



Llywodraeth Cymru  
Welsh Government



# Talk with me Partner Pack



**Children's brains are amazing. They are constantly growing and making new connections. When you play, listen and talk with them, you light up their minds and help their brains to grow.**



## What is Talk with me?

'Talk with me' is the Welsh Government's campaign to encourage parents to play, listen and talk with their children in the early years (between 0-5 years old). We want parents to talk with their children every day to light up their minds, help their brains grow, and give them the best possible start in life. Our [website](#) and [Facebook](#) page are host to a range of helpful, expert-led, accessible tools, tips, and resources to support parents on their child's language-learning journey.

### Campaign aims

Our campaign aims are to:

- raise public awareness about the importance of playing, listening and talking with babies and young children.
- educate families to improve their child's speech, language, and communication skills and know when to seek professional help if there are concerns with their development.

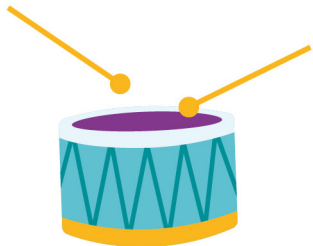


## We need your support

Over the past year, the campaign has been live across TV (ITV, Sky and S4C), radio adverts, out of home media, and a digital PPC campaign targeted at parents, caregivers, grandparents, and other family members. To help promote the campaign's message and aims, we need your support.

### Here are some ways you can support the campaign:

- Share our resources with parents and caregivers of children between 0-5 years old.
- Share our TV adverts and social media posts to your own social media channels – tagging our Facebook channel **@Siarad gyda fi – Talk with me** using our hashtag **#TalkWithMe**.
- Tag us in your posts about children's speech and language development – we love seeing your content!





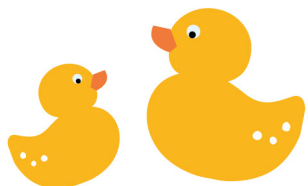
## Booklets, posters and QR codes

The 'Talk with me' booklet and poster have been produced with parents, Speech and Language Therapists and the Public Health Team in Aneurin Bevan University Health Board. You can use these with families to help them support their child to talk.

The booklet is provided by Welsh Government as a digital resource and will therefore not be printed and distributed centrally. If hard copies are required locally this will need to be organised and funded within your Local Authority.

The booklet has been designed to be used universally (rather than exclusively within Flying Start). We will not therefore be issuing formal guidance on when and how the booklet is shared with families – it is intended to be a resource that can be used in whichever way works best for you in your area. We'd love to hear how it is being used and how families respond.

We have translated the booklet and poster into a small number of minority languages which are available on the asset bank.



# Parent and Carer Pack

Our new 'Parent and Carer Pack' provides information, tips and expert advice for parents and carers to help their little one with their talking journey.

The pack has been tested with parents and practitioners and features lots of exciting resources, such as: '10 tips to help me learn to talk', information on talking milestones and lots of exciting games for parents to play at home to help with their little one's talking.

The booklet is available to be downloaded [here](#).



## Social media posts

We have developed a series of social media posts that are available for you to share with parents and carers in your networks. If you share messages and posts, could you please tag us and include our hashtag #TalkWithMe. Also, if you are not doing so already, could we ask that you follow us on Facebook at:

**@Siarad gyda fi – Talk with me.**

All suggested social media copy provided in this pack is within the max character count for all social channels, including Twitter. Creative assets to accompany the social media posts are available for download.



## TV adverts and booklet resource posts

### Post 1: TVC advert (10 seconds)



**Caption:** Talk and play with your child as much as possible every day. Spending time with them can help their brain to grow. Just the little things you do with them can make a big difference, now and in their future. For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme)

### Post 2: TV advert (30 seconds)



**Caption:** Children's brains are amazing. They are constantly growing and making new connections. When you play, listen and talk with them, you light up their minds and help their brains to grow. For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme)

### Post 3: Talk with me: 10 top tips booklet



**Caption:** Talking with your little one in the early years can help their brain to grow and help them to learn new words. The team at #TalkWithMe have developed ten top tips to support your child with their talking. Click the link to find out more: [gov.wales/talkwithme](https://gov.wales/talkwithme)



## Light up my mind assets

### Bilingual carousel post

**Welsh caption:** Pan wyt ti'n siarad gyda dy blentyn, ti'n goleuo ei feddwl ac yn helpu ei ymennydd i dyfu!  
I gael tips i helpu dy blentyn i siarad: [llyw.cymru/siaradgydafi](https://llyw.cymru/siaradgydafi)

**English caption:** When you talk with your child, you light up their mind and help their brain to grow!  
For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme)



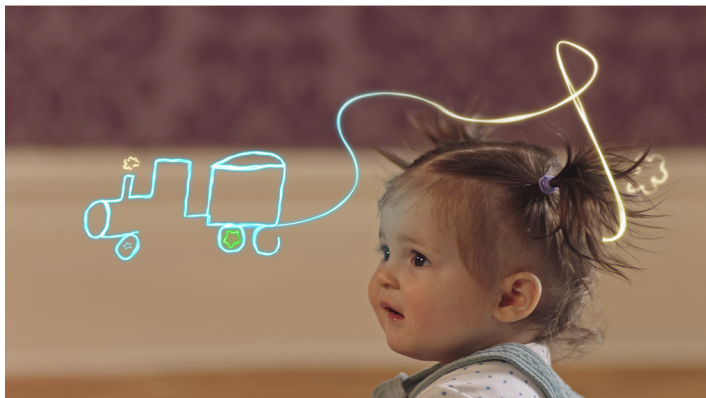
## Light up my mind assets

### 10 second animations

You can use this copy with any of the animations below!

**Welsh caption:** Mae pob plentyn yn haeddu'r dechrau gorau mewn bywyd. Dilyn **@Siarad gyda fi – Talk with me** ar Facebook neu [llyw.cymru/siaradgydafi](https://llyw.cymru/siaradgydafi) i gael tips da a chyngor arbenigol i helpu dy blentyn i siarad.

**English caption:** Every child deserves the best start in life. Follow **@Siarad gyda fi – Talk with me** on Facebook or visit [gov.wales/talkwithme](https://gov.wales/talkwithme) for fun tips and expert advice to help your child with their talking.



Animation 1



Animation 2



Animation 3

## Light up my mind assets

### Bilingual statics

You can use any of these images with the caption copy below!

**Welsh caption:** Bydd siarad gyda dy blentyn wyneb yn wyneb, canu caneuon gyda gweithredoedd, a darllen straeon gyda'ch gilydd yn ei helpu i ddysgu geiriau newydd. I gael tips i helpu dy blentyn i siarad: [llyw.cymru/siaradgydafi](https://llyw.cymru/siaradgydafi)

**English caption:** Talking with your child face to face, singing songs with actions, and reading stories together will help them learn new words. For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme)





# 10 tips to help me learn to talk

## Tip 1



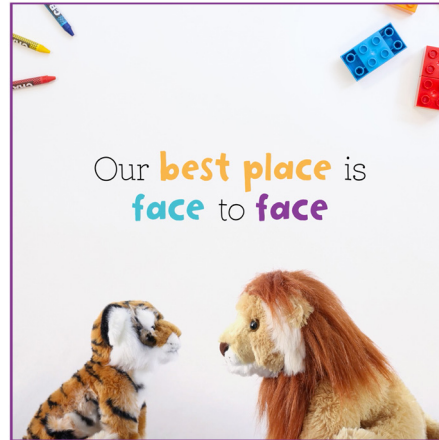
**English caption:** Talking with your child before they're even born can help them develop essential language skills they need later in life. For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme) #TalkWithMe

## Tip 2



**English caption:** Your child can learn any language from birth! Talking with them in your best or first language helps them feel connected and learn about your culture. For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme) #TalkWithMe

## Tip 3



**English caption:** Did you know that before your little one can talk, they can tell you how they are feeling through eye contact, smiling, gurgling and crying? For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme) #TalkWithMe

## Tip 4



**English caption:** Your little one loves to hear you sing, and loves to join in with actions and words too! Don't worry if you don't like your singing voice – they won't mind! For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme) #TalkWithMe

## Tip 5



**English caption:** Remember that mealtimes, nappy time and bath time are all perfect times to talk and play with your little one. For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme) #TalkWithMe



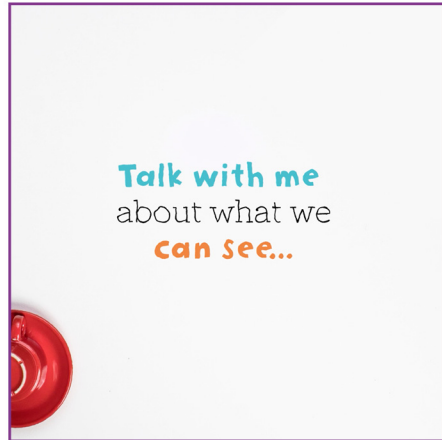
## 10 tips to help me learn to talk

### Tip 6



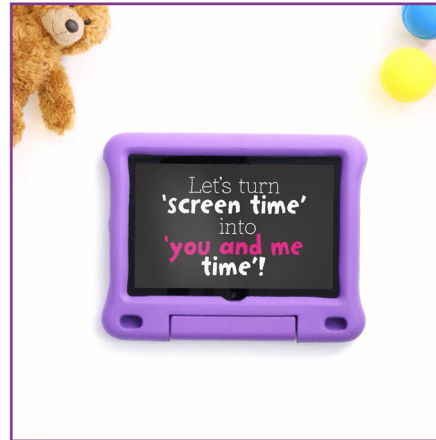
**English caption:** Did you know that talking about the pictures in books helps your little one to learn new words? Try using funny faces and voices to tell the story! For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme) #TalkWithMe

### Tip 7



**English caption:** Did you know that repeating the same words again and again helps your little one to remember new words? For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme) #TalkWithMe

### Tip 8



**English caption:** Remember that your little one can't listen to two things at once, so it's easier for them to learn if TVs and screens are turned off. For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme) #TalkWithMe

### Tip 9



**English caption:** When your little one is learning to talk, remember to praise them, even if it sounds like they're babbling! For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme) #TalkWithMe

### Tip 10



**English caption:** Your child loves looking at faces and listening to people talking with them. For tips to get your little one talking, visit: [gov.wales/talkwithme](https://gov.wales/talkwithme) #TalkWithMe

## Talking stages: videos

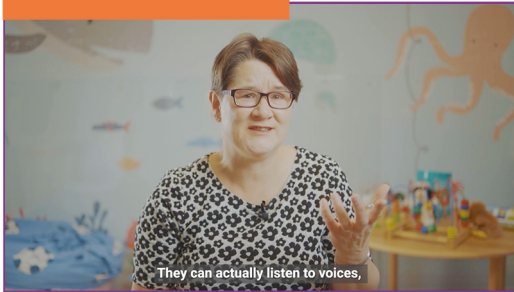
We have filmed a series of videos with practitioners from Hywel Dda University Health Board exploring the different stages of child development.

You can use these on social media or to inform your own work with parents and carers. The videos are available to download [here](#).



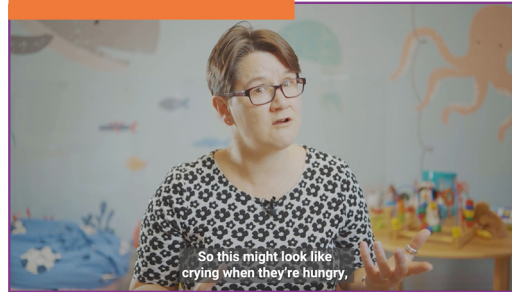
## Talking stages: videos

### Iona — ENG 1



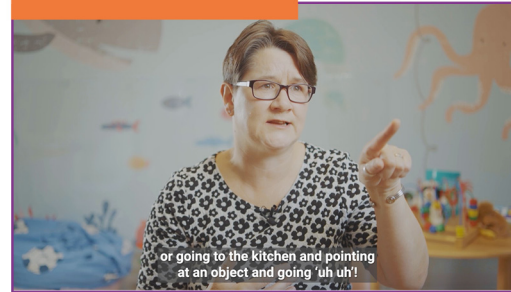
**Title of video:** Pre-birth development.

### Iona — ENG 2



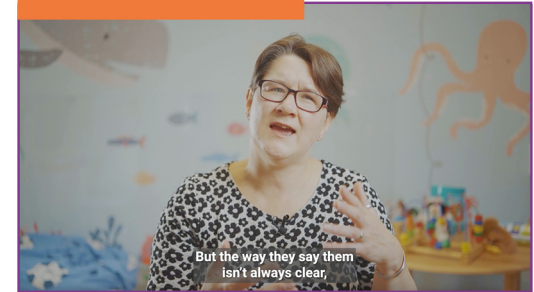
**Title of video:** Beginning of a child's language learning journey.

### Iona — ENG 3



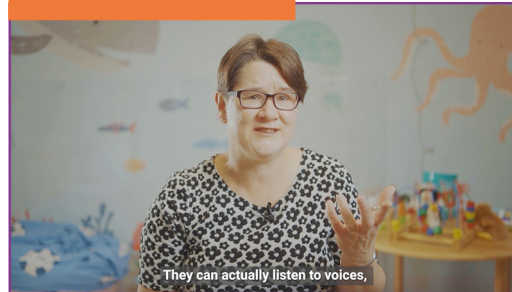
**Title of video:** After discovering language.

### Iona — ENG 4



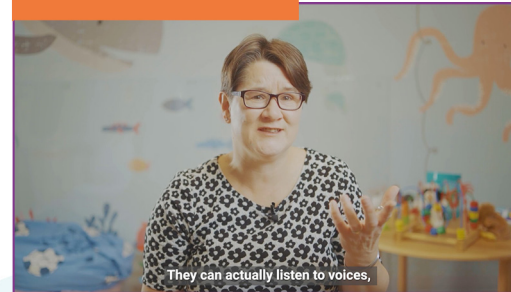
**Title of video:** Copying words that they hear.

### Iona — ENG 5



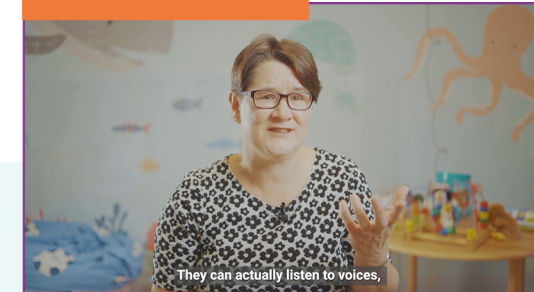
**Title of video:** Expanding range and variety of words.

### Iona — ENG 6



**Title of video:** Understanding complicated instructions.

### Iona — ENG 7



**Title of video:** Talking to your Health Visitor.



## Hub films

**Talk with me: are you expecting a baby?**



**English caption:** Are you expecting a baby? Try singing 'Twinkle Twinkle, Little Star' to bump – this will help them recognise your voice and strengthen your connection once they are born. For tips to start your little one's talking journey, visit [gov.wales/talkwithme](https://gov.wales/talkwithme)

**Talk with me: talk with your baby before they can speak**



**English caption:** When you play, listen and talk with your little one, you help their brain to grow and make new connections. For tips to get your little one talking, visit [gov.wales/talkwithme](https://gov.wales/talkwithme)

**Talk with me: help your child learn more words**



**English caption:** When you play, listen and talk with your little one, you help their brain to grow and make new connections. For tips to get your little one talking, visit [gov.wales/talkwithme](https://gov.wales/talkwithme)

**Talk with me: help children in your family with their talking**

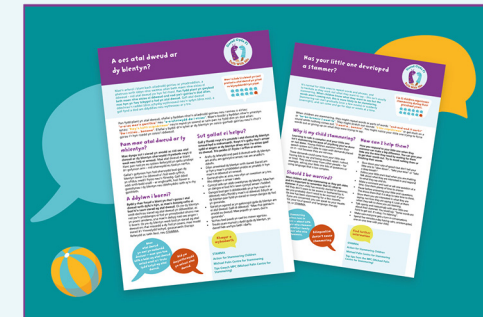


**English caption:** When you play, listen, and talk with little ones in your family, you help their brains to grow and make new connections. For tips to get your children in your family talking, visit [gov.wales/talkwithme](https://gov.wales/talkwithme)



## Practitioner resources

Did you know that we have a webpage dedicated to supporting practitioners? We have brought together a range of tips and advice to help parents understand the importance of their role in getting their little ones talking. We would love you to share these tools with the families you work with. Follow this link to find out more: [gov.wales/talk-me-guidance-practitioners](https://gov.wales/talk-me-guidance-practitioners)



# Diolch!

Thank you for your support. Remember to follow us on Facebook @Siarad gyda fi – Talk with me. If you require any further support or have any ideas for other resources you would like to see, please email our team at [talkwithme@gov.wales](mailto:talkwithme@gov.wales)

