

NSPCC

# look say sing play

with  
Daddy



EVERY CHILDHOOD IS WORTH FIGHTING FOR

# look say sing play

**and help build your baby's brain.**

Becoming a father (or father figure) is life-changing. You can make a difference whether you get to be with them all day every day or if time's limited.

By giving a little time each day, you can make a real difference to building their brain right from birth. After all, you are one of your child's favourite playthings!

## **All you need to do is...**

### 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.

**Our tips and advice are here to help you bring even more look, say, sing and play into your baby's life.**

All these activities are for you to do with your baby when they're 0-2 years old.

You'll be bonding and building their brain. Each activity comes with our 'science bit', explaining how you're helping them to build key skills.

But the most important thing is to enjoy your time together!

### How to use it:

Each week focuses on one part of Look, Say, Sing or Play. There are three activities you can do during the week:

- \* An activity for just you and your child.
- \* An activity to do with others.
- \* Something to try when you're out.

If you remember, keep some notes on the Look, Say, Sing, Play activities you do and think about what you and your child enjoyed.



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***Life isn't always very easy with an 18 month old, so it's great to have these tips to help you”.***

**John, Dad of Wren, 18months**



## Week one



Make this a 'Look' week. Try these to see what your baby's focusing on and how they react.



### For you and baby

#### Space explorer

- \* Move your child around a space.
- \* When they're in your arms, crouch down low or gently lift them up into the air.
- \* Describe what you're doing and respond to their reactions.
- \* "You're as high as the light! **Look** what you can see up here!"



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### The science bit

#### \* Space Explorer

Moving your child around and talking about what you're doing helps them learn. By responding to their reactions as they move, you'll help your baby to understand space.





“

*These activities are fun, and it helps to know that they are helping his brain develop”.*

**Brian, Dad of Oliver, 2 years**



## To do with others

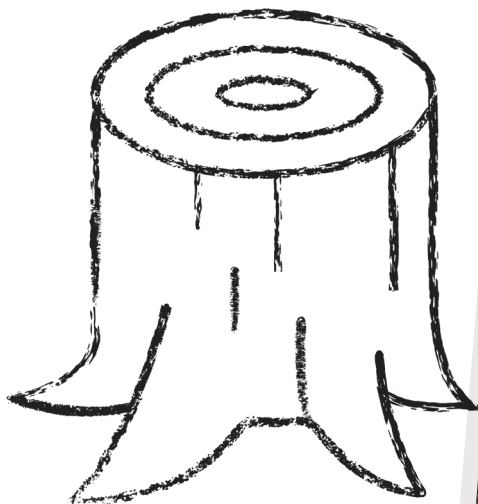
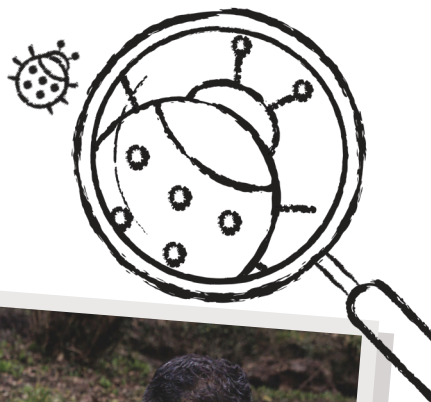
### Insect walk

- \* Take an insect walk with your child, family, and friends.
- \* You might find creepy crawlies on the pavement or in the grass.
- \* Pick up rocks or sticks and **look** underneath.
- \* Talk to your child about what you **see**.
- \* “The ants scurry into the ground” or “It’s a spider, like in the song Incy Wincy Spider.”

## The science bit

### \* Insect walk

Insect walk helps your child observe their environment and learn more about it. By asking questions, looking closely, and making connections between songs and the animals mentioned, they can start to think like a scientist!



## Week one

# look

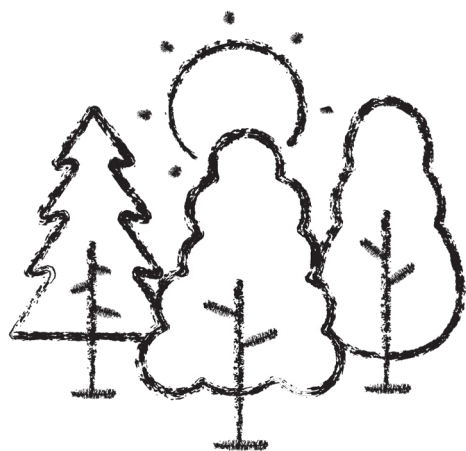


### Out and about

#### Baby vision



- \* What is your child looking at when you're in the park?
- \* Point to where they're **looking**.  
Talk to them about what they might see.
- \* "The sun is shining through the tree branches."



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### The science bit

#### \* Baby vision

Discovering what interests your child will help you offer them more exciting things to see and do. Give your child time to enjoy what they notice. Talk about it.

By responding to their cues, you're teaching them about themselves and the world.



# How was it?

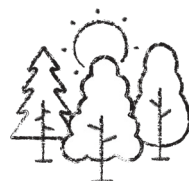
Which activities did you try? (tick)



Space explorer ☐



Insect walk ☐



Baby vision ☐

What activity did you enjoy most?

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What activity do you think your child enjoyed the most?

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Why was this?

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## Week two

# say

Make this a 'Say' week. Talk about what you're doing and have some fun with the sounds your baby makes.



### For you and baby

#### Weather report

- \* At bedtime, **talk** to your child about the weather today.
- \* How did it feel?
- \* Were you outside or inside?
- \* Were you hot or cold?
- \* Stretch the game by pretending and acting out what it feels like outside.
- \* If they are old enough, ask them to act out how they felt too.

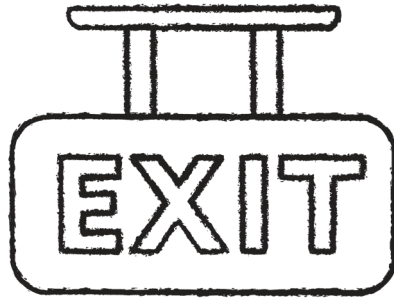


#### The science bit

##### \* Weather report

Your child loves hearing your voice. Talking about everyday things like the weather helps them learn new words and better understand the world around them.





## To do with others

### Read the signs

- \* We're surrounded by words on signs and billboards.
- \* Play a game as a family spotting and reading words out loud.
- \* Children of all ages can take part.
- \* **Talk** to your child about what each means.

## The science bit

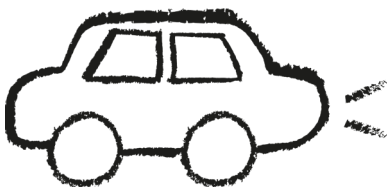
- \* **Read the signs**  
All reading counts! Reading to your child, anywhere and everywhere, helps them develop a rich, diverse vocabulary.





Week two

say



POP  
BEEP!



## Out and about

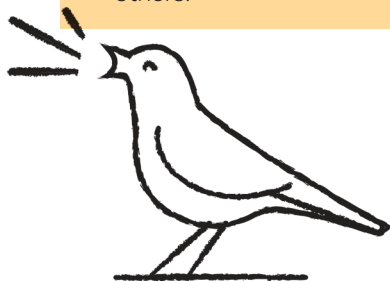
### Did you hear that?

- \* When you're outside, ask your child, "Did you hear that?" each time you hear a sound.
- \* Copy the sound out loud.
- \* Use your face and hands to create actions that respond to the sound.
- \* Invite your child to make the sound with you.

### The science bit

#### \* Did you hear that?

You're helping your child to hear different sounds. This is an important skill for enjoying and learning language so they can communicate well with others.



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# How was it? ➡

Which activities did you try? (tick)



**Weather  
report**

☐

**Read the  
signs**

☐

**Did you  
hear that?**

☐

**What activity did you enjoy most?**

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**What activity do you think your child enjoyed the most?**

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**Why was this?**

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## Week three

# sing

Make this a 'Sing' week. You could try singing your favourite songs, sports chants, nursery rhymes or you can just make it up! Give it a go!



### For you and baby

#### Dance with me

- \* Put some music on and place baby on your lap facing you.
- \* Move with them to the beat.
- \* **Sing** along if you can and then stop and see how they respond.
- \* Do they smile or bounce like they want more?
- \* Do they try to **sing** too?



#### The science bit

##### \* Dance with me

When you respond to your child's sounds and movements, you let them know that you understand they're telling you something, and you encourage them to keep communicating.



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*It's great playing like this because it brings us close together and it helps us to bond”.*

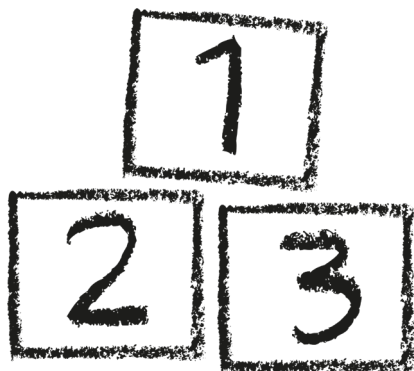
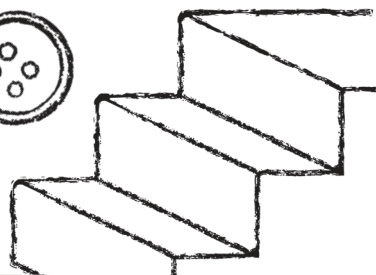
**Abhay, Dad of Lissy, 14 months**



## To do with others

### Counting day

- \* How many things can you count today?
- \* Is there a fun tune or **song** you can make up to keep everyone entertained?
- \* Maybe you can count the number of buttons on your child's clothes or the stairs as you climb them or just how many times they can jump!
- \* Older children can start to count with you and take turns.



## The science bit

### \* Counting day

Counting everyday things helps your child learn that numbers go in order, go from small to large and stand for certain amounts of things. By including a fun song or tune, you're helping your child to focus and pay attention.



## Week three

# sing



### Out and about

#### If you're happy and you know it

- \* When you're out and about or waiting at an appointment, **sing** "If you're happy and you know it clap your hands."
- \* If you don't know the tune, make up your own.
- \* Clap your hands and ask your child to clap their hands too.
- \* Try changing actions to:
  - \* touch your nose
  - \* hop on one foot
  - \* snap your fingers
- \* When they're ready, ask them to pick what actions you do next!



### The science bit

#### \* If you're happy and you know it

When you ask your child to follow directions with this game, you're helping them to learn how to focus while having fun. This skill is very important in learning and in life.





# How was it? ➡

Which activities did you try? (tick)



**Dance  
with me**

☐

**Counting  
day**

☐

**If you're happy  
and you know it**

☐

**What activity did you enjoy most?**

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**What activity do you think your child enjoyed the most?**

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**Why was this?**

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## Week four



Make this a 'Play' week. Try some simple games and see what your baby enjoys.



### For you and baby

#### Cuckoo clock

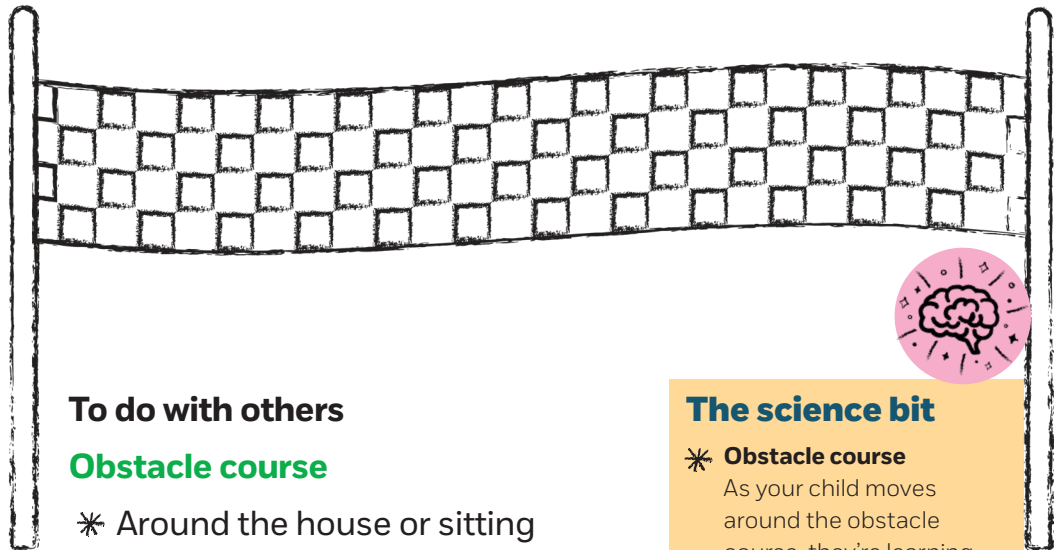
- \* Hold your child facing you and gently sway them back and forth.
- \* Say the rhyme: "Tick tock, tick tock, little cuckoo clock. Now it's striking one! Cuckoo!"
- \* Bounce them up and down once.
- \* Then strike two, say "cuckoo cuckoo" and bounce twice.
- \* Add more verses with higher numbers!

### The science bit

#### \* Cuckoo clock

By supporting your child when bouncing up and down, you're helping them explore body movements. As they get older, this skill will develop so they can control behaviour, pay attention, and follow the rules.

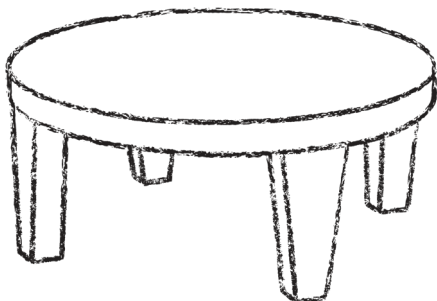




## To do with others

### Obstacle course

- \* Around the house or sitting outside, turn your child's world into an obstacle course
- \* Everyone in the family can join in!
- \* Who can crawl under the table?
- \* Who can wriggle along the grass?
- \* Copy their movements and ask them what they see as you're helping them reach the finish line, say:
  - \* Where are you going?
  - \* Can you see the table?
  - \* You're moving like me!



## The science bit

### \* Obstacle course

As your child moves around the obstacle course, they're learning ideas like over, under, into, along, up, and down—all through their senses. They're also gaining control of how and when they move, which is an important step in building self-control.



Week four

play



## Out and about

### Outdoor adventures

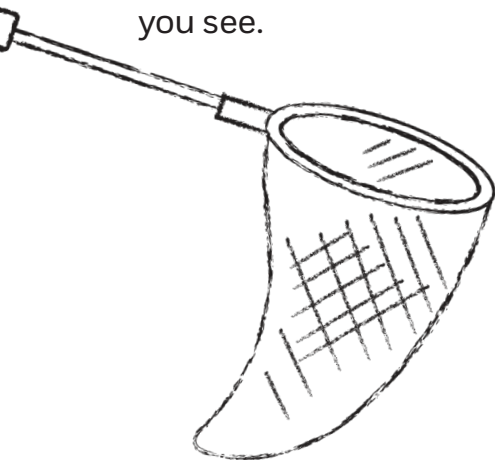
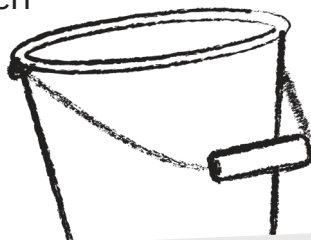
- \* Grab a bucket and see what you and your child can find that's safe to pick up.
- \* Some rocks or sticks?
- \* Or maybe some bugs to watch crawl around your bucket before you let them go?
- \* Watch and talk about what you see.



### The science bit

#### \* Outdoor adventures

By focussing and observing carefully, talking about what they're finding you're playing a fun game together while also helping them learn lots of new skills.

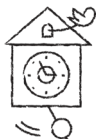


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# How was it? ➡

Which activities did you try? (tick)



**Cuckoo  
Clock**

☐

**Obstacle  
course**

☐

**Outdoor  
adventures**

☐

What activity did you enjoy most?

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What activity do you think your child enjoyed the most?

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Why was this?



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**Remember...**  
**Brain building**  
**happens when**  
**you...**

look  
say  
sing  
play

The words 'look', 'say', 'sing', and 'play' are stacked vertically in a large, white, rounded font. Each word has a small, simple cartoon face drawn on it. The 'look' word has two eyes and a smile. The 'say' word has two eyes and a wide, open mouth. The 'sing' word has a single eye and a small, open mouth. The 'play' word has two eyes and a wide, open mouth.

Now you have a taste for our brain-building tips, why not try some others out and learn more about how they work?

1

Get **FREE weekly emails** on Look, Say, Sing, Play brain-building tips, straight to your inbox.

2

Use our **chatbot** for an instant activity to try. It's **available 24 hours a day**, seven days a week.

3



Find lots more tips on our **YouTube channel**. Scan the QR code here for quick access.

To find out more, search

 'NSPCC brain-building'

## More support and information

### NSPCC Helpline

Whatever you're worried about, our dedicated child protection specialists can offer guidance and support on any issues affecting children.

### Helpline

For any concerns about a child  
[help@nspcc.org.uk](mailto:help@nspcc.org.uk) | 0808 800 5000

### Tommys.org

If there is anything you need to talk about, you can talk to a Tommy's midwife free of charge from 9am–5pm, Monday to Friday on **0800 0147 800** or email them at [midwife@tommys.org](mailto:midwife@tommys.org)

### Other resources for Dads include:

**Andy's Man Club:** [andysmanclub.co.uk](http://andysmanclub.co.uk)

**The DadPad:** [thedadpad.co.uk](http://thedadpad.co.uk)

**Dadsnet:** [thedadsnet.com](http://thedadsnet.com)

**Dads Rock:** [dadsrock.org.uk](http://dadsrock.org.uk) for Dads in Scotland

**Dope Black Dads:** [dopeblack.org/dopeblackdads](http://dopeblack.org/dopeblackdads) for fathers who wish to discuss their experiences of being black, a parent and masculinity in the modern world

**The Hub of Hope:** [hubofhope.co.uk](http://hubofhope.co.uk)

the UK's leading mental health support database





We campaign for change. We work with schools to help children understand what abuse is and support them to speak out. Childline is here, whenever young people need us. And the NSPCC Helpline is ready to respond to adults with any worry about a child. We develop services in local communities to stop abuse before it starts, and help children recover, so it doesn't shape their future.

And, above all, we work together—because everyone has a part to play in keeping children safe. Every pound you raise, every petition you sign, every minute of your time, will make a difference.

Together, we can change children's lives.

**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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Photography by Patch Dolan and Adobe stock. The children and adults pictured are models. J20230040.

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