



Dear Service Providers,

Welcome to the Words Grow Minds Campaign! We are thrilled to be working in partnership with you, to deliver this important parent messaging campaign across South Australia.

The success of this campaign relies heavily on how consistently it is delivered across organisations and sectors. We know, the more families that see and hear the messaging, the more impact and effectiveness it will have.

1. Incorporate the key messages and calls to action into your existing programs

- Make the campaign visible, clear, consistent...and fun! Display poster/s, follow us on social media and share Words Grow Minds posts. Refer to your *Campaign Guide for Services* for more strategies.
- Build on parents' knowledge and explain why it's important to talk, play, read and sing. Talk about how positive interactions develop early brain development and lay the foundations for later life successes.
- Provide the Words Grow Minds Resource Packs to families. Role model the fun and different ways they can use the items in their pack at home, in everyday interactions.

**2. Encourage families to visit wordsgrowminds.org.au
Follow us on Facebook/Instagram**

www.facebook.com/wordsgrowminds

www.instagram.com/wordsgrowminds

3. Increase awareness about other early years services in your local community

- Share information about CaFHS developmental health checks, the local library and playgroups, allied health and outreach services.
- Share social media posts about other services and relevant information, tips that can support families and children in the early years.
- Host a local Words Grow Minds event in collaboration with local services.

Let's support every parent and caregiver to know why it is so important to talk, play, read and sing with their child in the early years.

For any questions, please email admin@raisingliteracy.org.au or abbey.belton@raisingliteracy.org.au

Thank you,
On behalf of Raising Literacy Australia and the Words Grow Minds Team.