



Launch of a brand new product called

Men Behaving Dadly!

Fun with Early Learning Goals

- **Designed for dads of children 2 - 5 years old to improve their involvement in their children's learning**
- **Uses everyday fun and practical activities to support all 6 areas of learning from the Early Years Foundation Stage (EYFS) framework.**
- **Ideal for use in Children's Centres, pre-school settings and schools to promote EYFS learning to give children a great start in life long learning.**
- **Good use of Sure Start funding**



We have developed an original product called Men Behaving Dadly. It turns simple fun and practical everyday activities into learning opportunities. We want to show dads how they can be their children's first teachers and how easy it is to turn fun activities into real EYFS learning.

Men Behaving Dadly was developed with dads as a very useful resource to support our Men Behaving Dadly programme in Children's Centres and schools in our most deprived areas. Most dads are genuinely interested in wanting to help their children's learning before they go to school and when they start school. Dads wanted to know all about EYFS and how it works.



Men Behaving Dadly is a sturdy A4 ring bound file of learning cards.

Some cards help dads know more about how children learn, how the brain works, how to be an effective co-parent with mum and explains very briefly how the EYFS curriculum works. Other cards focus on a wide range of fun activities and each one is matched to aspects across the 6 EYFS areas of learning. It gives some very straightforward advice and uses friendly and very accessible language. Dads really liked it and were amazed how much learning can take place each day. They were surprised to find that you can have fun flying a paper aeroplane or throwing a ball and realise now that this can be turned into early maths and science.

They like the fact that they understand EYFS better and feel well prepared for their children starting school. One said "It's not just about learning letters and numbers – it goes much further and is great fun"

It's a great way to respond to the government challenge to improve parental involvement in learning and help you support the youngest and most vulnerable children and families.

Men Behaving Dadly comes in boxes of 12 folders priced at £60 plus VAT and P&P

Setting Name	
Setting Address	
Contact Name	
Contact Email	
Contact Tel	
Contact Fax	
Number of boxes ordered (12 folders per box)	

Headteachers or Nominated Setting Representatives Approval

I agree to this order and to the setting being invoiced accordingly

Signed (Headteacher or nominated representative)		Date	
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