HM Government

Campaign Toolkit

July 2019

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Introduction

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.

Some of the poorest children in the UK start school months behind their peers and the gap can grow through their school years. Children with poor vocabulary skills at age five may be up to twice as likely to be unemployed in their 30s.

In July 2018, the Secretary of State for Education announced the government's ambition to halve in ten years the proportion of children who finish reception year without the communication, language and literacy skills they need to thrive.

As a result, the Department for Education is launching **Hungry Little Minds** – a new three-year campaign to encourage parents to engage in activities that support their child's early learning and help set them up for school and beyond.

Improving early communication, language and literacy development is a key priority for the government

Background – why Hungry Little Minds?

Hungry Little Minds has been developed using a robust evidence base. The Department for Education commissioned over 73 research sessions with 104 parents, carers and influencers (such as grandparents and friends) across the country to:

- Identify the best campaign proposition to raise parental awareness, interest and engagement
- Test supporting campaign elements including brand and tone of voice
- Understand the audience including the moments of opportunity, barriers and language.

From the audience testing, we developed the proposition "To help me thrive, feed my brain", supported by:

"In my first years, my brain is hungry for knowledge and busy making sense of things. Just 5–10 minutes spent chatting, reading or playing with me, whenever you can throughout the day, gives my brain the boost it needs. And the more my brain develops, the easier it will be for me to communicate and play with other children and settle in when I start school."

And from this proposition and support, we landed on the campaign name "**Hungry Little Minds**".

Our research showed that parents are drawn to the idea of "feeding the brain" and that the creative approach of "hungry little minds" is very effective in striking the right tone with parents and giving them an accessible and meaningful description of the concept.

Background – why Hungry Little Minds?...continued

The **Hungry Little Minds** brand clearly frames the overall benefit and actions and is easy to remember. Parents like the idea of the child "speaking" adult thoughts via speech bubbles. The perspective and voice are engaging and encourage action amongst parents. The imagery includes relatable home settings, with adult-child interactions and a smiling child indicating interest and engagement, resulting in a reward for parents.

The lines "Kids love it when/kids love to…" work particularly well as opening lines, as they reinforce the main headline and imply that the behaviours will make children happy. The "it all goes in" sets up the idea of the brain as a sponge and the validity of a hungry mind as a concept. "Every single word…even when they can't say much back" conveys that every little bit will do something to help the child thrive, regardless of their age.

All of our research and the insights we've gathered allowed us to develop an engaging campaign that strongly resonates with our audience. This is essential to galvanise them into action to help children thrive. Welcome to **Hungry Little Minds**.

The Department for Education has developed the Hungry Little Minds campaign using a robust evidence base

What we want you to do

The early years are crucial for a child's development, and what happens at home plays a vital role. Hungry Little Minds will reach parents and carers of children from disadvantaged backgrounds, helping them to support their child's communication, language and literacy development.

With the help of our trusted partners, the **Hungry Little Minds** campaign will encourage parents to engage in activities that support early learning in the home or nudge their behaviour towards doing so.

We need your help to make the campaign a success. The campaign launches on 2 July and we hope that you and our other partners will share the assets in this toolkit from this date.

A further campaign burst will take place later in July and we will provide a more developed campaign toolkit at this stage, with additional resource and campaign assets.

Share the resources in this toolkit in your channels to help spread the word about Hungry Little Minds

Supporting the campaign

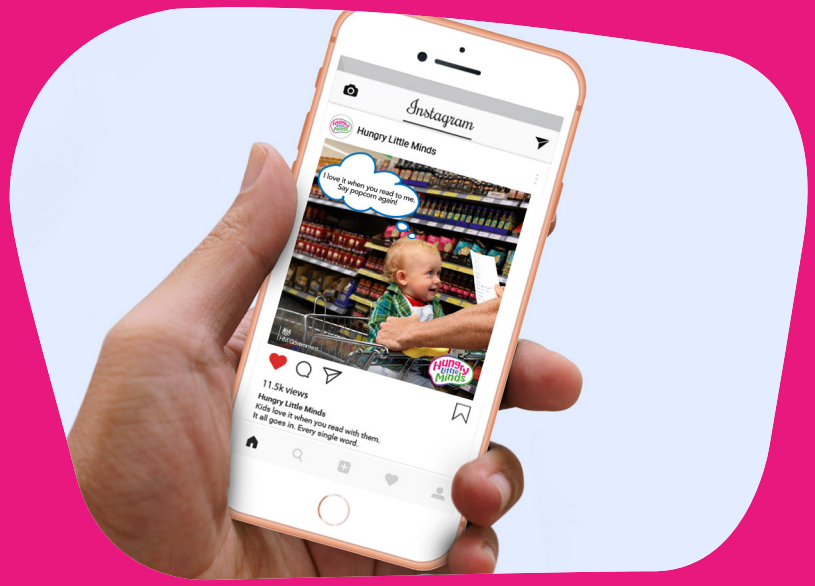
Thank you for your interest in supporting this important campaign. As a valued partner, your organisation is crucial in getting the word out to parents and encouraging businesses and other organisations to join in.

There are lots of things you can do to help us spread the word, build trust in the campaign, and create interactions by engaging your teams, both as parents themselves, and ambassadors of **Hungry Little Minds**.

We've included a range of resources in this toolkit to help make it as easy as possible for you to get involved in the campaign:

- Key campaign messages
- News item for your partners
- News item for parents
- Social media assets

We really appreciate your help in spreading the word about **Hungry Little Minds**. It is our hope that this toolkit will enable and empower you to use your channels and influence as a way of drawing attention to the **Hungry Little Minds** campaign and encouraging parents to chat, play and read more with their children.



Key campaign messages

The messages here are what feature in the campaign advertising to help give you an understanding of the tone of voice and type of language we use. This content can be used when you are targeting parents with your social media messages or other communications activity.

In addition, referring to children as "Hungry Little Minds" further reinforces the aim of the campaign. For example:
"Why not try the activities with the hungry little minds you have in your house."
"Bring your hungry little minds to the next Rhyme Time at your local library."

Category	Message 1	Message 2	Message 3
Reason to believe	Kids love to talk about all sorts of things. It all goes in, even when they're too young to say much back.	Kids will make a game out of almost anything. When you play with them you can see their imaginations light up.	Kids love it when you read with them. It all goes in. Every single word. From a book, a magazine, even a shopping list.
Benefit	And every little chat will help set them up nicely for school.	And every little game will help set them up nicely for school.	And every little thing you read with them will help set them up nicely for school.
Call to action	Search **Hungry Little Minds** for simple tips and activities.		

Talking about the campaign

To help you spread the word about the campaign, we've drafted two pieces of text: one news item for your partners and one for your employees who are parents. The text can be used on your website, in emails or in print. You can choose the length of copy that best suits your purpose and your audience. They can be downloaded here:

Download copy

News item for your partners

Hungry Little Minds is the new Department for Education campaign that encourages parents and carers to adopt positive activities and behaviours to boost children's communication, language and literacy development.

The three-year campaign, which launched with social media and online adverts in July, aims to help parents understand that they have a massive impact on their child's learning. Reading, playing and chatting with them are simple things they can do to help them develop, even when they are too young to say much back.

Parents can access tips and activities from https://hungrylittleminds.campaign.gov.uk/ and also search for activities in their area using a new postcode finder service.

Organisations are encouraged to support the campaign, share content on social media and link to the campaign website from their sites, making it easier for parents to get the latest advice.

News item for parents

Children soak up every little bit of stimulation you can give them. It's all the little things that make a big difference with the development of their speech and understanding of words.

Everyday moments can be used to boost your child's learning, and they are interested in all sorts of things.

The **Hungry Little Minds** campaign provides lots of simple tips and activities that you can slot into your routine and that children love:

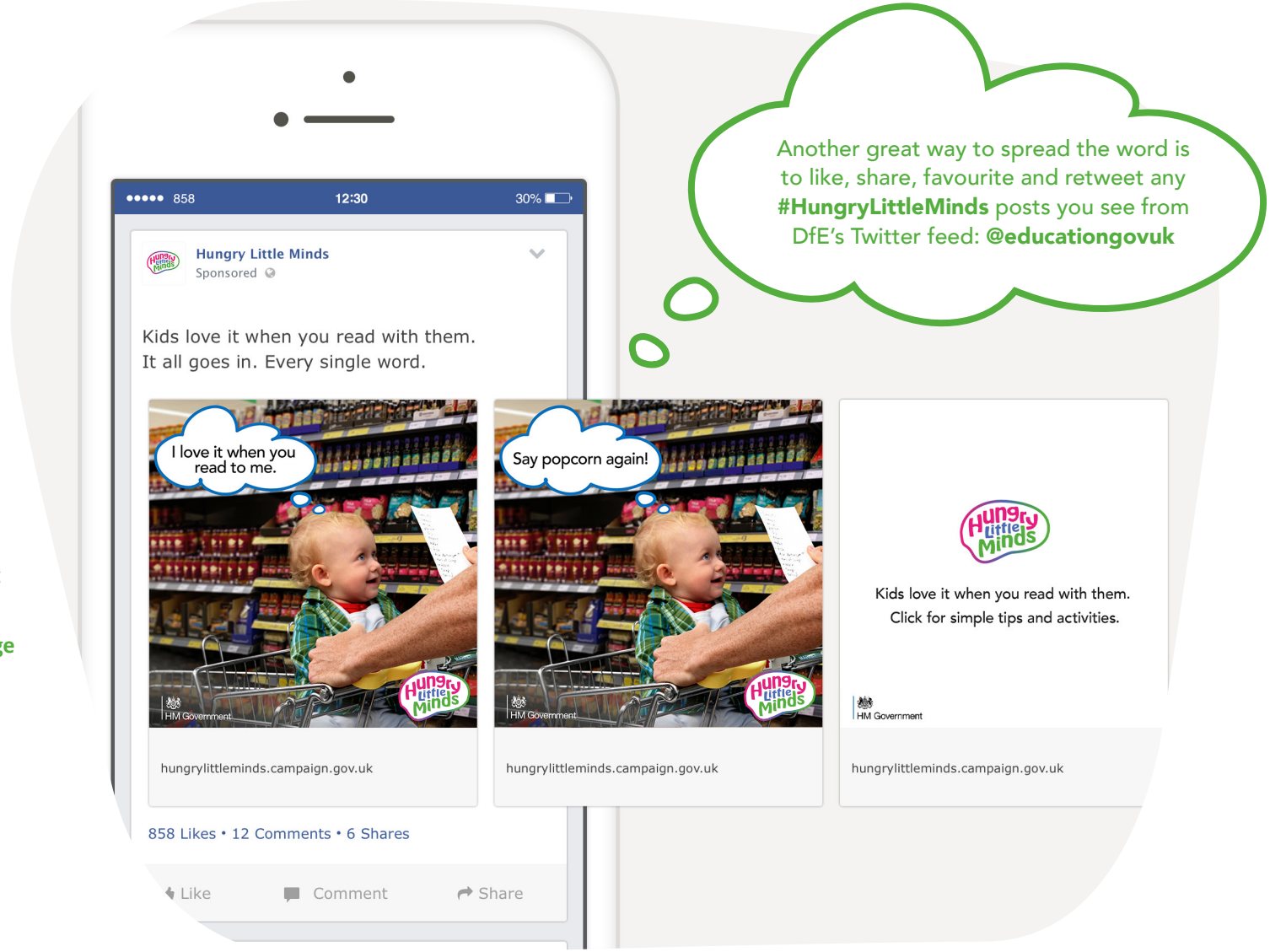
- Kids will make a game out of almost anything. When you play with them you can see their imaginations light up. Whether it's I spy while on the bus, peek-a-boo at bath-time or even a game of teddy bears' picnic at tea-time.
- Kids love to talk about all sorts of things. It all goes in, even when they're too young to say much back. So just go with what they are interested in.
- Kids love it when you read with them. It all goes in. Every single word. From a book, a magazine, even a shopping list.

Search **Hungry Little Minds** for simple tips and activities or to find out what's available where you live and help set them up nicely for school.

Social media

Here is a suggested post for both Facebook and Instagram. You're welcome to use this in any other channels such as emails, your website or digital screens in communal areas. They can be downloaded here:

Download copy and image



The importance of evaluation

An effective evaluation will allow us to assess the success of our campaign and apply any learning to future campaigns.

This is why evaluation metrics from the content you may have shared on your digital or social platforms would be of great value to us, including any stats you collect from retweeting or sharing content posted by DfE.

Here are some tips on how you can evaluate:

Social media activity on Facebook and Twitter:

- For those organisations who are happy to provide in-depth metrics, use Facebook Insights, Instagram Insights and Twitter Analytics to evaluate your activity.
- For Twitter, metrics such as total number of impressions and engagements, link clicks, retweets, likes and replies are all helpful.
- For Facebook, metrics such as estimated reach, unique viewers, post engagement, top audience, top location and top three locations are all helpful.
- For Instagram, metrics such as post engagements, unique viewers, likes and replies are all helpful.

Digital activity such as newsletters, websites, etc.:

- Number of click-throughs on newsletters, website articles, any other channels that monitor click-throughs.
- Number of enquiries (if any) via email/ phone for more information.
- Number of shares of the content, e.g. newsletter, blog, article.

Please share all evaluation of digital and social activity with **hle.coalition@education.gov.uk** by 16 July

Thank You

We really appreciate your help in spreading the word about Hungry Little Minds.

Please share this information as widely as possible so everyone in your network knows about the campaign.

If you have any questions, please do get in touch with **hle.coalition@education.gov.uk**