

Hello baby film

Why do we need the film?

'In some parts of the UK upwards of 50% of children are starting school with poor language skills. That could mean about 17 children in every classroom' (The Communication Trust)

Children's language levels are falling across the whole nation, especially in areas of social deprivation. This is confirmed by evidence from a number of national initiatives and projects

These children start life at a significant disadvantage as the impact of poor language skills on educational achievement, emotional development, social relationships, well-being and employment opportunities is well-recognized.

Current research in the field of neurobiology has highlighted the critical role of early interaction in brain growth and the development of communication skills in particular. The amount and type of adult/baby interaction from pregnancy through the first two years is now known to be vital to the development of good language skills.

Many new parents are unaware of the crucial importance of talking with their young babies and we need to ensure that all parents have access to this vital knowledge so that they can give their babies the best start in life.

How did it come about?

We were lucky enough to get a grant from Awards For All, a branch of the big lottery fund, for £10,000. We found a really good film maker, and lots of local families who were willing to be filmed. We wrote the script!

What are the aims of the film?

Our film aims to be aspirational, simple and straightforward, engendering a response of 'I want to give my baby the best and I can do that'.

The film aims to show why early communication with babies is so important and to help new parents feel confident about communicating with their baby. Working from the basic assumption that every parent wants the best for their child, we aim to show how simple and

enjoyable this early parent/baby communication can be, and the enormous benefits it can bring, for their child's future achievement and well-being.

We wanted to build on the lessons learned from similar initiatives in other areas of child welfare , by trying not to be over complicated, 'preachy' or patronising.

Who is it for?

Any new first time parents in Devon

How will it parents access it ?

We wanted to ensure this film is easily accessible by taking full advantage of the current electronic methods of communication that are widely used by this generation of new parents. In this way families are more likely to access the film in a way and at a time that suits them best.

The film has a private Youtube channel, which is accessed via this link. The long term aim was originally for health professionals to text the link to the film to parents : however, whilst the technicalities of a central texting system are being worked out, we have agreed that we can provide sticky labels with the link printed on them, which can be given to parents to stick in the front cover of their baby's red book. This will hopefully keep a bit of the personal-ness of being given a link.

The film will also be available on DVD to be shown at baby clinics, parenting groups, and possibly ante natal groups too, or wherever you think would be suitable.

Thank you so much for helping parents to access the film.

[http://bit.ly/HelloBabyFilm](http://bit.ly>HelloBabyFilm)

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