

# 50 things to do

## Launching our Impact Report

Since its launch in 2018, 50 Things to Do has been introduced in 22 areas across the British Isles. To celebrate our fifth birthday, we have produced an impact report which presents evidence on the effectiveness of the 50 Things to Do approach in promoting positive childhood outcomes.

"50 Things To Do Before You're Five is five years old! From 200 children in one small school to reaching out to way in excess of **half a million children** across the British Isles. That's a real success story. It's an initiative that we're so proud of."

***Christian Bunting, Director***



Using a combination of **user surveys, in-depth interviews, and focus groups** with those using 50 Things to Do materials, the report presents evidence on the effectiveness of 50 Things to Do in **supporting parents to be more informed and inspired to do activities with their children, and encourages positive changes in the home learning environment.**

# The approach

50 Things to Do is designed to increase parental engagement with their child's development, by providing a positive home learning environment. The 50 Things to Do approach is unique. 50 Things to Do provides a **localised offer that is accessible to all families**. It is centred on promoting play, encouraging families to **have fun together** - a positive way to achieve the best outcomes for their children.

## Fun

**Promoting** playful activities as a positive way for children to learn.

## Accessible

**Supporting** parents in a non-intrusive way, with an accessible resource that parents can use how and when they want to.

## Local

**Encouraging** families to play in places and spaces close to home and to connect with their local community.

The value in 50 Things to Do can be described as a **Golden Thread**. In the words of our Commissioning Partner 50 Things Wakefield: "50 Things to Do provides a **joined-up approach and runs like a golden thread through the support available for families and young children**. It provides a consistent message for our local partners, frontline practitioners and parents, and ties the different strands together to positively impact on outcomes for children."

The findings of our impact report highlight the importance of place-based, play-filled learning in promoting positive outcomes for young children and will be used to inform the ongoing development and delivery of 50 Things to Do.

[Read the full report](#)

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