

Press Release
For Immediate Release

British Council-HSBC Partnership Underscores the Importance of Parent-Teacher synergy in Fostering Child Reading Interest

Bandung, 14 May 2016 - The "Kids Read 2016" programme launched by the British Council, through the British Council Foundation Indonesia, and HSBC in Bandung last February has involved up to 300 teachers trained by 9 Master Trainers. To further strengthen the engagement of teachers, students and parents, the programme – which aims to foster children's reading interest – held its first community event at SD Banjarsari in Bandung.

The community event involving 85 primary school teachers, 60 students, 40 parents received good response from the beneficiaries of the programme. The activity, supported by volunteers from HSBC and Bank Ekonomi, community storytelling Bengkel Kriya Imut (Bengkimut) as well as the WEWO (Weekend Workshop) community, included English teaching training for teachers and a storytelling session as well as wooden doll craft workshop for children.

"I can feel the benefit of participating in the Kids Read training, especially as it gave insights into the effective ways of teaching new things to my students in the classroom. My students become addicted to listening to my stories! They are very enthusiastic in learning something through fairy tales. The situation is far different from when they learn something presented without the storytelling method," said **Ummu Hani, a teacher at SDN Bojong Raya Bandung**. Ummu added that such a community activity further supported the effort to build children's reading interest as it helps synchronize visions among teachers, parents and students.

Coinciding with the month of Education, the community event formed part of the efforts to support literacy campaign in the city. British Council and HSBC, which were supported by the educational office of Bandung, has targeted at least 400 students, 1,010 teachers and 200 parents to get involved in implementing the Kids Read 2016 programme in Bandung.

Head of Corporate Sustainability at HSBC Indonesia, Nuni Sutyoko said, "The Kids Read programme that we have rolled out again in Bandung is expected to foster reading interest in more students, so that it will open a wider door to success for them in the future. It can only be actualized through synergy and harmony among teachers, parents and students, as is evident in the community activity held today. "

"The implementation of the Kids Read 2016 programme in Bandung is also part of our efforts to support literacy campaign in the city which was inaugurated in May 2016", said Sally Goggin, Director of the British Council Indonesia, who delivered a speech during the community event held in SDN Banjarsari Bandung on Saturday.

Sally Goggin said the community activity, which supports the Kids Read programme 2016 and involve students, teachers, and parents, is expected to create active collaboration to foster reading interest and raise the awareness of the importance of reading habit for children.

The main activity of the Kids Read 2016 programme is the training of primary school teachers who are members of 15 partner schools of British Council-HSBC. The workshop includes storytelling methodology, material selection for children, and the integration of subjects by using storytelling as well as English teaching techniques.

"The Kids Read is a holistic programmeme because parents, teachers, schools and children are stimulated to love reading. Stories are the most powerful tool to stimulate children's interest in reading," says Itje Chodijah, a master trainer for Kids Read 2016 programme. Itje added that reading requires a good method so that the message and lessons delivered in the story can be well received by children.

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The fifteen partner schools of the British Council and HSBC involved in the Kids Read 2016 programme in Bandung are SDN Cimuncang, SDN Cirateun, SDN Pajajaran, SDN Patra Komala, SD Langensari, SDN Cibeureum, SDN Bojong, SDN Pasawahan, SDN Pabaki, SDN Bhakti Winaya, SDN Cempaka Arum, SDN Cipamokolan, SDN Cipadung 3, SDN Lokajaya and SDN Griya Bumi Antapani.

The Kids Read programme which has entered its second year is an extension programme that has previously reached 1,862 students, 610 teachers and 172 schools across the Jabodetabek area.

A similar programme has successfully been launched in other regions such as the Middle East and North Africa with the exclusive support from HSBC as a global partner of British Council. To ensure the continuity of the Kids Read programme, teachers who have been chosen are trained to spread the Kids Read programme to other elementary school teachers.

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About the British Council Foundation Indonesia

The British Council Foundation Indonesia forms part of the British Council Holdings, UK. The foundation was established in October 2013 to support British Council in providing a wider and better English language teaching and assessment in Indonesia. For more information about the British Council Indonesia Foundation, visit www.britishcouncilfoundation.or.id.

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