

Toolkit for 50 things to do before you're 5 app

This toolkit has been created to help promote the <https://oxfordshire.50thingstodo.org/> webpage and app. We would be grateful if you could help us promote it to anyone you think might benefit from using it.

Website link: <https://oxfordshire.50thingstodo.org/>

Download the app:

- [Apple AppStore](#)
- [Google PlayStore](#)

In this toolkit you will find:

- Suggested **social media text**
- **Social media graphics** – attached to the email
- **Newsletter text** – if needed
- **Headline text** – if needed
- **Posters** – attached to the email
- **QR code** – attached to the email

Press release:

Here is a link to the press release from Monday 12 July: [Fifty things to do before you're five \(oxfordshire.gov.uk\)](#)

What you can do to help now:

Please retweet: Our Tweet about the press release (from Monday 12 July) can be found here. Just click on the link and share it from your own account:

<https://twitter.com/OxfordshireCC/status/1414513612723527686?s=20>

Please share our post: Here's a link to our Facebook post about the press release (from Monday 12 July):

<https://www.facebook.com/OxfordshireCountyCouncil/posts/3730676283704078>

Social media:

To help keep the momentum going (we're running this campaign over the next 12 months), it would be great if you could schedule some posts over the coming months.

For example, give it a little push during the summer holidays, and then again before the October half term. Although it's for children under five, promoting the app around the school holidays means there will be a trickle of activity throughout the year. The activities can be adjusted depending on the season/ weather.

Please note: Below is suggested text only. Feel free to adapt it to better suit your audience.

Facebook example text 1:

Use one of the square graphics provided

A free app has launched just in time for the summer. Parents and carers of under-fives in Oxfordshire can now access 50 low and no-cost local activities to help promote early language development.

With information, guidance and supporting resources, build a memory bank of your child's special moments – from playing in the rain (#29 Pitter Patter), building dens (#33 Home from Home) to making potions (#17 Hocus Pocus Potions).

Find out more: <https://oxfordshire.50thingstodo.org>

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| <p>Twitter post example 1:</p> <p><i>Use one of the rectangular graphics provided</i></p> | <p>A free app has launched just in time for the summer. Parents and carers of under-fives in Oxfordshire can now access 50 low and no-cost local activities to help their child's language development.</p> <p>Find out more: https://oxfordshire.50thingstodo.org</p> |
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| <p>Facebook example text 2:</p> <p><i>Use one of the square graphics provided</i></p> | <p>Get access to 50 fantastic things for you and your child to experience together.</p> <p>Download the free '50 things to do before you're five' app and get access to 50 no-cost or low-cost local activities for under-fives.</p> <p>"I spent so much of my first years of parenting feeling lost trying to come up with activities that were simple and fun and affordable on a tiny budget. This app is teaching me how to do that with everything in one place: simple, fun, local, wholesome, affordable ideas all in one place." Chloe Trotman, a parent from Oxfordshire.</p> <p>Find out how this app can help you get inspired: https://oxfordshire.50thingstodo.org</p> |
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| <p>Twitter post example 2:</p> <p><i>Use one of the rectangular graphics provided</i></p> | <p>Get access to 50 fantastic things for you and your child to experience together.</p> <p>Download the free '50 things to do before you're five' app and get access to 50 no-cost or low-cost local activities for under-fives.</p> <p>Find out more: https://oxfordshire.50thingstodo.org</p> |
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| <p>Facebook example text 3:</p> <p><i>Use one of the square graphics provided</i></p> | <p>Need inspiration for fun activities to do with your child? Download the FREE '50 things to do before you're 5' app.</p> <p>With 50 local no-cost and low-cost activities for under-fives, you'll find amazing resources, including top tips and 'how to' guides, as well as details of local events.</p> <p>Say goodbye to boredom, and hello to simple, affordable ideas: https://oxfordshire.50thingstodo.org</p> |
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| <p>Twitter post example 3:</p> <p><i>Use one of the rectangular graphics provided</i></p> | <p>Download the FREE '50 things to do before you're 5' app and get inspired. With access to 50 local no-cost and low-cost activities for under-fives, you'll find amazing resources, as well as details of local events.</p> <p>Find out more: https://oxfordshire.50thingstodo.org</p> |
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| <p>Facebook example text 4:</p> <p><i>Use one of the square graphics provided</i></p> | <p>Looking for ideas to keep you entertained over the holiday period? Download this FREE app now at https://oxfordshire.50thingstodo.org</p> <p>50 Things to do before you're 5 helps children from birth -5 become</p> |
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school ready. Each activity has been developed by education experts and early years practitioners to promote early language development.

Help your child grow in confidence and nurture their love for learning.

Twitter post example 4:

Use one of the rectangular graphics provided

Looking for ideas to keep you entertained over the holiday period? Download this FREE app now at <https://oxfordshire.50thingstodo.org>

50 Things to do before you're 5 helps children from birth-5 become school ready.

Social media graphics:

The graphics are attached to the email in a zipped folder. The square graphics are best for Facebook and Instagram. The rectangular graphic will work better on Twitter (and will work on Facebook too). Below are screen shots of them for your information. We will adjust the activities depending on the season/ weather so can share other graphics with you later in the year if needed.

Rectangular versions – For Twitter or Facebook



Square versions – For Facebook or Instagram



Newsletter text:

Bring learning to life: 50 things to do before you're five

A free app is being launched just in time for the summer. Parents and carers of under-fives in Oxfordshire can now access a list of low and no-cost (local) activities to help promote early language development.

With information, guidance and supporting resources, you can build a memory bank of your child's special moments – from playing in the rain (#29 Pitter Patter), building dens (#33 Home from Home) to making potions (#17 Hocus Pocus Potions).

Find out more: <https://oxfordshire.50thingstodo.org>

Headline text:

35-character limit (including spaces) for headline title:

50 things to do before you're five

200-character limit (including spaces) for main body text:

A free app has been launched for parents/carers of under-5s in Oxfordshire. It promotes early language development through low-cost or no-cost local activities and encourages parent-child interaction.

Link to website: <https://oxfordshire.50thingstodo.org>

Download the app: [Apple AppStore/Google PlayStore](#).

Posters:

There are two designs. One is a general poster that promotes the app. The others are activity posters. There are currently 10 separate activity posters, but it's likely other activities will be added over the year so that they match the weather or season.

General poster:



50
things to do
before you're
five

50 Fantastic things for you and your child to experience together.

The '50 things to do before you're five' app offers 50 no-cost or low-cost local activities for under-fives. It is free to download and offers information, guidance and supporting resources.

Each of the 50 things have been carefully developed by education experts and early years practitioners to promote early language development, to help your child grow in confidence and nurture their love for learning.

Oxfordshire.50thingstodo.org

Twitter: @50ThingsB4Five
Facebook: Find us on Facebook

OXFORDSHIRE COUNTY COUNCIL

#5 Potty
#4 Make your mark
#50 Sea and sand
#8 Bubbles!
#10 Sharing books
#34 Woodland wandering

This poster can be found in the zipped folder attached to the email. If you're able to print a copy off yourself and put it up in any key areas, that would be great.

If you would like any printed posters sent to you, please email Sarah.Ayyub@oxfordshire.gov.uk stating how many you would like, what size, and a delivery address.

Activity posters: These posters have been created for our learning/ training centres. However, if you would like any of the below, please email Sarah.Ayyub@oxfordshire.gov.uk stating which ones you'd like to have sent to you.

Again, if you're able to print these out yourself, that would be great. Alternatively, if you cannot do this, we can get printed versions sent out. Just state which activity you'd like, what size, and a delivery address.

50
Things to do
between
five

#3 Treasure time

Explaining and experiencing things are important parts of learning. Discover what things look like, feel like, and taste like.

Top tip: Think about the best time to go to a garden centre or allotment. It's best to go when the weather is nice and the plants are in flower.

Take time to explore with your hands and use your senses to discover what things look like, feel like, and taste like. You can also use your imagination to think about what things might be like when they are not in flower.

What is 50 Things to do before you're 5?

OXFORDSHIRE COUNTY COUNCIL

#3 Treasure time

50
Things to do
between
five

#4 Make your mark

Children love to be able to make their marks. Developing their skills with paint, glue, crayons and sticks help to support them to be strong writers and makers of art.

Top tip: Make your own paint using natural materials like water, flour and oil. You can also use natural materials like leaves, twigs and sticks to make art.

Children who are able to make their marks are more confident and happy to write. They can also use their marks to tell a story or to make a picture.

What is 50 Things to do before you're 5?

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#4 Make your mark

50
Things to do
between
five

#9 Mini beasts and bug hunting

Go on a mini-beast hunt and find out about the fascinating creatures that live all around us.

Top tip: Remember to wear your shoes and socks when you go outside. You can also wear a hat and gloves to keep you warm.

Playing with these creatures often encourages children to explore and learn about the world around them. They can also learn about the importance of keeping their surroundings clean and healthy.

What is 50 Things to do before you're 5?

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#5 Mini beasts and bug hunting

50
Things to do
between
five

#10 Sharing books

Sharing books is a wonderful thing to do with young children. They can love about people and places they never before about.

Top tip: This story is perfect for the summer holidays. You can also use it to introduce children to the world of books.

Children who are able to share their books are more confident and happy to read. They can also learn about the importance of keeping their books safe and clean.

What is 50 Things to do before you're 5?

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#10 Sharing books

50
Things to do
between
five

#15 Dressing up

Encourage children's imagination with everyday 'dress up' play.

Top tip: Encourage children to use their imagination to create their own costumes. You can also use everyday items like paper bags and old clothes to make costumes.

Children who are able to dress up are more confident and happy to play. They can also learn about the importance of keeping their costumes clean and safe.

What is 50 Things to do before you're 5?

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#15 Dressing up

50
Things to do
between
five

#19 Growing, little people, plants and things

Teach children where their food comes from. You're never too young to start a backhilly hobby!

Top tip: On a hot day, children can enjoy the garden. They can also learn about the importance of keeping their garden clean and safe.

Children who are able to grow their own food are more confident and happy to eat. They can also learn about the importance of keeping their garden clean and safe.

What is 50 Things to do before you're 5?

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#19 Growing, little people, plants and things

50
Things to do
between
five

#20 Mini artists

Painting and drawing allows children to focus on an open-ended task that is determined by themselves.

Top tip: Children who are able to paint and draw are more confident and happy to create. They can also learn about the importance of keeping their art clean and safe.

Children who are able to paint and draw are more confident and happy to create. They can also learn about the importance of keeping their art clean and safe.

What is 50 Things to do before you're 5?

OXFORDSHIRE COUNTY COUNCIL

#20 Mini artists

50
Things to do
between
five

#26 Splish, splash, splosh

Children love to play with water, inside and outside, splashing, pouring and puddling!

Top tip: Remember to wear your shoes and socks when you go outside. You can also wear a hat and gloves to keep you warm.

Children who are able to play with water are more confident and happy to explore. They can also learn about the importance of keeping their surroundings clean and safe.

What is 50 Things to do before you're 5?

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#26 Splish, splash, splosh

50
Things to do
between
five

#40 Happy history

Children have an abundance of great resources and galleries.

Top tip: Children who are able to explore history are more confident and happy to learn. They can also learn about the importance of keeping their surroundings clean and safe.

Children who are able to explore history are more confident and happy to learn. They can also learn about the importance of keeping their surroundings clean and safe.

What is 50 Things to do before you're 5?

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#40 Happy history

50
Things to do
between
five

#44 Animals nearby

Most children love animals. From the smallest egg hatching animal system and nature to a big farm language skill.

Top tip: Children who are able to explore animals are more confident and happy to learn. They can also learn about the importance of keeping their surroundings clean and safe.

Children who are able to explore animals are more confident and happy to learn. They can also learn about the importance of keeping their surroundings clean and safe.

What is 50 Things to do before you're 5?

OXFORDSHIRE COUNTY COUNCIL

#44 Animals nearby

QR codes:

To make it as easy as possible for people to access the website, we've created QR codes that people can scan. These are attached to the email in the zipped folder.