School Day Ready Campaign

Overview

Objective

The "School Day Ready" campaign is designed to support parents of young children in establishing routines that make their school life smoother and more enjoyable.

Through targeted Facebook posts, this campaign provides practical tips for managing morning routines, night-before preparations, healthy evening habits, and homework routines.

The goal is to reduce stress for both children and parents, setting the stage for a successful school experience.

Target Audience

Parents and caregivers in Lincolnshire with children who have started their school journey.

Campaign Structure

The campaign is spread over six areas, with each post focusing on a specific area that contributes to a well-rounded school routine:

1. Campaign Kick-Off
2. Morning Routine Tips
3. Preparing the Night Before
4. Sleep and Evening Routine Tips
5. Homework Routine Tips
6. Campaign Recap and Community Engagement

Tone and Style

Each post is written to be friendly, approachable, and supportive, creating a community atmosphere where parents feel encouraged to engage and share their own experiences.

Visuals and Hashtags

The posts will include visuals like infographics and checklists to make the tips easy to follow. Suggested hashtag is #LCC_SchoolDayReady to encourage community sharing and increase campaign visibility.

Intended Outcome

By providing Lincolnshire families with useful, easy-to-follow routines and promoting positive parent engagement, we aim to create a more enjoyable school experience and reduce anxiety around daily school-related tasks.

Posts

Post 1: Campaign Introduction

🌟 **Welcome to our Smooth Start to the School Day campaign!** 🌟

We know the school experience is exciting but can also be a little overwhelming! Over the coming days, we'll be sharing tips to help families set up great routines to support children at school. We'll cover morning routines, bedtime habits, and much more. Let's make this school year the best one yet! 📚 ✨

#LCC_SchoolDayReady

School and pupil support >> https://www.lincolnshire.gov.uk/school-pupil-support

Post 2: Morning Routine Checklist

😇 **Morning Routine Magic!** 😇

Setting up a morning routine can help your child feel more confident and ready for the school day. Here's a simple routine to try:

✅ Wake up at the same time each day
✅ Make the bed
✅ Enjoy a nutritious breakfast
✅ Get dressed (lay clothes out the night before)
✅ Brush teeth and get washed
✅ Double-check the school bag
✅ Leave on time, feeling prepared!

Share your family's routine tips below! #LCC_SchoolDayReady

Top tips for routines with kids >> https://www.bbc.co.uk/tiny-happy-people/routines

Post 3: Preparing the Night Before

✨ **Less Morning Rush, More Peace of Mind!** ✨

Reduce morning stress by preparing the night before. Here's how:

👕 Lay out tomorrow's clothes
🎒 Pack the school bag
🍎 Prepare lunch or set out lunch money
👟 Place essentials like shoes, coat, and PE kit by the door

These small steps can make mornings smoother for you and your child. What's your best night-before tip? Share with us in the comments!

#LCC_SchoolDayReady

NHS guidance on sleep and young people >>
https://www.nhs.uk/conditions/baby/health/sleep-and-young-children/

NHS guidance on how to fall asleep faster and sleep better >> https://www.nhs.uk/every-mind-matters/mental-wellbeing-tips/how-to-fall-asleep-faster-and-sleep-better/

Post 4: Healthy Sleep Habits

🌙 **Sweet Dreams for School Success!** 🌙

A good night's sleep is the foundation for a productive school day. Try these tips for a restful evening routine:

🕐 Keep a consistent bedtime
📖 Create a calming bedtime routine
🌡️ Make sure their bedroom is comfortable
🚫 Avoid sugary foods and screens before bed

Sleep boosts learning and mood, so let's make sure our little ones are well-rested! #LCC_SchoolDayReady

More back to school sleep tips >> https://www.bbc.co.uk/newsround/49552043

Post 5: Top Homework Tips

🖍️ **Homework Help – Let's Make it Easy!** 🖍️

Starting good homework habits early can really pay off. Here are some top tips to make homework time a breeze:

1️⃣ Do it as soon as they get home – it's easier to focus right after school

2️⃣ Keep distractions (like phones) out of sight!

3️⃣ Set up a clutter-free workspace

4️⃣ Visit the library or consider a school homework club for extra help

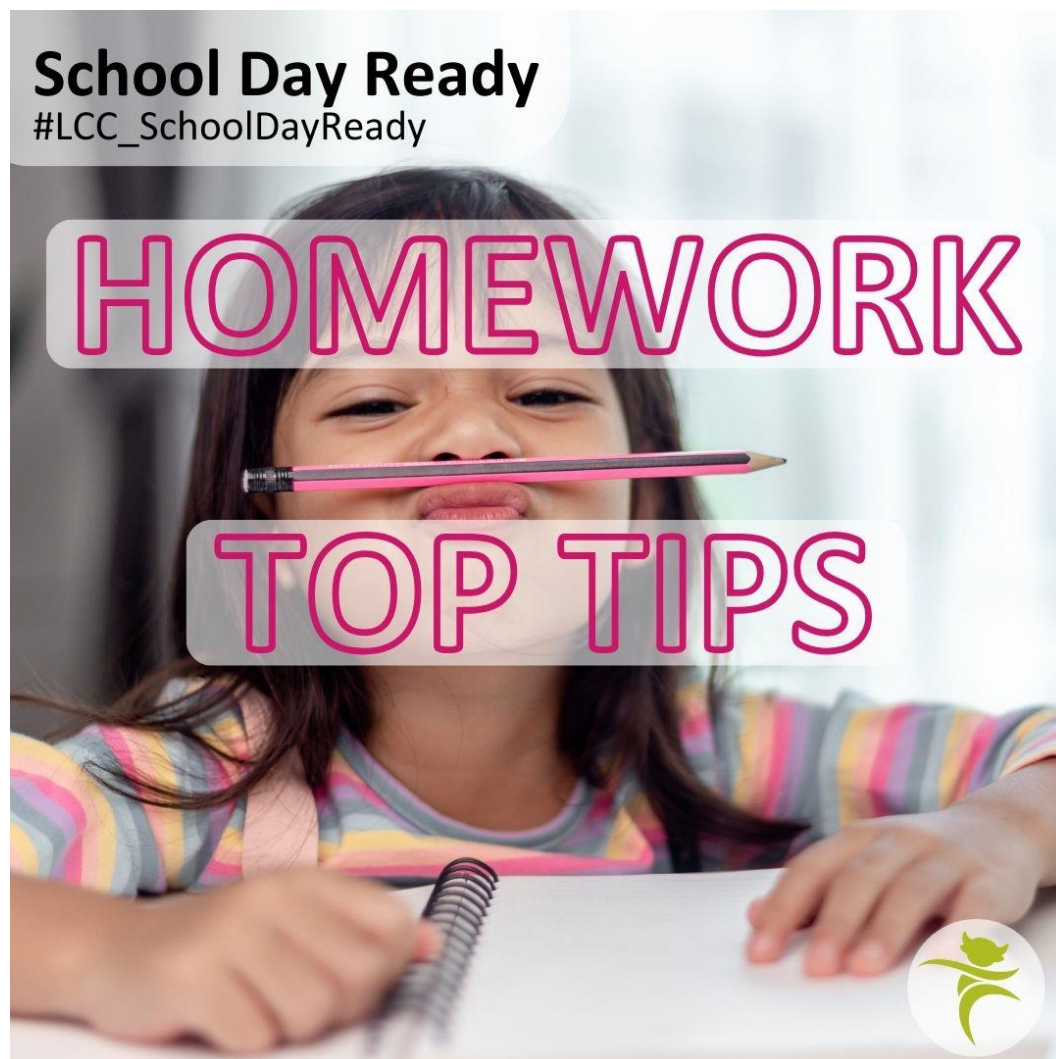5️⃣ Take screen breaks every 20 minutes to avoid eye strain

What's your child's favourite way to study? Let us know!

#LCC_SchoolDayReady

More tips on a good homework routine >> https://www.bbc.co.uk/bitesize/articles/zswjxg8

Support for young people >> https://www.bbc.co.uk/programmes/articles/6SmMTR854QqSmKlxYrlRTs/information-and-support-bitesize

🖍️ **Homework Help – Let's Make it Easy!** 🖍️

Post 6: Smooth Start Success Stories

🏆 Celebrating Lincolnshire's Smooth Start Stories! 🏆

Thank you for joining our journey to help Lincolnshire families establish smooth school routines! Here's a recap of all our tips for a stress-free start to the school day:

- ✅ Consistent morning and evening routines
- ✅ Simple prep the night before
- ✅ Calming bedtime habits
- ✅ Positive homework routines

We'd love to see how your family has incorporated these tips! Share your School Day Ready story with us in the comments or post a photo with #LCC_SchoolDayReady.

Here's to a successful school year! 🎉

School and pupil support >> https://www.lincolnshire.gov.uk/school-pupil-support

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