

BREATHE BLOW COUGH

Connecting
Community for Kids



Win two free ear screening sessions for your centre

What is Breathe Blow Cough?

The Blow Breathe Cough (BBC) activity helps early childhood and school educators teach young children about nose blowing, coughing into elbows, hand / face washing and drying. These are essential for preventing the spread of the germs that cause ear trouble, coughs and colds.

**If children blow their noses, their ears work better.
If children hear better, they learn better.**



Importance of BBC

During these difficult times of covid and going into flu season, it is important to inform educators and children the importance of BBC.

BBC helps educators to promote early childhood social and physical development, which is essential for preventing build-up of fluid in ears leading to ear disease.

Educators who use this daily say they feel it results in improved hearing, fewer runny noses and ears, fewer coughs and colds and improves attention in kids

BBC also results in less referral to ear health agencies.

More Information

For more information on the BBC activity visit www.hearing.com.au. There are also various you tube videos you can watch by searching 'Breathe Blow Cough', all showing how to care for childrens ear health.



How to Enter

- 1** Upload a fun video of children in your centre doing BBC. This could be a song, dance or rhyme. We have included some attachments with rhyme and dance ideas.
- 2** You can either email your video to wendyk@connecting4kids.com.au, or upload it to social media before 31 May. Don't forget to tag CCK and use the hashtags

#whatsthatsnot #bringbackbbc #ears2learn



Supported by



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