



HM Government



Little Moments Together campaign

Partner activation pack – January 2025

**Better
Health**

**Start
for Life**

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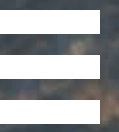
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Why the 'Little Moments Together' are so important

Too many children in the UK start school developmentally months behind their peers, particularly in speech and language ability. This gap often widens over time, particularly in disadvantaged groups, with children who have poor vocabulary skills at age five being less likely to succeed academically. They are also up to twice as likely to be unemployed in their thirties.

Early childhood is a crucial time for brain development, when a young, developing brain changes shape and size in response to everything it encounters. This early stage development is relatively unknown among parents, which presents an opportunity for us to break down the science in an easily accessible way for parents.

In January 2025, the Department for Education (DfE), in partnership with the Department for Health and Social Care (DHSC), will launch its Start for Life 'Little Moments Together' campaign. The campaign aims to educate parents about the importance of brain development in the first five years of a child's life, and the crucial role they play, with advice and tips from Start for Life. This is a continuation of the campaign which ran in January 2024.



Campaign background and film

Better Health Start for Life

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, and information on your local Family Hub.



Launching in January 2025, the campaign aims 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.

By focusing on behaviours that can easily be integrated into their busy daily routines, we aim to illustrate a 'way of being' to parents, showing them that sharing simple, child-led 'serve and return' moments together throughout the day has a big impact.

We hope to do this by directing parents to the Start for Life website, where they will find simple ideas from other parents on how to build these little moments into each day, including lots of examples of tips and activities to do with children at different ages. We also signpost families to the in-person support available in their communities, particularly Family Hubs, which are now operating in 75 local authorities across England.

Family Hubs are a service that connects parents to local child and family support services. They can provide guidance on issues such as feeding babies or toddlers, mental health and parenting support.



We have also developed a film to explain how children's brains develop during the early years, and the crucial role parents play through all the little moments they spend together with their child.

Why we need you

We want to generate a society-wide movement by using the voices of different communities to share tips and advice to parents on their children's speech and language skills.

While digital advertising campaigns are influential, we particularly value our partners' role in amplifying our reach, be it through in-person interventions or your existing channels and networks.

Whether you're a family hub, a national partner, a commercial organisation, a voluntary/faith-based group, a media owner, an NGO, or a local partner such as a local authority, health visitor, or early years professional, you can use the assets from the [Campaign Resource Centre](#) to reach and upskill parents within your communities (please see following slides for examples).

We also encourage those who have regular face-to-face interactions with parents to implement the guidance in this pack (found at [page 11](#)) on how to weave early speech and language advice into conversation.

Better Health Start for Life NHS

LOAD THEM UP...

90% of brain growth happens before the age of five. What you do together...

Better Health Start for Life NHS

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Better Health Start for Life NHS

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90% of brain growth happens before the age of five.

NHS tips and advice Local Family Hub [Learn more](#)

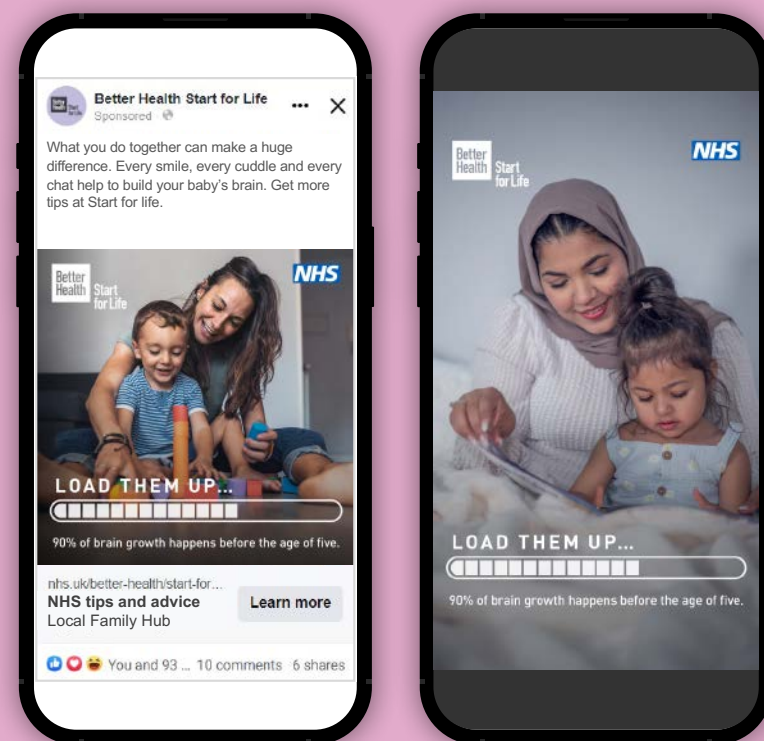
You and 93 ... 10 comments 6 shares



Campaign materials

Our Campaign Resource Centre contains a wide variety of [downloadable assets](#) to help partners engage parents and carers in their communities, including:

Social media toolkit



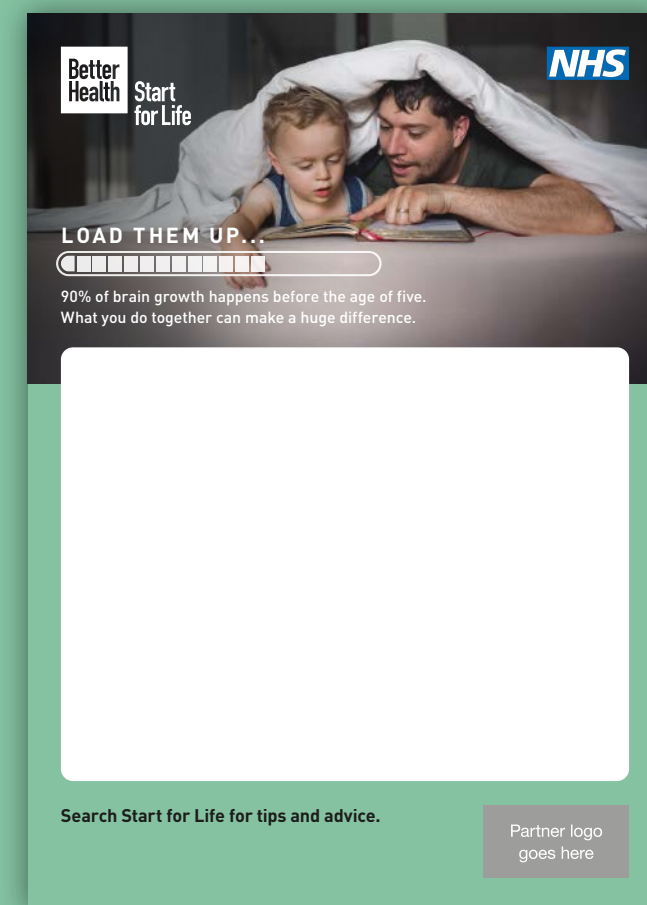
Content calendar with downloadable assets and suggested copy for different social media channels

A3 and A4 posters



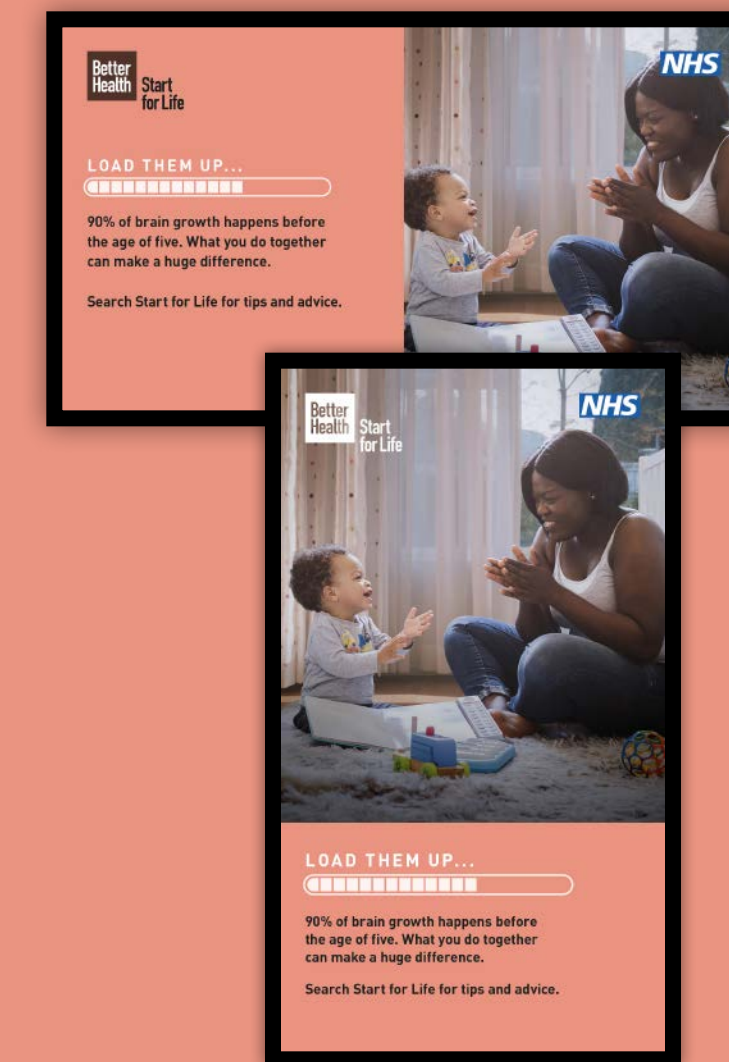
Localisable, full-colour and easy print formats all available

A4 empty belly posters



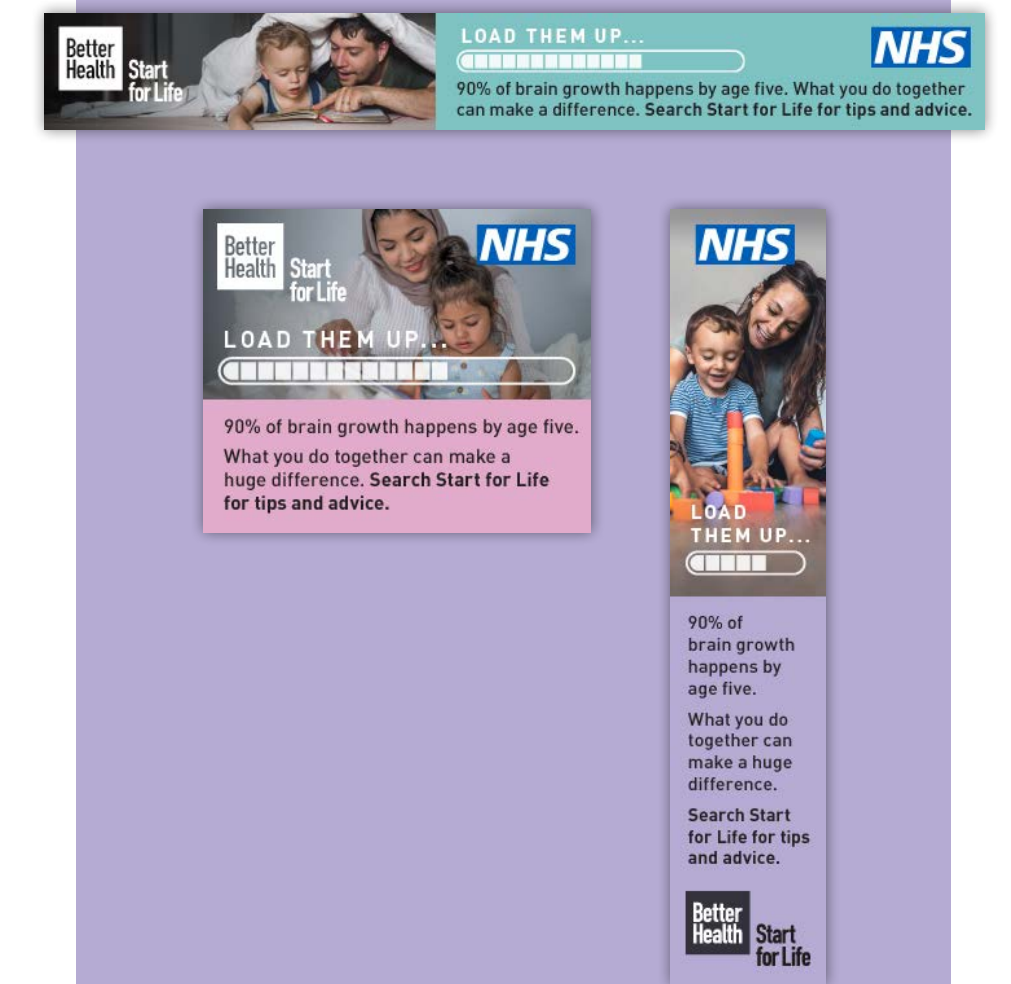
For partners to populate with their own early-learning content

Digital screens



Localisable 16x9 and 9x16 formats available

Digital banners

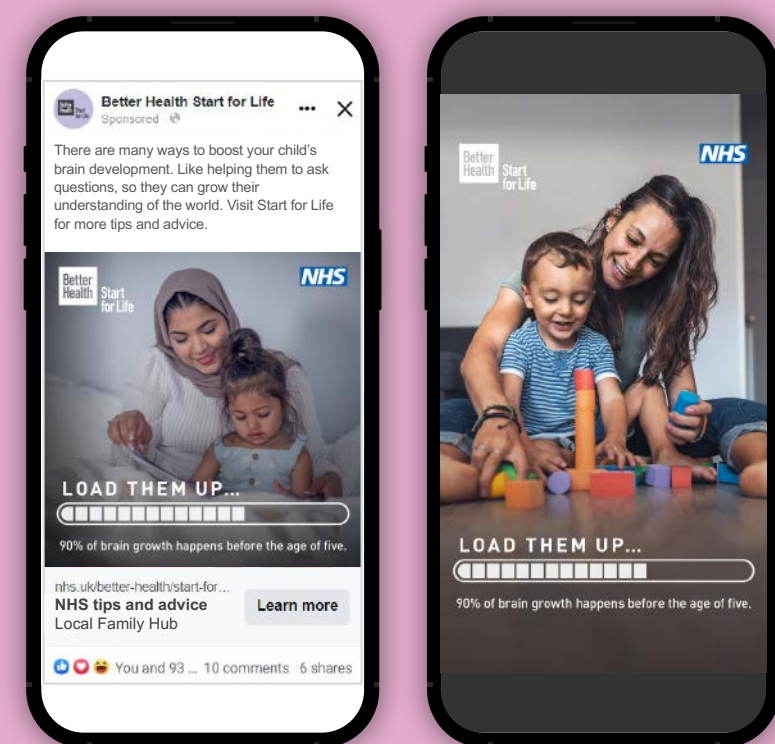


MPU, skyscraper and leaderboard formats all available

Campaign materials: Family Hub edition

Our Campaign Resource Centre contains a wide variety of [downloadable assets](#) for exclusive use in Family Hubs, including:

Social media toolkit



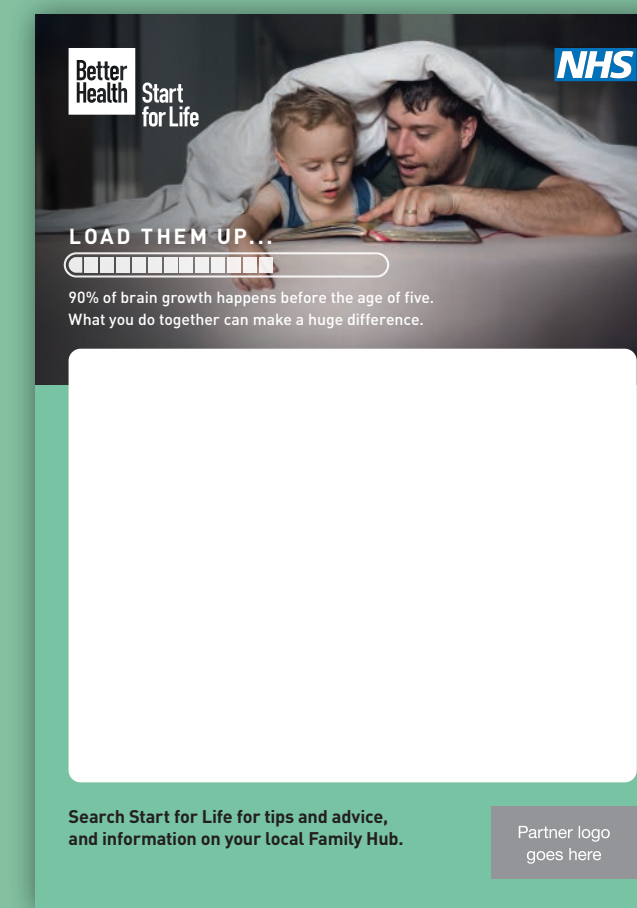
Suggested social media posts with downloadable assets specifically signposting your local Family Hub

A3 and A4 posters



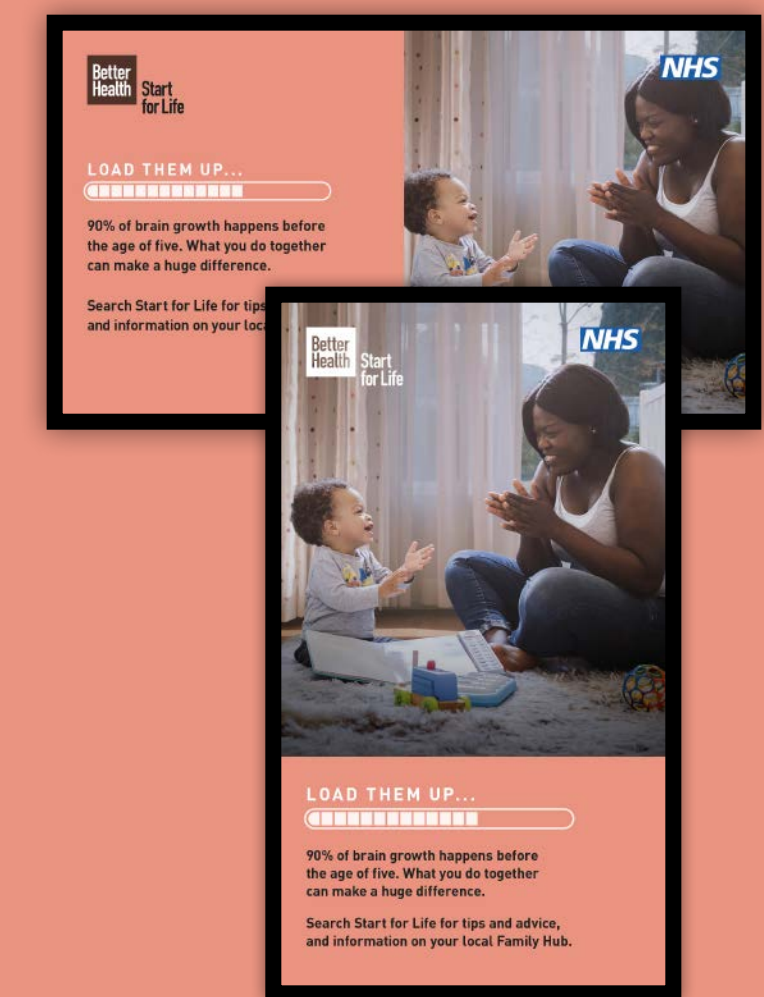
Highlighting your local Family Hub, available in localisable, full-colour and easy print formats

A4 empty belly posters



For Family Hubs to populate with their own early-learning-related content

Digital screens



Signposted to your local Family Hub, available in localisable 16x9 format



Key messages: partner facing

Nationwide campaign goes live to help improve children's early language

The Department for Education (DfE), in partnership with the Department for Health and Social Care (DHSC) has launched its Start for Life 'Little Moments Together' campaign. The campaign aims to educate parents about the importance of brain development in the first five years of a child's life, and the crucial role they play, with advice and tips from Start for Life.

Too many children in the UK start school developmentally months behind their peers, particularly in speech and language ability. This gap often widens over time, particularly in disadvantaged groups, with children who have poor vocabulary skills at age five being less likely to succeed academically. They are also up to twice as likely to be unemployed in their thirties.

By focusing on behaviours that can easily be integrated into their busy daily routines, the campaign aims to illustrate a 'way of being' to parents, showing them that sharing simple, child-led 'serve and return' moments together throughout the day has a big impact.

By directing parents to the [Start for Life website](#), they will find simple ideas from other parents on how to build these little moments into each day. It includes lots of examples of tips and activities for parents to do with children at different ages. It also signposts parents to the relevant in-person support available in their local communities.



A film has also been released to explain how children's brains develop during the early years, and the crucial role parents play through all the little moments they spend together with their child.

[Watch it here.](#)

Key messages: parent facing

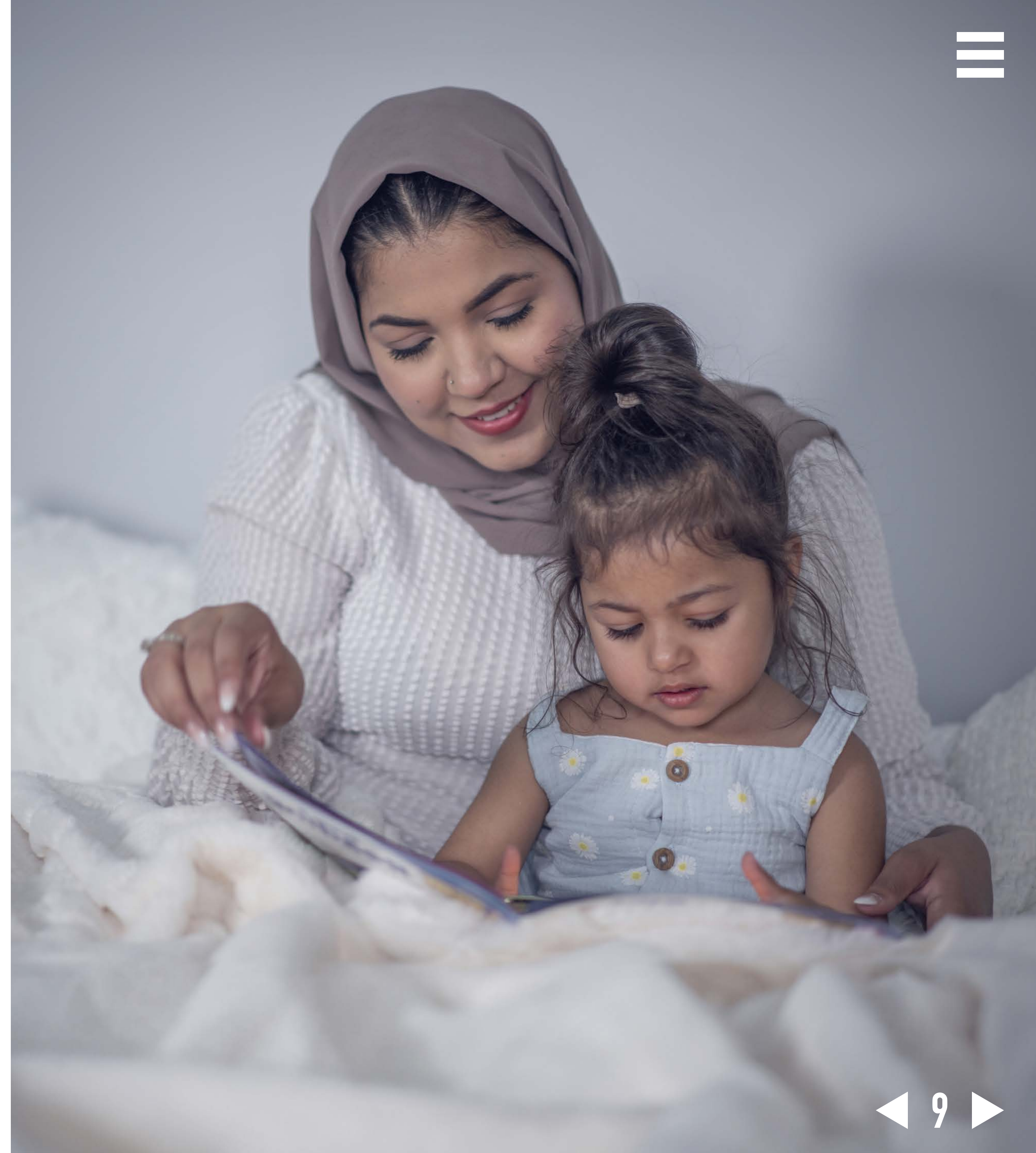
The more we chat, play and read with our kids, the more we help build their brains. Any time, anywhere, whether at home or out and about, it all adds up.

There's no need to buy lots of toys or have big days out. Wherever you are, simply chatting back and forth, answering your child's questions and sharing special moments together all help their brain to grow and develop secure and strong connections. Just what they need to get off to the right start at school.

[The Start for Life website](#) is packed with simple ideas from other parents on how to build these little moments into each day. It includes lots of examples of tips and activities for you to do together with your child at different ages, as well as links to find further support in your local area.



A film has also been released to explain how children's brains develop during the early years, and the crucial role parents play through all the little moments they spend together with their child. [Watch it here.](#)





Key messages: parent facing Family Hub edition

The more we chat, play and read with our kids, the more we help build their brains. Any time, anywhere, whether at home or out and about, it all adds up.

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A film has also been released to explain how children's brains develop during the early years, and the crucial role parents play through all the little moments they spend together with their child. [Watch it here.](#)

Visit the Start for Life online hub for other simple tips and activities, or visit your local Family Hub where you can find [\[enter information about your local offer\]](#).

Tips to support you to deliver in-person interventions



Step 1: Initiate conversation

- Ask the parent/carer if they would like to do more to support their child's language and communication development.
- Highlight the importance of specific interactions in accelerating language development.



Step 2: Explain responsive interaction

- Explain that some children need more support to develop their communication.
- Illustrate how being able to communicate is fundamental to children developing confidence and making friends.



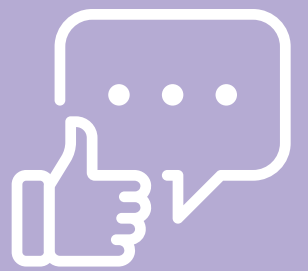
Step 3: Demonstrate with visual aids

- Use a short video ([see Start for Life web page](#)) showing a parent engaging in responsive communication with their child.
- Highlight and label key responsive behaviours in the video.



Step 4: Personalise the approach

- Encourage the parent or carer to identify the best time for 'Together Time'.
- Assist them in listing specific responsive behaviours (as shown on next page) to focus on during these times.



Step 5: Set goals for responsive behaviours

- Support the parent or carer to choose one responsive interaction behaviour to increase during their chosen 'Together Time'.
- Aim for 10 to 15 minutes per day, integrated into their regular routine.



Responsive interaction behaviours to encourage:

- Get on the same level as the child.
- Follow the child's lead and interests.
- Pause and wait for the child to show what they're interested in.
- Listen, watch, and respond to all forms of their communication.
- Describe the child's actions and consider what their thoughts and feelings might be.
- Share enjoyment through an expressive voice and body language.
- Copy or fill in whenever the child attempts to communicate.
- Use few questions, describing what's happening instead.
- When asking questions, try to keep them open-ended.

Ideal contexts for 'Together Time':

- Bath time
- Mealtimes
- Outdoor time
- Bedtime routines
- Shopping trips
- Book-sharing moments
- Toddler group interactions
- Playtime with toys
- Any daily routines shared together
- Whilst on public transport

Remember:

- Tailor the support to fit the family's lifestyle and constraints.
- Focus on integrating behaviours naturally into daily life.
- Encourage regular practice and positive reinforcement.

Additional resources

BBC

Tiny Happy People is a BBC service for the parents and carers of the youngest learners. The one minute, one message films offer tips and activities for language learning through play, plus films that show babies' brains development and why parents are so important to that development
([Children's language development and parenting advice – BBC Tiny Happy People](#))

Book Trust

Reading tips, activities, story-time videos, book recommendations and more
(www.booktrust.org.uk/families-0-5)

National Literacy Trust

Milestones, tips, resources and advice for parents to support their child's literacy development
(<https://wordsforlife.org.uk/>)

Institute of Wellbeing

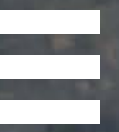
Advice to support literacy development and wellbeing kits to help parents take care of their family and their mind
([Wellbeing Kits – The Institute Of Wellbeing](#))

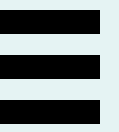
Speech and Language UK

Support for parents who are worried about their child's language development
([I CAN's Talking Point](#))

Early Years Alliance

Practical tips for parents to support their child to learn through play
([Family Time Tips – free children's activities to try | early years alliance \(eyalliance.org.uk\)](#))





Thank you

We appreciate the time you have taken to engage with our partner activation pack. We hope this will help you to continue supporting your communities in creating a positive home learning environment.

Make sure that you're registered on the Campaign Resource Centre to download the digital assets and access the further guidance at campaignresources.dhsc.gov.uk/resources.

**Better
Health**

**Start
for Life**

We would love to see and share the great 'Little Moments Together'-based activities that you and the parents in your network get up to across DfE channels. Please tag the Department for Education across any social media activity using the following handles:

 @educationgovuk  @educationgovuk  @educationgovuk  uk-department-for-education

as well as including the #LittleMomentsTogether hashtag!