

BBC Tiny Happy People

Baby Week Bradford

Jo Claessens



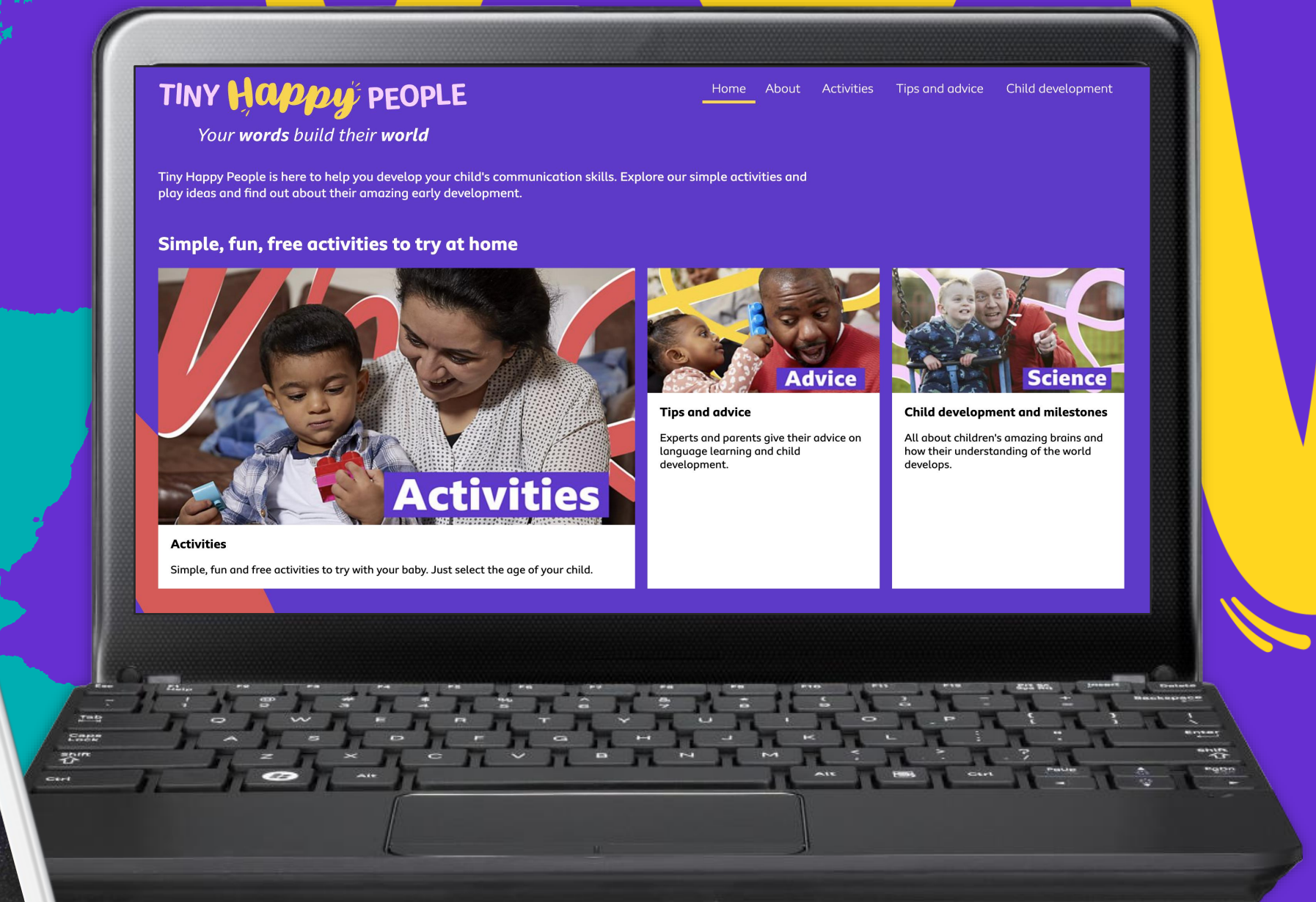


BBC TINY *Happy* PEOPLE



BBC Tiny Happy People

BBC Education's biggest behaviour change initiative to address a major societal deficit - the 'Word Gap'.



In the Community



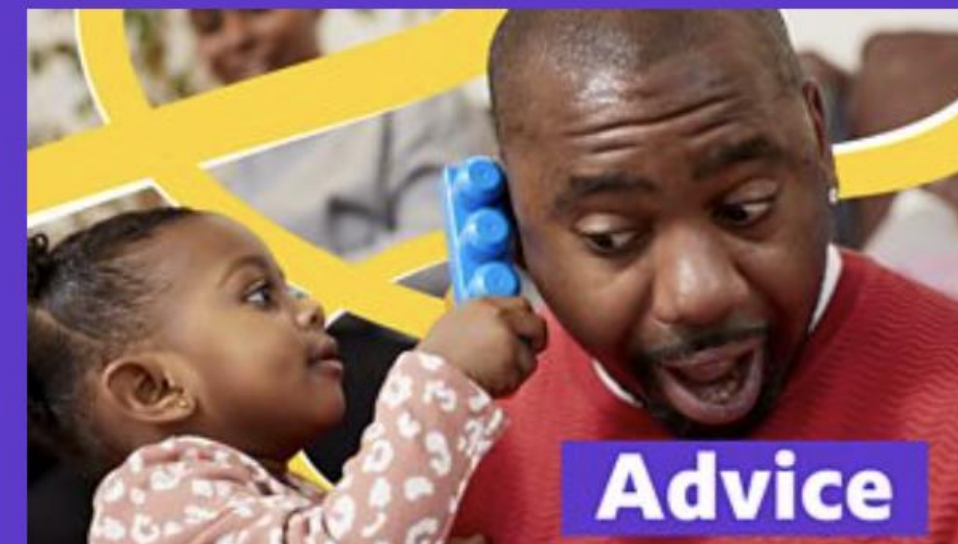
Tiny Happy People is here to help you develop your child's communication skills. Explore our simple activities and play ideas and find out about their amazing early development.

Simple, fun, free activities to try at home



Activities

Simple, fun and free activities to try with your baby. Just select the age of your child.



Tips and advice

Experts and parents give their advice on language learning and child development.



Child development and milestones

All about children's amazing brains and how their understanding of the world develops.

Key behaviours



GET FACE TO FACE



HAVE MINI CONVERSATIONS –
RESPOND TO BABY'S SOUNDS



RESPOND TO BABBLE



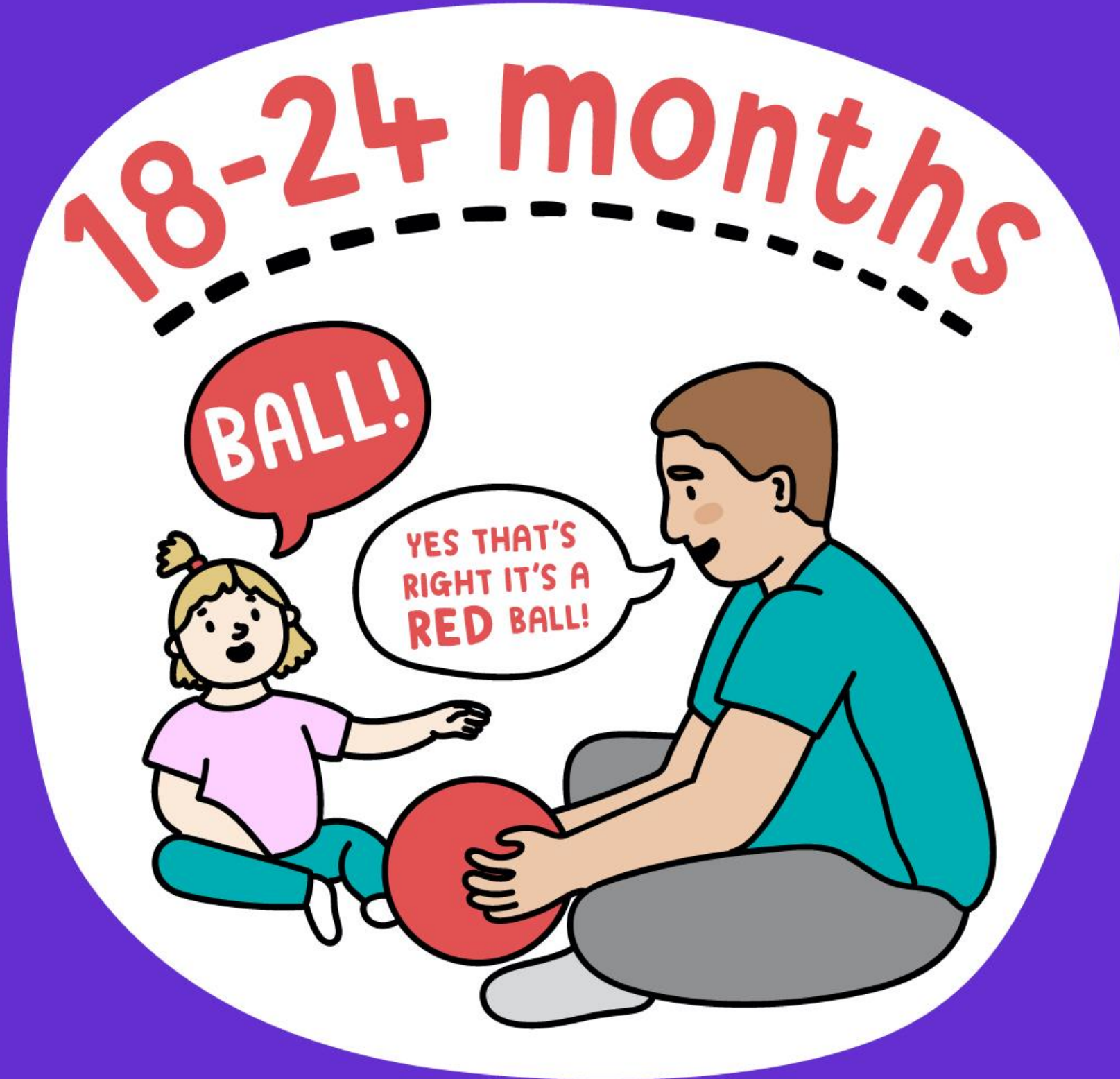
Key behaviours



TUNE INTO BABY'S INTERESTS –
CONTINGENT TALK



FOLLOW BABY'S LEAD



EXPAND ON LANGUAGE



Theory of change

C

Capability

Parents ability to **understand** and **carry out** the parent behaviours modelled on screen.

O

Opportunity

Opportunity refers to the **environment** in which the person lives, which may include their income, the physical environment, or the facilities available to them.

M

Motivation

Parents willingness to to act, engage and/or sustain **key behaviours** over time .

B

Behaviour change

By building capability, identifying opportunities & influencing parent motivation enabling parents to **achieve and sustain behaviour change**.



Evaluation

University of Sheffield

Our evaluation will establish whether using THP video resources supports caregiver-child interactions and ultimately results in better language outcomes for children.

The two year RCT trial, has 435 participants with a child 4-9 months, living in the lowest five deciles of ONS Index of Multiple Deprivation.

Impact

Interim findings will be released in January 2023

- **How acceptable do parents find THP content?**
- **Do caregivers adapt their behaviour in response to advice from the videos?**
- **Does children's language develop in line with their potential?**

Ways to get involved

- Keep telling the families you work with and your colleagues about our great resources
- Sign up to our newsletter & join our Working with Families Facebook group
- Join one of our champions training sessions
- Download and use our waiting room films in any waiting area you have
- Come to the stand today and tell us what you think



Health Visitors

- Antenatal visit
- New birth visit
- 6-8 week contact
- 3 month contact
- 1 year review
- 2 year review
- Pre-school review
- Child with SEND or potential speech issues
- Working with bilingual families
- Behavioural concerns and emotional development

Jump to

[Antenatal visit](#)

[New birth visit](#)

[6-8 week contact](#)

[3 month contact](#)

[1 year review](#)

[2 year review](#)

[Pre-school review](#)

[Children with SEND or potential speech issues](#)

[Working with bilingual families](#)

[Behavioural concerns and emotional development](#)

Antenatal visit



Pregnancy

Here you will find content on a range of concerns that expectant parents may have during pregnancy, as well as ideas for bonding with bump and the information on its importance.



Parent Wellbeing

Parents may need emotional support in the run-up to their child's birth, so you might like to share our wellbeing advice for new mums and dads.



Babies' early brain development

Two films and an article all about how babies' brains develop, even before birth.

New birth visit



Newborn advice

A collection of films and articles full of advice on how to look after a newborn and give them the best start in their development.



Feeding advice

Content on feeding, including babies' feeding cues, choosing how to feed and ways of coping with night feeds.



Reasons babies cry

A list of common reasons babies cry and ways to respond to them.

**Thank you
Baby Week
Bradford!**