



Press Release

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LIVERPOOL LOCALS SAY *HELLO* TO NATIONAL FAMILY WEEK

COME AND ROAR WITH RAA RAA AT THE *HELLO* ZONE IN CHAVASSE PARK AND PICK UP YOUR FREE GOODY BAG

Local families in Liverpool are being invited to visit the *Hello* zone; an area dedicated to promoting the importance of children's communication development, at National Family Week's headline event taking place this weekend (4th-5th June 2011) in Chavasse Park, Liverpool.

Local speech and language therapists from Liverpool Community Health NHS Trust and staff from Granby Children's Centre will be joined over the fun packed weekend by Liverpool Libraries Bookstart co-ordinator and special guest; new CBeebies star, Raa Raa the Noisy Lion. Face painting and children's entertainer, Rumble the Clown, will also be available.

Free *Hello* goody bags will be handed out to families including a top tips leaflet for good communication, resources to encourage play and listening and Raa Raa colouring sheets. Families will also receive a brand new resource Small Talk; a booklet for parents of children aged 0-5 to show them where children are likely to be with their communication at certain ages.

The *Hello* campaign is the 2011 national year of communication, a campaign to make children and young people's communication development a priority in homes and schools across the country. *Hello* has partnered with National Family Week as part of their 'Good communication begins at home' theme.

Alison Marrs, Professional Advisor for the *Hello* campaign, says; "This week, National Family Week is celebrating the importance of family life. Communication skills – being able to listen, understand and express ourselves - underpin every aspect of family life. More children than you imagine struggle to communicate. In the UK, 1 million children have some form of long term communication difficulty that makes it hard for them to live life to the full.

“Children need adults to nurture and support their language and communication development and the more parents know and understand, the easier it is to help them at home. The *Hello* campaign is delighted to partner with local services who are already undertaking excellent work in the area of supporting children’s communication. We hope to see as many families as possible at the *Hello* zone supporting National Family Week’s headline event.”

Debi McAndrew, Centre Co-Ordinator at Granby Children’s Centre, says, “We are delighted to be a part of such a great event. Communication is a huge focus of our work this year in the national year of communication. Being part of the *Hello* zone is a great opportunity for us to spread the importance of communication for young children and their families.”

Greg Lynn, Managing Director Chapman Entertainment, and executive producer of Raa Raa the Noisy Lion comments, "We are pleased to support the *Hello* campaign during National Family Week and Raa Raa is ready to bring lots of noisy fun to families in Liverpool."

A recent *Hello* poll highlighted that 82% of parents would find more information on how children develop speech, language and communication useful. *Hello* is run by The Communication Trust, a coalition of 40 voluntary organisations with expertise in speech, language and communication in partnership with Communication Champion, Jean Gross.

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For further information on the Hello zone at National Family Week or the Hello campaign, please contact Laura Smith, Media and Campaigns Manager for The Communication Trust at lsmith@thecommunicationtrust.org.uk or call 020 7843 2519 / 07766651366.

About National Family Week

- The *Hello* zone can be found in Chavasse Park, Liverpool close to Liverpool One shopping centre. The full address details are Liverpool One, Liverpool, Merseyside, L1 3BL. On Saturday, the *Hello* zone will be open from 11am – 6pm and on Sunday from 11am-4pm. To see the agenda for both days, email lsmith@thecommunicationtrust.org.uk or call 020 7843 2519.
- National Family Week Live in Chavasse Park will deliver a FREE family fun-weekend with a whole host of entertainment, games, activities and giveaways making for a memorable family outing to mark the end of National Family Week. Sportacus from LazyTown (Sunday only) will be getting everyone warmed up with a kicking keep fit routine; plus Dance Dynamix, finalists from Got to Dance 2011 will explode on to the stage with a unique jaw-dropping act. Families can also get a slice of the stage action by joining in the Generation Game with fantastic prizes to be won and get in the groove with live music from Missing Eden.
- National Family Week (www.nationalfamilyweek.co.uk) in partnership with French’s Mustard is back 30 May – 5 June 2011 for its third year and promises to be the biggest yet with a week of activities, events, money saving offers and competitions aimed at the whole family. Now in its third year, National Family Week is the largest annual celebration of family life in the UK.

About the *Hello* campaign

- Hello is the national year of communication – a campaign to increase understanding of how important it is for children and young people to develop good communication skills.

- The campaign is run by The Communication Trust, a coalition of 40 leading voluntary sector organisations; in partnership with Jean Gross, the Government's Communication Champion.
- Together we aim to make 2011 the year when children's communication skills become a priority in schools and homes across the country. The campaign is sponsored by BT and Pearson Assessment and is backed by the Department for Education and Department for Health.
- Please visit www.hello.org.uk to sign up for further information on how you can help improve the communication skills of children and young people – so that they can live their life to the full.

About Raa Raa the Noisy Lion

- Raa Raa's adventures, narrated by Lorraine Kelly, is being shown on CBeebies every weekday at 3.30pm and on CBeebies iPlayer. For more information go to www.raaraathenoisylion.com.
- Raa Raa has been created by Chapman Entertainment; a rapidly growing company specialising in the creation, production and IP management of original, quality children's and family entertainment properties. Chapman Entertainment was founded by Managing Director, Greg Lynn, Creative Director, Keith Chapman - the originator of Bob The Builder - and Commercial and Finance Director, Andrew Haydon.
- The *Hello* campaign is championing Raa Raa as a quality television programme designed for 2-4 year olds. The new series explores children's communication skills through the use of Raa Raa's 4 R's – repetition, rhyme, rhythm and retelling. A ten point plan with simple and fun tips is available at [http://www.hello.org.uk/resources/resources/raa-raa-the-noisy-lion-\(1\).aspx](http://www.hello.org.uk/resources/resources/raa-raa-the-noisy-lion-(1).aspx)

About Liverpool Community Health NHS Trust

- On the 1st of April 2011 Liverpool Community Health NHS Trust acquired community services for the majority of Sefton. Liverpool Community Health became an NHS Trust on 1st November 2010.
- Liverpool Community Health NHS Trust is at the heart of the delivery of healthcare within the communities of Liverpool and neighbouring Merseyside.
- The organisation delivers healthcare and health promotion to the 450,000 residents of the city and into neighbouring areas of Merseyside. Our aim is to provide high quality care out of hospital and closer to home, reflecting the needs of the patients.
- The organisation has over 2,400 staff, delivering over 60 health services, from over 60 community locations and delivers care from a large variety of settings, from state-of-the-art facilities to patients' own homes.
- Liverpool Community Health NHS Trust core services include District Nursing, GPs, Community Matrons, School Nurses, Health Visitors, Dental Services, Walk-in Centres, and Sexual Health.
- It also provides specialist health services from Prison Healthcare, Community Equipment and Wheelchair Service, to outreach for vulnerable groups and the Family Nurse Partnership.
- For more information on services log onto www.liverpoolcommunityhealth.nhs.uk