



National **Aboriginal
Wellbeing** ²⁰¹⁸Conference

Supported Playgroups, Learning & Wellbeing:

Educational Promotion Strategies

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Freedom • Social Justice • Growth



What we will talk about today

- Background of who we are? And our partnership
- Educational Promotional Strategy: Lead My Learning
- How & Why it was successful
- Importance of relationship
- Supported playgroups
- Innovative ways to connect
- Process, outcomes & positive impacts on families



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Barnardos Australia – South Coast

- Barnardos Australia is a leading child protection charity, supporting families and children in need.
- At Barnardos, we believe that every child deserves a safe and stable home free from abuse and neglect, with family members to love and care for them for all of their childhood.
- At our South Coast Centre we operate prevention and early intervention programs, HIPPY, supported playgroups, family support, temporary family care, kin care, SUPPS, and the Illawarra Family Referral Centre.



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The University of Sydney

- Project Title: *Getting an early start to aspirations: Understanding how to promote educational futures in early childhood*
- Future Fellowship Project #: FT1301011332
- Lead by Professor Valerie Harwood
- Funded by the Australian Research Council
- Seeks to build knowledge and practices about promoting educational futures in early childhood, in places impacted by disadvantage (educational)



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The Importance of Aboriginal Protocols

- Aboriginal protocols are central to informing and guiding our approach in this research project.
- We recognise the importance of learning from local Aboriginal Elders and of building relationships, establishing respect and conducting research in ways that ensure their rights to maintain intellectual property

Murray, N. & Harwood, V. (2016). *The importance of Aboriginal Protocols in promoting educational futures*. National Centre for Student Equity in Higher Education (NCSEHE), Curtin University
<https://www.ncsehe.edu.au/the-importance-of-aboriginal-protocols-in-promoting-educational-futures>



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Why?

- For families without experience of higher education it can be difficult to know how to encourage young children's aspirations for educational futures.
- Children from low socio-economic status (LSES) backgrounds are, for a range of reasons, far less likely to attend university.



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Educational Futures

- Refers to the idea that an individual's future must be inclusive of education in all its myriad forms.
- This is to include not just the *formal* and officially sanctioned sites of education, but also to take in the compass of education sites that exist in numerous ways.



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The conundrum of promoting educational futures

100% Parents & Caregivers said Education is important

- Research by Harwood & Murray (2016) into promoting educational futures in early childhood reveals how parents from LSES backgrounds who have not experienced further education, and many of whom left schooling early, **strongly value the role of schools and education.**
- At the same time, these parents describe having problematic feelings towards education and educational futures. This clearly is not the same as not valuing education.



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What do you think about Education?

- *It's the start of the future I suppose.*
(Small regional city, central NSW, GAESTA)
- *I think it is important*
(GAESTA004)
- *No I think it's incredibly important for – especially for the early years so up until, I don't know, a certain age that it's incredibly important so that there's some form of education.*
(Coastal regional city, NSW, GAESTA)

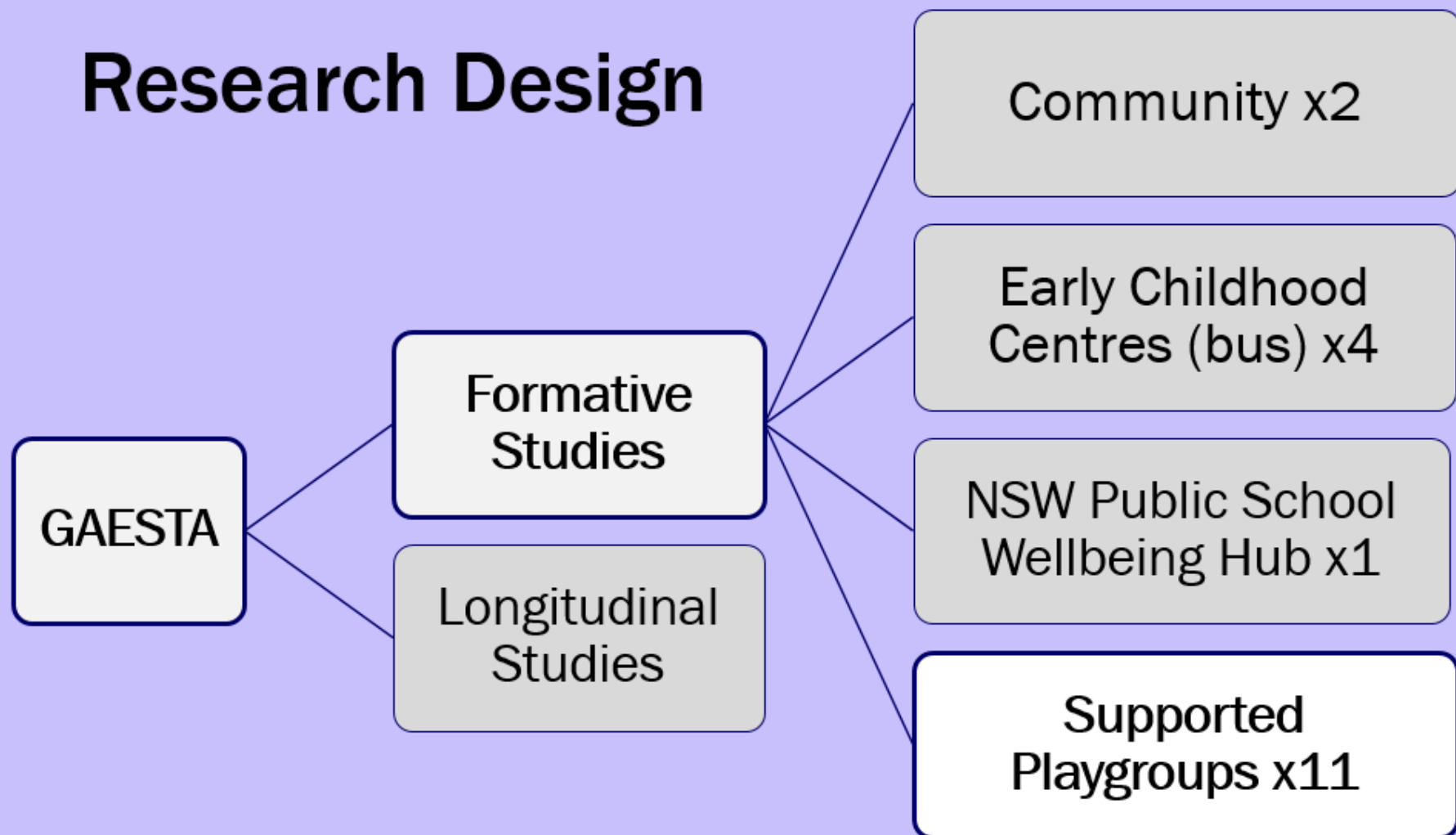


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Research Design



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Supported Playgroups

- Barnardos Kids Time Supported Playgroups are an easily accessible learning environment for young children, providing activities which support transition to preschool and school.
- For parents/carers they offer socialisation as well as role-modelling from workers to support play, attachment, and an understanding of early childhood developmental stages.
- Families are further supported with a range of information and referral to other relevant services and events.
- Our playgroups are either placed-based in areas of high disadvantage or targeted at specific communities such as parents with mental health difficulties or substance use.
- 3 playgroups support Aboriginal families.



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Educational Promotion Strategy: Lead My Learning

- Social Marketing methodology
- Parents-led campaign
- Developed and tested a variety of marketing materials and resources
- Inclusive of Aboriginal and non-Aboriginal people and is an educational promotion strategy designed from discussions by parents, caregivers, families, including early childhood educators across NSW

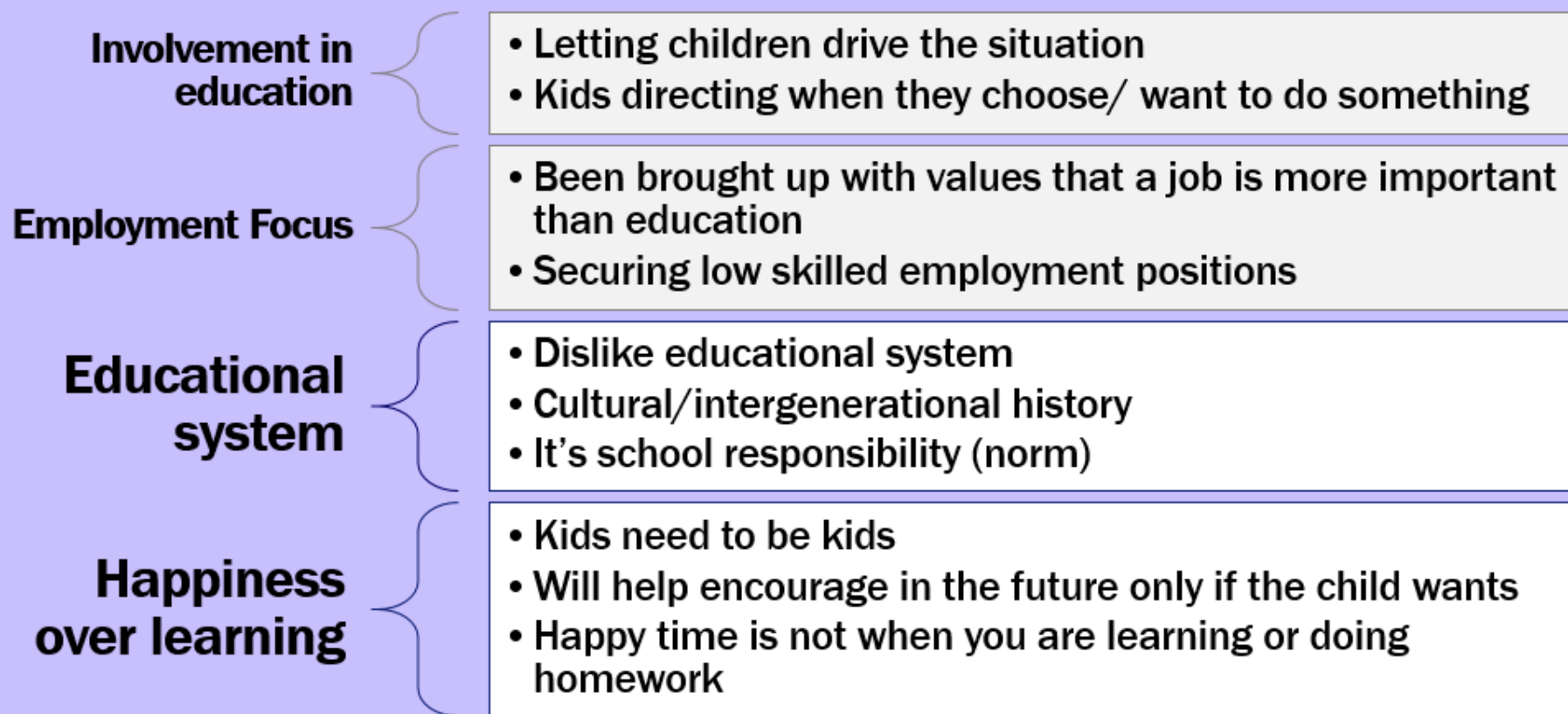


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Segmentation: *Parents felt getting involved in education is 'Pushing'*



Proposition Statement

It describes the act as having greater benefits and lower costs/fewer barriers than the existing.

- It is possible to lead your child's learning: It only takes a little time and it can fit in with everyday activities. You can encourage your child's learning without having specific knowledge of a topic AND it gives a child the happy experiences of valuing and enjoying learning.



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Lead My Learning Logo

- Large feet = supportive & nurturing of a child
- Little feet/bright = child learning
- Multiple colours = represent diversity



Acknowledgements

Production: Naya Ngarra Productions

Artist: John Raymond Johnson (Warumungu/Wombaya man)



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EVERYDAY ACTIVITIES ARE OPPORTUNITIES TO SHARE AND ENCOURAGE LEARNING



LEAD MY LEARNING

www.leadmylearning.com.au

Integrates leading learning into daily life. It is accessible and free to include in daily activities.

Everyone can Lead my Learning and contribute to children's educational futures for a lifetime.

Enhances parents beliefs and attitudes towards education, engagement & participation in leading their children's learning through Sharing and Encouraging learning strategies.



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SHARING

Start now for my future

You can share learning with me when you're doing your everyday activities.

- Cooking? M is for Milk. Let's add some more to the mixture!
- Washing? Can you pass me 3 pegs?
- Shopping? Can you find me a red and a green capsicum?
- Out and about? Just talking and explaining what you see to spark curiosity.

Lead my learning is all about turning everyday activities into opportunities to lead a child's learning.

It only takes a few minutes in your day to share a learning moment.

Sharing learning moments makes a fun learning relationship.



Looking for some more ideas?
www.leadmylearning.com.au



Sharing

Talking about the 'how' to learn, describing things as you see them, sharing information, children watching you learn.

- Cooking
- Washing
- Shopping
- Out & About



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Encouraging

Giving acts of encouragement like smiling, thumbs up, positive reinforcement, and praise for trying.

- High Five
- Fist Bump
- Thumbs Up
- Or even a BIG smile

ENCOURAGING

Start now for my future

You can encourage my learning by giving me:

- High fives
- Fist bumps
- Thumbs up
- Or even a big smile

You can encourage me for trying as well as for getting it right.

Lead my learning is all about turning everyday activities into opportunities to lead a child's learning.

Everyone's an expert at encouraging learning.

The trick is to lead the child to feel good about learning. Encouraging moments build confidence in our learning relationship.



Looking for some more ideas?
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Sharing and Encouraging learning moments helps children enjoy learning, to feel strong about learning, and importantly, be keen to learn and explore learning relationships.



LEAD MY LEARNING

When you take the clothes off the line, give the pegs to your child, get them to stand a short distance from the peg container, and see if they can throw them into the container.

Have child name the owner of the clothes as they go on or off the line.

Smiles - you're so good at sorting clothes!

www.leadmylearning.com.au



Using items in the garden or outside ask your child to create something in the dirt. Encourage the child to create, and you be the helper.

Could we make a tower out of just grass? What about if we used just leaves? Why not?

That's great! Thank you for being such a good little helper!

When shopping ask your child to compare heavy and light items, ask them to name items that you put in the trolley or have them tick off a list.

What is the biggest animal you can think of? Could you weigh that animal on the scales in the shop?

Pat on the back - What a great thing we made!



Lots of thumbs up - Yes, that's right!

Bath time is a great opportunity to talk about colours you see on bath toys or use the bath toys to demonstrate actions like washing or swimming.

• SING A SONG • TELL A STORY •
• PLAY A GAME •

EVERYDAY ACTIVITIES ARE OPPORTUNITIES TO SHARE AND ENCOURAGE LEARNING

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f t i p
www.leadmylearning.com.au



LEAD MY LEARNING

Lead My Learning is all about turning everyday activities into opportunities to lead a child's learning.

Children love to learn and they'll love the moments when you lead their learning.

You can start now. Sharing and encouraging learning creates a fun learning relationship to build a child's future. Any time is a good time to start!



Look for learning moment you can encourage

Lead My Learning integrates leading learning into daily life. It is accessible and free to include in daily activities.

Everyone can lead my learning and contribute to children's educational futures for a lifetime.

SHARE

You can share learning when you are doing your 'Everyday Activities'

• COOKING • WASHING •
• SHOPPING • OUT & ABOUT •

Sharing can be as simple as asking a question to spark curiosity

It only takes a minute to create a learning moment. Learning moments happen in our every day life. Share and Encourage - it's that simple!

Take a second to find something to share in the activity you are doing



ENCOURAGE

Everyone's an expert at encouraging learning. You can encourage my learning by giving me:

• HIGH FIVE • FIST BUMP •
• THUMBS UP •
• OR EVEN A BIG SMILE •

Want more ideas?
www.leadmylearning.com.au



It is powerful for children to watch and see you learn. Talking about what you're doing helps them to learn about learning!





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and

did this worksheet

SHARE AND ENCOURAGE



Talk, Draw, Write. What's happening here?

www.leadmylearning.com.au



You can share learning
when you are doing your
everyday activities

• COOKING •

• WASHING •

• SHOPPING •

• OUT & ABOUT •



Everyone's an expert at encouraging
learning. You can encourage my
learning by giving me:

• HIGH FIVE •

• FIST BUMP •

• THUMBS UP •

• OR EVEN A BIG SMILE •

Start now for my future

It only takes a few minutes in your day to share and encourage learning

www.leadmylearning.com.au



EVERYDAY ACTIVITIES
ARE OPPORTUNITIES TO
SHARE AND ENCOURAGE
LEARNING

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LEAD MY LEARNING



To the person that influences my learning
THANK YOU & MERRY CHRISTMAS

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MY NAME IS:

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More information can be found at:

www.leadmylearning.com.au

www.facebook.com/leadmylearning



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Barnardos Involvement

- Meetings were held between the playgroup team and USyd to talk about ways to proceed
- Project beginning and end surveys were undertaken by playgroup parents
- Ways to use posters, mats and other Lead my Learning resources were agreed upon to stimulate conversations, and participation, with parents
- Simple no cost/low cost and everyday activities were used to demonstrate how learning is present naturally and how easily learning, sharing, and encouragement can become intentional
- Project resources were developed in consultation with families and staff, e.g. posters, song, etc.



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Barnardos facilitators & parents thoughts

- A standout feature of the project was feedback from parents who said they were constantly teaching their children but were not usually aware of it until participation in Lead my Learning.
- Parents also expressed increased confidence in being their child's first teacher.
- Parents better understood that using language and role-modelling with their children played a big role in enhancing their child's capacity to learn from everyday activities.



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Why was it successful?

- Lead my Learning messages are simple/accessible.
- Activities are cost effective and can be spontaneous and 'anywhere'.
- Parents better understood the value of sharing their knowledge using conversations and demonstrating to children. Language reinforced learning.
- Parents learned that simple encouragement, such as 'thumbs up' gave children valuable feedback.
- Developed resources were used as visual cues and reminders.



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Importance of the relationships

- Barnardos KidsTime playgroups emphasize relationship building, where parents and workers talk freely on topics such as child development and parenting.
- The playgroup model is family strengths-based, where skilled workers identify, encourage and build on children and parents' existing strong points. Workers acknowledge that all families have strengths that develop over time.
- A skill of workers is to remind parents about what they are already doing well, and to be given choices, resources and information that allow them to build on their skills.
- Playgroup is fun which enables workers to provide support and encouragement to parents/carers and children.



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Barnardos Innovative way to connect to families

- Play activities are centred on things families can do at home e.g. making, matching, counting, literacy and numeracy development. (pegs, lids, socks, stones, hanging clothes, pencil grip, colour recognition, etc.)
- Cultural knowledge is recognised as being valuable.
- Parents and carers and children contribute their ideas to playgroup facilitators about topics of interest.
- Facilitators arrange guest presentations from other local professionals.
- Workers also encourage children's learning and independence through both intentional and organic exploration in all areas of the child's development, often talking parents through this process.



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Process, Stages and Activities

- Planning Processes. NSMC (6steps) and Lee & Kotler (10steps)
- There is not one template that fits all
- Stages and Activities are similar
- Think critically about design and developing a campaign
- Not straight forward process, some activities overlap the stages



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Outcomes

- Based on early indications from the interviews, as well as observations and feedback from services and via social media; **Lead My Learning is popular, and is engaging parents.**
- Parents have requested workshops
- Educators have requested handbook guide
- DPC & Principle invited us to include Lead My Learning at a NSW State school wellbeing hub
- Request to have LML logo on staff t-shirts
- Discussion with NSW Education to have LML in schools
- In Early Child Health Assessment bags (Aboriginal Medical Centre)
- LML Bounty bags given to parents with newborns
- Currently working on a collaboration with large Indigenous organisation that work with early childhood educators.



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Data Collection

Rollout Sites	PRE-Survey	POST-Survey	POST-Inter
Playgroup	79	67	21
Child Care Centres (Buses)	51	30	0
Community: 1	221	89	79
Community: 2 (wait list)	160	66	22
Total	511	252	122



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Q. We are interested in what YOU think you can do at home to help YOUR child learn:

- *Let them help in the kitchen measuring and getting ingredients. Helping with hanging and folding washing to sort colours*
(GAESTA-5366037646)
- *Involvement in every day activities - reading the junk mail, cooking, chores. Jobs can contain conversations and learning that isn't formal.*
(GAESTA-5357546109)



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- *We walk and spot numbers on mail boxes, letters on street signs. We dry dishes/cutlery and count them, name them and name a normal use and a silly use. We play eye spy shapes, or circle table, rectangle door.*

(GAESTA-5303665483)



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Q. Thinking about the things you have seen, read or heard, what is the main message you remember?:

- *That you can use everyday events to extend children's learning.* (GAESTA-5377830990)
- *Parents can lead children's learning.* (GAESTA-5375382193)
- *Parents have a primary role in leading their child's learning. Learning happens in daily activities like playing, cooking, shopping, reading, singing - all things parents can use to teach their children lots of things.* (GAESTA-5369747549)



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Q. Remembering conversations about Lead My Learning. We are interested in what you talked about.

- *I spoke with the coordinators of playgroup. Importance of involving children in all activities. (GAESTA-5372200002)*
- *Everyday learning such as cooking or watching TV could be a learning activity. (GAESTA-5371357684)*
- *About how everyday activities can be just as important in learning (GAESTA-5351936222)*



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- *I was home schooled, I spoke to my mum about the way we were raised and how lead my learning style is so similar, so normal, that's it's great to see it being shown to the rest of the world, to people who didn't know, to parents who stress about the little things. Just how much of an amazing program it is.*

(GAESTA-5303665483)



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Q. Do you think Lead My Learning message can be useful/helpful for parents to utilise in their everyday activities (*for instance, that it doesn't impose/take extra time*)?

- *Yes. They need all the help they can get today*
(GAESTA0149)
- *I think definitely for ones that don't realise how simple it could be.*
(GAESTA0150)
- *Definitely cos they learn from us*
(GAESTA0211)



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Q. Could you describe any examples of using any ideas from Lead My Learning?

- *I think we do it like my son (2yrs old) helps hang out the washing we tell him to like count the pegs and sort them into colours and things.*
(GAESTA0147).
- *Yeah like I get her (4yrs old) to help me scan the things in Woolworths...like weigh the banana's*
(GAESTA0148)



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Q. In the past few week can you think of a time when you have Shared or Encourage learning activities?

- *Yeah like when I bake, I like bake muffins and stuff I just think 'Oh I just wanna get it done' and she goes 'Oh can I help?' cos I know there's just gonna be so much more mess and it's gonna take a hundred times longer but you just try some ... sometimes I have to just get it done quickly... and sometimes I go okay I'll just get her to help me.. And I guess they can learn like one cup...doing measurements...yeah and pouring.*
(GAESTA0147)



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- *I try and umm to do different things with him...But yeah, he's at that age where we just goes active, I can't get him to sit for more than five minutes so it's very hard, so when I get het him I sort of count to five and sort of, you know ... and in the bath he counts 3, 2, 1 and stands in the bath sort of thing. So it's pretty much in the everyday stuff whether it's playing or bath time or anything like that. (GAESTA0148)*



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Q. Have you been doing this more? Thinking of people you know or have seen - do you think they are talking about or using Lead My Learning content, ideas and/or resources?

- *Well it was something that I probably always did but never really thought of it sort of [unintelligible...knew it] and I guess when you see as an opportunity you find you do it a little more and more aware of it.
(GAESTA0211)*
- *I have been doing before but I have learnt more from the material
(GAESTA0212)*



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What's next for Lead My Learning?

- Looking at ways on how to embed or contribute to existing services.
- Looking at a current collaboration with an Indigenous organisation that works with early childcare educators nationally.
- Book: '*The Promotion of Education: A Critical Cultural Social Marketing Approach*'. Palgrave, London.
Harwood & Murray due to be released 2019.



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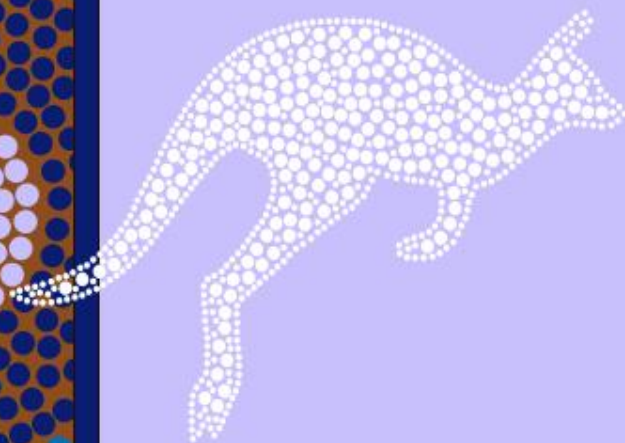
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THANK YOU

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