

scma

Scottish Childminding Association



Childminding Week 2025

Your Toolkit

12-17 May 2025

#CheerForChildminding



Get ready to **#CheerForChildminding** ..and be part of something **BIG!**



What?	It's Childminding Week 2025
Where?	Social media
When?	12-17 May 2025
Why?	To celebrate and boost awareness and recognition of childminding in Scotland.
How?	By empowering YOU to come together, celebrate and reflect on the true value of childminding, how you make a difference, and #CheerForChildminding .

Get Together, Cheer Together

Through social media, we want to empower **YOU** and all childminders across Scotland to come together, celebrate and reflect on how you make a difference every day by supporting the learning and wellbeing of children, families, and communities.

Coming together, as one childminding workforce – to share lots of inspirational stories and photos throughout Childminding Week will showcase the breadth and depth of childminding, and how valuable childminding is to so many children, families, and communities.



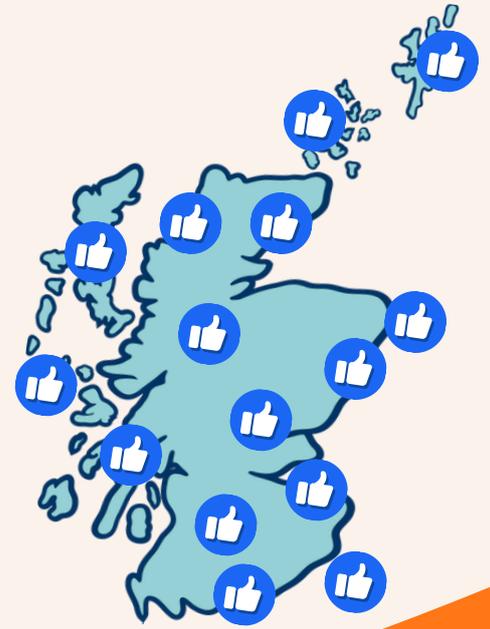
Our Key Messages for Childminding Week 2025

- 1.** Childminders provide high-quality childcare in a nurturing home-from-home environment, that is tailored to each child's individual needs, and small groups of children can thrive together – offering flexibility for parents that is difficult to find in other forms of childcare.
- 2.** Childminding is consistently one of the highest rated forms of childcare in Scotland, with 93% of childminders achieving 'good' or above across all quality ratings at inspection – and when it comes to childcare, quality is the measure that matters.
- 3.** Childminders are making a difference to children and families every day – creating inclusive environments that engage, entice, and excite – and encourage children to play, learn and grow.
- 4.** Childminders play a unique role as trusted adults throughout children's lives, including babies, our youngest children, school-age children and those with additional support needs. Childminders inspire them to be the best they can be, and are integral in their learning, development, confidence, and wellbeing.
- 5.** Childminders provide strong continuity of care, and they often remain a constant figure in a child's life; helping to enhance learning, confidence, and wellbeing at every milestone – enabling them to grow, develop and thrive in line with GIRFEC outcomes and achievements.

We will be posting our key messages, facts and quotes on social media throughout Childminding Week, and we would encourage everyone - including all childminders, stakeholders, parents, and supporters - to help us like and share them far and wide and help us **#CheerForChildminding**.



The more engagement we have, the more awareness we will generate - helping to showcase the true value and how vitally important childminding is to many children, families, and communities across Scotland.



Follow us on...



[Facebook](#)



[Instagram](#)



[TikTok](#)



[YouTube](#)



Last year, during Childminding Week 2024, we all came together to **#CheerForChildminding** and reached..

57,000+
people on Facebook

7,000+
people on Instagram

This means that in total, across all our social media platforms...

64,000+
people came together to
#CheerForChildminding!



How can I get involved?



- Follow us on social media
- Like and share our key messages, posts and stories
- Share and post your own photos and stories using **#CheerForChildminding**
- Host a picnic - big or small - and be part of the BIG Teddy Bears Picnic



The BIG Teddy Bears Picnic



Following the success of last year's first ever **BIG Teddy Bears Picnic**, we're inviting all childminders in Scotland to take part to mark Childminding Week 2025 – regardless of where you live in Scotland – and come together, in spirit, as one workforce to **#CheerForChildminding**.

Be part of something bigger! On Wednesday 14 May at around 10.30am, we hope that hundreds – and maybe even thousands – of you will get involved by having a Teddy Bears Picnic.

Whether it's big or small - on your own in your back garden, with friends down at the beach, in the local woodland, or at the local swing park – all childminders can get involved and join in with the biggest Teddy Bears Picnic that Scotland has ever seen!

On the **BIG** day, we'd love to hear from you! Share your photos and messages and tell us about your picnic on social media (using the **#CheerForChildminding** hashtag) to celebrate alongside your childminding colleagues across Scotland. We'd **LOVE** to see pics from picnics in all 32 local authority areas!



Are you hosting a Teddy Bears Picnic?

We'd love to know about the Teddy Bears Picnic you're planning – whether it be big or small – and whereabouts it's being held.

If you're planning to organise and host a special Teddy Bears Picnic for Childminding Week on Wednesday 14 May – please tell us about it by completing this quick form **[HERE](#)**. If there is a group of you organising a picnic together, please just submit one entry for the event.

If you tell us about your event **before 5pm on Friday 25 April 2025** you'll automatically be entered into a prize draw* to win an Amazon Gift Card and a special goody bag from SCMA. **Good Luck!**

*Only one main contact for each Teddy Bears Picnic event is eligible for the prize draw. Any duplicative entries for the same event will be disregarded, to ensure the prize draw is fair and equitable. The prize draw will close at 5pm Friday 25 April 2025 and the winner will be selected at random from collected responses. The prize will be dispatched to the winner on Monday 28 April 2025 to ensure it is received in advance of Childminding Week 2025. To be eligible for the prize draw, participants must fully complete form, and confirm consent to be included in the prize draw.

Your BIG Teddy Bears Picnic

Planning for your BIG Teddy Bears Picnic? All you need to do is decide on a location, who will be joining you on the day, and what you want to eat! Then, dig out a blanket, grab your favourite teddy, and prepare your packed lunch - and enjoy your day!

Activities | Tips and Ideas...

You can incorporate more fun and activities into your BIG Teddy Bears Picnic, and throughout Childminding Week too. So, why not...

- Go on a Scavenger Hunt
- Make your own hats, bunting or decorations
- Get creative with Charlie the Childminding Bear

Recipe | No-Bake Oat Fruit Bars

Want a tasty treat to enjoy at your Teddy Bears Picnic? Why not try these tasty oat fruit bars.

You'll need:

- 400g rolled oats
- 450g raisins or sultanas
- 225g soft butter
- 5 tablespoons honey or maple syrup
- 1 teaspoon vanilla extract

1. Combine the soft butter in a large bowl with the vanilla extra and the honey or maple syrup. Add the oats and stir to mix thoroughly.
2. Transfer the mixture to a lined baking tray. Use a spatula to smooth, flatten and press into all the corners.
3. Cover with cling film and refrigerate for at least an hour, or ideally overnight. Then, turn it out and slice into bars. Serve and enjoy!

Don't forget!

Share your photos and stories from your BIG Teddy Bears Picnic on social media. Post your photos on your profile, and use the hashtag **#CheerForChildminding!**

Using the **#CheerForChildminding** hashtag is so important. It means you'll be part of something big, join the conversation, and we'll be able to share it far and wide.



What's your favourite sandwich?

Here's something interactive that you can do with your minded children...

We've hidden 10 popular sandwich fillings in this wordsearch... **Can you find them all?**

You may want to print out this page, so your minded children can search, find and mark the fillings.

Why not extend this activity and sit together and chat about food, i.e. their favourite food, combinations, healthy vs. unhealthy, and their ideal sandwich to take on the Teddy Bears Picnic.



Charlie the Childminding Bear

Get creative and expressive yourself with colour!

Here is Charlie the Childminding Bear - our cute Childminding Week mascot for 2025 - which you can print, colour-in, and include in your **#CheerForChildminding** photos and posts on social media



1. Print this page, so that each of your minded children has a copy.
2. Get creative and colour-in Charlie - what's your favourite colour?
3. Carefully cut-out Charlie, and stick a straw or stick to his back.
4. Invite Charlie to your Teddy Bears Picnic - take him along with you too!
5. hold up Charlie in your **#CheerForChildminding** photos and share on social media!



Remember to have permission!

As always, you must ensure you have appropriate permissions in place for your minded children - and this includes holding parental permission for taking a trip for your Teddy Bears Picnic, taking photographs and/or videos of your minded children, and permission to share them publicly on social media.



Your Childminding Week 2025 Checklist...

- Visit childminding.org/childminding-week to get started.
- Follow us on Facebook, Instagram and TikTok.
- Download and read this Toolkit for details, plus tips, ideas and activities.

- Think about how you and your mindees will mark Childminding Week 2025..

- Be part of something BIG and plan to host a Teddy Bears Picnic!
- Tell us about your Teddy Bears Picnic and complete the form [HERE](#).
- Keep your fingers crossed for the prize draw.

- Share our posts, photos and key messages throughout Childminding Week.
- Post your own photos, messages and showcase your love for childminding.
- Join the **#CheerForChildminding** conversation!

- Become friends with 'Charlie the Childminding Bear' and get creative!
- Make your packed lunch, grab your blanket, and enjoy your Teddy Bears Picnic.
- Help us **#CheerForChildminding** and raise the profile of childminding in Scotland!



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Scottish Government
Riaghaltas na h-Alba

We acknowledge the support of the Scottish Government through a CYPFEIF and ALEC Fund Grant