

Dressing up for World Book Day can put financial pressure on families and create difficult situations for children.

Calls to dress up can make children and parents feel that they need to spend money on costumes or other clothing

“It might only be £1 but then there’s the costume – it’s only the supermarkets making money.” (Parent)

Calls to dress up can create stress and embarrassment for children

“It’s like a fashion show that day, it’s very stressful for the kids.” (Staff)

“I got really upset [when I was in uniform instead of a costume], I felt like I was left out and different from everybody.” (Pupil, P5)

“People feel embarrassed so they just wear their uniform. We walk around the gym hall and they just look really sad and say 'I’m a school boy'.” (Pupil, P7)

Calls to dress up risk affecting children’s attendance

“People stay off ‘cause they don’t have the money... they think their outfit is silly.” (Pupil, P7)

“Some people stay off or wear their uniform – I think they’re just saying they forgot.” (Pupil, P5)

Children speak positively about creative low or no cost alternatives to dressing up like book swaps and bookmark making competitions.

“There are so many different ways that you can celebrate books and reading that don’t involve costumes or spending money, that’s not what it’s about.” (Staff)

“People just buy stuff - that’s just wasting money. The best part is making... the fun is in the making.” (Pupil, P5)

For World Book Day ideas which don’t cost money:

<https://www.worldbookday.com/ideas/showcase>

<https://jocotterill.com/world-book-day-alternative-ideas>

<https://www.tes.com/news/8-alternative-ways-celebrate-world-book-day>