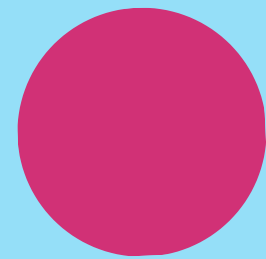


Less screen time



50 things to do before you're five



More play time

The Campaign Toolkit



**Less screen time**

**More play time**

## Welcome to Less Screen time, More Playtime!

Our new campaign focuses on reducing screen time for children under five and encouraging families to engage in play.

In today's digital world, screens are everywhere, but too much screen time is impacting on young children's development. Through screen-free play, children build essential skills like communication, problem-solving, and creativity, helping them thrive in school and beyond.

This campaign aims to:

- ✓ Highlight the benefits of reducing screen time and increasing play
- ✓ Support families with practical ideas for screen-free activities
- ✓ Provide expert advice on balanced screen use in a digital age
- ✓ Raise awareness of how play shapes children's learning, social skills, and well-being

We'd love your support in spreading this important message! This toolkit provides information and resources you can use to help families reduce screen time and create more meaningful play experiences. Join us in making a difference!





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## Our Campaign Reach

Our **Less Screen time, More Playtime** campaign has been designed to engage four key audiences:

1. **Parents of children under five** looking for guidance on managing screen time and encouraging play
2. **Early years professionals and childcare providers** who can support families with expert advice and resources
3. **Community groups and local organisations** that can help spread awareness and promote screen-free activities
4. **Healthcare Settings** aligning messages around health improvement to the importance of reducing screen time

The campaign will be promoted across a variety of channels, including:

Social  
Media

Our  
website

Early Years  
Settings

Healthcare  
Settings

Digital  
Audio  
(Podcasts)

Other

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## How to get involved

This campaign is an opportunity to create a shared and unifying message across early years, childcare, and parenting communities, showing the country that reducing screen time and encouraging screen-free play is vital for young children's development.

Help us spread the message by:

- ✓ Using the campaign's key messages and assets in your communications with parents and caregivers
- ✓ Sharing the campaign content across your social media, website, and newsletters
- ✓ Including the hashtag **#LessScreentimeMorePlaytime** in your social media posts to reach more families
- ✓ Talking to early years professionals and educators about the importance of play in child development
- ✓ Linking to the campaign website from your website to provide families with expert advice and resources
- ✓ Emailing us at **info@50thingstodo.org** if you have inspiring stories or case studies to feature in the campaign

Let's work together to encourage less screentime and more playtime, giving young children the best start in life!





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## What we're saying

We are using some key messages that show the benefits of reducing/removing screentime for our youngest children. Feel free to use or adapt these messages for your social media posts or promotional material.

### Primary Message:

Screens are changing the way children are developing. Take the first step in reducing screen time and towards creating meaningful moments with your child today.

### Secondary Message:

Explore fun, screen-free play ideas and discover how less screen time leads to connection, laughter and learning.

### Key Themes:

- ✓ Language & Communication Development
- ✓ Healthy Eating Habits
- ✓ Active lifestyles
- ✓ Sleep patterns
- ✓ The ability to control emotions & impulse (Regulation)
- ✓ Eye Health



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## Social Media

Here is our collection of social media posts for the **Less Screen Time, More Play Time** campaign.

Each post has been thoughtfully crafted with wording and visuals designed to **connect with parents** and other audiences.

Make sure to Include the hashtag **#LessScreenTimeMorePlayTime** in your social media posts to reach more families and tag us!



[Click here to download our social media assets](#)

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## Posters and Other Resources

We have created a bank of posters for the campaign which are available to download and print.

Our main target audiences are schools and settings, particularly those who engage with **50 Things to Do Before You're Five**, and health settings\* who work with young children and families.

\*For health settings, families may not have engaged with the **50 Things to Do Before You're Five** offer. We can offer, where available our **Folding Posters** to sit on leaflet racks, tables or with a nominated person within the setting.

[Click here to download our posters](#)

If our posters don't quite meet your settings needs, get in touch with us and let's see if we can work together.



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## Digital Assets

We have also created social media profile picture frames, for light and dark backgrounds.

If you would prefer to use a full profile picture, these are also available.

There are also images we have created to be added to email signatures, showing support for the campaign.

[Click here to download our social media frames](#)

[Click here to download our full profile picture](#)

[Click here to download our email signatures](#)

