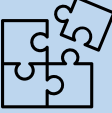









An Early Language and Communication Improvement Story Board from Highland

 The issue	 The team	 Our idea	
<p>There is abundant and convincing evidence for the influence of early language exposure and positive relationships on child outcomes into adulthood. This evidence can be difficult for people to access in a simple, easy to manage way. Evidence from Moray suggested that Key Messages were effective in raising awareness in parents of the importance of early interaction</p>	<p>Speech and Language Therapy Early Years Educational Psychology Midwifery Health Visiting Teams</p>	<p>Develop and promote simple key messages for all those who work with early years at pre-birth and post birth stage. Encourage everyone to use these terms, teach the concepts behind them, model, and comment on parent use so that the key messages become embedded in practice across services and don't sit with our service.</p>	
 Tools & resources we used.	 What we did	 The impact	
<p>Key Messages for pre-birth and first year: (Talk to your baby (bump), Interesting voice, Quiet time to talk, Sing and play music, Face to face, Pause and wait)</p> <p>Posters Co-developed Training</p>	<ul style="list-style-type: none"> • Developed the key messages • Provided co-delivered training to all early years teams • Posters/ leaflets were handed out routinely at checks; discussed and modelled by nursing team. 	<ul style="list-style-type: none"> • parents are 3-8 times more likely to carry out the key messages if they have received the intervention • external assessors carrying out Highland's UNICEF Baby Friendly Initiative accreditation (Oct 2015) gave feedback that they were impressed by the mothers' knowledge of the importance of loving relationships. This was acknowledged to be in some part due to Words Up Baby • Two thirds of people asked said they shared the information with someone else 	<ul style="list-style-type: none"> •
 Our learning & next steps	<ul style="list-style-type: none"> ➤ ongoing program with training continuing to ensure new staff know the information and can carry out the ➤ Key messages developed for later stages; Words Up Early and Primary ➤ parents reported preferring face to face methods of getting information but also reported that they would like information in different ways; need to explore social media, online and repetition of information. ➤ Ongoing need to collaborate with Health colleagues to ensure sustainability of Words Up Baby 		
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