

# Speaking Dadly animation – Partner comms pack

## Background

Early year's speech and language is an important part of Greater Manchester's school readiness programme which aims to ensure every child starts school ready to learn.

As part of this work, a review of the Early Years Language and Communication Pathway identified that more needed to be done to support parents and families.

Following a piece of work undertaken in Salford to identify barriers to participation and strengthen engagement with dads, alongside an awareness of how “female-focussed” much of our early years support is, a short animation has been produced to help address some these issues.

Each message within the film is underpinned by the evidence of what works for dad in the hope that this maximises impact and take-up. The film identifies a range of ideas to incorporate language and communication into everyday activities which we know is one of the best ways of supporting the communication development of young children.

The video and further information is available on the [GMCA website](#).

You can also download the animation and social media assets on this WeTransfer link - <https://we.tl/t-CTuLjBT0rZ>

## Audience

- Practitioners and professionals – those who work with parents/families from antenatal to starting school (0-5 years). This includes midwives, health visitors, those working in early years settings and services.
- Dads, with children aged 0-5, particularly those living in the most deprived areas of Greater Manchester.
- Wider family members, including mums.

## How you can help

To support the launch and rollout of the animation we are encouraging partners to share the video with dads/families and encourage dads/families to engage and use the ideas in the film to help develop their child's speech, language and communication skills.

This toolkit includes social media content, graphics and links to the animation for sharing across your own channels and through your own networks.

Partners are encouraged to:

- Share the social media content below as widely as possible across all relevant social channels.
- Include content in your resident newsletters/magazines and other relevant publications.
- Share internally with your own staff and other key stakeholders to encourage them to share the animation with their own networks – whether it's friends and family members, or dads/families they work with.

## Key messages

### Overarching speech, language and communication messaging:

- Greater Manchester continues to lead the way in tackling the issue of school readiness, working together innovatively, and doing things differently to make sure no child is left behind.
- Greater Manchester had started to close the school readiness gap between children from our most disadvantaged communities and the rest of the country as a result of our investment in early years. However, Covid-19 has had a significant and detrimental impact on children's development and we are starting to see the impact of this.
- If the first three years of a child's life aren't filled with talking and language, they will struggle to thrive in later life. That's why speech, language and communication is a particular focus of the school readiness programme.
- Our work to ensure no child is left behind is part of our ambition for Greater Manchester to be a place where everyone can live a good life, growing up, getting on and growing old in a greener, fairer more prosperous city region.

## Speaking Dadly messages:

- A project in Salford, delivered by social enterprise Unlimited Potential, looked at how dads can best be supported and encouraged to help their child develop their speech, language and communication skills from an early age.
- The majority of fathers recognise that speech, language and communication is crucial to their child's general well-being and future opportunities and helps build confidence and independence.
- The project also identified that much of Greater Manchester's early years support is focussed around the needs of the mother, which is impacting on dads participating with early years services and activities currently on offer.
- Greater Manchester is now working with dads to shape early years services that recognise the positive role of the father in a child's development. This includes creating more personalised support, more male-friendly groups, investment in health, wellbeing, and skills, and training for staff working across services for children and families.
- A short animation has also been produced to help address some of these issues and encourage dads to talk to and communicate with their child from birth.
- The film identifies a range of ideas to incorporate language and communication into everyday activities which we know is one of the best ways of supporting the communication development of young children.
- This includes simple activities like supporting play, singing and talking, looking at books together, and having some TV and electronic game free time.
- This work is complemented by the [BBC's Tiny Happy People](#) campaign, developed in partnership with the GMCA, to help close the pre-school language and communication gap.

- Tiny Happy People is a suite of free digital resources aimed at parents and professionals working with pre-schoolers, and comprises tips and advice, activities and short films about the science and facts behind language development.
- Additional resources include Greater Manchester's 10 Tips for Talking, which are evidence-based and aim to support parents and practitioners to develop the home learning environment and children's speech and language skills.

## **Website/newsletter copy**

A short animation has been produced to encourage dads to talk to and communicate with their child from birth.

The Speaking Dadly project, delivered by social enterprise Unlimited Potential, explored how dads can best be supported and encouraged to help their child develop their speech, language and communication skills from an early age.

Engaging with a range of dads across Salford, the project found that much of Greater Manchester's early years support is focussed around the needs of the mother, which is impacting on dads participating with early years services and activities currently on offer.

Greater Manchester is now working with dads to shape early years services that recognise the positive role of the father in a child's development. This includes creating more personalised support, more male-friendly groups, investment in health, wellbeing, and skills, and training for staff working across services for children and families.

As part of this, a short animation has been produced to help address some of the issues and encourage dads to talk to and communicate with their child from birth.



The film identifies a range of ideas to incorporate language and communication into everyday activities which we know is one of the best ways of supporting the communication development of young children.



Voiced by local children, the animation encourages dads to tell stories to their children, chat to them when walking the dog or going to the park, and sing, talk and pull funny faces at their babies.







You can view the animation and access other resources to support your child’s speech, language and communication development on GMCA’s website - [greatermanchester-ca.gov.uk/speaking-dadly/](http://greatermanchester-ca.gov.uk/speaking-dadly/)

## Social media plan



Please note: when sharing the animation, it is advised that you upload the video to the relevant social media platform rather than just sharing the YouTube link. This will help with engagement on the social media platform.


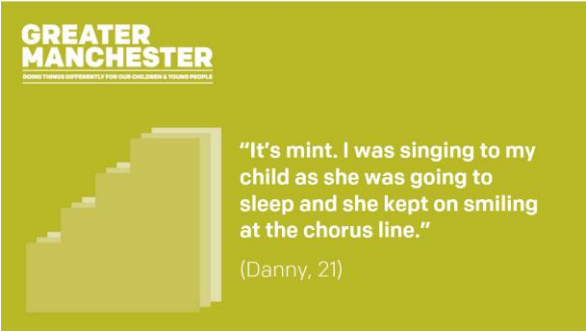

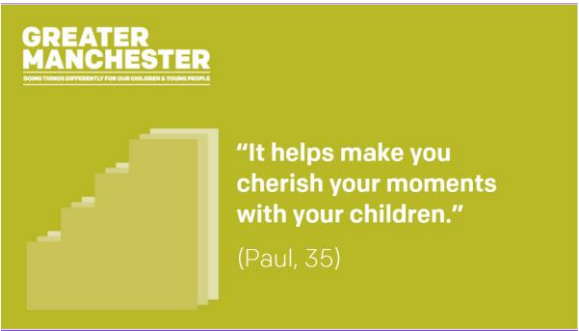
Date	Message	Asset/Alt Text
Friday 17 June / Saturday 18 June / Sunday 19 June	<p> Calling all dads</p> <p>We’ve launched a short animation to support you to communicate with your child from birth.</p> <p>It’s packed with loads of ideas to incorporate language and communication into everyday activities.</p> <p>Watch it now </p> <p>#FathersDay #SpeakingDadly</p>	LINK TO VIDEO
19 June only (Father’s Day)	<p>This #FathersDay we’re celebrating the positive role dads play in their child’s development.</p>	LINK TO VIDEO






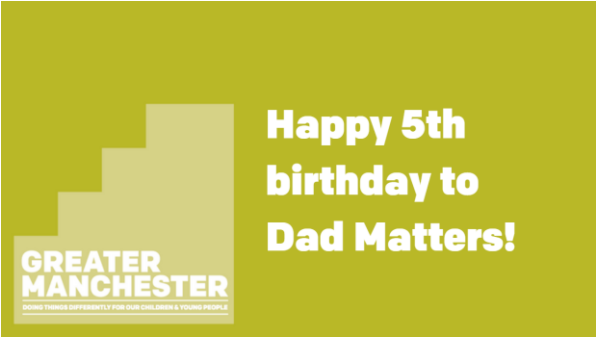
	<p>Watch our new animation, which is supporting dads to help develop their child's speech, language and communication skills.</p> <p>#SpeakingDadly</p>	
Anytime	<p><a href="#">.@UPIinnovates</a> and @greatermcrc are working with dads to improve support and encourage them to help their child develop their speech, language and communication skills from an early age.</p> <p>Watch this short animation for some top tips </p> <p>#SpeakingDadly</p>	LINK TO VIDEO
Anytime	<p>Have you seen our #SpeakingDadly animation?</p> <p>It's full of tips to help dads communicate with their children from an early age, and help develop their speech and language.</p> <p>Please share with a dad you know</p> <p>LINK TO VIDEO</p>	LINK TO VIDEO
Anytime	<p> Calling all dads</p> <p>Have you watched our short animation to support you to communicate with your child from birth?</p>	LINK TO VIDEO

	<p>It's packed with loads of ideas to incorporate language and communication into everyday activities.</p> <p>Watch it now </p>	
Anytime	<p>Do you work with parents and children?</p> <p>We've launched an animation to help dads support their child's speech, language and communication</p> <p>It includes simple ways to incorporate language and communication into everyday activities.</p> <p>Find out more:  <a href="http://greatermanchester-ca.gov.uk/speaking-dadly/">greatermanchester-ca.gov.uk/speaking-dadly/</a></p>	LINK TO VIDEO
Anytime	<p> Local dads are helping improve early years services across Greater Manchester to ensure the positive role of the father in a child's development is recognised.</p> <p>This includes:</p> <ul style="list-style-type: none"> <li> more personalised support</li> <li> more dad-friendly groups</li> <li> investment in health, wellbeing &amp; skills</li> <li> training for staff working across services for children and families</li> </ul>	We're working with local dads to improve early years services across Greater Manchester.



	<p>Find out more:  <a href="http://greatermanchester-ca.gov.uk/speaking-dadly/">greatermanchester-ca.gov.uk/speaking-dadly/</a></p>	 <p><b>GREATER MANCHESTER</b></p> <p><b>We're working with local dads to improve early years services across Greater Manchester.</b></p> <p>Find out more: <a href="http://greatermanchester-ca.gov.uk/speaking-dadly/">greatermanchester-ca.gov.uk/speaking-dadly/</a></p>
<p>Anytime</p>	<p>The majority of fathers recognise that speech, language and communication is crucial to their child's general well-being and future opportunities and helps build was confidence and independence.</p> <p>If you're a dad, support is available to help you.</p> <p>Find out more </p> <p><a href="http://greatermanchester-ca.gov.uk/speaking-dadly/">greatermanchester-ca.gov.uk/speaking-dadly/</a></p>	<p>If you're a dad, support is available to help you support your child's speech, language and communication development.</p>  <p><b>GREATER MANCHESTER</b></p> <p><b>If you're a dad, support is available to help you support your child's speech, language and communication development.</b></p> <p>Find out more: <a href="http://greatermanchester-ca.gov.uk/speaking-dadly/">greatermanchester-ca.gov.uk/speaking-dadly/</a></p>
<p>Anytime</p>	<p>"It's mint. I was singing to my child as she was going to sleep and she kept on smiling at the chorus line."</p> <p>Danny has been using the simple activities in our #SpeakingDadly animation to help develop his daughter's speech, language and communication.</p>	<p>"It's mint. I was singing to my child as she was going to sleep and she kept on smiling at the chorus line."  (Danny, 21)</p>

	<p>Find out more </p> <p><a href="http://greatermanchester-ca.gov.uk/speaking-dadly/">greatermanchester-ca.gov.uk/speaking-dadly/</a></p>	 <p>"It's mint. I was singing to my child as she was going to sleep and she kept on smiling at the chorus line." (Danny, 21)</p>
Anytime	<p>"It helps make you cherish your moments with your children."</p> <p>Our #SpeakingDadly film is encouraging dads like Paul talk to and communicate with their child from birth.</p> <p>Find out more </p> <p><a href="http://greatermanchester-ca.gov.uk/speaking-dadly/">greatermanchester-ca.gov.uk/speaking-dadly/</a></p>	<p>"It helps make you cherish your moments with your children." (Paul, 35)</p>  <p>"It helps make you cherish your moments with your children." (Paul, 35)</p>
Anytime	<p>"It's exactly what a parent wants. It resonates with me lots because I don't see my daughter all the time."</p> <p>Kieran is using the #SpeakingDadly animation to build language and communication into everyday activities with his daughter.</p>	<p>"It's exactly what a parent wants. It resonates with me lots because I don't see my daughter all the time." (Kieran, 21)</p>

	<p>Find out more </p> <p><a href="https://greatermanchester-ca.gov.uk/speaking-dadly/">greatermanchester-ca.gov.uk/speaking-dadly/</a></p>	
	<p>We're also proud to work with @HomeStartHOST who is delivering their #DadMatters2022 project across Greater Manchester.</p> <p>The project offers workshops, targeted groups and one to one support to help dads with:</p> <ul style="list-style-type: none"> <li> attachment and bonding</li> <li> mental health</li> <li> how to access services from birth onwards.</li> </ul>	<p>Happy 5<sup>th</sup> birthday to Dad Matters</p> 

## Contacts

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