

- Analyse how the interplay of words and image in this infographic is used to appeal to a certain audience (or audiences):

Physical activity for early years (birth – 5 years)

Active children are healthy, happy, school ready and sleep better

BUILDS RELATIONSHIPS & SOCIAL SKILLS

MAINTAINS HEALTH & WEIGHT

CONTRIBUTES TO BRAIN DEVELOPMENT & LEARNING

IMPROVES SLEEP

DEVELOPS MUSCLES & BONES

ENCOURAGES MOVEMENT & CO-ORDINATION

Every movement counts

Aim for at least 180 Minutes per day for children 1-5 years

Under-1s	at least 30 minutes across the day	180 Minutes per day
TUMMY TIME *		PLAYGROUND
OBJECT PLAY		CLIMB
SWIM		SKIP
DANCE		MESSY PLAY
WALK		THROW/CATCH
GAMES		JUMP
SCOOT		
BIKE		

Get Strong. Move More. Break up inactivity

UK Chief Medical Officers' Physical Activity Guidelines, 2019

* 'tummy time' refers to giving your baby time on its tummy, under supervision, as it is important for the baby's development and helps them learn to crawl and walk.