



# SWEDEN'S READING AMBASSADOR

Johanna Lindbäck

*Writer of children's and young adult fiction*

SWEDISH  
**ARTS**COUNCIL

# NEW PODCAST

- *Läs för livet* (Read for Life) – [lasforlivet.se](http://lasforlivet.se)

# NATIONAL DRIVE TO PROMOTE READING

Kulturrådet, the Swedish Arts Council, has a mandate from the Swedish government to:

- Instigate, coordinate and follow up initiatives designed to promote reading
- Develop an action plan for reading as a leisure activity

# WHY A READING AMBASSADOR?

- Appointed in 2010 as Sweden's Reading Ambassador, tasked with promoting literature and reading.
- US, UK, Ireland, Australia and other countries.
- Kulturrådet acts as project manager for the Reading Ambassador's activities.

# WHO CAN BE A READING AMBASSADOR?

- Currently active writers or illustrators of quality literature for children and young adults (ages 0–19)
- Well established and known to readers
- Committed to promoting reading
- Good at verbal and written communication (with both children and adults)
- Used to making public appearances and enjoy doing so

# WHAT DOES A READING AMBASSADOR DO?

- The Reading Ambassador works to improve literacy skills and increase interest in reading among children and young people.
- The Reading Ambassador acts as an opinion former on literature and reading-related issues.
- The Reading Ambassador raises awareness among adults as to the importance of reading – for education, culture and social participation.

# MY QUALIFICATIONS

- Writer
- Literary blogger
- Teacher
- Translator



# MY BOOKS

- *En liten chock* (A Little Shock), 2007
- *Min typ brorsa* (My Kind of Brother), 2008
- *Tänk om det där är jag* (Imagine That Was Me), 2009
- *Saker som aldrig händer* (Things That Never Happen), 2010
- *Välkommen hem* (Welcome Home), 2011
- *Som om jag frågat* (Like I Asked), 2012
- Swedish translation of Sarah Dessen's *This Lullaby*

# READING IN SWEDEN

- Current challenges regarding literacy
- Pisa results
- A changing school system
- The gender gap
- The cultural gap
- Mobile phones, internet and entertainment

# MY JOB AS A READING AMBASSADOR

- Presentations to teachers, librarians, politicians
- Participate in Kulturrådet's drive to promote reading
- Young children's language development, sports and reading – PAUS
- Media, blog, Twitter, social media
- Podcast *Läs för livet* (Read for Life)

WEBSITE

[www.läsambassadören.se](http://www.läsambassadören.se)

SWEDISH  
**ARTS**COUNCIL