



Llywodraeth Cymru
Welsh Government

Talk with me

Campaign overview



Campaign background

Every child deserves to have the best start in life. Supporting children in their early years makes a real difference to their futures.

Speech, language and communication skills are important for wellbeing and learning. Without them, children can face lifelong challenges and inequalities.

Campaign aims

The campaign aims to encourage parents to talk more with their child. Speech, language and communication skills are important for wellbeing and learning.



Our audiences

Audiences	Potential audience segments
Families	<ul style="list-style-type: none">• Expecting parents• New parents (0-1ys)• Parents of toddlers (1-3ys)• Parents of children (4-5ys)• Grandparents• Foster carers
Practitioners	<ul style="list-style-type: none">• SLC professionals (SLTs, SLC teams in FS)• Relevant healthcare professionals (Health Visitors, midwives, GPs, etc)• Social care/ support (Fostering & adoption services etc)• Partners (relevant charities/ groups)





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Our current creative



Online resource – downloadable poster Cymraeg

Siarad gyda fi

10 tip i fy helpu i ddysgu siarad



1 Dechrau siarad gyda fi cyn i fi gael fy ngeni



2 Galla'i ddysgu ein hiaith a'n diwylliant gen ti



3 Ein lle gorau yw wyneb yn wyneb



4 Cana gân i fi unrhyw bryd wyt ti eisiau



5 Wrth siarad a chwarae bob dydd dwi'n dysgu geiriau newydd



6 Edrych ar lyfrau gyda'n gilydd



7 Siarad gyda fi am y pethau rydyn ni'n gweld



8 Beth am droi 'amser sgrin' yn 'amser ti a fi'!



9 Os dwi'n dweud rhywbeth, ychwanega di air arall

mawr!



10 Dwi wrth fy modd yn siarad gyda phawb!

Mae fersiwn Saesneg o'r poster hwn ar gael yn: gov.wales/talkwithme

llyw.cymru/siaradgydafi



Online resource – downloadable poster English

Talk with me

10 tips to help me learn to talk



1 Start talking to me before I am born

2 I can learn our language and culture from you

3 Our best place is face to face

4 Sing me a rhyme at any time

5 Let's talk and play every day

6 Let's look at books together

7 Talk with me about what we can see

8 Let's turn 'screen time' into 'you and me time'!

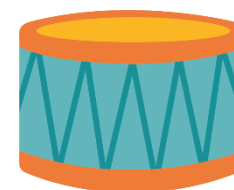
9 Add a word to what you have heard me say

big!

10 I love to talk with everyone!

The Welsh version of this poster is available at: llyw.cymru/siarad-gyda-fi

gov.wales/talkwithme



Video animation – Top Tip #4 - Cymraeg

Tip #4 Welsh - <https://youtu.be/b25MOg1pb3I>



Video animation – Top Tip #4 - English

Tip #4 English - <https://youtu.be/sEdQcHUCrd8>





Information and resources to help children learn to talk

Every child deserves to have the best start in life. Supporting children in their early years makes a real difference to their futures.

Speech, language and communication skills are important for wellbeing and learning. Without them, children can face lifelong challenges and inequalities.

Most children develop language skills with few problems. They do this through play and spending time with family and friends.

Some children need more support. This can come from family members, childcare practitioners and people in their community.

We want you to be aware of the importance of speech, language and communication. This will help children in Wales get the right support, at the right time, from the right people.

[Read our delivery plan](#) to find out more about what Welsh Government are doing to achieve this.

As a parent or practitioner, there's help available:

[Expand all](#) [Close all](#)

> [Help for parents](#)

▼ [Help for practitioners](#)

[All Wales Speech, Language and Communication \(SLC\) training pathway tool](#)

Guidance for childcare practitioners working with children aged 0 to 4 years 11 months to help identify SLC training needs.



Siarad gyda fi - Talk with me

Community



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<http://www.gov.wales/talkwithme>



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Next steps

Year one campaign (November 2021 – March 2022)

- Digital campaign launch: begins 29th November 2021
- Materials online to download from updated [TWM campaign page](#): 29th November 2021
- Social media activity – begins 29th November
- PR/case studies/news story generation: begins November 2021
- Radio campaign – January 2022

Year two campaign

Building on the above to include newly developed creative and messaging, showcased in a range of above the line activity.

Launch: Spring/Summer 2022





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Thank you!

