

NSPCC

Doorstep Library volunteers in London adopt NSPCC's Look, Say, Sing, Play campaign

A charity that supports vulnerable families will now be adopting the NSPCC's Look, Say, Sing, Play campaign to help with bonding and building babies' brains.

Thirty volunteers from Doorstep Library who read and provide books to children from disadvantaged areas in Hammersmith and Fulham attended a Look, Say, Sing, Play training session on January 15th.

The NSPCC's Look, Say, Sing, Play campaign focuses on early brain development in children and the importance of interactions such as talking, singing and playing.

During the session, the volunteers learnt about tools that parents can use to ensure they are having high quality interactions with their baby. The volunteers will now be able to use this learning with families that they work with and signpost parents to NSPCC Look, Say, Sing, Play Resources.

Emma Motherwell, Local Campaigns Manager, who delivered the session said: "Doorstep Library do fantastic work with children and disadvantaged families and we are thrilled they will now be adopting the learning that the NSPCC deliver as part of the Look, Say, Sing, Play campaign.

"This means more parents in London will have the skills and resources needed to ensure they are having high quality interactions with their children."

Katie Bareham, Director of Doorstep Library said: "We are delighted to be hosting training from the NSPCC's Look, Say, Sing, Play campaign for our home-reading volunteers in Hammersmith and Fulham. Doorstep Library supports children aged 0-11 and families in disadvantaged areas to enjoy the magic of books and reading for pleasure. Our volunteers go directly into the homes of families with packs of books and share stories with children and parents. As part of our ongoing training we are keen to provide our volunteers with development opportunities to help support the broad range of families they visit.

"We know that reading with your child as early as possible helps them to develop better life skills and encourages school preparedness. NSPCC's research into the neuro-science proves that greater interaction with babies stimulates development. We encourage parents and carers

to have fun with books and we think our volunteers will benefit hugely from learning new techniques which they can explore and model for parents in the home.”

For more information on Doorstep library go to <https://www.doorsteplibrary.org.uk/>

More information on the Look, Say, Sing, Play campaign can be found <https://www.nspcc.org.uk/keeping-children-safe/support-for-parents/look-say-sing-play/>

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For further information contact the NSPCC’s London and South East media office on 01634 564741 or email southeastpressoffice@nspcc.org.uk

About the NSPCC

The NSPCC is the leading children’s charity fighting to end child abuse in the UK and Channel Islands. Using voluntary donations, which make up around 90 per cent of our funding, we help children who’ve been abused to rebuild their lives, we protect children at risk, and we find the best ways of preventing child abuse from ever happening. So when a child needs a helping hand, we’ll be there. When parents are finding it tough, we’ll help. When laws need to change, or governments need to do more, we won’t give up until things improve.

Our Childline service provides a safe, confidential place for children with no one else to turn to, whatever their worry, whenever they need help. Children can contact Childline 24 hours a day, 365 days a year.

Our free NSPCC helpline is open every day of the year for any adult worried about a child. Our practitioners provide advice and support, listen to concerns about a child, and offer general information about child protection.

NSPCC helpline
Phone: 0808 800 5000
Visit nspcc.org.uk

Childline
Phone: 0800 1111
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