

Donation of Storybooks to Small Children at Loei Province (July 2015)

To inspire Thai children to read is a very important mission of those involved in children's education and must be addressed seriously. It has been studied that Thai people do not spend as much time in reading as necessary compared with other people from more developed countries. It may be noted that ten years back, Thai children only read as few as 7 lines from a book but in 2013, reading went up to 5 books per year. This may seem to have a significant improvement on their reading habits however; this is still quite low when compared to other countries in the Asian Region namely:

- Japan : 40 books per person/year
- Singapore : 40-50 books per person/year
- South Korea : 52 books per person/year
- Malaysia : 40 books per person/year
- Vietnam : 60 books per person/year

Reading statistics of these countries reflect their development. In many of these countries, reading is highly valued and given much importance both for social and economic advancement. It is believed that the more knowledgeable a person is, the higher the opportunity is for his or her personal growth and development. With the fast and rising pace of technological societies, the demand for higher levels of literacy will create unfavorable consequences for those who fall short of this ability.

The Lionheart Society realizes the importance of this problem so it is our earnest intention to help inspire Thai children to read. We believe that reading should be nurtured from a very young age so it becomes a habit as one gets older. Moreover, encouraging children to love and enjoy reading should be fostered within the family and the entire education system.



With this in mind, we have participated in a project of donating storybooks to underprivileged preschool children ages 3-5 years in remote villages and poor provinces. We have given our donations to the following centers:

- Pre-school Children Development Center (Baan Toob Khor – Mong Hill tribe Children)



- Pre-school Children Development Center (Baan Nam Yen)



Studies done by the Office of the National Education Commission, Thai Ministry of Education and UNICEF Thailand show that children who read regularly have better development in all aspects of growth than those who don't. The preschool period of 3-5 years is a time of rapid growth along with a number of development measures especially in children's thinking abilities and understanding so reading is imperative in stimulating their minds.



The storybooks we have donated were carefully chosen to appropriately match the ages of the children. The large variety of topics are very useful in the foundation of several aspects of children's developments such as :

- Physical development
- Social Development
- Mood Development
- Critical Thinking and Mental Development
- Language Development
- Moral Development
- Imaginative and Creative Development

Reading when cultivated in children from a very young age especially in their first six years creates a strong and lasting habit. When parents and teachers make books an integral part of their children's and student's everyday lives, these children's potential are maximized. Books have the power to benefit children in so many ways and the long-term impact of any form of support on literacy definitely has a positive and constructive effect in all aspects of every child's growth and development.

The Lionheart Society will be donating books to underprivileged children in remote villages and provinces every year.

