

Services for Young Children

Better Health Start for Life: Home Learning Environment Campaign



When you play with your child, you give their brain a boost.

Get easy ideas for working more play-time into your day: nhs.uk/start4life/chatplayread

#ChatPlayRead



Every chat you have with your child helps them develop their social skills, so they can make friends more easily.

Get simple ideas to help get them talking: nhs.uk/start4life/chatplayread

#ChatPlayRead

All professionals working with parents of babies and young children play a key role in promoting the home learning environment (HLE).

A new campaign from the Department for Education, in conjunction with the Department of Health and Social Care's Office for Health Improvement and Disparities (OHID), has launched to improve childhood early language and help to close the attainment gap between disadvantaged children and their peers.

The campaign aims to encourage parents and carers to chat, play and read more with their children to develop their communication, language, and literacy skills before starting school.

The aim is also to empower parents and help them overcome the key barriers they face, such as lack of time, confidence and not knowing the types of activities they should be doing.

The reality is that these activities take little time, can happen anywhere, and can easily be integrated into a daily routine. All the little things parents do with their child, like everyday conversations, make-believe play and reading together, make a big difference to their development.

The main objective of the campaign will be to encourage parents for search 'Start for Life', or visit the Start for Life online hub, where they can find ideas of activities to do with their children and explore where to find further support in their local area.

The new online resource contains a full range of evidence-based, detailed, yet accessible advice for parents on activities they can do with children at every stage between birth and 5 years old.

This is hosted on the [NHS Better Health Start for Life](https://www.nhs.uk/better-health-start-for-life) website to reflect that it is just one part of the wraparound support provided to ensure every child has the best start in life.

Parents can find ideas of activities to do with their children and explore where to find further support in their local area here: [Learning to talk | 3 to 5 years | Start for Life \(www.nhs.uk\)](https://www.nhs.uk/better-health-start-for-life/learning-to-talk-3-to-5-years)

For professionals there are Start for Life resources on the [Campaign Resource Centre](https://www.nhs.uk/better-health-start-for-life/campaign-resource-centre) to encourage parents to visit the Start for Life website.

The [HLE online hub](https://www.nhs.uk/better-health-start-for-life/hle-online-hub) provides evidence-based messaging and resources that professionals can draw upon in their day-to-day interactions with families.