

Government backed advert designed to encourage reading



The Scottish Government's PlayTalkRead campaign encourages parents to play, talk and read with their little ones this summer.

The summer activity builds on the campaign's success in recent years and is part of the Scottish Government's focus on the early years of children's lives, encouraging parents and carers to play, talk and read more regularly with their little ones.

The national drive includes a new TV advert themed around 'saying thanks' to parents and carers who have played, talked and read with their kids, underlining the importance of this during children's early years. The ad premieres on Monday 16 June during the Germany Vs Portugal World Cup match. To support this PlayTalkRead asked a selection of famous Scots, including author Ian Rankin, radio DJ Ally McCrae, chef Nick Nairn, TV presenter Michelle McManus and rugby player John Beattie, what they would #saythanks for.

Ian Rankin, Author (@Beathhigh) said:

Thanks for telling me all those stories when I was a kid. They fired my imagination #SayThanks

Ally McCrae, Radio 1 DJ (@allymccrae) said:

Thanks dad for showing me that you can make the world a fun place to be in, mostly with daft hats and silly stories #SayThanks

Nicky Law, Rangers Footballer (@LawNicky7) said:

Thanks Dad for pretending our garden was a football pitch and for always going in goal #SayThanks

Greg McHugh, Actor – Gary: Tank Commander & Fresh Meat (@gregjmchugh) said:

Thanks Dad for getting up early every Saturday and taking me to play football to give my mum a lie in. Especially as you hate football #SayThanks

Kaye Adams, ITV Presenter (@kayeadams) said:

Thanks for telling me not to be afraid to ask stupid questions. I made a career out of it #SayThanks

Michelle McManus, Singer and Presenter (@LadyM_McManus) said:

Thanks Dad for singing me to sleep every night and telling me I was your little button. Also thanks for having the patience to explain the 'offside rule' to me when I was 7 years old, invaluable! #SayThanks

Shane O'Meara, Actor – Waterloo Road (@ShaneOMeara) said:

Thanks for understanding an 8 year olds needs to take home stray animals #SayThanks

Just after Father's Day the advert published on YouTube is to say thanks to Dad for reading:-

Minister for Children and Young People, Aileen Campbell said:

"Play is about having fun but it's also fundamental to our children's positive development. The PlayTalkRead summer campaign aims to help parents stimulate their children from birth through low-cost, fun activities. Families could take inspiration from the World Cup and PlayTalkRead's new football-themed '30 things to do before you're 3' list – such as kicking a ball at the park, playing keepy-uppy in the garden or rolling a ball along the floor with your baby.

“The new advert is also a way of saying thanks to parents and carers across Scotland for investing time with their wee ones, and encouraging them to keep it up. I’d like to say thanks to my dad for encouraging me to be an active youngster and also for getting me into football – including supporting St Johnstone, who we both watched win the Scottish Cup this year! I would encourage mums and dads to get involved and share what they’d like to thank their parents for on PlayTalkRead’s Twitter or Facebook.”

This summer will see the next stage of the campaign rolled out with PlayTalkRead buses ‘Benji’ and ‘Bessie’ appearing in locations across the country, including a visit to Glasgow for the Commonwealth Games. Activity on the bus includes demonstrating easy ways for parents to bond with their children during their early years, with lots of simple and low-cost ideas that can all be done at home and easily incorporated within daily routines.



The popular PlayTalkRead website has also been revamped which features even more hints, tips and ideas for parents, following consultation with key parents and professional groups including One Parent Families Scotland, Mellow Parenting, Men in Childcare and NHS Health Scotland and parents who participated in focus groups. The full 30 Things to do Before You’re 3 list is available to download from the PlayTalkRead website plus lots of handy tips and advice – visit www.playtalkread.org. You can also get involved in the #SayThanks conversation with PlayTalkRead on Twitter @PlayTalkRead or visit the PlayTalkRead [Facebook](https://www.facebook.com/playtalkread) page at www.facebook.com/playtalkread

Photos courtesy of Rob McDougall