



UK Government



2025 campaign toolkit

October 2025

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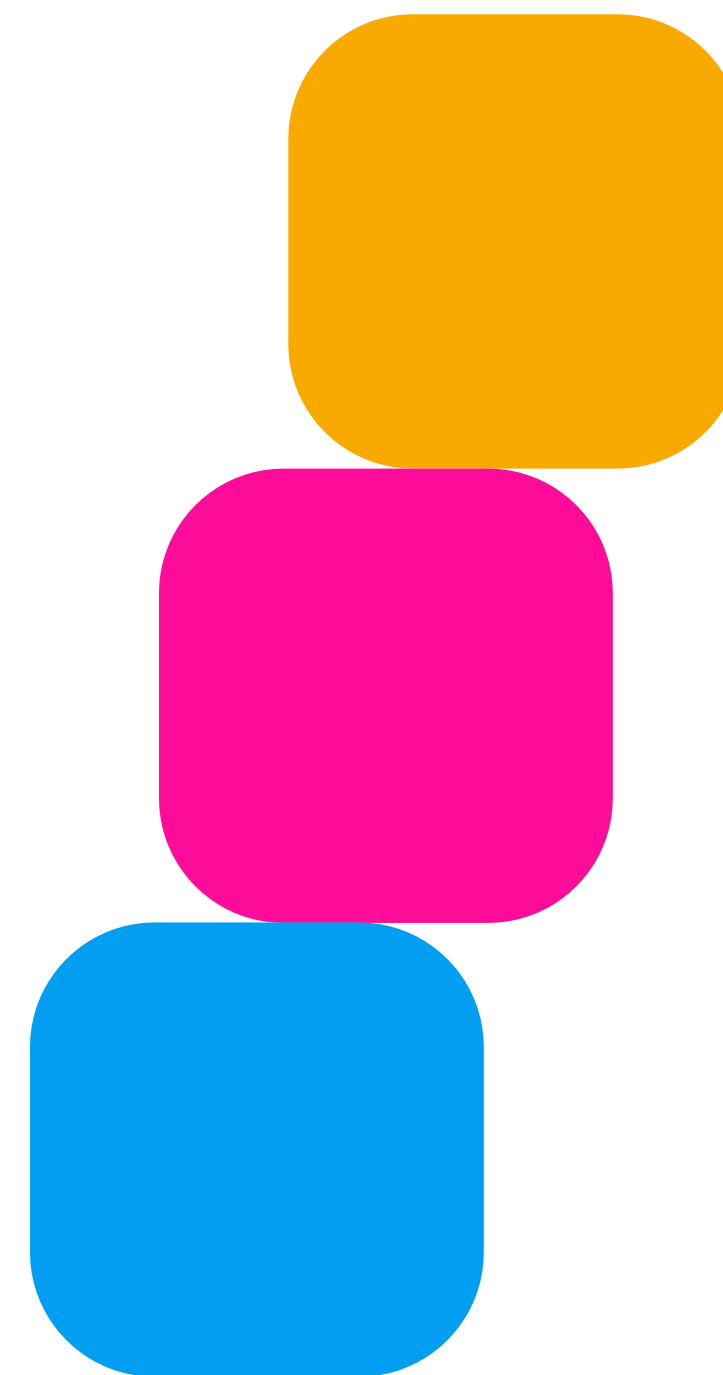
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**Campaign
background**



The Best Start in Life ambition

‘Giving every child the best start in life’ is the government’s strategy for improving child health and development and meeting the ambition that 75% of 5-year-olds in England have a good level of development by 2028, as set out in the Plan for Change.

At its heart is the new [Best Start in Life website](#), where families can find trusted advice, as well as a range of helpful resources.

Why is it important? Parents tell us that they don’t always know what they are entitled to or how to find trustworthy answers to questions about their children's health and development.

Best Start in Life will help parents and carers to find information about different support that will make a difference to them and their child.



Introducing the campaign

Every child's journey is shaped by the moments that matter, from first steps and first words to the first day at school. The government's Best Start in Life campaign, delivered by the Department for Education and the Department for Health and Social Care, aims to help break down barriers to opportunity for every family, supporting parents and children from pregnancy through to age five and beyond.

We know that being a parent is filled with joyful firsts, but it can also bring natural worries and questions. That's why Best Start in Life brings together trusted information, advice, and support – making it easier and more affordable for families to access early education and childcare, health guidance, and practical help at every stage.

Best Start in Life is here to help parents and carers whether they are expecting, navigating their child's early health, exploring childcare options, or preparing for school. The new website offers practical tools like a [childcare checker](#), [a breakfast clubs map](#), and links to local support, all designed to make the journey as a parent easier.

From pregnancy to childcare, get advice and support for your child's development at [BestStartinLife.gov.uk](https://beststartinlife.gov.uk)



Key campaign topics

Our focus is on the following key topics that we know are important for families and carers – the Best Start in Life website offers helpful tools to make your journey as a parent easier:

1.
Pregnancy

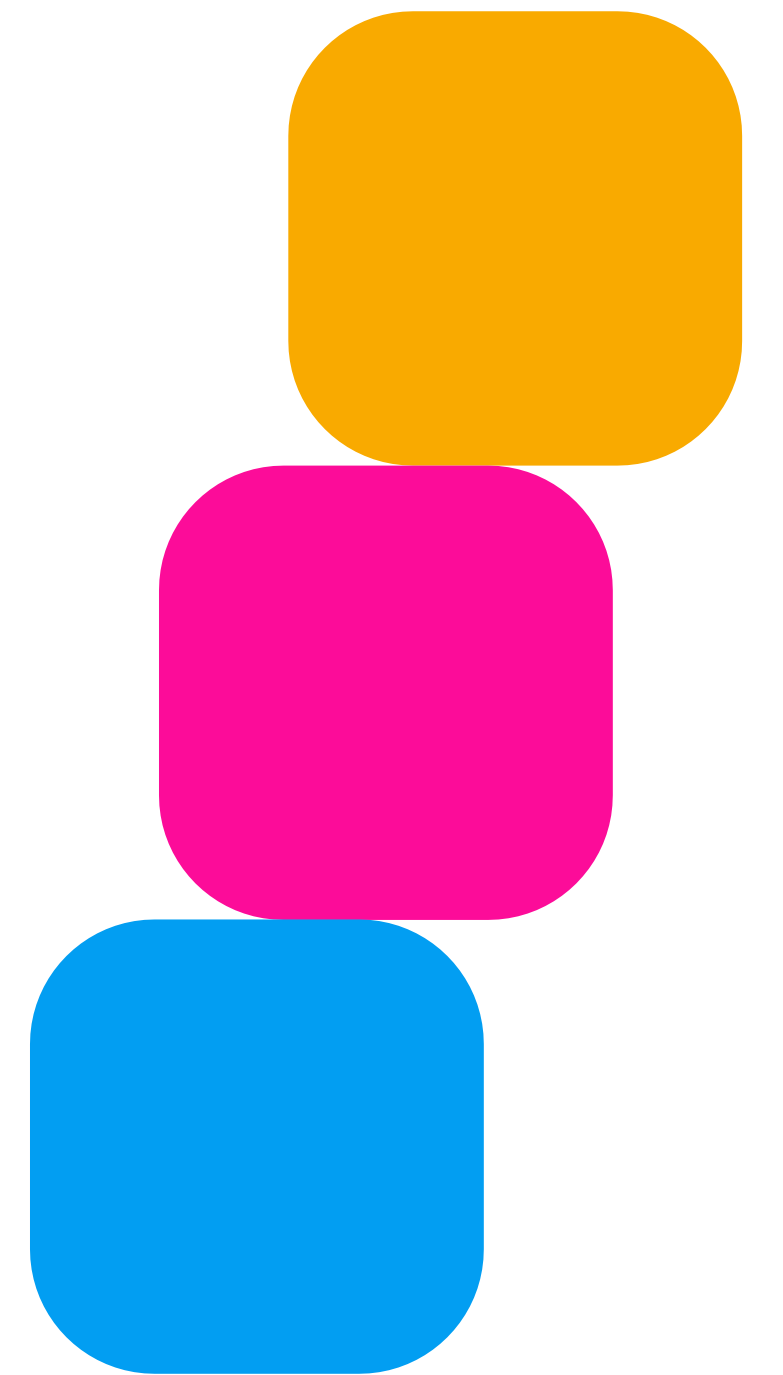
2.
Feeding and
Nutrition

3.
Parent– Infant
Relationships

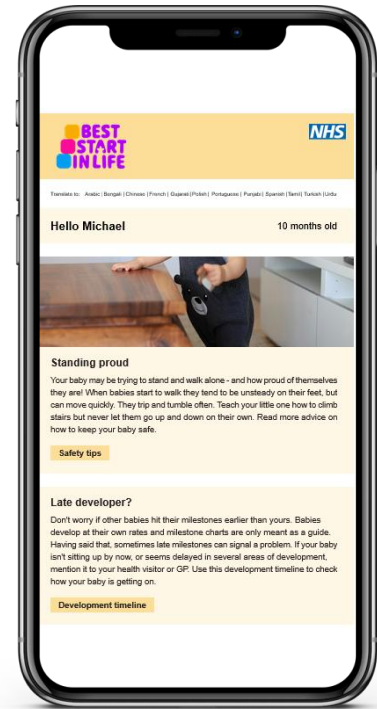
4.
Early Years and
Childcare

5.
School
Readiness

Where to find us?

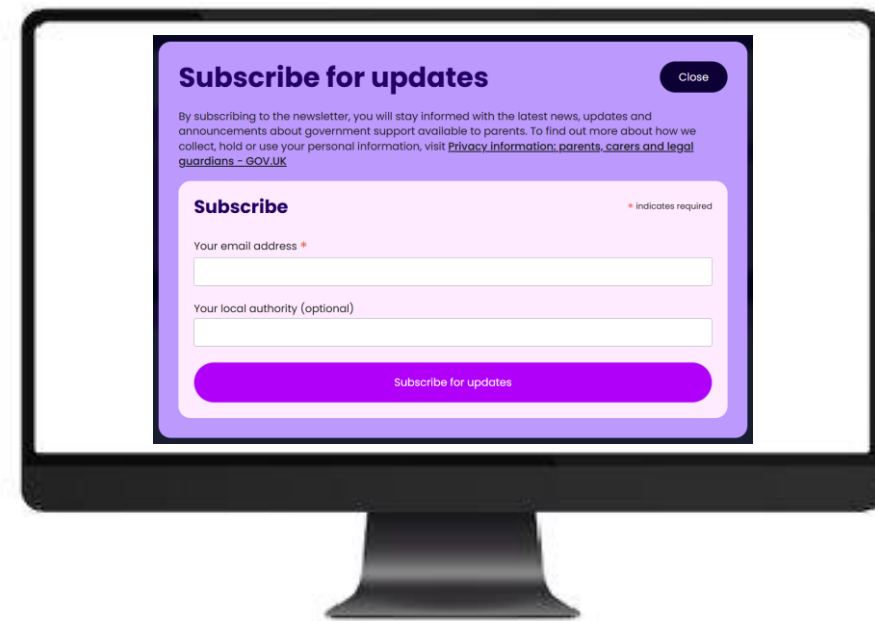


Our channels



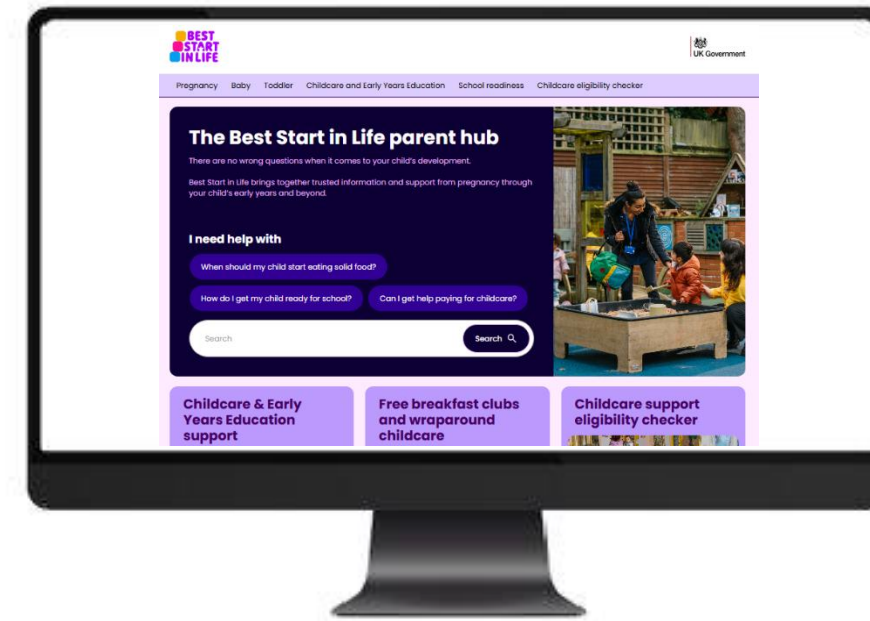
Email programme

Personalised emails to support throughout pregnancy and parenthood, tailored to stage of pregnancy or child's age.



Newsletter

Sign up to find out the latest news and announcements about government support available for parents.



Website

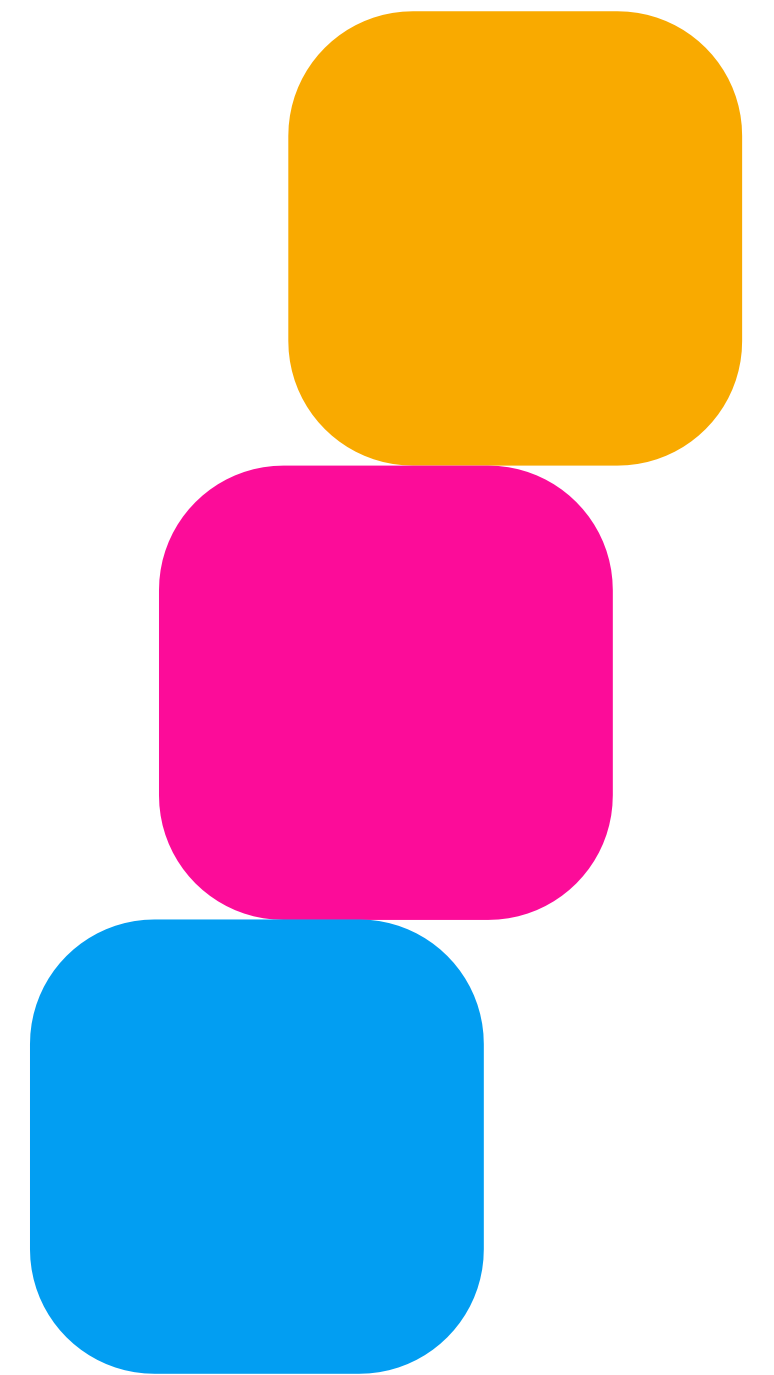
We offer trusted advice, guidance and behaviour change tools to support parents with their child's physical and mental health and development, from early pregnancy to preparing for school.



Instagram and Facebook

We have built up a strong following of parents and health care professionals who come to us and each other for advice and support.

Why we need you?



Help us spread the word

Here are four key actions you can take to support the Best Start in Life campaign and help families access the support that fits their needs:

Promote the Best Start in Life website: Use your channels to encourage parents to explore the **Best Start in Life website** to find trusted resources across pregnancy, feeding and nutrition, parent-infant relationships, early years education and childcare, and school readiness.

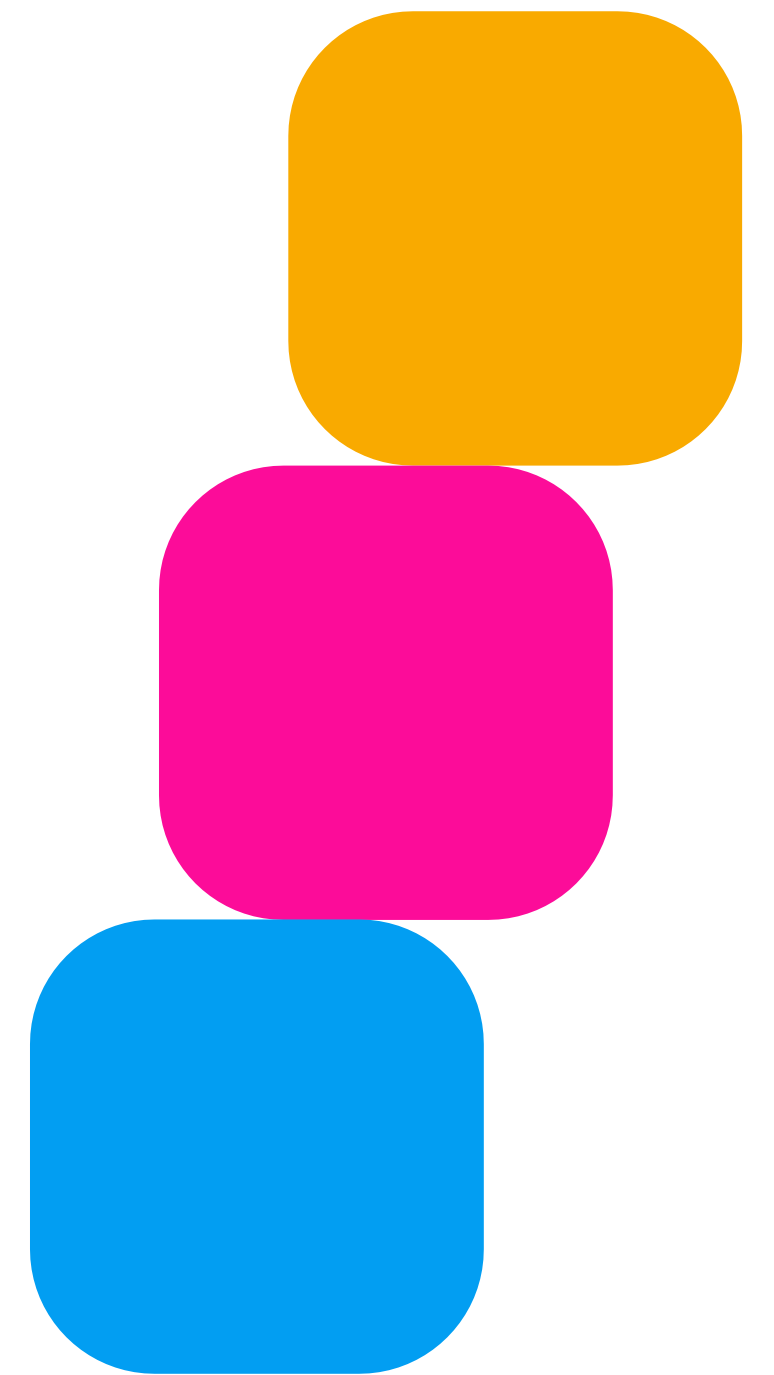
Encourage newsletter sign-up: Invite parents to subscribe to the **newsletter** or **personalised weekly emails** for tailored updates, tips, and guidance throughout their parenting journey.

Use toolkit resources: Make use of the **creative assets, newsletter and blog copy, and sample social posts** included in this toolkit to promote the campaign across your channels.

Engage with campaign on social media: Share our social media posts about the campaign from the DHSC and DFE accounts:

- **DHSC – Facebook** & **DFE – Facebook**
- **DHSC – X (Twitter)** & **DFE – X(Twitter)**
- **DHSC – Instagram** & **DFE – Instagram**

Campaign resources



Campaign assets

The Best Start in Life campaign launched in October 2025, with some of the key assets below:



Social posts



VoD

Partner resources

Our [Campaign Resource Centre](#) contains a wide variety of downloadable assets to help partners engage parents and carers in their communities, including:

Social media toolkit

Social post executional plan - Best Start in Life: For Parents' Questions Big & Small		
Creative name	Post thumbnail	Post supporting copy
2025.10.15_BSL_Social_WomanFeeding_1x1		Wondering when to wean your baby, or how to find the right childcare support? The new Best Start in Life website brings together all the advice you might need on your journey as a parent.
2025.10.15_BSL_Social_WomanFeeding_9x16		Wondering when to wean your baby, or how to find the right childcare support? The new Best Start in Life website brings together all the advice you might need on your journey as a parent.
2025.10.15_BSL_Social_ChildPlaying_1x1		From wobbly steps, to first words, to the first day at school, Best Start in Life is here to help families at every stage. Explore resources and support at Best Start in Life.

Content calendar with downloadable assets and suggested copy for your social channels

A4 posters



Localisable, full-colour formats all available

A4 Empty belly posters



Localisable versions available for partners to populate with their own early-learning content

Digital screens



16x9 and 9x16 formats available

Key messages

Please find below some key messages which can be used to develop additional copy about the campaign.

Key messages:

For your questions, big and small, from pregnancy to childcare – Best Start in Life brings together the trusted advice and support you need. Find answers to help your child's development at [BestStartinLife.gov.uk](https://www.BestStartinLife.gov.uk).

Whether you're wondering about weaning, looking into childcare options, or thinking about school readiness activities, Best Start in Life offers trusted information from the government and NHS. Get practical advice at [BestStartinLife.gov.uk](https://www.BestStartinLife.gov.uk).

From pregnancy to childcare, through early health and development, and on to starting school – Best Start in Life supports parents on every step of the journey. Get trusted advice and guidance at [BestStartinLife.gov.uk](https://www.BestStartinLife.gov.uk).

First, it's wobbly steps, then first words, and then their first day at school. From pregnancy to childcare and beyond, every building block helps shape your child's development. For trusted advice and support at every stage, visit [BestStartinLife.gov.uk](https://www.BestStartinLife.gov.uk).

Being a parent is full of joyful firsts, but some stages can feel daunting. Best Start in Life brings together trusted information, advice and support to help you navigate your journey as a parent. Get the guidance you need at [BestStartinLife.gov.uk](https://www.BestStartinLife.gov.uk).

Newsletter & blog copy

Long copy

Best Start in Life – supporting families every step of the way

Calling all parents and carers – Best Start in Life is here to support you and your child from pregnancy through to starting school. Whether you're preparing for your baby's arrival, navigating early years development, or getting ready for their first day in childcare or reception, this resource is designed to help you feel informed, confident and supported.

Being a parent is full of joyful moments, but it also comes with natural questions and concerns. That's why Best Start in Life brings together trusted guidance, practical tips and useful tools in one easy-to-access place. It's your go-to website for everything from health and wellbeing to childcare and early education.

How to access support:

- Explore the **Best Start in Life** website for resources and information
- Sign up for **Best Start in Life emails** and **newsletter** for regular updates and guidance
- Check **a breakfast clubs map** to see if your child's school offers free breakfast club
- Find out how you can save money on early education and childcare with **the online childcare checker**
- Follow **@DfE** and **@DHSCgovuk** on social media for news and tips

Don't Miss Out!

Visit **beststartinlife.gov.uk** today! We're here to support you every step of the way.

Short copy

Best Start in Life – supporting families every step of the way

Calling all parents and carers – Best Start in Life is here to help you and your child thrive, from pregnancy through to starting school.

Being a parent brings incredible moments of joy alongside natural worries and questions. Whether you're expecting your first baby, understanding your child's early health, navigating their first day in childcare, or preparing for school, the Best Start in Life website brings together a range of trusted information and support in one easy-to-access place.

How to access support:

- Explore the **Best Start in Life** website for resources and information
- Sign up for **Best Start in Life emails** and **newsletter** for regular updates and guidance
- Check **a breakfast clubs map** to see if your child's school offers free breakfast club
- Find out how you can save money on early education and childcare with **the online childcare checker**
- Follow **@DfE** and **@DHSCgovuk** on social media for news and tips

Don't Miss Out!

Visit **beststartinlife.gov.uk** today! We're here to support you every step of the way.

Thank you!

If you have any questions or comments about the campaign, please contact: [**beststart.inlife@education.gov.uk**](mailto:beststart.inlife@education.gov.uk)

You can also sign up to receive details about our new campaigns and available resources [**here**](#)



Scan to
access the
Best Start in
Life website