

50 Things GP Project:

Using 50 Things to Do Before You're Five,
as a GP Practice



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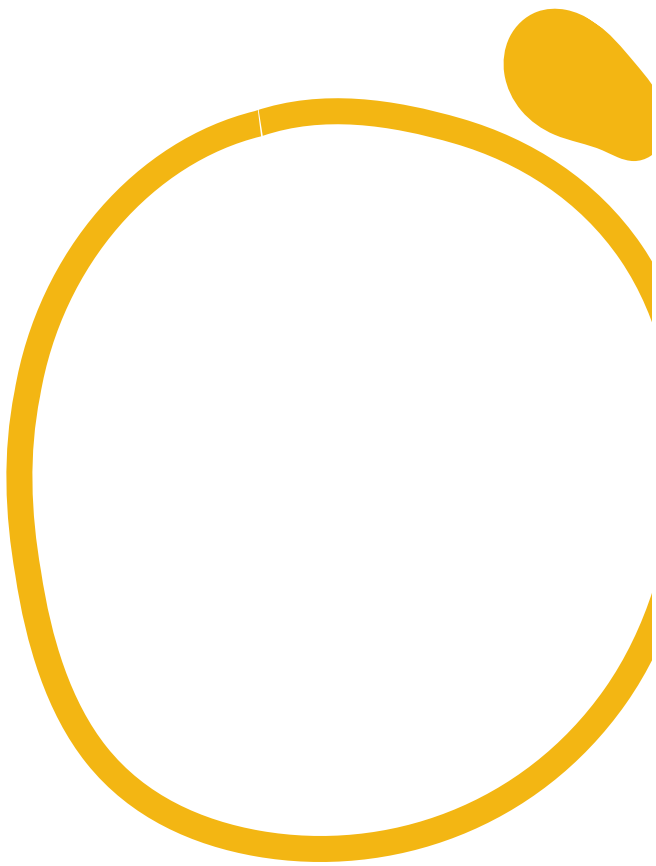
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What is 50 Things to Do Before You're Five?

50 Things to Do Before You're Five is a multi-platform, localised offer, free for families, comprising an app and website, complemented by a range of printed resources that feature 50 low or no-cost activity ideas, alongside a live list of local events for families.

50 Things to Do is based on the simple notion that access to fun, low or no-cost experiences with your family, indoors and outdoors, is a great way to support children's development. The list of 50 activity ideas, alongside the live catalogue of local events for families, helps children thrive by learning through play and establishing healthy habits that can last a lifetime.

50 Things to Do was developed by a team of health, education and early years specialists in Bradford, using theories of learning, child development and play. But what parents really need to know is that 50 Things to Do is full of loads of fun, free things to do with their children!

50 Things to Do can be used by GP practices, health visiting teams, nurseries, schools and community organisations, or by anyone who wants to improve outcomes for young children.

Our Printed Resources:

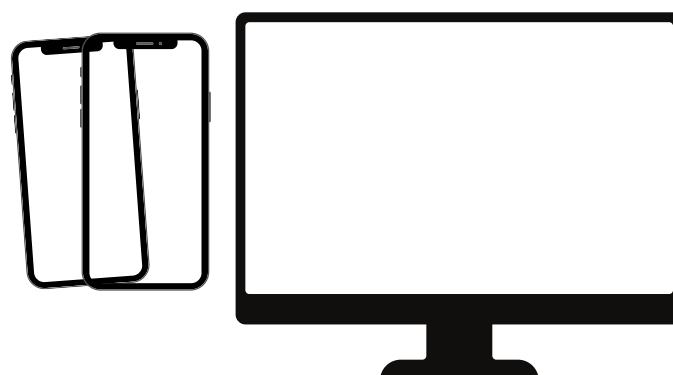
- ✓ Card packs
- ✓ Posters
- ✓ Leaflets
- ✓ Fold out flyers
- ✓ QR code sticker
- ✓ Bespoke resources as requested



50 low or no-cost activities
and a live catalogue of
local events

Our Digital Offer

The **free localised app and translatable website** contain drop-down boxes to help families engage with each activity.



"I love introducing the 50 Things to Do resource with parents, especially when they are new to the area or lacking in confidence in what to do or where to go with their little ones. They really like the variety and ease of the activities and frequently comment, "I never would have thought of that."

Vicki
Health Visitor

The 50 Things GP Project

Project aims:

1. Raising community awareness

By working collaboratively across services, we can raise community awareness of the importance of the first five years of a child's life

2. Everyday activities

Together, we can support communities to understand that everyday activities, that are universally accessible, strengthen children's start in life

3. 'What parents do is more important than who parents are'

(SureStart, 2004)

Sharing this message by signposting to a low or no-cost initiative, to support key messages, strengthens a community approach to supporting child development

4. Integrated across communities

Broadening the 50 Things to Do offer, by better integrating it across communities, through family facing services, will expand knowledge bases, providing a preventative and sustainable method, supporting transformative community practice.

Best Start in Life:

The 50 Things GP Project proactively supports the Department for Education's Best Start in Life (2025, page 7) ambition to "help parents understand what healthy child development looks like and how talking, playing, reading, responding and being physically active, can make a powerful difference."



Why use 50 Things as a GP Practice?

Working with Families

Whether you are looking at a targeted service, a universal offer or considering your community offer, 50 Things to Do Before You're Five is there to support your work.

You play a crucial role in improving the health and wellbeing of children. 50 Things to Do Before You're Five is based on such a simple idea: fun, low or no-cost experiences for the whole family, indoors and outdoors – great ways to support children's development.



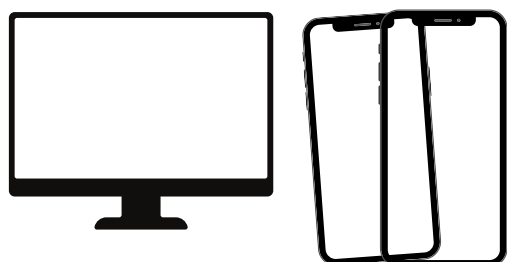
50 Things to Do Before You're Five provides you with the ideal resource to build connections and help children get the best possible start in life.

How to use 50 Things as a GP Practice

Universal in Reach - Targeted where Needed

Universal offer:

- **Signpost families to activities on the 50 Things to Do** app or website during patients' arrival to the practice.
- Share the QR code from a sticker on your lanyard to support signposting families to the 50 Things offer.
- Create a display board for 50 Things to Do. Rotate and signpost families to the posters showcasing activities available to enjoy, whilst waiting for their appointment.

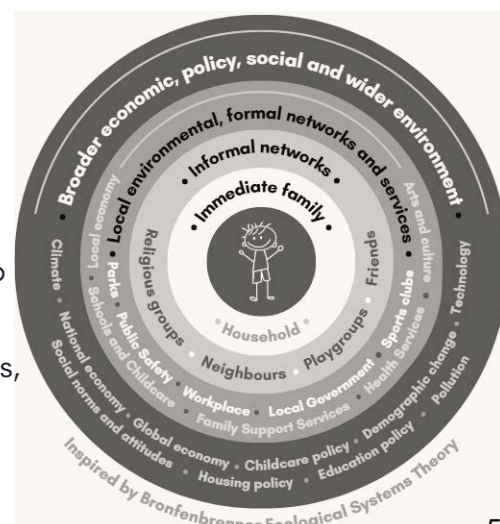


Targeted offer:

- **50 Things to Do** can be used as a tool for Social Prescribing.
- Share the QR code from a sticker on your lanyard, to support signposting families to the 50 Things to Do offer – do not forget the website can be translated.

Community offer:

- **Supporting the community element of the Healthy Child Programme**, which reminds us that Health Visitors and GP practices are ideally placed to provide information on activities and local groups.
- **Signpost families to the events tab** on the 50 Things to Do app or website – enabling you to encourage your families to attend opportunities in their local area, such as baby rhyme time sessions, sensory activities and parent and baby groups.



What is included in the resource pack?

Set of specially selected, children's books

Why?

The chosen books have been recommended by the largest children's reading charity, BookTrust. They have been carefully and purposefully linked to social determinants of health, and are grouped into key topics, such as mental health, connection and attachments, community and being active.

Reading stories together, with little ones, can:

- ✓ Build strong foundations for future success.
- ✓ Strengthen parent-child bonds.
- ✓ Help children to learn about the world around them.
- ✓ Provide tools and strategies to overcome challenges.
- ✓ Develop language skills.

Five, 50 Things to Do tailored posters

Why?

Each of the posters links to one of the 50 Things to Do activities, showcasing the activity, how it can be engaged with whilst waiting for an appointment, and why it is important for children's development. The posters focus on the following activities:

- ✓ Sharing books.
- ✓ Waiting games.
- ✓ Saying thank you, with a high-five!
- ✓ Silly sounds and games.
- ✓ Songs and rhymes.

The impact in numbers

We regularly gather feedback from families and practitioners using 50 Things to Do Before You're Five, so you don't have to just take our word for it!

Social and Material Circumstances

100%

of the 50 Things to Do activities are low or no cost.

Speech and Language Development

64%

of parents said that, since using 50 Things to Do Before You're Five, they communicate more purposefully with their child whilst they are playing.

86%

of parents said that the 50 Things to Do activities provide different opportunities to communicate with their child.

Parental Confidence

67%

of parents said that, since using the 50 Things to Do Before You're Five app, they feel more confident to try new things with their children.

72%

of parents said that, since using 50 Things to Do Before You're Five they feel able to help their child learn in more and different ways.

Mental Health

82%

of settings said that, using 50 Things to Do Before You're Five has promoted playfulness in their children and families

76%

of settings said that their families are enjoying using 50 Things to Do Before You're Five

Physical Development

75%

of parents said that, since using the 50 Things to Do Before You're Five app, their child has gone outside to play more often.

Contact details:

50 Things to Do Before
You're Five is a free
resource for practitioners
and families to use in 24
areas of the British Isles.

You can download the
app here:



Or find your
local website here:



The local website will give
details of the team leading
the initiative in your area,
get in touch with them to
see what additional
resources are available for
you to use.

Contact us:

 EarlyYears.Service@cambridgeshire.gov.uk

Calderdale 1
Bradford 2
Leeds 3
Oldham 4
Kirklees 5
Wakefield 6
Sheffield 7
Birmingham 8
Warwickshire 9
Cambridgeshire & Peterborough 10
Norfolk 11
Bedfordshire 12
Oxfordshire 13
West Berkshire 14
Southwark 15
East Sussex 16
Jersey 17
Suffolk 18
Fife 19
Coventry 20
Hounslow 21
Portsmouth 22