



bookjoy

Children's Day, Book Day:

Planning Your April Día Celebration and Ideas for a Bookjoy Year

Together with

DÍA!



dia.ala.org

ALSC
Association for Library Service to Children

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Register Your Events at ALSC's National Día Program Registry: dia.ala.org



Children's Day, Book Day: Planning Your April Día Celebration and Ideas for a Bookjoy Year

Dear Bookjoy Advocate,

In 2016, Children's Day, Book Day/El día de los niños, El día de los libros (often known as Día), celebrated its 20th anniversary. This planning booklet is a compilation of what my partners and I have learned about ways to celebrate all our children and excite them about **bookjoy**.

In 1996, inspired by Mexico's annual El día del niño (Day of the Child) celebrated on April 30th, I was zapped by the idea of asking my fellow educators, librarians, parents, and book lovers, to join me in starting an annual, national literacy celebration. Big dream, yes? I wanted us to have a Children's Day too.

We have Mother's Day in May, and Father's Day in June, so April, seemed a good month. I had started writing for adults and children and was realizing how many of our children did not have books in their homes and how ethnically un-diverse our books for children were.

A mom and a book lover, I wanted to celebrate all our children nationally *and* to connect all our diverse children with the pleasure and power of literacy. With help from committed organizations such as REFORMA, [ALSC](#) and now [First Book](#), our work continues. Other organizations are joining us.

Annually, during April, book fiestas are held at schools, libraries, childcare centers, parks, universities/colleges, community centers, parks, etc. Join us. The children in your community and state need you and your creativity! Día literacy advocates motivate families to honor all children and to share **bookjoy** throughout the year.

Let's creatively promote **bookjoy** together.



Pat Mora

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Día Planning

Delight in Celebrating Children and Bookjoy

Inspire Collaboration To Grow a Nation of Reading Families

Advocate annual April Children's Day, Book Day Celebrations in Your Communities

1. Planning April Children's Day, Book Day celebrations can be fun and rewarding. Annual April Book Fiestas don't require a large budget. Whether the celebrations are small or large, create an annual tradition.
2. Growing the Día concept in your community and nationally requires what you have: optimism, energy, creativity, determination, and collaboration.
3. Remember: vision—and revision. We need enthusiastic, reliable allies.
4. Parents, diverse parents, are important as valued members of your literacy team.
5. Forming new partnerships requires patience and consistency.
6. Promote Summer Reading Programs as part of your celebration.
7. Your book fiestas deserve visibility to reach their potential in our democracy. Publicize your celebrations in the languages of your patrons on social media, radio, TV, and local publications.
8. April Día celebrations strengthen our diverse communities.
9. Spread the Día word. Write articles for professional journals, use social networking options, volunteer to speak at conferences, to present Children's Day, Book Day, Día programs and share successful ideas locally, regionally, and nationally.
10. Sharing **bookjoy** is fun, rewarding and important. Children's Day, Book Day (Día) needs YOU and your unique talents. Join our creative and committed Día community.

More about Día:

Explore Pat Mora's Día website: <http://www.patmora.com/whats-dia>

Read about the Mora Award: <http://www.patmora.com/mora-award>

Meet Día Dynamos: <http://www.patmora.com/dia-dynamics>

Celebrate Día with First Book: <https://www.firstbook.org/CelebrateDia>

Día resources from ALSC: <http://dia.ala.org>

In this booklet, which can be printed, as can the individual pages, you'll find helpful tips to share with your planning committee or colleagues. I am deeply grateful to my friend Laurina Cashin for her creative assistance.



Planning Checklist for April Día Celebrations

EVERY Día celebration, small or large, is important. I hope you'll find this list helpful whatever your exciting goals are.

January - March

1. Review your book collections and evaluate for diversity and inclusion. Explore options for book donations. If you serve kids in need, First Book provides free and low-cost new books and other resources. (Sign up at firstbook.org/libros).
2. Finalize program, speakers, performers, class performances, and special guests such as local officials and celebrities. Prepare speaker/author contracts and make travel arrangements.
3. Outline the publicity and media campaign including social media outlets, PSAs, etc.
4. Order promotional items, books for giveaways, and craft supplies. Also, order refreshments.
5. Confirm attendance by leaders at the celebration site—building directors, principals, etc. Since a Día goal is to connect with new and familiar families, it's important for leaders to show their commitment by greeting attendees. Include a Summer Reading Coordinator to explain when, how and why to sign up. Remind all speakers to multi-generational audiences to be brief.
6. Recruit and train volunteers. Design evaluations if desired.
7. Remember to post your Día events at <http://dia.ala.org>.

April

1. Decorate your school, library, center, etc. for April celebrations. Construct signage, multi-language if appropriate. (See page 8). Design and create book displays.
2. Enjoy your book fiesta and document the event(s).
3. Remind attendees that Día is a yearlong family literacy initiative (*día por día/day by day*) with annual, culminating family celebrations in April.
4. Thank your partners and hold a de-briefing session.

September - November

1. Form diverse partnerships. (See page 9). Create a Día committee that includes librarians, teachers, parents, local literacy programs, non-profits, and funders. Also, consider faith communities, university students, media contacts, summer reading club coordinators, bookstores, etc.
2. Clarify goals and plan your book fiesta(s) with your committee. Select dates(s) and if appropriate, form sub-committees such as fundraising, activities/speakers/programs, media & publicity, volunteers, etc. Design many creative literacy-related activities.
3. Establish your budget, contact possible funders and partners and begin to plan your fundraising events. Research available grants and file applications.
4. Finalize locations and reserve rooms.



Funders and Partners

1. Parent organizations
2. Library Friends groups
3. First Book (firstbook.org/CelebrateDia)
4. Local businesses and food stores
5. Service organizations: Lions, Kiwanis, Rotary, United Way etc.
6. Youth organizations: Girl Scouts, Boy Scouts, Boys/Girls Clubs, YMCA/YWCA, etc.
7. Media partners and personalities: the Internet, TV, radio, newspapers, including those in languages other than English
8. Departments of Parks and Recreation
9. Police and Fire Department
10. Churches, synagogues, mosques, and other faith-based communities
11. Book stores: independents and chains
12. State Library Associations and Youth Divisions at State Libraries
13. State and regional chapters of REFORMA (reforma.org), ILA (literacyworldwide.org), NAEYC (naeyc.org), NCTE (ncte.org)
14. Health centers/organizations, WIC Food and Nutrition Services, physicians, dentists
15. National, area and local foundations, banks, and corporations
16. Professional and Amateur Sports teams
17. State and local governmental offices: Governor, Mayor, Children's and Social Services



Children's Books About Sharing Bookjoy

1. *Amadi's Snowman*, Katia Novet Saint-Lot, illus. Dimitrea Tokunbo (Tilbury House)
2. *Best Place to Read*, Debbie Bertram & Susan Bloom, illus. Michael Garland (Random)
3. *BOOK*, George Ella Lyon, illus. Peter Catalanotto (DK Publishing)
4. *Book!*, Kristine O'Connell George, illus. Maggie Smith (Clarion)
5. *A Book is a Book*, Jenny Bornholdt, illus. Sarah Wilkins (Gecko Press)
6. *Book Fiesta! Celebrate Children's Day, Book Day/Celebremos El día de los niños, El día de los libros*, Pat Mora, illus. Rafael López (HarperCollins)
7. *Clara & the Curandera/Clara y la Curandera*, Monica Brown, illus. Thelma Muraida (Piñata)
8. *Gift Days*, Kari-Lynn Winters, illus. Stephen Taylor (Fitzhenry & Whiteside)
9. *Inside the Books*, Toni Buzzeo, illus. Jude Daly (Upstart)
10. *A Library for Juana: The World of Sor Juana Inés*, Pat Mora, illus. Beatriz Vidal (Knopf)
11. *Lola Loves Stories & Lola at the Library*, Anna McQuinn/Rosalind Beardshaw (Crlsbridge)
12. *Look!*, Jeff Mack (Philomel)
13. *Lottie Paris and the Best Place*, Angela Johnson, illus. Scott M. Fischer (Simon)
14. *Love You, Hug You, Read to You!/¡Te amo, te abrazo, leo contigo!*, Daniel A. González, illus. Frank Endersby (Random House)
15. *Miss Brooks Loves Books! (and I don't)*, Barbara Bottner/Michael Emberley (Random)
16. *Reading Grows*, Ellen B. Senisi (Albert Whitman)
17. *Reading Makes You Feel Good*, Todd Parr (Little Brown)
18. *Red Knit Cap Girl and the Reading Tree*, Naoko Stoop (Little, Brown)
19. *Richard Wright & the Library Card*, William Miller, illus. R. Gregory Christie (Lee/Low)
20. *Storyteller's Candle/La velita de los cuentos*, Lucia Gonzalez/Lulu Delacre (CBP)
21. *Tomás and the Library Lady*, Pat Mora, illus. Raul Colón (Knopf)
22. *Waiting for the Biblioburro*, Monica Brown, illus. John Parra (Tricycle)
23. *What Are You Doing?* Elisa Amado, illus. Manuel Monroy (Groundwood)
24. *Yasmin's Hammer*, Ann Malaspina, illus. Doug Chayka (Lee & Low)
25. *Year of the Book*, Andrea Cheng, illus. Abigail Halprin (Houghton Mifflin Harcourt)
26. *Yoko Learns to Read*, Rosemary Wells, (Disney/Hyperion)



Día's Full Name in Different Languages

Children's Day, Book Day /El día de los niños, El día de los libros

1. American Sign Language: View a video at <http://bit.ly/17klZkr>.
2. Arabic: Youm el tiffel, Youm el keytaab (phonetic pronunciation)

الكتاب يوم ، الطفل يوم (read left to right)

3. Chinese

慶 祝 兒 童 節 書 日

4. Croatian: Dječji dan, Dan knjiga
5. French: Le Jour des Enfants, Le Jour de les Livres
6. Danish: Børn og Bøger Dag
7. Dutch: Dag van het Kind, Dag van het Boek
8. German: Kinderstag, Der Tag der Bücher
9. Greek: Ημέρα του Παιδιού, ημέρα βιβλίου
10. Haitian Creole: Jou timoun yo/Jou liv!
11. Hindi: Bacche ka din, Kitab ka din (Punjabi: Bacche da din, Kitab da din)
12. Italian: La Festa dei bambini, La Festa dei libri
13. Japanese: こどもの読書の日 (kodomo no dokusho no hi)
14. Navaho: Ałchíni Baa Hózhóogo Bee E'e'aah Naaltsoos Wólta' Bee E'e'aah
15. Polish: Dzień Dziecka, Dzień Książki
16. Portuguese: Dia da criança, Dia do livro
17. Russian: Детский день, книжный день OR День детской книги, День книги
18. Swahili: Siku ya Watoto, Siku ya Vitabu
19. Tagalog: Ang araw ng bata, Ang araw ng aklat
20. Vietnamese: Ngày Nhi-đồng/Ngày Thư-viện

Note: Spanish is the second most commonly spoken language in the U.S.



Places to Celebrate April Children's Day, Book Day

1. Libraries, schools and homes
2. Childcare centers
3. After-school programs
4. Community and cultural centers
5. Housing complexes
6. Faith centers
7. Parks
8. Universities and Colleges
9. Museums and Children's Museums
10. Hospitals and clinics
11. Homeless shelters
12. Soup kitchens
13. Bookstores
14. Shopping malls
15. Local businesses
16. Online virtual celebration
17. TV and radio stations
18. Governors' Mansions
19. Legislatures
20. The White House



Literacy-focused Craft Ideas

Here's a wonderful opportunity to involve teen or college helpers and service organizations.

1. Make paper plate clocks, printing "Time to Read" on each clock face. Decorate.
2. Embellish canvas bags with fabric paint and use as book bags.
3. Create personalized bookmarks, bookends, and bookcases (use cardboard boxes) using stick-on foam shapes and gems and colored stickers. Use blank stickers too, so kids can write a reading slogan or book recommendations.
4. Plant a *Poetry Garden*. Write poems, paste them on sticks and plant them outside of the school or library.
5. Make accordion books with the last panel pre-printed with the words LOVES READING! Children can write their name on the beginning panels and decorate the book with collage, colored pencils or paints.
6. Make papier-mâché globes and let each child note the different countries they've read about with colored sticker dots. Use the globes in a display of books set in other countries.
7. Make memory books with stories and pictures about reading and books.
8. Take photos of kids reading in a special chair (a reading throne) they've helped decorate. Buy cardboard or foam photo frames that each child can decorate.
9. Construct masks of favorite characters from books.
10. Distribute envelopes containing a pre-made paper booklet and cutouts of pictures and photos. Each child writes a story about the pictures and uses them to illustrate the story.
11. For very young children, create reading puppets using cutouts glued to craft sticks.
12. Use recycled papers (printed on one side) to make personal reading logs. Use recycled book jackets or patterned papers for covers.
13. Create necklaces of words.
14. Create a Día Alphabet mural or frieze, associating a word or short phrase about **bookjoy** with each letter of the alphabet such as "F - Families." Decorate and hang on the wall or use as a banner in a hallway.
15. Use a template to create book-shaped magnets. Color image, laminate, glue magnet to back.
16. Make book mobiles with a small globe or world map image in the center surrounded by images of book covers. Hang a tag that reads "Reading opens my world."



Children's Day, Book Day Literacy Games

Winners receive books, of course.

1. Book Bingo or book games based on games from other countries such as a book lotería
2. Book Walk rather than Cake Walk
3. Piñata celebration with a book theme
4. Charades using book titles or familiar book characters
5. Book-themed word search or crossword puzzles
6. Book-themed scavenger/treasure hunt
7. Matching games using book covers
8. Name the Story or Name the Character based on a series of clues or from passages from various books
9. Snag a Book: game using an extended grabber for book prizes
10. Who's the Villain: (Safe) dart game in which the target is a picture of different "villains" in children's books
11. Name the Famous Characters: Identify children's book characters on a poster
12. Wheel of Fortune with book connection: Land on a villain and lose points
13. Tape Your Book in the Book Return: Like Pin the Tail on the Donkey, but blindfolded children tape the book cover they created on a book return image
14. Which Book: Fill a large shopping bag with objects that represent well-known or locally-known children's books (Choose titles that are age-appropriate for the group.) Kids can guess the book and/or character for each object pulled from the bag.
15. Find the Words: Timed word-making contest: Children and families race to make as many words as possible from *Book Fiesta! Celebrate Children's Day, Book Day/Celebremos El día de los niños, El día de los libros*



Literacy-Focused Programming I-Días

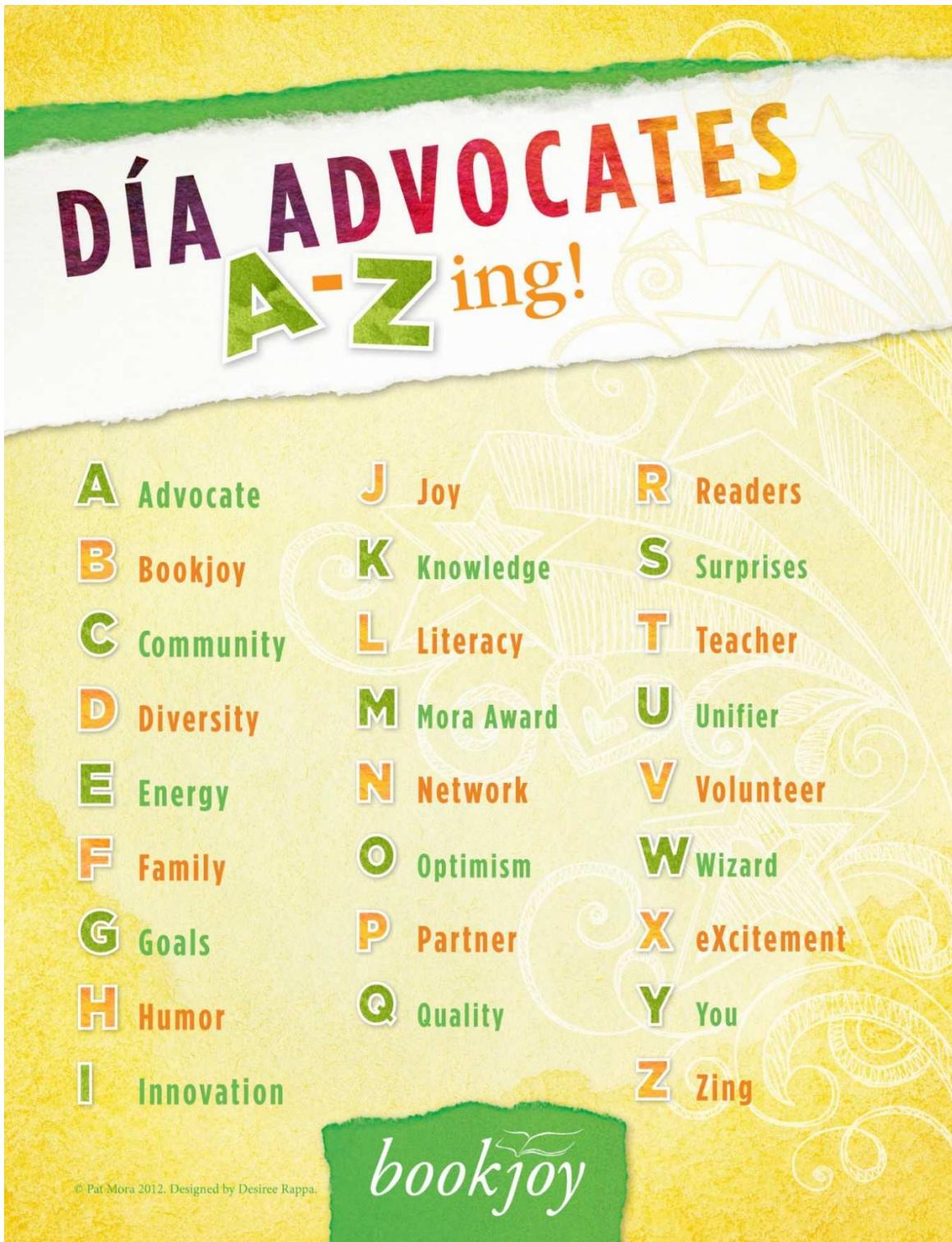
1. Make a banner that reads (state name): **Bookjoy** Country. Post with photos of readers and their books below.
2. Plan Family Reading Nights and raffle one or more Family Library-in-a-Bag.
3. Start a list of **bookjoy** quotes, including author's first name and age (optional.) Invite attendees to add their quote.
4. Participate in an international bookmark exchange with a sister school or library in another country or sponsor a bookmark contest with a literacy theme.
5. Pair readers of different age levels for read-alouds: principals can read a favorite childhood book to elementary students; middle schoolers and teens can help with storytimes and schedule reading time at childcare centers.
6. Create a photo display of people reading.
7. Include poetry all year: invite a poetry slam champion to host a slam event or training, integrate a poetry reading with music, mount a photography and haiku exhibition, fly poetry kites, create "book spine" poems, use The Poetry Friday Anthology for Celebrations.
8. Have children and families make and decorate their own books or journals.
9. Invite family members to write and illustrate favorite riddles, proverbs, or tongue-twisters with examples of culturally and linguistically appropriate books on hand for viewing.
10. Plan bilingual/multilingual story hours featuring readers of languages spoken in the community.
11. Decorate school hallways and classroom doors with multicultural book covers, create special displays of bilingual and world language books from the school library's collection, and ask classroom teachers to include read-alouds with multicultural themes in their classrooms.
12. Hold a Multicultural Picnic with snacks and displays of books about foods of the world.
13. Plan a reading carnival with book-focused games such as a book walk instead of a cakewalk, book bingo, book cover matching, and a wheel of fortune with book-related questions and literacy-related prizes.
14. Invite a professional storyteller to teach children how to tell their own stories.
15. Have a book exchange with children or a book parade with children dressed as characters from their favorite stories.
16. Organize a book drive and deliver books during April as part of a Día celebration.
17. Use technology: hold a book trailer video contest; schedule an author visit via Skype; plan an April geocaching event with book-related prizes.
18. Invite library users to "see the world through books." Use a passport booklet that is stamped after visiting literacy stations throughout the library. Enter all completed passports in a drawing for free books.
19. At middle schools, celebrate Young People's Day/Book Day, and have students plan and perform stories and original work at their own school or at an elementary school or library. Organize a Batchelder Awards book club.
20. Rent a book character costume to roam your April event for family photos.
21. Plan a Children's Day, Book Day flash mob at your school or in front of your library or at a mall.



Families as Children's Day, Book Day Partners

Since Día is a daily commitment, creatively involve parents, adult and young adult family members throughout the year as literacy partners. This list focuses on the particular role libraries, educational institutions, and nonprofits play in empowering families who may not view themselves as literacy mentors. Diverse strategies are essential for motivating all community families to be reading families.

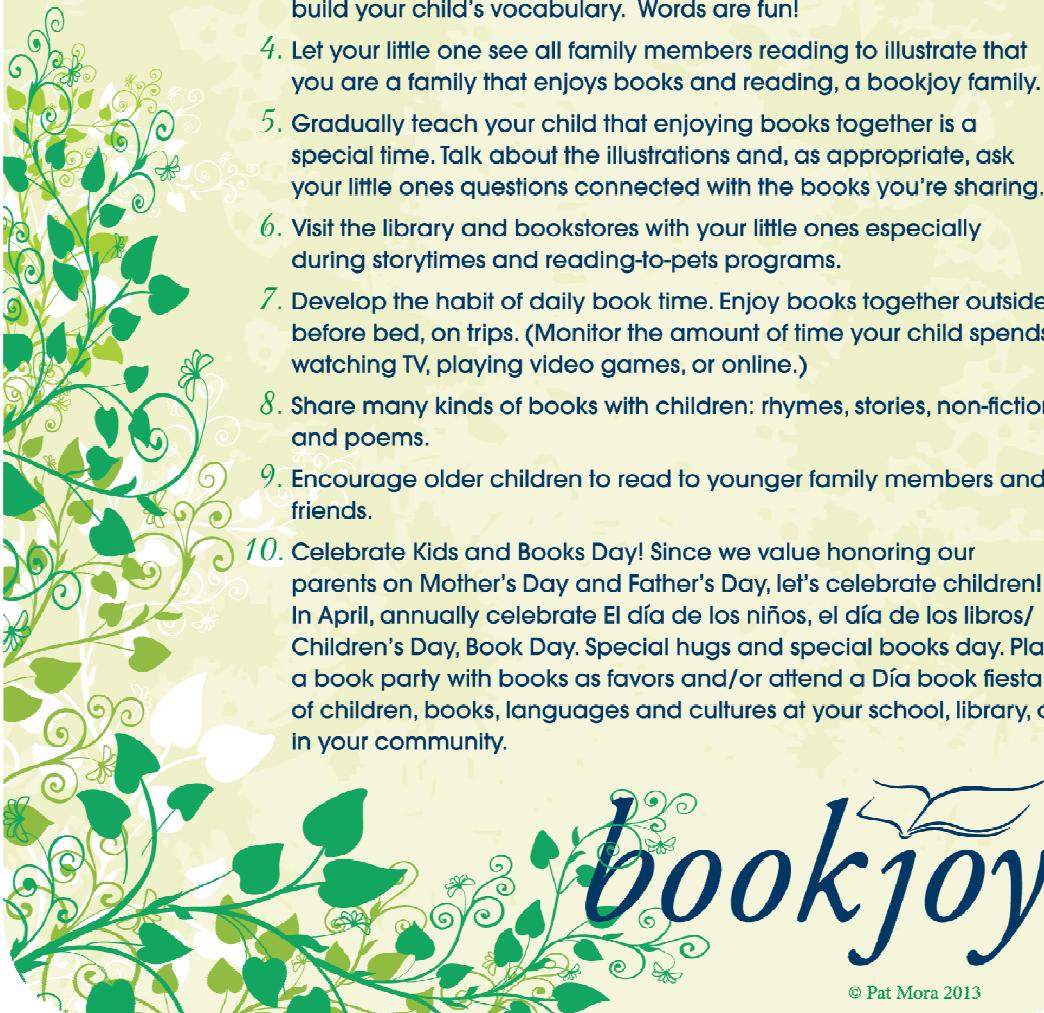
1. Provide staff training to increase the effectiveness of literacy programming and outreach for diverse populations within the community.
2. Affirm the importance of multilingual families as literacy partners by using multiple languages in greetings and on signs, ads, web pages, graphics, posters and in family **bookjoy** sessions throughout the year.
3. Partner with families who speak other languages in presenting bilingual story times, programs, and literacy games.
4. Demystify your school and library with family tours and presentations that address the interests and concerns of the families served, showcase resources and encourage participation in programs such as Summer Reading.
5. Engage families as storytellers and in creating and sharing literacy posters and kits, and in exploring ways to create and share stories digitally.
6. Model creative strategies for instilling **bookjoy** at home such as sharing family stories/photos/drawings and reading together.
7. Be innovative in helping families create libraries at home, seeking book donations where possible. If you serve kids in need, First Book provides free and low-cost new books and other resources. (Sign up at firstbook.org/libros).
8. Introduce and model reading, writing, and arts activities including having families write, illustrate and share their own books.
9. Establish monthly family literacy nights at which students, teachers, and families collaborate in presenting thematic storytelling, puppet shows, etc. to the community.
10. Provide relevant sessions to assist families to be literacy advocates in their family and community, tailoring sessions to their reading practices and languages.
11. With families as partners, plan, implement and assess family literacy leadership training as part of your efforts to empower families within the school or library community.
12. Start an outreach storytelling program in which families volunteer at hospitals and retirement homes or in which older children read aloud to younger ones.
13. Form book clubs for the various literacy levels in your community by assessing the impact of literacy and literature programs on the various communities served.
14. Encourage families to visit the local public and school libraries, to volunteer, check out materials, and collaborate in Día celebration programming.
15. Invite families to be active members of your Children's Day, Book Day celebration planning committee. You'll wonder how you got along without their fresh ideas and enthusiasm. Involve local celebrities whom your families admire as literacy promoters.



Growing a Nation of Readers:

CREATING A BOOKJOY FAMILY

1. Even before a baby is born, begin buying books to share with your child or, if you're not the parents, with the new arrival. Books are wonderful baby shower gifts and new baby presents.
2. In appropriate formats, familiarize your baby with books, always making book time a close and happy time. Encourage all family members to do this.
3. Enjoy daily conversations with your little one at all ages. Gradually, build your child's vocabulary. Words are fun!
4. Let your little one see all family members reading to illustrate that you are a family that enjoys books and reading, a bookjoy family.
5. Gradually teach your child that enjoying books together is a special time. Talk about the illustrations and, as appropriate, ask your little ones questions connected with the books you're sharing.
6. Visit the library and bookstores with your little ones especially during storytimes and reading-to-pets programs.
7. Develop the habit of daily book time. Enjoy books together outside, before bed, on trips. (Monitor the amount of time your child spends watching TV, playing video games, or online.)
8. Share many kinds of books with children: rhymes, stories, non-fiction, and poems.
9. Encourage older children to read to younger family members and friends.
10. Celebrate Kids and Books Day! Since we value honoring our parents on Mother's Day and Father's Day, let's celebrate children! In April, annually celebrate *El día de los niños, el día de los libros/ Children's Day, Book Day*. Special hugs and special books day. Plan a book party with books as favors and/or attend a Día book fiesta of children, books, languages and cultures at your school, library, or in your community.



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