

BABY WEEK 2026

Partner Campaign Pack



Chat, Play, Read with me...

Together We Build
the Best Start

A national campaign pack for organisations helping families build the best start in life, including local authorities, NHS trusts, Family Hubs, Libraries, Early Years settings and other sector partners.



Chat



Play



Read



Together

Communications • Engagement • Events • Connections

01



01 / WELCOME

Welcome from Baby Week UK



Baby Week brings people and organisations together to promote the best start in life, celebrate early childhood and connect families with practical support.

In 2026, our campaign turns the spotlight on the small, everyday interactions that help babies and young children learn, communicate and thrive.

Chat, Play, Read With Me: Together We Build the Best Start is designed to feel positive, achievable and inclusive. It starts from a simple truth: families are already doing many of the things that matter. Our job is to notice those moments, celebrate them and make it easier to do a little more.



Our campaign dates

Baby Week takes place 14 - 20 November 2026

We advise promoting these messages with free and low cost events, activities and regular sessions happening locally and nationally from October.



Our campaign principle

Warm, optimistic, practical and human.

Avoid judgemental language. Celebrate little milestones because it's all about little moments together.



02 / CAMPAIGN OVERVIEW



Chat, Play, Read With Me

Together We Build the Best Start

Baby Week brings together services to promote the best start in life, celebrating early childhood and raising awareness of the vital first five years through annual citywide events and national collaboration. This year we're here to celebrate everyday moments. Whether it's during **feeds, nappy changes, story time, or meal time,** these little moments can help build communication, confidence, relationships and early learning.



CHAT

Talk, sing, respond
and describe what
is happening.



PLAY

Explore, copy, move,
make sounds and
have fun together.



READ

Share books,
pictures, songs,
rhymes and stories.



TOGETHER

Notice, respond,
cuddle, connect and
enjoy time together.



PARTNERS

Turn the campaign
into events, services,
content and referrals.



FAMILIES

Make one small idea
feel doable each
day.



03 / CAMPAIGN OBJECTIVE

Baby Week inspires action, strengthens communities and promotes the best start in life.

Each year, we shine a spotlight on the wide range of local services, support and opportunities available to families with young children. The aim is to promote free and low-cost sessions, activities, classes and events for babies, children under five, parents, carers and professionals. We help raise awareness, reduce barriers to access and encourage more families to get the support they need.

01



Make early development practical

Translate evidence into simple, everyday actions families can try without buying special equipment.

02



Increase confidence

Help parents, carers & professionals see that ordinary little moments that create opportunities for learning & connection.

03



Connect families to services & support

Use Baby Week to reduce barriers to access and a gateway to local events, i.e. health or early years hubs & services.

04



Mobilise partners & bring sectors together

Give partners & organisations key messages, social assets & event ideas to promote and collaborate across sectors.

05



Celebrate communities

Celebrate all things baby friendly, showcase local activity and the people who help babies and young children thrive.

Build language

Talk, listen and respond together.

Build learning

Explore, play and solve together.

Build literacy

Share stories and enjoy books together.

Build relationships

Notice, nurture and connect every day.



04 / COMMUNICATE THE CAMPAIGN

“You’re already doing it...”



MOMENT



TRY



WHY



MESSAGE



Nappy changing time

Tell your baby what you’re doing.

They learn new words from hearing language.

You’re already doing it.



Reading the same story again

Point to the pictures and repeat favourite words.

Repetition helps children hear & learn language.

You’re already doing it.



Singing nursery rhymes

Sing the same rhyme again and add actions.

Songs build familiarity with sounds, rhythm and language.

You’re already doing it.

#LittleMomentsMatter

#BabyWeek2026



BABY WEEK

READY FOR ACTION

14 - 20 NOVEMBER 2026

Simple actions.
Local impact.
Stronger starts for every child.



Make it local



Family Hubs — Create a 'You're Already Doing It' wall where families add everyday moments and ideas.



Libraries — Run baby story sessions and use the campaign ideas to support families read more.



NHS & health — Support the theme 'chat, play, read with me' to support that early development and bonding.



Early years settings — Run a Chat-Play-Read challenge and invite families to share a favourite activity.



VCSE & community groups — Adapt the moments for local languages, cultures and work in partnership to reduce barriers to access.



Retail / public spaces — Use posters, and think baby friendly in your places. How can you be more accessible and encourage more chat & play?



Partner calendar

September Time to upload events, build local partnerships across sectors and prepare communication to maximise reach & engagement

October Partners prepare their local actions and promote calendar of events, offers, sessions and celebrate services whilst reducing barriers to access.

November During Baby Week, start communicating what you're doing locally, what services are available, and use the theme social media assets focussed around: "Chat, Play, Read With Me".



14 - 20 NOVEMBER 2026

BACK THE BABY WEEK CAMPAIGN

You're already doing it.

Changing a nappy? Tell your baby what you're doing.

Hearing your voice helps them learn new words and supports early communication.

BABY Week UK

Chat **Play**
Read **Together**

BABY WEEK 2026 | www.babyweek.co.uk | [#LittleMomentsMatter](https://twitter.com/LittleMomentsMatter)

Play is how babies explore.

Get down to their level and join in.

Taking turns with sounds, smiles and actions helps strengthen your bond and supports communication.

BABY Week UK

Chat **Play**
Read **Together**

BABY WEEK 2026 | www.babyweek.co.uk | [#LittleMomentsMatter](https://twitter.com/LittleMomentsMatter)

Read every story counts.

Point to a picture and name what you see.

Hearing and repeating words helps your child's language and communication grow.

BABY Week UK

Chat **Play**
Read **Together**

BABY WEEK 2026 | www.babyweek.co.uk | [#LittleMomentsMatter](https://twitter.com/LittleMomentsMatter)

Together we build the best start.

Little moments matter in your babies development.

That's why we're reminding you that you're already doing it. Let's chat, play and read together.

BABY Week UK

Chat **Play**
Read **Together**

BABY WEEK 2026 | www.babyweek.co.uk | [#LittleMomentsMatter](https://twitter.com/LittleMomentsMatter)



Together we can help more families discover that they are **already building the best start** through the simple moments they share every day.