

# The Calderdale Family Journey

Supporting children to get the best start

Communications Toolkit: Phase 1



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# What is the Calderdale Family Journey?



**The Calderdale Family Journey is a new web resource for professionals to use with parents and carers to explain the key steps and the ways they can support their child to be ready for reception at school aged four years.**

The Family Journey will support parents and carers from pregnancy until their child starts reception at school. It is a guide to learning more about your baby or child's development and knowing who you can contact for advice and support or where you could go to meet other parents.

For professionals, it provides a single point of reference for explaining the steps that families may take as their baby develops into a child that is ready for starting reception at school.

It is hosted on the Calderdale Council website and comprises a graphic, text and video. You can view the website here: [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)

You can view the video here:  
<https://youtu.be/9qweGxckyUs>

This toolkit contains resources to help you introduce the Family Journey to parents, carers and colleagues. Please feel free to use and adapt these resources as needed to suit your organisation's requirements and tone of voice.



# How can you use the Family Journey in your role?



You are the experts: the people working in midwifery, childcare, health visiting, schools, as health professionals, education professionals and in voluntary positions, all of which are directed towards supporting the growth and development of Calderdale children so that they will have the best possible start to life.

This Calderdale Family Journey is a resource designed to help parents and carers but also to help you, when speaking with the families in your care.

It is a tool to signpost families on to, to serve as a guide to the steps they can expect on the journey from thinking about having a baby to their child starting reception at school.

We want to hear your views on the Family Journey and how it could be better, listen to your ideas as to how it can be developed and engage with you to keep the journey up to date. If you have any suggestions, please email

[rachel.smith@calderdale.gov.uk](mailto:rachel.smith@calderdale.gov.uk)



# Timeline



## Phase 1: Launch – November/December 2021

Support the official launch from 4 November by:

- Sharing the web link with parents/carers and professionals/practitioners
- Sharing the press release on your news channels (to be issued post-launch)
- Sharing the link at outreach, community venues and open evenings
- Promoting and discussing the Family Journey at face to face contacts, on websites and within newsletters
- Promoting on your social media pages and re-post on any local parent groups

## Phase 2: Embedding – January 2022 onwards

Embed the Family Journey into your practice by:

- Discussing the Family Journey at contacts with families and discussions across services
- Having the link on your organisation's communication channels including websites and social media platforms
- Promoting the Family Journey at key events and open evenings in your setting throughout the year
- Discussing the Family Journey as part of your registration process and including on any service/activity registrations forms
- Ensure all new staff are made aware of it in briefings, inductions and training



# Timeline



## Phase 3: Evaluation – July 2022 onwards

We want to ensure that the Family Journey is, and continues to be, as helpful to you and your organisation as possible. Please let us know what works well and how it can be improved, and inform us of any ways in which we can assist you to embed its use into your practice, and we will accommodate your requirements where possible.

We will conduct regular surveys and would be grateful for your feedback during or in between these times.



# Phase 1: Family Journey launch



Please help us raise awareness of the Calderdale Family Journey by introducing the web resource and video to parents and colleagues and sharing them on your communication channels. The following sections contain examples of copy which you can use and adapt and there will also be a press release issued soon which you can share on your news channels.

You have been sent a suite of images which you can use in your online communications. Please include the hashtag #CalderdaleFamilyJourney in your social media messages so we can amplify these to our followers and monitor performance, and share/retweet posts from Calderdale Council (@Calderdale on Twitter and Calderdale Council on Facebook) and our partners.

Printed materials, including an outdoor banner and a hard copy of the information introducing the Family Journey and signposting to the website, will be developed in the future . If you would be interested in accessing some of these types of resources, they will soon be available on request for outreach, community venues and open evenings. Please contact [Rachel.Smith@calderdale.gov.uk](mailto:Rachel.Smith@calderdale.gov.uk) for more information.



# Messages for parents and carers



## Face to face, web and newsletters

### The Calderdale Family Journey: Supporting children to get the best start

Children need a broad range of experiences, knowledge and skills to thrive. We need to give them the right start for good future progress through school and life, and this process begins before birth.

Parents and the home environment play a key role in supporting a child to be ready for school and later life. As a parent, you have an important responsibility to support not only their formal education, but all aspects of their development and wellbeing.

Local services are available to support families and their children along every step, from their early development through to their transition to school.

The Calderdale Family Journey explains how you can support your child through the key stages of development and how local services can help you to give your child the best start in life. View it online here: [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey).

Welcome to the first step on your journey – the Calderdale Family Journey.





# Messages for parents and carers



## Social media - general messaging

Giving a child the right start for good future progress through school and life begins before birth. The #CalderdaleFamilyJourney explains how you can support your child through the key stages of development and how local services can help: [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)

Kids need a broad range of experiences, knowledge and skills to thrive. Parents are key not only in supporting their formal education, but all aspects of their development and wellbeing. For advice and services that can help, see: [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey) #CalderdaleFamilyJourney

Learning begins long before school. Parents and carers have a key role in educating their children and providing the right home environment to support them to be ready for year one. For advice and services that can help, see: [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey) #CalderdaleFamilyJourney



# Messages for parents and carers



## Social media – step by step

### Step 1

- Planning a family? Local services are available to support families and their children along every step of the way, from early learning and development to the transition to school. For more information, see: [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey) #CalderdaleFamilyJourney

### Step 2

- Are you pregnant/a first time dad and living in Calderdale? The #CalderdaleFamily Journey is there to support you along every step of the way [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)
- As a baby in your tummy, I can hear you and can't wait to meet you too. Talk to me as I like to hear your voice. Find out more about our journey together in the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)

### Step 3

- New (insert dad/mum/parent), know what to expect now by reading more on the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)
- I'm your new baby. I like cuddles together and I want to get to know you. Find out more about our exciting journey together in the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)

### Step 4

- Is your baby eight weeks old already? They change so quickly. Find out about the support available for families in Calderdale in the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)
- At two months old I can smile at familiar faces and I am enjoying our journey together. Find out how you can help me to grow and develop in the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)



# Messages for parents and carers



## Step 5

- You may have already found a group or activity that you and your baby enjoy going to together in your local area. If you're looking for ideas of what Calderdale can offer, see the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)
- I'm almost three months old and I like it when we enjoy time with other people at baby group. For ideas on what we can do together see the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)

## Step 6

- When your baby is four months old it is a good time to start planning ahead, ready for introducing solids and weaning from six months of age. Find out more in the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)
- I'm four months old and it's time to take me to my appointment with a health professional so I can have my checks done. Find out what these will be in the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)



## Step 7

- Will you soon be celebrating your child's first birthday? What a milestone you have reached. Find out what you can expect next in the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)
- Read books with me, point to pictures and name them clearly, and talk about what we can both see. Find out more about my speech, language and communication development in the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)

## Step 8

- Once your child is over one year old, there are lots of activities and groups you can join with your toddler. Find out about this step in the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)
- Let's sing songs and do rhymes together. I love to hear your voice when you talk to me and it helps me to learn words. Find out more in the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)



# Messages for parents and carers



## Step 9

- Is your child going to be two soon? You will be offered a review by your health visiting service – find out more at step 9 on the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)
- Thinking about childcare? Find out if you can apply for free childcare and education in Step 9 of the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)
- Going to a nursery or childminder helps me to meet new friends, have new experiences and learn lots of new things. You can find out more about what I'm like now that I'm two in Step 9 of the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)

## Step 10

- Step 10 on the #CalderdaleFamilyJourney already! Your child must be over three years old. Now is a good time to start thinking about a school place and finding out what you need to do to apply. Look at the #CalderdaleFamilyJourney for help. [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)
- I'm now three years old and there is still so much to learn. Let's go to the library, play in the park or see what things I can join in at children's centres or local nurseries. Find out more in the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)



## Step 11

- Your child will start reception in the September following their fourth birthday. Talk with them about how they are feeling and all the exciting things they will find at school. For more tips on getting ready for school, see the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)
- Help me learn to dress myself, eat with a knife and fork and go to the toilet so that I can care for myself. Find out all the ways you can help me to get ready to start school in the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)

## Step 12

- Calling all mums/dads! Has your child just started reception at school? Find out how you can support their journey in the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)
- Woohoo, I've started school and I love it! Keep talking to me about school and asking what I am doing. Mummy/daddy, please join me on the #CalderdaleFamilyJourney [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)



# Messages for professionals



## Face to face, web and newsletters

As professionals we understand the importance of the parent's role and the home environment in supporting a child to be ready for school and later life.

The Calderdale Family Journey is a new web resource for schools, nurseries and practitioners to use in their conversations with parents and carers to explain the key steps and the ways that they can support their child to be ready for reception.

You can view it online here: [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)



# Messages for professionals



## Social media

As professionals we understand the importance of the parent's role and the home environment in supporting a child to be ready for school. The #CalderdaleFamilyJourney is a new resource that you can use to help parents give their child the best start: [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)

The #CalderdaleFamilyJourney is a new resource that you can use to explain the key steps and the ways that parents and carers can support their child to be ready for year one at school. View it online here: [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)

Need help explaining how parents and carers can support their child to be ready for school? The #CalderdaleFamilyJourney outlines the key steps from birth to year one and the services that can help: [www.calderdale.gov.uk/family-journey](http://www.calderdale.gov.uk/family-journey)



# Thank you for your support!



The Family Journey has been developed by Calderdale Council's Children and Young People's Services and Public Health, together with partners from Locala, Calderdale and Huddersfield Foundation Trust, Children's Centres, Schools and the Private, Voluntary and Independent Childcare Providers as part of the work of the Starting Well Board.

Starting Well forms a prominent part of the Health and Wellbeing strategy for Calderdale, with the Starting Well theme being a significant stage of the life course, and in many ways the very foundation. What happens in pregnancy and early childhood impacts on physical and emotional health all the way into adulthood. The Starting Well Board, established in September 2020, and chaired jointly by the Director of Education and the Director of Public Health and attended by stakeholders from across the early years system, provides governance and oversight of the Starting Well workstreams and is a driving force to achieve the ambition for every child in Calderdale to have the best start in life.

The Family Journey follows the recommendations set out in the LGA Peer Review Report in February 2020 into Speech, Language and Communication Needs in the Early Years. At a national level, the Family Journey is the initial starting point for addressing certain key action areas from the Dame Andrea Leadsom report the [Best Start in Life](#), particularly ensuring a seamless support offer and providing parents with the information they need when they need it.

