

**Start for Life  
Little Moments Together  
campaign resources**

# Better Health Start for Life

The Better Health Start for Life **Little Moments Together** campaign aims to educate parents about the importance of brain development in the first five years of a child's life and to increase rates of school readiness by alerting parents to the importance of the early years and their own critical role in their child's development.

<https://www.nhs.uk/start-for-life/early-learning-development/>



**Better Health Start for Life** **NHS**

**LOAD THEM UP...**

90% of brain growth happens before the age of five. What you do together can make a huge difference.











Search Start for Life for tips and advice.

# Short videos for parents

To support the campaign, we've produced 10 short parent-facing videos illustrating simple tips to support early speech, language and communication development. These are available to watch on the **NHS Start for Life website** as well as on a dedicated **YouTube playlist** for easy access and integration within your own activity:

[Better Health Start for Life – Little Moments Together – YouTube](#)



-  **Better Health Start for Life: Sing songs and rhymes to your baby**  
National Literacy Trust • 712 views • 4 months ago
-  **Better Health Start for Life: Talk with your baby as much as you can**  
National Literacy Trust • 409 views • 4 months ago
-  **Better Health Start for Life: Share stories with your baby**  
National Literacy Trust • 291 views • 4 months ago
-  **Better Health Start for Life: Talk when you're out and about**  
National Literacy Trust • 248 views • 4 months ago
-  **Better Health Start for Life: Sing songs and rhymes together**  
National Literacy Trust • 309 views • 4 months ago
-  **Better Health Start for Life: Talk about the sounds around you**  
National Literacy Trust • 272 views • 4 months ago
-  **Better Health Start for Life: Follow your child's interests when playing**  
National Literacy Trust • 205 views • 4 months ago
-  **Better Health Start for Life: Talk with your child about every day tasks**  
National Literacy Trust • 236 views • 4 months ago
-  **Better Health Start for Life: Read and talk about books together**  
National Literacy Trust • 274 views • 4 months ago
-  **Better Health Start for Life: Talk to each other when you're out and about**  
National Literacy Trust • 403 views • 4 months ago

# Showreel

We have also developed a silent showreel designed to be played on loop on TV screens and monitors in waiting rooms and communal areas, to raise awareness of chat, play, read behaviours for families with children aged 0-5 and to amplify the **Little Moments Together** campaign messaging.

This showreel is available for partners to download from our Resource Space. This can then be shared in their settings

[Download showreel from Resource Space](#)



# Walk and Talk cards

Our **Walk and Talk cards** support parents and carers of 0- to 5-year-olds to talk and play more with their children while they are out and about engaging in their daily routine.

<https://wordsforlife.org.uk/activities/talking-to-your-child-when-out-and-about/>



**Give your baby or child time to think and respond when you talk to them.**



**Top tip:**

Wait at least 5-15 seconds for your child to respond when you speak to them.



# Chat, Play, Read booklet

Our **Chat, Play, Read** booklet provides fun and simple activities to support early speech, language and communication development.

<https://wordsforlife.org.uk/activities/chat-play-read-interactive-activity-booklets/>



## Chat, Play, Read

Fun and simple activities to support babies' and toddlers' communication and language development

In partnership with



Change your story



### Cosy book time



Children love looking at the pictures and hearing the stories from books.



Finding time each day to look at a book is good for your child's development. It helps them concentrate and learn words. It's also a good opportunity for quiet, cosy time together.

Build a cosy den by hanging a blanket over a table and putting cushions underneath. You can even build a den outside. Sharing a book together in an unexpected place is exciting and children will start to think of books as adventures.

To help build a love for books, you can build story time into your little one's routine. Books can be useful just before bedtime. Looking at a book quietly together can let them know it's time to wind down.

Or it could be in the middle of the day – whenever you think they need some quiet time.

 **Good to know**

Visiting the library can be a social experience for both you and your child. You can also find lots of children's books you can borrow for free.

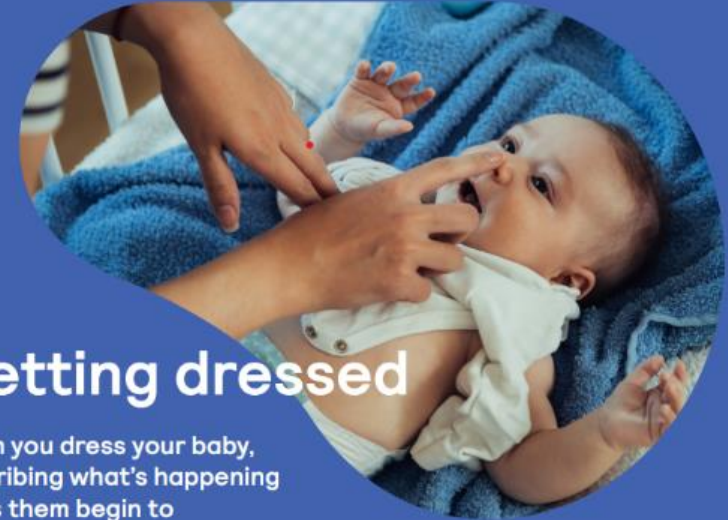
CHAT, PLAY, READ 21

# Little Moments Together cards

Our **Little Moments Together** cards provide families with conversation tips and suggestions, encouraging them to chat with their children during key moments each day.

There are **two** versions of these cards available, one for families with children aged **0-9 months** and one for those with children aged **10-24 months**.

<https://wordsforlife.org.uk/activities/little-moments-together-cards/>



## Getting dressed

When you dress your baby, describing what's happening helps them begin to recognise words.

### Tips for chatting when getting dressed

Talk about what you're doing.

*"Let's get you dressed, nappy first."*

Talk about the clothes you're putting on.

*"You're wearing a fluffy jumper today."*

Repeat the same words daily.

*"One arm in your coat, two arms in your coat."*



# Translations

You can download **digital** copies of our **Walk and Talk** cards and **Chat, Play, Read** booklets, in English and translated into 18 community languages:

Albanian  
Arabic  
Bengali  
Chinese  
Czech  
French  
Gujarati  
Nepalese  
Polish

Portuguese,  
Punjabi  
Romanian  
Slovak  
Somali  
Spanish  
Turkish  
Ukrainian  
Urdu



### Këshilla praktike për ndërrimin e pelenave

 Buzëqesh.

 Thuaj shprehje dhe bëj zhurma të ndryshme.

 Thuaj shprehje dhe bëj zhurma të ndryshme. Fëmijës tënd i pëlqen të të shikojë dhe të të kopjojë. Nxirre gjuhën jashtë!

 Përgjigju tingujve dhe shprehjeve të fytyrës të fëmijës tënd.

 Qëndro i/e qetë në mënyrë që fëmija yt të jetë i qetë dhe të përqendrohet tek ti.

 Provo t'i këndosh fëmijës një nga vjershat për fëmijë që të parapëlqejnë.

BISEDË, LULAJ, LEXO 7



# Voiceovers (in English and in translation)

We have produced voiceovers of our **Walk and Talk** and **Chat, Play, Read** resources, in English and translated into 18 community languages. These are available to download and share with families.

The screenshot shows a SoundCloud player interface. At the top, the URL is <https://soundcloud.com/user-617965064/english-chat-play-read-booklet?in=user-617965064/sets/chat-play-read-booklets>. The player title is "English - Chat, play, read booklet" by "National Literacy Trust", posted "20 days ago" with a "# Learning" tag. The audio waveform is visible, with a play button on the left and a progress bar at the bottom. To the right of the player is a large graphic with the National Literacy Trust logo and the text "Change your story". Below the player, there are social sharing options (Like, Repost, Share, Copy Link, Add to Next up) and a "Follow" button for the National Literacy Trust profile. A description box follows, stating: "Our chat, play, read activity booklets are filled with fun and simple activities. Each one will support your child to learn new words and develop their language and communication skills. You can complete the activities anywhere, anytime! No one knows your child better than you, so choose the activity ideas that feel right for you and your child. Change them or create your own. Find out more on our website: [wordsforlife.org.uk/activities/chat...ivity-booklets/](https://www.wordsforlife.org.uk/activities/chat...ivity-booklets/) Release date: 31 May 2024".

The screenshot shows a SoundCloud playlist page titled "Playlists by National Literacy Trust". The playlist cover features the National Literacy Trust logo and the text "Change your story". The playlist title is "National Literacy Trust Chat, play, read booklets". Below the cover is a waveform visualization. A list of 10 tracks is displayed, each with a small National Literacy Trust logo and a play button icon:

- 1 Albanian - Chat, play, read booklet
- 2 Arabic - Chat, play, read booklet
- 3 Bengali - Chat, play, read booklet
- 4 Chinese - Chat, play, read booklet
- 5 Czech - Chat, play, read booklet
- 6 English - Chat, play, read booklet
- 7 French - Chat, play, read booklet
- 8 Gujarat - Chat, play, read booklet
- 9 Nepalese - Chat, play, read booklet
- 10 Polish - Chat, play, read booklet

At the bottom of the playlist, there are social sharing options: Like, Repost, Share, Copy Link, and Add to Next up.

# Communications

We have also prepared an easy **communications toolkit** for you to use, containing copy and assets designed to promote:

- the Start for Life **Little Moments Together** campaign;
- our **Words for Life** newsletter
- our **Walk and Talk** resource
- our **Chat Play Read** resource

The toolkit folder contains copy and assets that you can incorporate into your online newsletters, as well as those specifically tailored for sharing via **Facebook, Instagram** and **X (Twitter)**:

[NLT's Start for Life partner comms toolkit](#)



# Our family-facing website

[www.wordsforlife.org.uk](https://www.wordsforlife.org.uk)

https://wordsforlife.org.uk

Words for Life National Literacy Trust  
Change your story

Activities ▾ Parent support Zone In About us 🔍

## Learn and play

How old is your child?

- 0-6 months [View Activities >](#)
- 6-12 months [View Activities >](#)
- 1-2 years [View Activities >](#)
- 3-4 years [View Activities >](#)
- 5-8 years [View Activities >](#)
- 9-12 years [View Activities >](#)

Parent support →

# Family newsletter

We publish a regular online newsletter for families with children aged 0-5, featuring:

- Free and low-cost activity ideas
- Tips and advice
- Videos and songs

[www.wordsforlife.org.uk/newsletter](http://www.wordsforlife.org.uk/newsletter)

Check out our favourite activities and tips to boost your child's speech, language and communication, while having fun too!

## Download our free resources

Here are some of our favourite activities to complete with your 0-5 year olds. Each one is free and will help your child to learn new words and develop their communication skills, while having fun.



[Walk and talk trail](#)

Our **walk and talk trail** is packed with tips and tricks to help develop your child's early language and communication skills. It's a great reason to get outside and have fun exploring together.



## Chat, Play, Read

Fun and simple activities to support babies' and toddlers' communication and language development

[Chat, Play, Read booklets](#)

Chatting, playing and reading with your children are all great ways to support them to learn new words and communication skills. **This booklet** is filled with simple, fun activities to try at home.

## Learning to talk

We've worked with an expert speech and language therapist to **create five simple steps** to help you encourage your baby or toddler to talk. Each tip should easily fit into your day-to-day life and support your child's speech, language and communication development.

[View the tips](#)

## Watch families playing and learning together



## Talk about the sounds around you

Watch this dad and daughter playing with and talking about sounds while they're out and about. Activities like this help children develop their listening skills and tune into the sounds around them. Both help them learn to talk, and will support with reading and writing as they get older too!

[Try a sound trail](#)

## News and tips for parents

You're not on your own. Discover helpful tips and places to find support

Find more springtime activities for babies and toddlers on the Tiny Happy People website: [Springtime activities to do with babies and toddlers - BBC Tiny Happy People](#)

## Rhyme of the week

This week's rhyme is Five Little Buns. The repetition in this rhyme will help you learn the words together. Show your child how to use their fingers to count, older children could use play money and pretend buns too.

[Sing together](#)



# How can you get involved?

- Encourage families to sign up to the newsletter
- Share key messages on social media using our partner comms packs
- Share our digital resources and online activities from our Words for Life website
- Use our films and showreel in places where parents meet and gather

