

PRESS RELEASE: #LovePlayTalk campaign to mobilise Eastern Cape parents

Cape Town, 29 November – Parenting campaign #LovePlayTalk will host a mobilisation event aimed at pregnant women and caregivers of children aged 0 – 2 in Butterworth on the 30th November, supported by the Eastern Cape Department of Social Development.

The #LovePlayTalk campaign recognises that the earliest years of a child’s life (the period from conception until age two) are the most important when it comes to healthy physical and mental development.

The campaign helps parents understand the importance of this growth phase and supports them in taking simple, everyday actions in the home which encourage the best development possible. These simple actions are organised around the themes of loving, playing, and talking – adding up to the campaign name of #LovePlayTalk.

“The #LovePlayTalk campaign celebrates parents as their children’s first and most important teachers. They have the power to help their children reach their dreams in the future and the simple everyday actions we encourage, don’t require any resources aside from quality time,” says #LovePlayTalk Campaign Manager Jabu Tugwana.

The campaign is rooted in scientific evidence, which shows that responsive care and stimulation during early childhood leads to children growing up to perform better in school, to obtain better paid jobs in adulthood, and to be less likely to suffer from ill-health or to abuse drugs and alcohol.

“We are hosting a series of #LovePlayTalk community events around the country. Each event will include a parenting dialogue, which is a safe space for parents to share lessons and talk about the opportunities and challenges they have experienced in supporting their children’s development in the early years,” says Tugwana.

Organisations partnering with #LovePlayTalk and the Department of Social Development on the event, include Eastern Cape Departments of Health and Education, Butterworth Child Welfare, and REHAB – an organisation for people living with disabilities.

“There will be a range of specialists present at each event, such as social workers and nurses, to provide support, if it’s needed,” she adds. “The parenting dialogues will be followed by immerse experiences which will give parents ideas and tips on how to implement the simple love, play, talk actions at home.”

The details of the Butterworth event are:

Date: 30th November 2016

Time: 10am

Venue: Skills Development Centre, Butterworth, Eastern Cape

Media are welcome to attend the event. Interviews can be arranged on site. Alternatively, #LovePlayTalk campaign manager Jabu Tugwana is available to discuss the campaign and community events. To arrange, please contact Svetlana Doneva on 0827976103 or svetlana@ilifalabantwana.co.za.

Further information for editors:

#LovePlayTalk was initiated by non-governmental organisation Ilifa Labantwana in 2015. Ilifa Labantwana is a national programme that aims to provide implementation evidence, build national

capacity and galvanise informed political support for the provision of quality Early Childhood Development services at scale, focusing on the poorest 40% of children under six.

Key messages about early childhood development:*

The brain develops at its most rapid pace in the first years of life

Early intervention is the answer because it becomes progressively harder to fix problems in brain development with age.

Early stimulation and interaction with parents and caregivers jumpstarts the journey of brain development, and a lifetime of learning.

How children are parented or cared for in the first years of their lives can affect brain function for the rest of their lives – and may even affect future generations.

At the age of 3, a child's brain is twice as active as an adult brain.

87% of brain weight is acquired by 3 years of age.

50 – 70% of energy consumption in the first few years of life is allocated to brain development.

*Source: Unicef, *Building Better Brains* (2014)

PRESS RELEASE: #LovePlayTalk campaign to mobilise Western Cape parents

Cape Town, 16 August – Parenting campaign #LovePlayTalk will host events in the Western Cape during August and September, with the goal of mobilising caregivers to give their children the best possible start in life.

The #LovePlayTalk campaign, which was initiated by non-governmental organisation Ilifa Labantwana in 2015, recognises that the earliest years of a child's life (the period from conception until age two) are the most important when it comes to healthy physical and mental development.

#LovePlayTalk helps parents understand the importance of this growth phase and supports them in taking simple, everyday actions in the home which encourage the best development possible. These simple actions are organised around the themes of loving, playing, and talking – adding up to the campaign name of #LovePlayTalk.

The campaign is rooted in scientific evidence, which shows that responsive care and stimulation during early childhood leads to children growing up to perform better in school, to obtain better paid jobs in adulthood, and to be less likely to suffer from ill-health or to abuse drugs and alcohol.

“The #LovePlayTalk campaign recognises that parents are their children's first and most important teachers. They have the power to help their children reach their dreams in the future and the simple everyday actions we encourage, don't require any resources aside from quality time,” says #LovePlayTalk Campaign Manager Jabu Tugwana.

“We will be hosting a series of community events in the Western Cape, as well as in other provinces later in the year. Each event will include a parenting dialogue, which is a safe space for parents to share lessons and talk about the opportunities and challenges they have experienced in supporting their children's development in the early years,” says Tugwana.

“There will be a range of specialists present at each event, such as social workers and nurses, to provide support, if it's needed,” she adds.

The parenting dialogues will be followed by immerse experiences which will give parents ideas and tips on how to implement the simple actions at home, with each event themed around either love, play, or talk.

The #LovePlayTalk community events are supported by a weekly #LovePlayTalk radio programme on 11 SABC radio stations around the country. In the Western Cape, the show broadcasts on Tuesdays, at 21:00 on Umhlobo Wenene FM.

The schedule for events in the Western Cape is as follows:

17 August 2016 in Langa
02 September 2016 in George
09 September 2016 in Delft

Parents can also receive additional support and advice on the #LovePlayTalk parenting support Facebook page and on the loveplaytalk.mobi webpage, which is accessible on all cellphone models with internet connection.

#LovePlayTalk campaign manager Jabu Tugwana is available to discuss the campaign and community events. To arrange, please contact Svetlana Doneva on 0827976103 or svetlana@ilifalabantwana.co.za.