



Hungry Little Minds Campaign

Encouraging behaviour change in
the home to boost communication, language and literacy in the early
years

Why is the home learning environment important?

The Home Learning Environment refers to the environment in which the child grows up in before school, and the quality of support they are given from their parents.

- Improving early **communication, language and literacy** development is a **key priority for the government** and a cornerstone of building a country that works for everyone.
- SEED study shows that the Home Learning Environment **independently predicts children's early language development** and their school readiness.
- Early language ability is **consistently linked to later outcomes**
- Children from **low-income homes are more likely to arrive at school with below-average language skills**, leaving them at an educational disadvantage from the start.
- But this is not inevitable. **All parents have the power to change outcomes for their children**, no matter what their background.



Home Learning Environment and Hungry Little Minds is more important than ever during COVID 19...



Kids will make a game out of almost anything. When you play with them you can see their imaginations light up. And every little game will help set them up nicely for school.

HM Government



Search Hungry Little Minds for simple tips and activities.

- Children and families spending **more time at home**
- **COVID-19 will have impacts on child development:**
 - Losses on cognitive development (including verbal development)
 - Disadvantaged children will have poorer quality HLE
- Parents survey during COVID 19:
 - 50% of parents want to **do more home learning activities at home**
 - Children from deprived areas will experience less **frequent high quality HLE activities.**



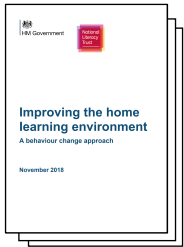
Influencing parents' behaviour in the home



Hungry Little Minds is a new three year campaign to **influence parental behaviour in the home** – encouraging parents to engage in activities that support their children's early learning and help set them up for school and beyond.



The *Hungry Little Minds* campaign takes a **behaviour change approach**. We are not telling parents what to do, rather we tap into innate motivations, remove barriers and create opportunities in **everyday environments to nudge change** – embedding messaging in everyday environments that parents already inhabit.



The campaign is **underpinned by a behaviour change model** developed with stakeholders from across the sector and **drawing on the latest evidence**. The campaign has been **carefully designed, and tested with parents**, to encourage parents to undertake more positive learning and play activities with their children.



It does this through:

- **positive messaging** about the benefits, delivered in the voice of the child;
- highlighting the **near-term benefit** (most parents want their children to do well); and
- **addressing barriers** (e.g. highlighting that activities can be worked into everyday situations).



A society-wide mission



Campaign creative and key messages



Hungry little minds love all sorts of things, and you never know what might be the things that ends up shaping them:

- Kids love it when you read with them. It all goes in. Every single word. From a book, a magazine, even a shopping list
- Kids will make a game out of almost anything. When you play with them you can see their imaginations light up. Whether it's I-spy or peek-a-boo
- Kids love to talk about all sorts of things. It all goes in, even when they're too young to say much back. And every little chat will help set them up nicely for school

Hungry little minds soak up every little bit of stimulation you can give them. It's all the little things that make a big difference like chatting, reading and playing together. And it doesn't need a set time. Doing it while you do other stuff works just as well.

New Creative



... and more resources on the *Hungry Little Minds* website



What do we want to say to parents?

What are we trying to encourage?

Having everyday conversations, chatting, playing and reading all make a big difference to your child's development.

All the little things you do together help set them up nicely for school.

How can parents do this?

It's easier than you think. There are so many simple ways to help your children learn.

It doesn't need a set time. You can chat, play or read with your child on the way to nursery, while you're making a meal or even in the supermarket.

It doesn't have to cost a penny. You don't need pricey books or toys.

And it doesn't have to feel like 'learning'!

Why is it important that parents do this?

A child's development begins the moment they are born. Simple activities at home or out and about really help set them up nicely for school.

And it's not just the kids who will enjoy it, you'll see the benefit too.



The story so far – from launch to now



209 likes

someone_s_mum AD

We all want the best for our kids but did you know that a quarter of children leave reception without the required language and communication skills required? As a former English teacher, I have always been concerned about making sure we develop Biggest and Little's literacy and interaction skills.

I'm supporting @educationgovuk #HungryLittleMinds campaign to help raise awareness around the simple things you can do with your children to help with their



How can you get involved?

Communicating our messaging in the short term

Include *Hungry Little Minds* branding in comms

Use campaign messaging in key contacts with parents and signpost parents to the Hungry Little Minds website

As things return to normal, you could work with the local authority to implement Hungry Little Minds across local services

Senior management buy-in

Train workforce to talk about this

Bring together local services under common goal to improve outcomes

Visible champions in the LA and community

Useful Links

- **Hungry Little Minds website (*for parents*):**

<https://hungrylittleminds.campaign.gov.uk/>

- **Hungry Little Minds toolkit and promotional materials (*for organisations*):**

<https://www.gov.uk/government/publications/using-the-hungry-little-minds-brand>

- **Behaviour Change Model (*the evidence*):**

<https://www.gov.uk/government/publications/improving-the-home-learning-environment>



Thank you!

To find out more information, search Hungry Little Minds, or if you want to get in touch with the team directly, please email

hle.coalition@education.gov.uk

We look forward to working with you!

