



'BIG LITTLE MOMENTS' CAMPAIGN INCREASES AWARENESS OF POSITIVE PARENTING BEHAVIOURS

WHAT WAS THE CAMPAIGN ABOUT?

The 'Big Little Moments' campaign set out to promote parenting behaviours to support good early child development in children up to 4. It aimed to build parents and carers' understanding of the benefits of such behaviours, and to encourage the behaviours to be adopted.

The campaign ran from February 2019 to December 2019 in five areas – Blackpool, Southend, Nottingham, Lambeth and Bradford.

The campaign was funded by The National Lottery Community Fund (The Fund) – the largest funder of community activity in the UK. The campaign is part of A Better Start, a ten-year programme funded by The Fund to help families give their babies and very young children the best possible start in life.”

Ecorys – an independent research company – evaluated Big Little Moments to measure changes to parents and carers': awareness; knowledge; understanding, attitude; and behaviours. This Summary provides findings from the evaluation. More information on the programme and evaluation can be found here: <https://www.tnlcommunityfund.org.uk/funding/strategic-investments/a-better-start>

WHAT DID THE CAMPAIGN INVOLVE?

An online campaign managed by 23red – a company that develops campaigns that have a positive impact on people's lives. The campaign was aimed at parents and carers and involved:



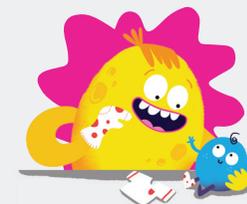
Creating pictures and videos of 15 behaviours to promote, featuring colourful creatures



Creating videos of local families talking about the behaviours



Posting these on social media (e.g. Facebook)



Giveaways (e.g. bags & fridge magnets)



Inflatables to use at events



Flashcards



Adverts on billboards & screens



Local posters (e.g. on bus stops)



Newspaper & radio adverts



Ordinary actions can have an extraordinary effect on young brains. From asking questions to talking to the bump, there are lots of little things parents and caregivers can do to help a child's emotional and linguistic development. The good news is, they're probably doing a lot of them already. We'll use good science – and some friendly characters – to help promote effective caregiving interactions, enabling every parent and child to make the most of the Big Little Moments.



Big Little Moments Evaluation Findings

People liked the campaign materials and found the pictures easy to relate to.

“It appeals to them... bright colours, it's child friendly and parent friendly.”

(Practitioner, Nottingham)

The campaign did well at **raising awareness** and reaching parents and carers in the five areas:

- Online campaign materials were displayed **over 13 million times**
- **66,791 clicks** to the campaign web pages
- **550,154 views** of video posts
- **39% of people** we surveyed had seen the campaign.

Parents and carers' **knowledge** of the promoted behaviours increased after the campaign.

“It encourages us to enjoy the little things it gives me an idea of something I could try”

(Caregiver, Lambeth)

The campaign promoted the science behind these behaviours, but the researchers didn't find any evidence that people's **understanding** of the science increased.

The survey didn't show any overall changes in **behaviour** amongst parents and carers. However, interviews with early years staff show us that the campaign facilitated deeper conversations with parents and carers and there were examples of changes in behaviours.

What are the lessons learnt?

- The campaign might have led to greater behaviour change if it focused more on how parents and carers could overcome the barriers to doing these parenting behaviours (like finding the time to do them).
- The campaign might have had more impact if it promoted fewer behaviours; practitioners said there were a lot of behaviours and it was hard to remember them all.
- The campaign seemed most effective when used as part of wider parenting support for parents and carers, rather than on its own.

What did the evaluation involve?

- A survey of almost 1,000 caregivers before and after the campaign, to see how their parenting changed over time
- **Focus groups** with 43 parents and carers in each of the five areas to find out more about caregivers' experiences of the campaign.
- 21 **telephone interviews** with practitioners who work with young children and their families.

