

50 Things To Do Before You're Five - Wakefield



50 Things to do before you're five is an app and website, with ideas and activities to do with under 5's. A resource that supports speech, language, communication, and brain development. These invaluable life experiences are low or no cost, accessible and fun.

Introduction

Wakefield Council made the decision to invest in 50 things in May 2020 in order to help the districts under 5's get the best start in life and become physically active and school ready.

The COVID19 pandemic and subsequent national lockdown resulted in the rollout of the project in Wakefield being fast-tracked. The project being seen as an effective way to support families with young children during this unprecedented period.

Aims

- 🎯 To support under 5's to get the best start in life and become physically active and school ready.
- 🎯 To help to tackle health inequalities by supporting young children and families
- 🎯 To offer parents ideas and knowledge (and local links) to support their child's development

Our approach

Our approach involves three interlocking and connected phases:

1. Awareness



2. Momentum



3. Targeted



'An easily accessible app with fun activities that can be used by both professionals and parents'
- Inclusion and Special Needs Support Service



Momentum
Encourage families and children to experience the activities. App to be embedded and consistently used in partner service delivery

Example
Working with the School Performance Team and Childcare Development Officers we have recruited over 70 Early Years providers to become 50 Things champions, embedding it in their EYFS planning and using it as a communication tool with parents.

Awareness
Encourage downloads of the App. While also raising understanding and capabilities of this tool for services

Example

Throughout we have developed partnerships with various services to promote to different demographics via social media, face to face engagement or physical displays e.g. Banners, posters and Buntin displayed at sites: Parks, Libraries, Museums, Leisure facilities

- Health Visitors HIGHLIGHT 50 Things in Red Book and at visits
- Registrars have conversations with new parents

Libraries and Museums include posters in their take and make packs

Targeted
Promote and engage hard to reach demographics of the district.



Example

4000 Small Steps Activity packs were funded for 6 month to 4 year olds, in disadvantaged areas across the district to give them activities and ideas to do at home during Covid restrictions. A coordinated approach was taken to build the activities and content around 50 Things.

Key Stats

3072
App downloads



14.6%
Of the 0-5 population



46%

Of downloads are from families in our target areas

3,892
Visits to 50 Things web site



Over **30** venues displaying 50 Things promotional material



30+
Partners and Services involved



Successes

- ✓ Partner buy in from a senior level through to officers and front line
- ✓ Having a variety of initiatives and approaches with an array of partners
- ✓ General awareness raising to download the app particularly online and through social channels
- ✓ 50 Things has been requested to be a universal offer in strategies such as 'Speech Language and Communication Needs Pathway'
- ✓ Wakefield 50 things team have been recognised by the national team for good practice



Contact details

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Key Partners



Council

Libraries
Museums & Castles
School Improvement
Communities Team
Fostering
SENDco
Virtual Schools
Leisure & health Improvement
Public Health - DPIL
Parks & Countryside
Registrars

Private sector

Wakefield Mumbler
Earnshaws Fencing
Happy days soft play
YSP
NCME

3rd Sector

Barnardo's
Home start
Local Offer/Wesail
Nova
FAB

Health & Community

Health Visitors
Infant Feeding Service
Community Hubs
Wakefield families Together
Wakefield District Housing

Early Years

Nurseries, Schools and
Pre-schools
Childminders
Family Hubs
Early Years Alliance