



Llywodraeth Cymru
Welsh Government



Talk with me Partner Pack 2024



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](#) is host to a range of helpful, expert-led, accessible tools, tips and resources to support parents on their child's language-learning journey. This toolkit will aim to share the resources we have available, for both parents and practitioners, and where to find them online.

Our aims are to:

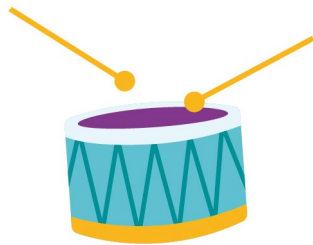
- raise public awareness about the importance of playing, listening and talking with babies and young children.
- educate families to improve their child's speech, language and communication skills and know when to seek professional help if there are concerns with their development.



What have we achieved so far?

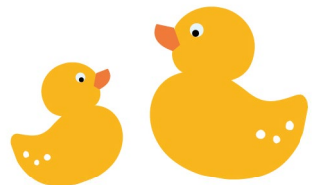
Since launching in 2021, Talk with me has been on an incredible journey. Raising awareness of the importance of SLC skills and educating families on how developing SLC skills in early years will have a huge impact on their children's future.

- Between December 2021 and March 2023, the paid digital activity generated 126,722 clicks to the [Talk with me website](#).
- Between April 22 and March 2023, we engaged with 40 stakeholder bodies through development and activation of engagement database.
- Since 2021, we've promoted TWM messaging across TV, Radio, OOH and secured significant editorial coverage (54) across multiple news outlets.
- Social media followers throughout the campaign period exceeded +3,200.



What do we want to achieve?

1. We have identified a number of the new Flying Start Expansion Centres to ensure that the 'Talk with me' messaging is applied, with the aim of enhancing parent-child communication and early childhood development.
2. Our latest digital campaign targeted parents in specific areas across Wales to increase awareness of Talk with Me, especially in areas struggling with Speech & Language Therapy capacity. **These areas were Anglesey, Ceredigion, Bridgend, Conwy, Denbighshire and Gwynedd.** The campaign went live across Facebook and Google (Display and Search), as well as digital radio which targeted parents with children aged 0-4.
3. Increase stakeholder and partner engagement with the promotion of Talk with Me messages. This is where you can help us, by sharing our resources across your existing channels and with your audience.



Resources for parents

We have a range of resources that are dedicated to informing and supporting parents. They have been produced with parents, speech and language therapists, and a range of early years practitioners. The assets can be used with families to help them support their child to talk. The following pages will show you the assets available and where to find them.



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**.

All suggested social media copy provided in this pack is within the maximum character count for all social channels, including Twitter (X). Creative assets to accompany the social media posts are available to download from the Talk with me Media Toolkit [here](#).



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

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

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

These resources can be downloaded from the online **Media Toolkit** [here](#).

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

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



These resources can be downloaded from the online [Media Toolkit here](#).



Light up my mind assets

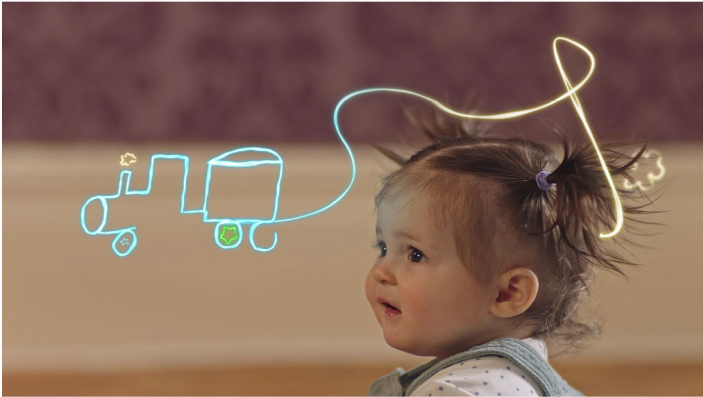
10 second animations

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

Welsh caption: Mae pob plentyn yn haeddu'r dechrau gorau mewn bywyd. Neu 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. Visit gov.wales/talkwithme for fun tips and expert advice to help your child with their talking.

Animation 1



Animation 2



Animation 3



These resources can be downloaded from the online [Media Toolkit here](#).

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

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



These resources can be downloaded from the online [Media Toolkit here](#).

10 tips to help me learn to talk

Tip 1



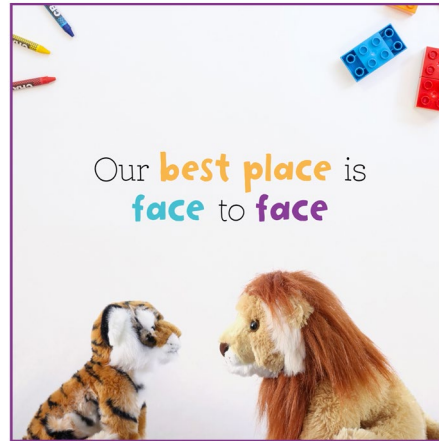
English caption: Talking with your child before they're even born can help them develop essential language skills they need later in life. For tips to get your little one talking, visit: gov.wales/talkwithme #TalkWithMe

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 #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 #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 #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 #TalkWithMe

These resources can be downloaded from the online [Media Toolkit here](#).

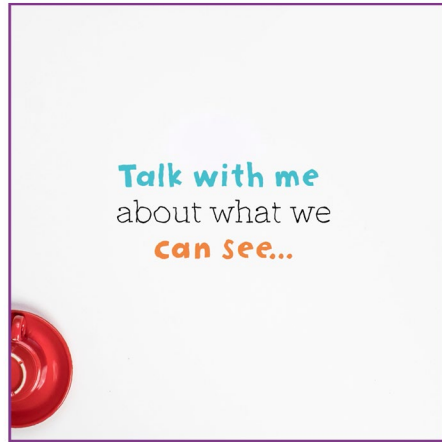
10 tips to help me learn to talk

Tip 6



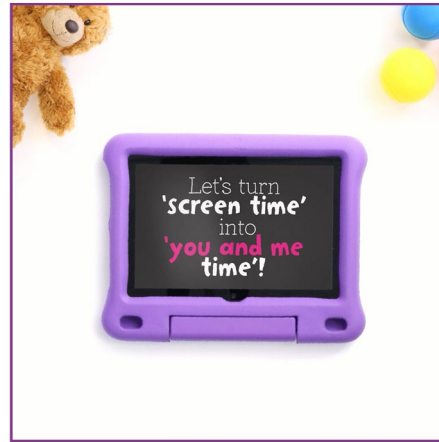
English caption: Did you know that talking about the pictures in books helps your little one to learn new words? Try using funny faces and voices to tell the story! For tips to get your little one talking, visit: gov.wales/talkwithme [#TalkWithMe](https://twitter.com/TalkWithMe)

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 [#TalkWithMe](https://twitter.com/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 [#TalkWithMe](https://twitter.com/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 [#TalkWithMe](https://twitter.com/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 [#TalkWithMe](https://twitter.com/TalkWithMe)

These resources can be downloaded from the online [Media Toolkit here](#).

Resources available for parents

We have a range of resources on our website, that are there to help parents.

To find these resources, follow the instructions below or watch this [video](#). Go to: www.gov.wales/talk-with-me

1. Scroll down until you see the below.
2. You will see a range of resources from our parent and carer pack, to our different factsheets.



10 tips to help me learn to talk (digital)

Use this booklet for top tips to help your child learn to talk.



10 tips to help me learn to talk (print)

Print this booklet for top tips to help your child learn to talk.



Autism and ADHD factsheet

Take a look at our factsheet for info and advice on autism and ADHD.



Bilingualism factsheet

Take a look at our factsheet for info and advice on bilingualism.



Certificate of completion

Print your certificate once you've completed our summer challenge!

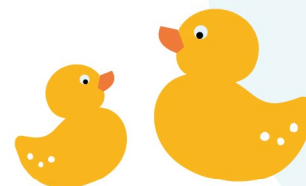


Challenge sheet

Check out our summer challenge sheet for fun daily activities.



These are all available to download and to be shared with parents.



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



Practitioner resources

We also have a range of assets that can be shared with practitioners. These assets are designed for practitioners, and the infographics in particular should not be shared with families. To find these resources, follow the instructions below or watch this [video](#).

1. To find these assets go to gov.wales/talk-with-me and scroll to the bottom of the page until you see this.

Guidance for practitioners

A range of tools, tips, and advice for you to share with parents to help them understand the importance of their role in getting their little ones talking.

[Find out more >](#)

2. Click on **Find out more**.
3. This will take you to a page with lots of resources for practitioners to use. There are three new resources available on this page that might be of particular interest. These include:



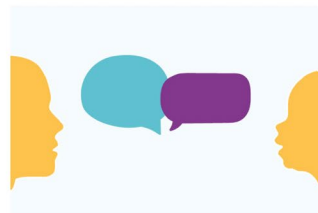
10 tips to help me learn to talk

Use this booklet to support parents with their child's talking.



10 top tips resources

Use these top tip templates to share with families you support.



All Wales Speech, Language and Communication (SLC) training pathway tool

Guidance for childcare practitioners working with children aged 0 to 4 years 11 months to help identify SLC training needs.

- [An introductory e-learning course to Speech, Language and Communication](#)
- [Guidance for practitioners who provide Early Childhood Play, Learning and Care](#)
- [Infographics to show why SLC skills matter](#)



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

