

## Galway Active Play Campaign

In October 2021, HSE Health Promotion & Improvement and Galway CYPSC Early Years Committee initiated a joint campaign aimed at raising awareness among parents of young children, aged 0 – 1 year, of the recommended physical activity guidelines for younger children and to provide encouragement and useful tips that might help achieve these recommendations.

This electronic media campaign comprises short, social media friendly, messages and videos that are circulated on a quarterly basis to local service providers as well as directly to local parents. The videos present material that is already available on [www.mychild.ie](http://www.mychild.ie) but that has been re-edited to enhance its suitability for sharing via social media.

The request to local service providers is that they support this campaign by:


- Sharing information below through your networks via email and other channels
- Posting the content below on your social media platforms e.g. Facebook, Instagram, Twitter etc. using the hashtag #Let's Move and Play Everyday
- Sharing on WhatsApp

To date, the messages and assets below have been circulated.

### MESSAGE 1: Released October 2021

Let's Move and Play Everyday – I love to kick my feet and wriggle.

**Let's Move and Play Everyday - I love to kick my feet and wriggle**



Babies need lots of opportunities everyday for free movement (with supervision) to help their growth and development.

It is important that the amount of time a baby is not active is limited to no more than an hour at a time except when they are sleeping. This includes time spent awake in car seats, bouncer, walkers and buggies. It is best to place your baby in a flat pram for the first 6 months.

For more ideas and information to support active play for babies please see Active Play Every Day Leaflet & Cards <https://bit.ly/3ASrddd> and visit [www.mychild.ie](http://www.mychild.ie).

### MESSAGE 2: Released November 2021

Let's Move and Play Everyday – I don't need fancy toys. My favourite thing to do is to play with you.

Let's Move and Play Everyday –  
I don't need fancy toys. My favourite thing to do is to play with you.



As a parent, you are your child's first and favourite playmate.

From the earliest weeks and months, spending time playing with them sends an important message to your baby: you are loved, important and fun to be around. Floor based play is a great way to play with your baby and enables them to be active several times a day.

For more ideas and information to support active play for babies please see Active Play Every Day Leaflet & Cards <https://bit.ly/3ASrddd> and visit [www.mychild.ie](http://www.mychild.ie).

### MESSAGE 3: Released January 2022

Let's Move and Play Everyday – I love to dance and hear you sing, let's build memories together.

Let's Move and Play Everyday –  
I love to dance and hear you sing, let's build memories together.



Playing music and singing songs and nursery rhymes are a great way to play with your baby. It helps to stimulate their senses and curiosity and enable them to feel relaxed and secure. Enjoy having fun with your baby and help build memories through singing and dancing together.

For more ideas and information to support active play for babies please see Active Play Every Day Leaflet & Cards <https://bit.ly/3ASrddd> and visit [www.mychild.ie](http://www.mychild.ie). Click on the link: <https://youtu.be/Rf6fdvwnpes>.