

ARTS  START 2016
FROM THE



"CREATIVITY NOW
IS AS IMPORTANT
IN EDUCATION AS
LITERACY, AND
WE SHOULD TREAT
IT WITH THE SAME
STATUS."

SIR KEN ROBINSON

ARTS FROM THE START IS A CAMPAIGN HIGHLIGHTING THE IMPORTANCE OF THE ARTS AND CREATIVITY IN EARLY CHILDHOOD

For young children, creativity is MORE important than literacy and numeracy. Before they can speak or read or count, the arts can spark a curiosity about the world and a love of learning that will last a lifetime.

PROVEN BENEFITS THAT CREATIVITY HAS ON EARLY CHILDHOOD:

- ♥ SONGS AND RHYME HELP DEVELOP SPEECH AND LITERACY
- ♥ IMAGINATIVE PLAY HELPS CHILDREN UNDERSTAND THE WORLD AROUND THEM AND DEVELOP IMPORTANT SOCIAL SKILLS
- ♥ VISUAL ARTS AND MOVEMENT GIVE CHILDREN THE CHANCE TO EXPRESS THEIR THOUGHTS AND FEELINGS EVEN BEFORE THEY CAN SPEAK
- ♥ SHARED CREATIVE ACTIVITY HELPS DEVELOP BONDING BETWEEN YOUNG CHILDREN AND THEIR CARERS
- ♥ ARTS ACTIVITIES THAT GIVE CHILDREN THE CHANCE TO EXPERIMENT AND LEARN FROM THEIR MISTAKES HELP BUILD RESILIENCE
- ♥ CREATIVITY IMPROVES SELF-ESTEEM, MOTIVATION AND ACHIEVEMENT OF CHILDREN AS THEY LEARN



We believe that arts and creativity can play a stronger role in supporting early childhood and delivering positive outcomes for Scotland's children. Visit our website for more details or join the conversation on twitter #AFTS16



"CREATIVITY IS CONTAGIOUS, PASS IT ON" ALBERT EINSTEIN