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

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 in November.

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 learning.

FAMILIES

Make one small idea feel doable each day.



02 / CAMPAIGN OVERVIEW: SOCIAL MEDIA CAPTIONS

Suggested posts for changemakers and leaders:

Every baby deserves the best possible start in life.

The Government has recognised the importance of giving children the best start and turning that ambition into reality means working together to support babies, young children and their families from the very beginning.

From 14–20 November, @BabyWeekUK will bring communities together to celebrate early childhood, connect families with support and showcase the organisations making a difference every day. This year's theme, "Chat. Play. Read with Me - together we build the best start," highlights the power of everyday interactions in shaping children's communication, relationships, learning and development.

Across the country, Family Hubs, local authorities, professionals, businesses and community organisations will be hosting activities, sharing knowledge and bringing families and services closer together. Help us build a stronger national conversation about giving every child the best start.
Find out more: www.babyweek.co.uk
#BabyWeekUK #BestStartInLife #EarlyYears

Are you a parent, grandparent or carer of a child under 5? 👋 Baby Week 2026 is packed with free events, activities and support for families across the UK. What's your child's favourite thing to do right now? #BabyWeek2026	**Sometimes the smallest moments become the biggest memories.** Whether it's story time, messy play, singing songs or a walk to the park, we'd love to know: What's your favourite activity to do together with your little one? 👇 #LittleMomentsMatter #BabyWeek	**🗓️ 14–20 NOVEMBER... SAVE THE DATE! Baby Week is coming to 25 locations across the UK!** ✨ Free & low-cost events for families ✨ Ways to connect with local support ✨ Learning events for professionals 🔗 Find out more: www.babyweek.co.uk #BabyWeek2026



02 / CAMPAIGN OVERVIEW: SOCIAL MEDIA CAPTIONS

💬 **Chat, Play, Read with Me starts with one simple question...** What was the last thing you talked to your baby or child about? No topic is too big or too small. Every conversation helps build communication, confidence and connection. #ChatPlayRead #BabyWeek2026	🎈 **Play isn't just fun. Play is learning.** From peek-a-boo to building towers and exploring outdoors, every playful moment helps children learn about the world around them. What's your child's favourite game right now? 👇 #LittleMomentsMatter #BabyWeek	📖 **What's the one children's book you think every family should read?** As part of Baby Week 2026's theme, Chat, Play, Read With Me: Together We Build the Best Start, we're celebrating stories, songs and shared moments. #BabyWeek2026 #NationalYearOfReading
It's almost here! 🎉 Baby Week runs 14–20 November and it's ALL about celebrating our wonderful little ones and the everyday moments that help them grow 💛 ❓ What's one tiny moment that made you smile today? Drop it below! 👇 #BabyWeek #LittleMomentsMatter	🩺📚 **Do you work with babies, young children or families?** Whether you're in health, early years, libraries, family hubs or the voluntary sector, Baby Week is your opportunity to connect, collaborate and celebrate the best start in life. #BabyWeek2026 #BestStartInLife	**Children's development doesn't start at school. The foundations for learning, communication, wellbeing and relationships are built in the earliest years.** 💜 That's why creating a child-friendly community is everyone's responsibility. This Baby Week, we're encouraging you to champion the importance of early childhood. #LittleMomentsMatter

BABY WEEK

READY FOR ACTION

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.



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?

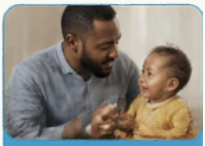
Partner calendar

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".

December Gather feedback, how did families find their first experience in a hub or library? How many attended? What support was most valuable?

05 / COMMUNICATE THE CAMPAIGN



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.

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**

14 - 20 NOVEMBER 2026

BACK THE BABY WEEK CAMPAIGN









Together we can help more families discover that they are already **building the best start** through the simple moments they share every day. Use these social media posts to raise awareness.

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