

Support your child to start reception

Over the next six weeks Essex County Council will be supporting parents of children due to start reception in September by hosting a wide range of tips, advice and video messages on the Talk Listen and Cuddle (TLC) campaign channels.

TLC was launched to support parents and carers to give their child the best start in life by promoting language and learning through games, play and interaction. The School Readiness campaign focuses attention on those children due to start school in September 2020 and wants to address concerns parents might have about whether their child is ready.

The Coronavirus Pandemic has meant many children have missed out on nursery or preschool moments and haven't had a "normal" transition to their new Primary or Infant school. The School Readiness campaign will address any anxieties as a result of this and reassure parents that schools are ready for their child.

Starting Wednesday 22 July the TLC Facebook page will show videos from early years professionals, teachers, head teachers and parents that give inclusive advice ranging from how to build relationships with teachers if your child has additional needs, how to build games into shopping trips, tips regarding sleep and the importance of routine, and lots of ideas of how to play and interact with your child to build independence, confidence and resilience.

Essex County Councillor Ray Gooding, Cabinet Member for Education said: "The start of a child's school journey is an exciting experience but can also be one that can cause worry and anxiety if a parent feels they don't know what to expect. This campaign to help parents support their child to be ready for school really looks at the emotional support for the family. It's not about a four-year-old being able to write perfectly or read words; it's about giving parents and children ideas and suggestions, so they feel happy and confident come September."

The campaign will run for six weeks and parents can follow all the tips and guidance at the [TLC Facebook](#) page, @Essex_CC Twitter and www.tlc-essex.info