

# 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



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

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

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

#### 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

#### 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.

#### 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

Angie Gaughan – Specialist Health Improvement Officer – Early Years & Families

Email – [agaughan@wakefield.gov.uk](mailto:agaughan@wakefield.gov.uk)

Mobile - 07760172610

## 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