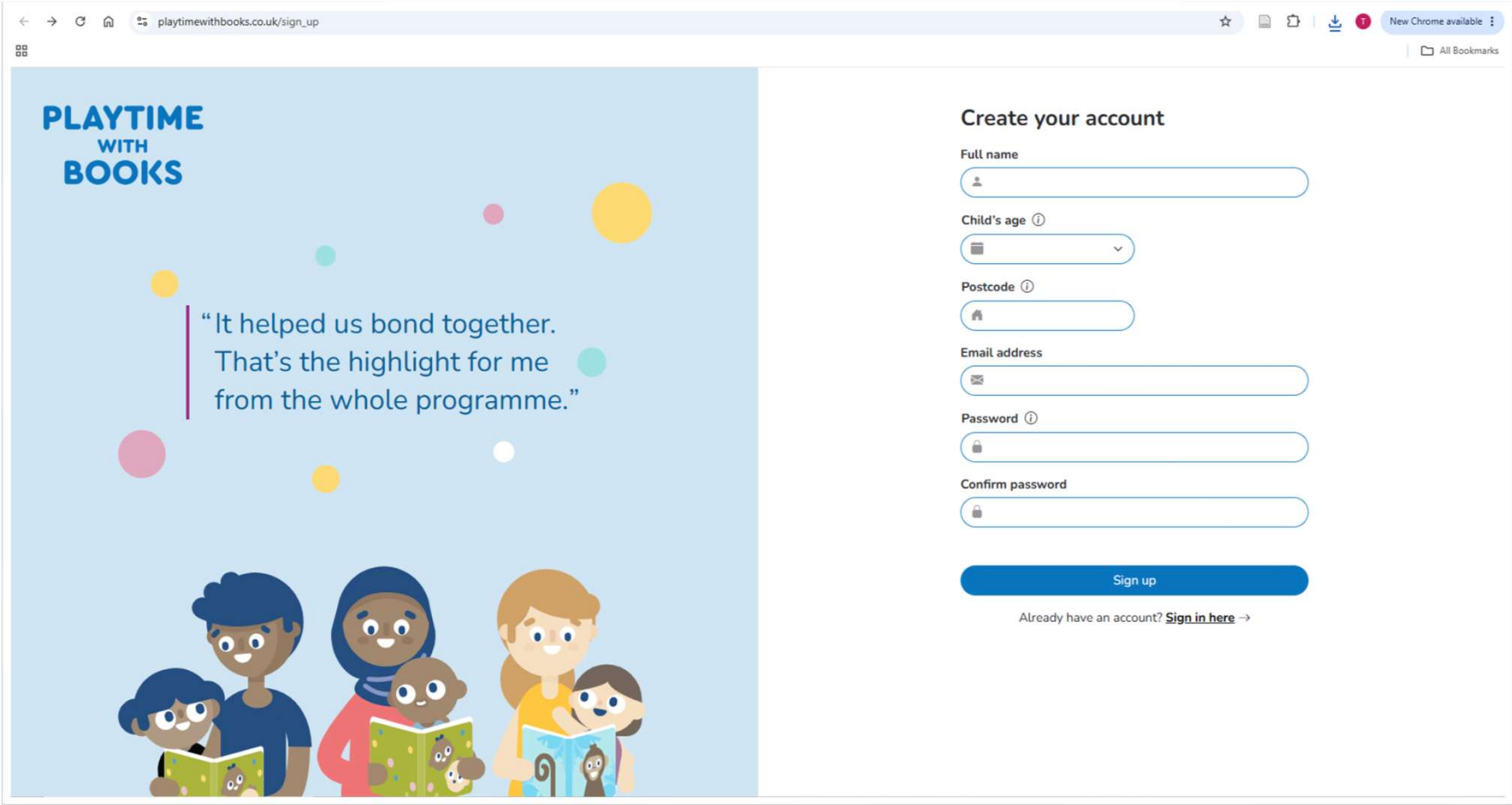


3 Delivery Pathways

		WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5-6
 Universal Core	6 SKILLS  2 WEEKS	Skills 1-3	Skills 4-6			
 Universal Extended	10 SKILLS  4 WEEKS	Skills 1-3	Skills 4-6	Skills 7-9	Skill 10	
 Facilitator-led	10 SKILLS  4-6 WEEKS	Skills 1-3	Skills 4-6	Skills 7-9	Skill 10	
		 Welcome Call	 Check-in 1		 Check-in 2	 Check-in 3

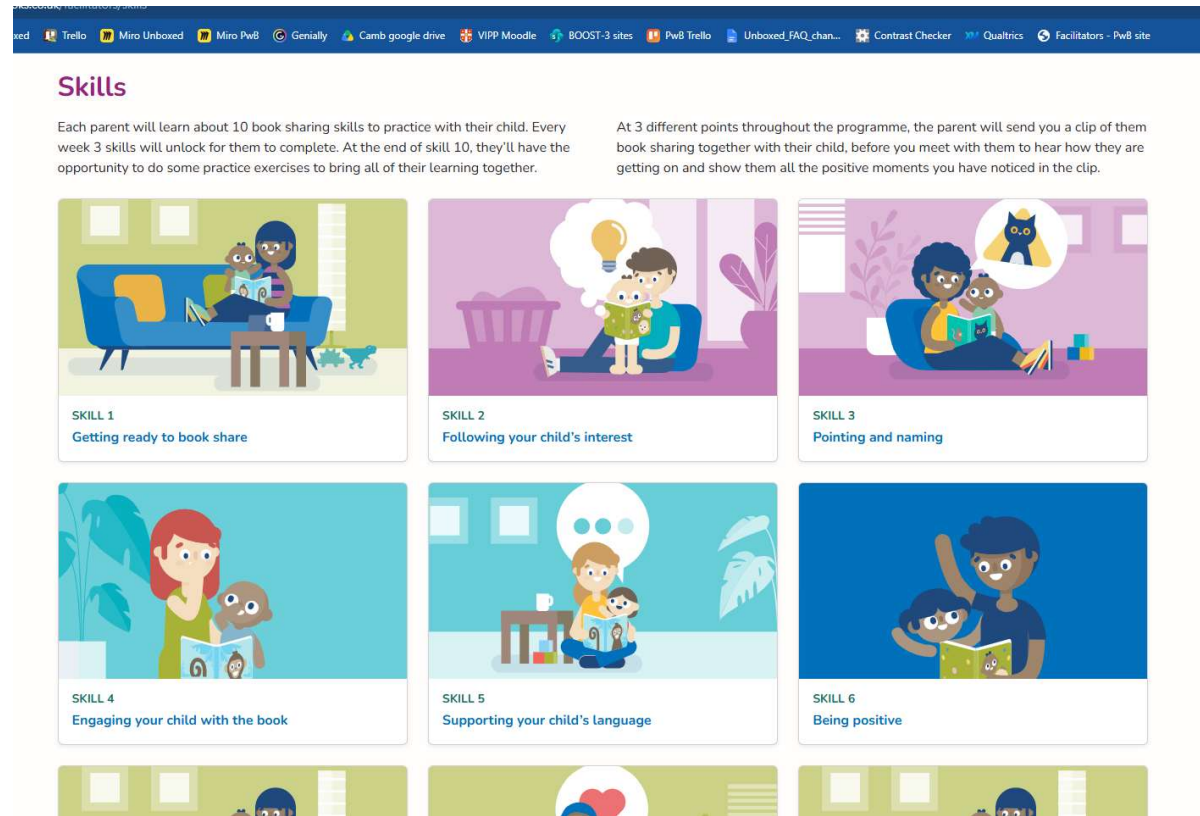
NEW bespoke Playtime with Books website

Parent sign-up page



Skills

- Updated skills content - bite-size
- Tested skills with variety of parents



Skills

Each parent will learn about 10 book sharing skills to practice with their child. Every week 3 skills will unlock for them to complete. At the end of skill 10, they'll have the opportunity to do some practice exercises to bring all of their learning together.

At 3 different points throughout the programme, the parent will send you a clip of them book sharing together with their child, before you meet with them to hear how they are getting on and show them all the positive moments you have noticed in the clip.

SKILL 1
Getting ready to book share

SKILL 2
Following your child's interest

SKILL 3
Pointing and naming

SKILL 4
Engaging your child with the book

SKILL 5
Supporting your child's language

SKILL 6
Being positive

Thank you!

We are grateful to all the families, services, practitioners, funders and advisors who have supported the studies.

PLAYTIME WITH BOOKS

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