

## The Swiss Institute for Children and Juvenile Media (SIKJM)

In 2006 the Swiss Institute for Children and Juvenile Media SIKJM launched the programme Tell Me a Story – Family Literacy. In 2008 the Swiss UNESCO-Commission to combat illiteracy awarded the programme the Alpha Award. In August 2010 it was awarded the UNICEF-Orange Award for promoting intercultural dialogue. SIKJM actively promotes spreading the programme Tell Me a Story – Family Literacy throughout Switzerland (in French-speaking Switzerland it is entitled 1001 Histoires).

With branch offices in French-speaking Switzerland and Ticino SIKJM's main tasks include promoting reading, research and documentation in the field of children and juvenile literature.

For further information and a calendar of events:

[www.sikjm.ch/literale-foerderung/projekte/schenk-mir-eine-geschichte](http://www.sikjm.ch/literale-foerderung/projekte/schenk-mir-eine-geschichte)

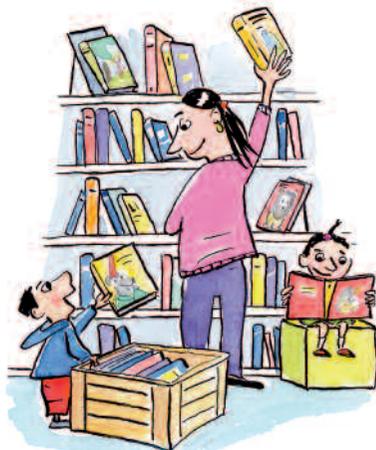
## Intercultural libraries

The intercultural libraries in Switzerland offer books for loan in numerous languages. They are organized in an umbrella organisation called Interbiblio.

[www.interbiblio.ch](http://www.interbiblio.ch)

## Bibliomedia Switzerland

City and community libraries as well as schools and school libraries can borrow books in eleven different languages at Bibliomedia Switzerland.



# Tell Me a Story

## Family Literacy



A programme for families to encourage language and literacy development



Parents are the best supporters of their children's language development.

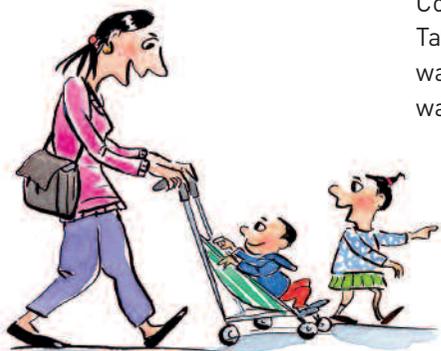
Illustrationen: © Claudia de Weck

### Speak your mother tongue

If you talk to your child in the language you speak most fluently, you will give your child a solid foundation upon which other languages can be learned.

### Listen and reply

Conversation promotes language development. Talk to your child about its observations. In this way he/she will broaden his/her vocabulary and want to make new discoveries.



### Play with language together

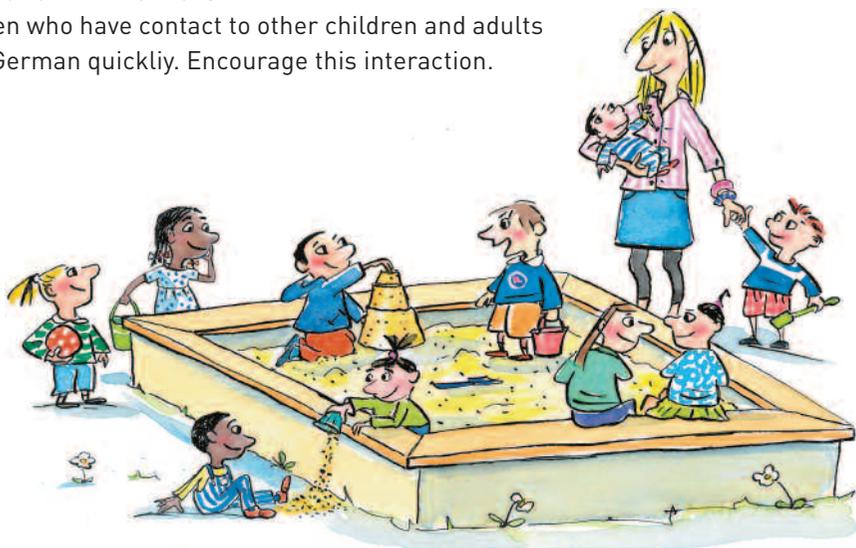
Playing with language can be lots of fun. Rhymes, songs and movement games allow your child to experience how much fun language can be.

### Support multilingualism

Your child is capable of learning two or three languages at the same time. In this case it is helpful if the family negotiates clear rules as to when which language will be spoken.

### Interaction with others

Children who have contact to other children and adults learn German quickly. Encourage this interaction.



### Storytelling and looking at pictures

Telling stories and looking at pictures exposes your child to new worlds and he/she learns new words.

### Discover print together

Letters and symbols fascinate children. With your help your child can turn print into meaning. Paper and pencil allow him/her to experiment with print.



### Visit the library

Books can become good friends. At the library you and your child can repeatedly choose books and other media to take home and enjoy.

### Promoting reading: The family plays a decisive role.

Many encounters with stories, pictures, print and a well-developed first language provides the best basis to learn the German language and how to read at school. The Tell Me a Story – Family Literacy programme supports parents with their children’s language and reading development.

### Storytimes for parents and children aged 2 to 5 years

Parents and their children meet regularly for story hour in their first language or in German. A trained SIKJM language facilitator invites the parents and children to play, look at picture books and lots more. The storytimes are free of charge. They take place in libraries and community centers.

### Several languages

Storytimes are offered in various regions and in numerous languages. More languages are added as the need arises. You can find the current list of events on the SIKJM-website [www.sikjm.ch](http://www.sikjm.ch)