NSPCC

look say sing play

to build your baby's brain every day



Your introduction to brain-building tips for 0-2 year-olds

EVERY CHILDHOOD IS WORTH FIGHTING FOR

We chat and interact with our babies all the time, but did you know you're actually building their brain when you do? We've got lots of free tips and advice to help with this.

You've got the power to change everyday moments into brain-building ones

Playing with your baby, talking or even singing with them can build their brain, right from birth. You can do it at any time, like bathtime, feeding time, or when you're going to the shops. It's also a great way to make your bond even stronger.

You're probably already doing this, but brain-building happens when you and your little one are interacting with each other; when you take notice of what they're doing or looking at and react to that. You can think of it like a game of tennis – going back and forth between the two of you.

We've teamed up with Vroom to give you some fun and easy tips. We want to help you bring even more Look, Say, Sing, Play into your daily routine with your baby.

A little bit about Vroom

Vroom is an initiative of the Bezos Family Foundation. Their early learning experts have created hundreds of brain-building tips, which have already been used by over 900,000 families in the USA.

powered by vroom™





We know there's a lot to do and think about when you're a parent. So we've tried to keep things simple, and fun too!

It all starts with...

look
say
sing
play

Look at what your baby's focusing on and how they react.

Say what you're doing and copy the sounds your baby makes.

Sing along to your favourite tunes or make up your own.

Play simple games and see what your baby enjoys.

You don't have to change your routine – just use our tips to bring more **Look, Say, Sing, Play** into your day.

Remember

- Brain-building happens when you and your little one **interact with each other**.
- Our **free** tips can be done **quickly** and **easily**. They can be part of your everyday routine, using things around the home.
- You can also **Look, Say, Sing, Play** your own way by taking cues from your baby and doing your own thing.



Turn over for a couple of tip tasters. Find lots more at **nspcc.org.uk/brainbuilding**

When doing chores

Try this: laundry hokey cokey

Get your child to help put items like socks IN and OUT the laundry basket.

Say the words IN and OUT to describe what you're doing. See how your baby reacts as they learn these things.

You could even try **singing** – a bit like the hokey cokey.

What does your baby find interesting? Are they pointing at the basket? Respond to what they do.

The science bit

Laundry hokey cokey
Young children like putting and pulling things in and out of containers. Using this helps you get a chore done, and also helps them learn what IN and OUT mean. It also helps organise their understanding of the world.



During mealtimes



Try this: pulling funny faces

Make different faces, and let your baby look closely at what you're doing.

Pick up your spoon, and eat some food. **Say**, "Mmm delicious," and put the spoon down.

Take small bites and let your baby do the same. Then let them do something, and you copy them.

Really look at how your baby reacts, and respond to them.

The science bit

Pulling funny faces
This back-and-forth game helps your child learn to pay attention and remember, so they can copy your actions. They need these thinking skills to learn information and use it.



Now you have a taste for our brain-building tips, why not try some others out and learn more about how they work?

1. Get **FREE weekly emails** on Look, Say, Sing, Play brain-building tips, straight to your inbox.

2. Use our **chatbot**. It's quick, easy and it's **available 24 hours a day**, seven days a week.

3. Find lots more tips on our **YouTube channel**. Scan the QR code here for quick access.

To find out more, search

'NSPCC brain-building'

NSPCC

We campaign for change. We work with schools to help children understand what abuse is and support them to speak out. Childline is here, whenever young people need us. And the NSPCC Helpline is ready to respond to adults with any worry about a child. We develop services in local communities to stop abuse before it starts, and help children recover, so it doesn't shape their future.

And, above all, we work together – because everyone has a part to play in keeping children safe. Every pound you raise, every petition you sign, every minute of your time, will make a difference.

Together, we can change children's lives.

nspcc.org.uk

You're not alone

Having a new baby can feel like a struggle from time to time, but there is help available. Talk to your midwife, health visitor, or GP. And you can always contact the NSPCC for support and advice on **0808 800 5000**.

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The children and adults pictured are volunteers Photography by Tom Hull J20221114.

Tips and other brain building resources provided by the early learning experts at Vroom™, an initiative of the Bezos Family Foundation.