Campaign toolkit for Look, Say, Sing, Play

1. **What is Look, Say, Sing, Play?**

[Look, Say, Sing, Play](https://www.nspcc.org.uk/keeping-children-safe/support-for-parents/look-say-sing-play/sign-up/) is the NSPCC’s campaign to help parents and carers have higher quality interactions with their baby throughout their daily routines. By giving them the understanding, tools, and confidence they need to make this happen – we can make a difference without adding any pressure to their busy lives.

It’s aimed at parents and carers of children under two, with an emphasis on starting as early as possible – building their baby’s brain right from birth. We know that they’re already interacting with their baby throughout the day, but we want to arm them with the knowledge of how they can make the most of these moments and why they are so important.

Our ultimate aim is to help parents give their child the best start in life – both by building their brain and strengthening the bond between parent and child.

These brain-building resources are based on the work of [Vroom](https://www.vroom.org/), a US public health initiative that uses the science of early learning to help parents improve back-and-forth interactions with their children.

1. **How and why you can support us**

For our campaign to be successful, we need to reach families all over the UK – across different areas and backgrounds. To support us you can:

* Tell your networks about the campaign via the engagement channels you use. This could be email, [Facebook](https://www.facebook.com/), [Twitter](https://twitter.com/home), [Instagram](https://www.instagram.com/) or [LinkedIn](https://www.linkedin.com/), through your website or newsletters, – or anywhere else where you and/or your organisation are prominent.
* Share, retweet or repost [NSPCC](https://twitter.com/NSPCC) posts about Look, Say, Sing Play.

1. **Key messaging**

**Look at what your baby’s focusing on and how they react**

Brain-building all starts with taking a cue from your little one. Look to see what they find interesting or funny, see if they copy you or react in different ways. You could think of it like a game of tennis – going back and forth between the two of you.

**Say what you’re doing in silly voices and use funny faces**

Talking to your baby, or copying when they babble, is an easy way to build their brain throughout the day. Even talking about simple actions as you do them is a great place to start. Try adding silly voices and use expressions to bring your words to life.

**Sing along to your favourite tunes or make up your own**

You don’t need to be a karaoke champion to pull this one off. Try using familiar tunes and changing the words to describe things you’re doing. It might take some getting used to, but give it a go and find your groove.

**Play simple games and see what your child enjoys**

You don’t even need toys for this brain-building skill. Try playing peekaboo, mess about with bubble bath, or even turn sorting laundry into a game! Over time, you can add playful moments throughout the day.

**Longer messaging about the campaign**

You’ve got the power to change everyday moments into brain-building ones.

Whether it’s bathtime, bedtime, or you’re washing up, playing with your baby, using silly voices, or even singing can build their brain right from birth. It’s a great way to have fun while making your bond even stronger.

You’re probably already doing this, but we’ve put together some tips and advice to help you bring even more look, say, sing and play into your daily routine with your baby. Our brain-building tips are all about the fun you can have with what’s lying around the house – who knew a wooden spoon or a clothes horse could bring so much joy!

Remember, it’s not about just singing or talking at your baby. Brain-building happens when you and your little one are interacting with each other. It’s about taking a cue from them, and reacting to what they’re doing. You could think of it like a game of tennis – going back and forth between the two of you.

1. **How do parents and carers find the brain-building tips?**

* They can [sign up for weekly brain-building tips](https://www.nspcc.org.uk/keeping-children-safe/support-for-parents/look-say-sing-play/sign-up/) tailored to their child’s age by email. These are sent right from birth until their child’s second birthday.
* We’ve heard from parents that they’d like to be able to access more Look, Say, Sing, Play tips - on demand. To help with this we’ve created [a new chatbot](https://www.nspcc.org.uk/keeping-children-safe/support-for-parents/look-say-sing-play/more-tips/) on the NSPCC website.
* For even more ideas - we’ve also created [a range of YouTube videos](https://www.youtube.com/playlist?list=PLqA6Q-vvA4sNdUcgP75f5Sed_4iCgcpIP) showing other parents and carers giving Look, Say, Sing, Play a go!

**Copy about the Look, Say, Sing, Play chatbot**

If you want instant tips to have fun with your little one whilst building their brain - you can speak to [the NSPCC’s new Look Say Sing Play chatbot](https://www.nspcc.org.uk/keeping-children-safe/support-for-parents/look-say-sing-play/more-tips/)! Let the bot know how old your child is and what you’re up to – and whether it’s bath time, mealtime or your out and about – there’s an age appropriate tip for you to try.

1. **Suggested social posts**

Longer copy suitable for [Facebook](https://www.facebook.com/) and [LinkedIn](https://www.linkedin.com/):

* Those everyday moments you're having with your little one, from singing Twinkle Twinkle, to playing peekaboo, are doing incredible things. They're creating millions of neural connections in your baby's brain! #LookSaySingPlay is here from the @NSPCC to give you more simple ideas to fit in to your daily routine. Sign up for free: <https://bit.ly/3aoTtbh>  
  or use the chatbot any time of day: <https://bit.ly/3FpwZGC>
* Look, Say, Sing, Play is here from the @NSPCC with some easy, free ideas for things to do with your kids under the age of two – and you don’t need to buy anything new! Their brain-building tips are all about the fun you can have with what’s lying around the house – who knew a wooden spoon or a clothes horse could bring so much joy 😊 Sign up for our tips: <https://bit.ly/3aoTtbh>
* Struggling with ideas for what to do with your little one at home? Why not try out #LookSaySingPlay tips from the @NSPCC to help build your baby’s brain? They’re easy, free and fun! Sign up today and let us know how you get on: <https://bit.ly/3aoTtbh>

Shorter copy suitable for all channels including [Twitter](https://twitter.com/home) and [Instagram](https://www.instagram.com/):

* #LookSaySingPlay is here from the @NSPCC with fun weekly brain-building tips which can be used right from birth. It doesn’t matter if your little one’s not here yet! Mums & dads to be can sing and talk to their little one too & sign up with their due date <https://bit.ly/3aoTtbh>
* Struggling for things to do with your little ones at home? Here are some #LookSaySingPlay tips from the @NSPCC to try with your baby to help build their brain! Sign up for free, easy weekly tips: <https://bit.ly/3aoTtbh> or use our chatbot any time of day: <https://bit.ly/3FpwZGC>
* We all know that babies love to play with random objects from around the home that aren't actually toys! These moments create millions of neural connections in your baby's brain. You aren't just keeping them entertained, you're building their brain too! #LookSaySingPlay <https://bit.ly/3aoTtbh>

Post which can be used later on in the campaign, across channels – to celebrate families:

* To all the mums, dads, grandparents and carers – you’re our heroes who are building the generation of tomorrow! Your everyday moments with your little one are giving them a great start in life. Tag a brain-building hero below, and find out more about #LookSaySingPlay from the NSPCC: <https://bit.ly/3aoTtbh>

1. **Images and videos you can use**

* You can find [a range of content to download](https://we.tl/t-BgryFhfcx2) including our campaign film, short films including brain-building tips and simple images encouraging parents to sign up.  
  *(Approved for the requested use only. Please delete after the image/film has been used.)*
* You can share our [Look, Say, Sing, Play film from YouTube](https://www.youtube.com/watch?v=rwYYN4eALik).

**Tip-based post suggestions:**

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|  | **Tip name** | **Social post copy** | **Full tip** | | **The science bit** | **Film/image to go with** | |
| **1** | Soothing rhymes | Which songs are your child's favourite? Try out different voices and see what they respond to!  When you respond to your child’s movements and sounds – you’ll teach they ways to deal with stress – whilst building a trusting relationship. Great for if they seem a little grumpy today! | When your child seems fussy, try singing a rhyme or a song. Do they calm down when your voice is quiet, or do they respond to big facial expressions and an enthusiastic voice? Try different rhymes and songs to find their favourites. | | When you respond to your child’s movements and sounds, you build a trusting relationship that will support their learning in the future. You also teach them ways to deal with stress while encouraging a love for language. | 1. LSSP Facebook - STEP BY STEP TIPS - Soothing songs | |
| **2** | What do you see? | How does your baby react when they see themselves in the mirror? Ask them what they can see and point to their reflection, naming what you can see!  Children are fascinated by mirrors – this activity helps them pay attention, learn the names of parts of their face, and have a fun back and forth game with you. | Show your child a mirror so they can see themselves. Ask them, “What do you see? Big brown eyes? A mouth? A nose?” Point to their reflection in the mirror as you talk about what you both see. Let them point at what else they see and describe it for them. | | Children are fascinated by mirrors—if they move, they see their reflection in the mirror moving. They also see the real you and the reflected you. This activity helps them pay attention, learn the names of parts of their face, and have a fun back and forth game with you. | 2. PHASE 1 - LSSP DID YOU KNOW | |
| **3** | Mirror play | Tonight when you're brushing your child's teeth - look in the mirror and make a funny face to see if you can make them laugh!  Talk about what makes your faces the same and different to help them learn to sort objects and experiences. These skills which help them with reading, maths and science in the future! | Brushing your child’s teeth? As you look in the mirror, talk about how your faces are the same and different. You both have two eyes and a nose, but yours are bigger. You both can make funny faces. Make a funny face and see if you can make them laugh! | | Comparing how your faces are the same and different helps your child learn to sort objects and experiences into categories. Sorting information into categories is important for reading, math, and science. And this game builds the connection between you! | 3. PHASE 1 - LSSP DID YOU KNOW | |
| **4** | Gentle Bath | When you bath your child - try sprinkling some warm water on their toes, legs and tummy. How do they react to the water? Talk to them about what your doing and name each part of the body as you go!  When you pay attention to their reactions and respond - you're building the foundation for language and relationships! | Help your child get used to the bathwater by sprinkling some warm water on their toes, feet, legs, and tummy. Watch how they react to the water and respond. Let them know with your words where you will sprinkle the water next and name each part of the body as you go. | | Reading your child’s cues means paying attention to their reactions to the water and responding—like making the same face or the same sound. When you engage in this back and forth conversation—with or without words—you’re building the foundation for language and relationships. | 4. LSSP STEP BY STEP TIPS - Gentle bath | |
| **5** | Babble on | Is your little one making noises? Babble back and treat it like a real conversation!  All kinds of 'conversations' help build children's brains - and by following their lead - you spark the connections they need for communication later on. | Don’t be afraid to babble. When your child starts to make noises, treat it like a real conversation and mimic the sounds right back. See how many times you can go back and forth! | | All kinds of “conversations” help to build children’s brains—even when they’re still learning how to talk. By following your child’s lead and responding, you spark the connections they need for language and communication later on. | 5. LSSP-Say-IG-Stories-v1 | |
| **6** | What's in the bag? | Grab some safe things for your child to play with and put them in a bag. Talk about what you find and encourage them to play with what's inside!  Your child will love working out what's inside, and hearing about it helps build their vocabulary and brain. It's OK to use words they don't know yet - that's how they learn! | Before you go to an appointment, grab some safe things for your child to play with and put them in a bag. While you’re waiting, reach into the bag and talk about what you find. “This is a teething ring for you to chew on. Here’s a rattle for you to hold. Let’s shake it!” | | Talking about what’s In the Bag is interesting to your child and will help them build their vocabulary and their brain. Speak in full sentences. It's okay to use words they don't know yet. That's how they learn! | 6. Marketing SAY\_v3\_4x5- | |
| **7** | Peekaboo Day | Make today 'Peekaboo Day' - catch their eye through your fingers, over a book, from under a chair! How many times and ways can you play it with your child?   It's a fun way to practice hellos and goodbyes and learn something important - that people still exist even when out of sight. | Make today “Peekaboo Day.” See how many times and ways you can play peekaboo with your child. Catch their eye around a corner, through your fingers, over a book, from under a chair. | | Use the ideas from today to play peekaboo often. Over time, you can take turns leading. It is a fun way to practice hellos and goodbyes and to learn an important idea: that people still exist even when out of sight. | 7. play v3 | |
| **8** | Sound conversations | When your little one makes a sound - repeat it back to them. Do they try to copy you? If so - add a new sound!  Having 'Sound Conversations' with your child encourages them to communicate with you through sounds and actions. Changing the sounds also helps them to notice the differences between sounds - an important skill when they learn to talk. | If your child says "Ba,” repeat the sound back to them. Then add on to it, "Ba, ba, ba." Do they try to copy your sounds? Add a new sound next, ”Ba, ba, MA.” Do they notice the change? Do they try to repeat it? Go back and forth repeating each other’s sounds and building on them. | | Having Sound Conversations with your child encourages communication, using sounds and actions to “talk” to you. Changing the sounds helps them pay careful attention to the differences between sounds—an important step in learning to talk. | 8. PHASE 1 - LSSP DID YOU KNOW | |
| **9** | I See What You See (other option Picture This) | Get on your baby's level - and look at the world through their eyes. What can they see when they're lying on their back or tummy?  When you notice where they're looking, point and describe it - you'll add to their understanding of language, and helping them learn to pay attention. | Get on your baby’s level and look at the world through their eyes. What might they see while lying on their back or tummy? Notice where they're looking, point at it, and use words to describe what they're seeing. Respond to their reaction to you by talking about what you see too. | | Did you know that pointing at what your baby sees is a critical part of learning language? When you then use words to describe your experiences, you’re not only adding to their understanding of language but you’re also helping them learn to pay attention. | 9. look v3 | |
| **10** | Musical conversations | Sing a song with your little one - and use lots of expression! Try looking excited :D, surprised :O or sad :(.  If they copy any of your moves or sounds - repeat them & see if you can keep the back and forth going. All this interaction helps build skills in talking, reading & writing. | As you sing with your child, sing with lots of expression—smiling or looking excited or surprised or sad. Move around or wave your hands. Do they copy your movements or sounds? Repeat their actions and see if you can go back and forth like a game of catch. | | At this age, your child learns through repetition and back and forth interaction. You help them build communication skills in a fun way when you turn singing into a musical conversation. Your child will use these skills in learning to talk, read, and write. | 10. PHASE 1 - LSSP DID YOU KNOW | |
| **11** | Sing song | Whatever you're up to with your child - can you make up a song about it? From what they're eating - to the parts of the body during bathtime - there's lots of things you can sing about!  Whatever you find to sing about - you're helping your child to learn. Singing about your daily routine makes connections between words and your little one's experiences. | Make up songs with the activity you're doing with your child. It could be about anything—about the cereal during breakfast or parts of the body during bathtime, etc. | | Your child learns language best when you use a sing-song voice because it stretches out the sounds, making it easier for them to detect the different sounds in words. Singing about your daily routines makes connections between words and your child’s experiences. | 11. sing v3 | |
| **12** | Who's that baby? | Put a mirror in front of your child and ask 'Who's that baby?' They say their name and see how they respond, comment on what they tell you with their actions.  This game is a fun way to help your child learn pay attention as they notice you and the mirror! It also helps them to communicate and will help them learn to talk in the future. | Hold a mirror up to your child’s face and ask, “Who’s that baby?” Then say their name. Pull the mirror away and watch them. Do they smile? Wave their hands and feet? Do they reach out for the mirror? Comment on what they're telling you with their actions. | | This game is a fun way to help your child learn to focus and pay attention as they notice you and the mirror. They're also learning about how to communicate with others as you respond to their sounds and movements. This will help them learn to talk in the future. | 12. LSSP STEP BY STEP TIPS - Who's that baby- | |
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|  | **On Twitter:** | **Comment underneath:**  For more brain-building tips sign up for free weekly #LookSaySingPlay emails from the @NSPCC: https://bit.ly/2ZqNtP1 | **On Instagram:** | **Include after the tip copy:**  For more brain-building tips sign up for free weekly #LookSaySingPlay emails from the @NSPCC: https://bit.ly/2ZqNtP1 | | |