Cambridgeshire Lets Play Together - social media toolkit 2026.

To help promote the benefits of playing outdoors in all seasons – supporting children's learning, development, and wellbeing – the Cambridgeshire Early Years, Childcare and School Readiness Service (CambsEYC) has prepared four tailored messages and a promotional poster for you to share with families alongside your own social media activity.

We encourage you to make full use of this toolkit and the accompanying assets*. CambsEYC will also be sharing these messages across our @CambsEYC Bluesky, Facebook, Instagram, and LinkedIn channels. Please look out for the posts and reshare them within your networks using the URL https://bit.ly/Clpt26.

***Please note** that the images included in this toolkit are for illustrative purposes only – the final artwork will be shared separately.

<table>
<tr><td>1.</td><td>Let's Play Outside in Winter.
Playing outside in all weathers supports children's learning, development, and health. Sometimes bad weather encourages us to stay indoors but there are lots of benefits to young children being outside in the winter:
Physical movement can help energy levels and sleep.
Development of big muscles can lead to greater success in school.
Learning about the seasons.
#Cambridgeshire #LetsPlayTogether #LetsPlayOutsideInWinter #50ThingsToDo #OutdoorPlay #SupportingHomeLearning #LearnTogether #EarlyYears #Childcare #BestStartInLife</td><td>
</td></tr>
<tr><td>Alt Text</td><td colspan="2">Promotional poster featuring a winter photograph of a child in a zebra-striped coat and blue hat feeding pigeons in a snowy park, with the text "Let's Play Outside in Winter." The campaign promotes outdoor play as support for children's learning, development, and health, featuring the Best Start in Life, Cambridgeshire County Council, and Early Years Childcare and School Readiness Service logos.</td></tr>
<tr><td>2.</td><td>Let's Play Outside in Winter.
There are lots of myths about getting poorly with coughs, colds, and other bugs by being outside in winter.
Being outdoors in winter can help us stay healthy and well especially if we wrap up warm. It also means we are spending less time inside where germs and viruses spread more easily.

If you want to help the planet by accessing preloved clothing or need help to find winter clothing for your child, visit your local Child and Family Centre, and enquire about local clothes banks. More information about Child and Family Centres can be found via this link: https://info.cambridgeshire.gov.uk/kb5/cambridgeshire/directory/results.page?camcommunitychannel=3-1

#Cambridgeshire #LetsPlayTogether #LetsPlayOutsideInWinter #50ThingsToDo #OutdoorPlay #SupportingHomeLearning #LearnTogether #EarlyYears #Childcare #BestStartInLife</td><td>
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Alt Text	Promotional public-health poster encouraging outdoor play during winter to support children's health and wellbeing. Three bundled-up children play outside while blowing their noses, with yellow text reading "Let's Play Outside in Winter" and "Being outdoors can help us stay healthy and well, especially if we wrap up warm," plus the Best Start in Life, Cambridgeshire County Council, and Early Years Childcare and School Readiness Service logos.	
3.	Let's Play Outside in Winter. There are lots of fun outdoor activities you can do in the winter. Why not download our 50 Things to Do Before You're Five app and try some of these ideas: #8 Bubbles #12 Brrrr Explore the Cold #13 Shout and Shhh #14 See the Stars #17 Hocus Pocus Potions #24 Hop, Skip, and Jump #27 Little People Park Keeper #29 Pitter Patter #34 Woodland Wandering To access our free 50 Things to Do Before You're Five app follow this link: cambspboro.50thingstodo.org #Cambridgeshire #LetsPlayTogether #LetsPlayOutsideInWinter #50ThingsToDo #OutdoorPlay #SupportingHomeLearning #LearnTogether #EarlyYears #Childcare #BestStartInLife	
Alt Text	A photograph promoting winter outdoor play shows two children wearing colourful rain boots, splashing through puddles in rainy weather. Yellow captions read "Let's Play Outside in Winter" and "There are lots of fun outdoor activities you can do in the winter," with the Best Start in Life, Cambridgeshire County Council, and Early Years Childcare and School Readiness Service logos.	
4.	Let's Play Outside in Winter. Being outside in winter is good for the whole family. Fresh air and sunlight can help lift our mood, support our immune system so we get less poorly and help us to sleep better. Why not take a family trip to your local park, forest or riverside and enjoy what winter has to offer such as snow, ice, mud, puddles, and fallen leaves. You may wish to take a flask with a hot drink to help you warm up. #Cambridgeshire #LetsPlayTogether #LetsPlayOutsideInWinter #50ThingsToDo #OutdoorPlay #SupportingHomeLearning #LearnTogether #EarlyYears #Childcare #BestStartInLife	
Alt Text	A photograph-based promotional poster from Best Start in Life and Cambridgeshire County Council encourages outdoor winter play, showing a bundled child crouching beneath an autumn-coloured tree. Orange-highlighted text says, "Let's Play Outside in Winter" and notes that fresh air and sunlight may lift mood and support the immune system, with Early Years Childcare and School Readiness Service along the bottom.	

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