

**NSPCC**

# look say sing play

**to build your baby's brain every day**



**Your handy  
intro to  
brain-building  
tips for  
0-2 years**

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**

**We all chat with our babies, but did you know you're actually building their brain? And we've got tips and advice to help you do it even more.**

**You've got  
the power to  
change everyday  
moments into  
brain-building  
ones**

Whether it's bathtime, you're feeding or popping to the shops, playing with your baby, talking to them, or even singing can build their brain right from birth. Plus, it's a great way to make your bond even stronger.

You're probably already doing this, but we've teamed up with Vroom to give you some fun and easy tips to help you bring even more Look, Say, Sing, Play into your daily routine with your baby.

## **A little bit about Vroom**

Vroom's early learning experts have created hundreds of brain-building tips, which have already been used by over 900,000 families in the USA.

**vroom**



**We know there's a lot to think about when you're a parent, so we've tried to keep things simple – and fun too.**

**It all starts  
with...**



**look  
say  
sing  
play**

The words 'look', 'say', 'sing', and 'play' are written in a bold, green, sans-serif font, stacked vertically. Each word is decorated with simple black line drawings: 'look' has eyes above the 'o's and a smile below; 'say' has eyes above the 'y' and a mouth below; 'sing' has a spider-like figure on the 'i'; 'play' has eyes above the 'y' and a smile below.

**Look** at what your baby's focusing on and how they react.

**Say** what you're doing and copy the sounds your baby makes.

**Sing** along to your favourite tunes or make up your own.

**Play** simple games and see what your baby enjoys.

You don't have to change your routine – just use our tips to bring more **Look, Say, Sing, Play** into your day.

## Remember

- \* Brain-building happens when you and your little one are **interacting with each other**. It's not about just singing or talking at your baby.
- \* It's about **taking a cue from them**, and reacting to what they're doing. You could think of it like a game of tennis – **going back and forth** between the two of you.
- \* You can also freestyle – using Look, Say, Sing, Play to **bring brain-building into your routine** in your own way.



Turn over for a couple of tip tasters and find lots more at [nspcc.org.uk/brain-building](https://nspcc.org.uk/brain-building)



**When doing chores**  
**Try this... Laundry**  
**hokey cokey**



Invite your child to help put items like socks IN and OUT the laundry basket.

**Say** the words IN and OUT to describe your actions and see how your baby reacts as they learn these concepts.

You could even try **singing** – a bit like the hokey cokey.

Notice what your baby finds interesting, are they pointing at the basket? Respond to what they do.



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**vrom**

## During mealtimes Try this... Mastering funny faces



Be **playful** with your expressions, and invite your baby to look closely at what you do.

Pick up your spoon, take some food and **say**, “Mmm delicious,” and put the spoon down.

Take tiny bites and have them do the same. Then invite them to do something and you copy them.

Really look at how your baby reacts, and respond to them.

## The science bit

- \* **Laundry hokey cokey**  
Young children like putting and pulling things in and out of containers. Using this interest to help you get a chore done also helps them learn the concepts of IN and OUT, and to organise their understanding of the world.
- \* **Mastering funny faces**  
This back and forth game helps your child learn to pay attention and remember so they can repeat your actions. They need these thinking skills to learn information and use it. Plus it can encourage a picky eater to eat!

Now you've got a taster of our tips, why not try some out? Find loads more, and see the science at

[nspcc.org.uk/  
brain-building](https://www.nspcc.org.uk/brain-building)

NSPCC



## Colours we like



# NSPCC

We work with families and professionals. We change the law. We visit schools across the country, helping children understand what abuse is. And, through our Childline service, we give young people a voice when no one else will listen.

But all this is only possible with public support. Every pound raised, every petition you sign, every minute of your time, will help make sure we can fight for every childhood.

[nspcc.org.uk](https://www.nspcc.org.uk)

## You're not alone

Having a new baby can feel like a struggle from time to time, but there is help available. Talk to your midwife, health visitor, or GP. And you can always contact the NSPCC for support and advice on **0808 800 5000**.

## EVERY CHILDHOOD IS WORTH FIGHTING FOR

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Tips and other brain-building resources provided by the early-learning experts at Vroom, an initiative of the Bezos Family Foundation.