

WORDS
GROW
MINDS

Roll Out
South Australia 2024



Early Years Taskforce Members



PLAYGROUP SA



3 steps to embed the campaign

1. **Make it visible** – with campaign creatives
2. **Keep it consistent** – with clear delivery of messages and resources
3. **Link to community** – with collaboration and activation events

Words Grow Minds is a comprehensive early childhood development campaign based on a Tripartite strategy.

The program is designed to simultaneously target:

- 1 **GENERAL PUBLIC** – through a quality mass mainstream media campaign.
- 2 **EARLY CHILDHOOD SERVICE PROVIDERS** – collaborative professional development program and framework for consistent implementation.
- 3 **DIRECT TO PARENTS** – free resource packs, books, parent information and practical tools to increase positive interactions with their child.

Strategy 1: Mass Media Campaign

We've got it covered...everywhere!

Media Assets

- TV Ads (30"/ 15"/ 6")
- Radio (15" x 2 versions)
- Print
- Tram Wrap
- Posters
- Display Banners
- Large Format (Billboards)
- Retail Adshels
- Bus Backs





Learn more at
wordsgrowminds.org.au



To learn more
scan the QR code

Hero Poster – A3

- Supermarkets
- Cafes
- Libraries
- GP's
- Community Centres
- Sporting Hubs
- Parent Rooms
- Early Years Organisations

wordsgrowminds.org.au'."/>

**WORDS
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TALK, PLAY, READ, SING
WITH YOUR BABY.

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TALK WITH YOUR BABY
WORDS GROW MINDS

PLAY WITH YOUR BABY
WORDS GROW MINDS

TALK. PLAY. READ. SING.
WORDS GROW MINDS

READ WITH YOUR BABY
WORDS GROW MINDS

SING WITH YOUR BABY
WORDS GROW MINDS

With up to 80% of brain development occurring during the first three years, it's important we nurture and engage all the way to years www.degr.gov.au

Tram Wrap – Mockup

Radio

Hero 30



Hero 15



Straight 15

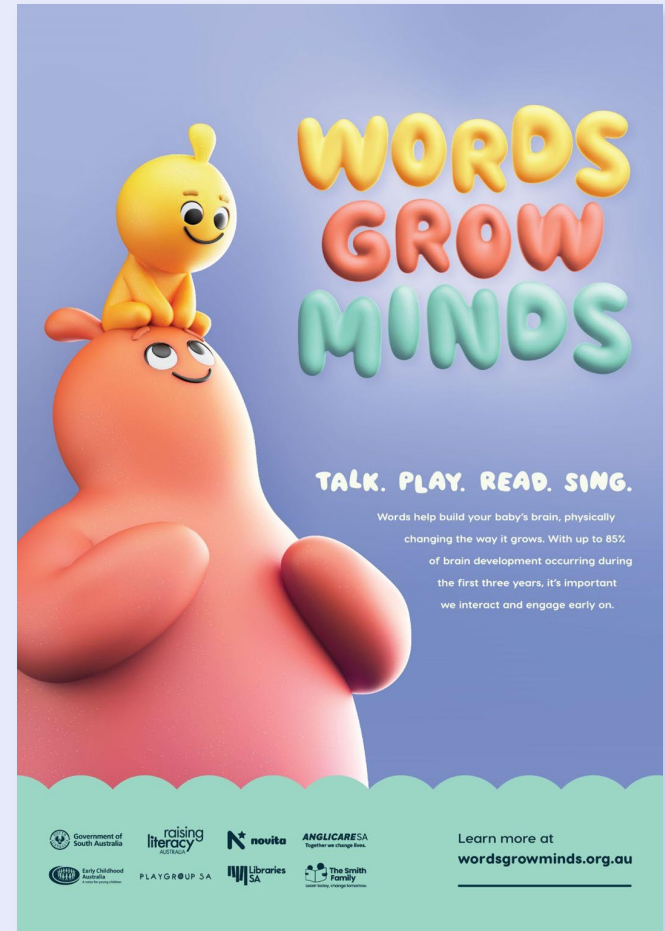


Make WGM visible in your space & community

Display posters or a WGM banner:

- Entrance / exit
- Parent areas
- Play spaces
- Bathrooms
- Moving or static ad on your screen
- Play the video & jingle
- Flyers / brochures

AND in your Local community!



Social Media & Promotion

Let's spread the message together



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Social Media Schedule

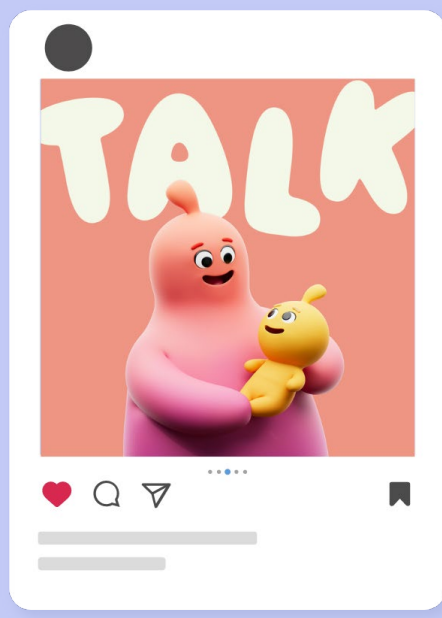
MARCH 2024 - OCTOBER 2024



Week 3

TALK - RESEARCH

	What WGM will post	What your service can post
Timing	25 March	26 March - 7 April
Caption	<p>Why talk with your baby? 🧠</p> <p>Talking with your baby not only promotes communication and language, but also nurtures their social and emotional growth.</p> <p>Even more important than simply talking at your baby, is the idea of simple back-and-forth conversation with your child (referred to as conversational turns, in the research world) 🗣️</p> <p>To learn more, please visit wordsgrowminds.org.au.</p>	<p>Why talk with your baby? 🧠</p> <p>Talking with your baby not only promotes communication and language, but also nurtures their social and emotional growth.</p> <p>Even more important than simply talking at your baby, is the idea of simple back-and-forth conversation with your child (referred to as conversational turns, in the research world) 🗣️</p> <p>To learn more, please visit wordsgrowminds.org.au.</p> <p>#WordsGrowMinds</p>
Content	 <p>Why Talk?</p> <p>Talking with your baby not only promotes communication and language development but also nurtures their social and emotional growth.</p> <p>WORDS GROW MINDS</p>	 <p>Why Talk?</p> <p>Talking with your baby not only promotes communication and language development but also nurtures their social and emotional growth.</p> <p>WORDS GROW MINDS</p>



Strategy 2: Working with the Service Providers

FREE professional learning

360.articulate.com

Talk

REVIEW FEEDBACK Sign In



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WELCOME TO MODULE 4

TALK

This module delves into the benefits of talking and using words in speech. You'll discover why talking to babies and toddlers helps their brains develop, and how to incorporate talking into everyday routines. You'll also learn how to support parents and care givers foster speaking and listening at home. It's going to get loud!

[START COURSE](#)



[DOWNLOAD](#) [PRINT](#)

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Campaign Calendar 2024

MARCH - WGM LAUNCH	
12 March	Official Launch
12 – 30 March	Social Media Post 1 - Campaign Launch
APRIL - TALK	
11 April	Webinar - All About Early Childhood
2 – 16 April	Social Media Post 2 - Why Talk?
23 April – 5 May	Social Media Post 3 - Spot the Colour Activity
MAY - PLAY	
2 – 16 May	Social Media Post 4 - Why Play?
17 May – 30-May	Social Media Post 5 - Toy Picnic Activity
JUNE - READ	
2 – 16 June	Social Media Post 4 - Why Play?
17 – 30 June	Social Media Post 7 - Let them Choose the Book Activity
JULY - SING	
3 – July	Webinar - First Nations Perspective
2 – 16 July	Social Media Post 8 - Why Sing?
17 – 30 July	Social Media Post 9 - Sing... and Stop Activity



AUGUST - TALK	
28 – August	Webinar - Talk
2 – 16 August	Social Media Post 10 - Talk Research
17 – 30 August	Social Media Post 11 - What's Inside the Fridge? Activity
SEPTEMBER - PLAY	
26 – September	Webinar - Play
2 – 16 September	Social Media Post 12 - Play Research
17 – 30 September	Social Media Post 13 - Tummy Time Activity
OCTOBER - READ	
29 – October	Webinar - Read
2 – 16 October	Social Media Post 14 - Read Research
17 – 30 October	Social Media Post 15 - Explore Your Voice Activity
NOVEMBER - SING	
28 – November	Webinar - Sing
2 – 16 November	Social Media Post 16 - Sing Research
17 – 30 November	Social Media Post 17 - Rhyme Time

Strategy 3: Resource Packs

Direct to Families – Talk, Play, Read, Sing!

WGM Resource Pack

- FREE and FULL OF FUN!
- Children 3 years & under
- Practical tools to support campaign call to actions
- Early years information
- 1 pack per family





Jump and shout!



Mike Dumbleton and Peter Carnavas

WGM Resource Pack

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Evaluation



MCGREGOR TAN
RESEARCH. STRATEGY. SOLUTIONS.

The logo for McGregor Tan features the name "MCGREGOR TAN" in black and red, with "RESEARCH. STRATEGY. SOLUTIONS." below it. To the right is a graphic of three overlapping, tilted rectangular shapes in shades of grey and yellow.



Campaign Guide

- Campaign Background
- Why we need a parent messaging campaign
- Deep Dive –Talk, Play, Read, Sing
- Engaging families
- Professional Learning
- Campaign Calendar

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[Family Resources](#) [Early Years Directory](#) [Community Events](#) [Professionals](#) [The Research](#) [Contact Us](#)

Professionals

Words Grow Minds supports service providers to encourage families to talk, play, read and sing with their little ones every day.

Network with other service providers, access the campaign guide and resources, or enrol in our free Master Practitioner professional learning course for those working with children and families, all right here!



Social media and



Webinars



Master Practitioner





Thank you.

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Find out more

wordsgrowminds.org.au



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www.instagram.com/wordsgrowminds