



Early Years
Wales
Blynyddoedd
Cynnar Cymru



The Early Years Wales Movement Champion campaign

#Hyrwyddwyr
Symud

#Movement
Champion



What is the Movement Champion Campaign?

- The campaign has a simple goal: to get more children moving.
- We aim to target any individual or organisation who has a child in their life, or who is responsible for protecting and enhancing spaces for young children to move.
- This, is of course, most people. We all have a responsibility.
- Every sign up receives information, resources and a self reporting movement checklist in order to receive a certificate.





Why is the Movement Champion campaign needed?

To improve child health outcomes

- i. The proportion of children with obesity in Wales was higher than those reported for England and Scotland.
- ii. 1 in 3 children are now short sighted.

Promote social justice

- i. Movement is crucial for the physical and cognitive development of a child. However, not every child has equal access to movement opportunities. Our movement champion campaign wishes to tackle this discrepancy standing up for equal opportunities for child development.

To help all of us

- i. Adding value to the importance of the early years sector, especially the first 1,000 days of a child's life.
- ii. Raising awareness about the importance of movement amongst all of the population.





Movement is embedded into children's rights

Direct link: Article 31 (leisure, play and culture)

"Every child has the right to relax, play and take part in a wide range of cultural and artistic activities".

Also links to: Article 3 (best interests of the child)

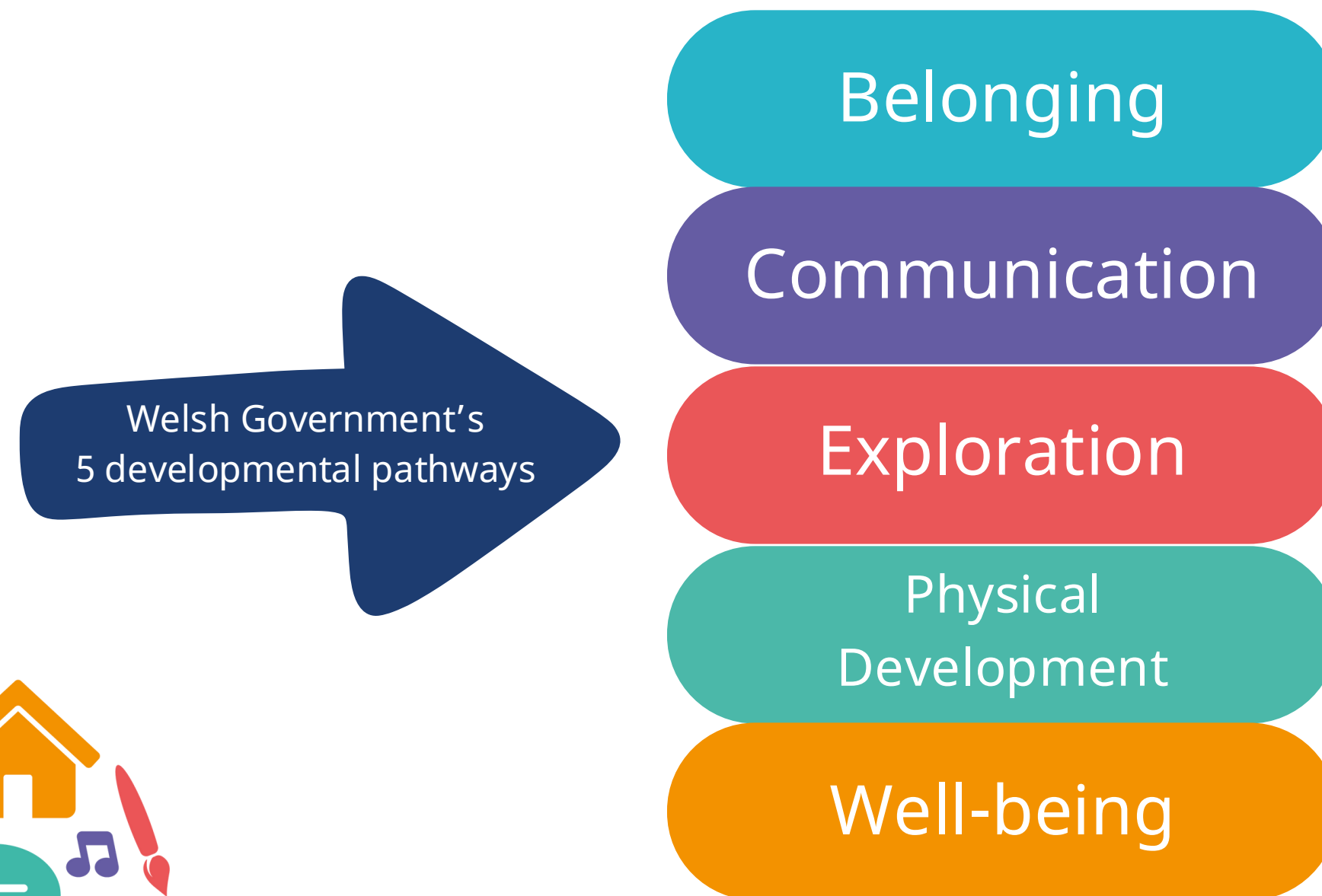
"The best interests of the child must be a top priority in all decisions and actions that affect children".

Article 6 (life, survival and development)

"Every child has the right to life. Governments must do all they can to ensure that children survive and develop to their full potential".



Early Childhood Play, Learning and Care - how movement is crucial to its success





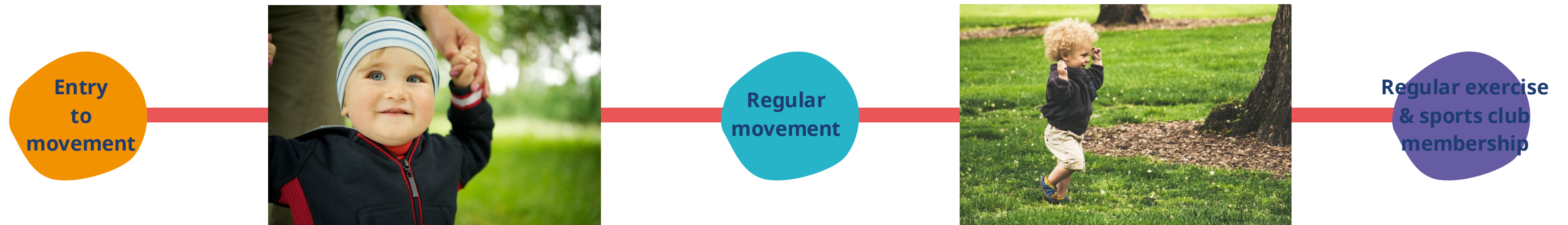
Promoting equality of opportunity

- Not every child has equal access to movement opportunities, both in their local environments, as well as households in which they live.
- Not all children have access to the same toys for play.
- According to the Bevan Foundation and Barnardo's Cymru, more than half (54 per cent) of all children in poverty in Wales live in a household with a 0-4 year old.
- By promoting the importance of movement, we are standing up for movement opportunities for all children, protecting and creating more spaces on our communities for movement to take place, enabling every child to experience the cognitive and physical benefits that movement provides.



The Movement Continuum

Every child enters the movement continuum at the very beginning, and may end up at any point along the continuum in their life



Entering the movement continuum is the gateway to building a relationship with greater physical activity





Our training (1)

Active Baby:

- The Active Baby two-hour training is aimed at professionals working with the youngest of our children.
- The training focuses on the movement and well-being of children from 0 – 18 months looking at development and ways in which we can support and nurture not only the babies in our care, but also the physical activity and well-being of the adults who care for and educate them.



Our training (2)

Active Toddler:

- The Active Toddler 2-hour course follows on from 18 months to 3 years and provides practitioners with opportunities to provide the toddlers in their care with whole body experiences and an environment that promotes open-ended spontaneous movement play geared to the movement needs of the individual child.
- The training aims to focus the practitioner to observe, tune in, feel movement, and respond in stage appropriate ways enabling them to facilitate opportunities throughout the day.





Our training (3)

Active Child:

- Active Child is all about the development of movement, learning readiness and play.
- Movement is an integral part of life from the moment of conception, and a child's experience of movement will play a pivotal part in shaping their personality, feelings and achievements. Learning is not just about reading, writing and maths but these are higher abilities that are built upon the integrity of the relationship between brain and body.



Resource examples: screentime leaflet



A MINI GUIDE TO

Building a healthy relationship with screens in the home

Useful Resources

Teulu Cymru
www.facebook.com/teulucymruwales

Tiny Happy People
www.bbc.co.uk/tiny-happy-people

Cyw
cyw.cymru

Unicef Parenting
www.unicef.org/parenting/child-development/babies-screen-time

NSPCC
www.nspcc.org.uk/keeping-children-safe/online-safety/

Internet Matters
www.internetmatters.org/resources/screen-time-tips-to-support-0-5-year-olds/

smalltalk magazine
www.earlyyears.wales/en/category/magazine-digital-download

About Us

Early Years Wales enhances the development and education of pre-school children in Wales by encouraging parents to understand and provide for their needs through high quality pre-school provision and childcare.

Follow us on social media

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Published: December 2024



The difference so far



Thank you | Diolch

For any questions or further information about this or other professional training opportunities we offer please get in touch

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