



Llywodraeth Cymru
Welsh Government



Education begins at home

An overview for parents/carers



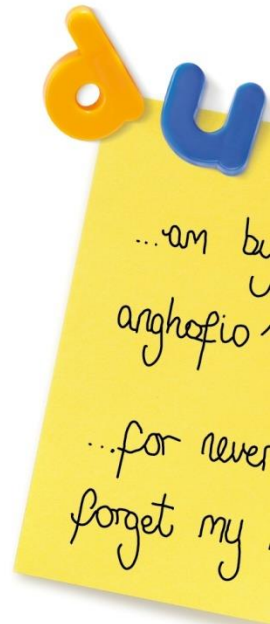
mae addysg
yn dechrau
yn y cartref
education
begins
at home



Education begins at home



- To lend further support to help schools engage with parents a campaign “Education begins at home” has been launched.
- It aims to show parents that even by doing the little things at home they will make a difference to how their child does in school.

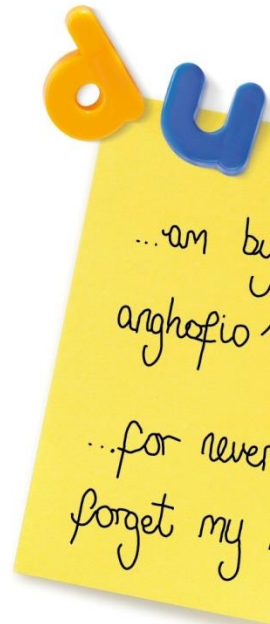


Messages within the campaign for parents



It's about getting involved, asking how school was, going to parents evening and sports day, showing an interest, making sure children get enough sleep and get to school on time, and making sure they eat the right food.

It's about checking if they've done their homework, reading to them and encouraging them to read, it's about talking to them, giving them praise and perhaps most important, listening to them.



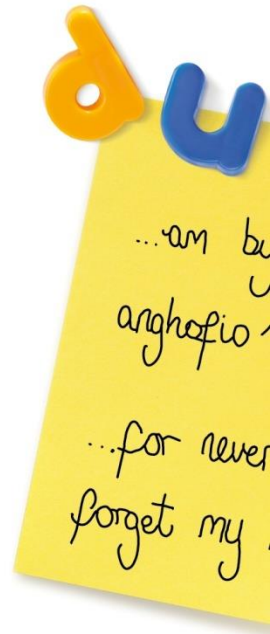
Education begins at home campaign



The creative approach was drafted and tested with parent/carer focus groups and teachers.

The findings from this focus group work were used to further develop the campaign.

The creative approach for the campaign is by using the child thanking their parent. We felt this avoided the approach of preaching to parents.

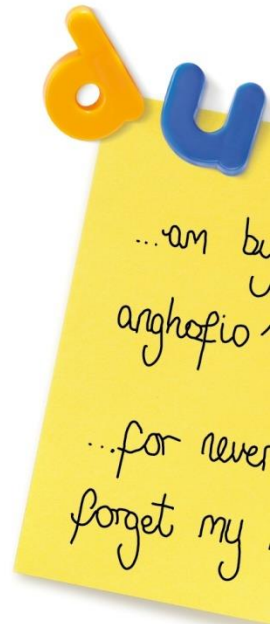


Education begins at home



Activity has included:

- TV, radio and cinema
- Stories in local press
- Roadshows in supermarkets
- Outdoor advertising
- Facebook page – [facebook.com\beginsathome](https://www.facebook.com/beginsathome)
- Twitter account [@edubeginsathome](https://twitter.com/edubeginsathome)



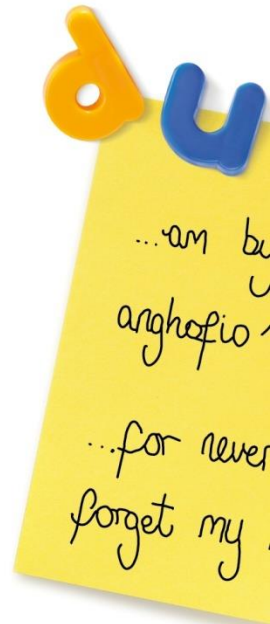
Introducing Education begins at home



The television advert which helped to launch the campaign across Wales.



<https://www.youtube.com/watch?v=rq9VXo1ZCL8>



Education begins at home

mae addysg yn dechrau yn y cartref
education begins at home



diolch
thank you

...am beth o'ddael i fr anghofio ngwaith cartref
...for never letting me

diolch
thank you

...am roi hyder i fi i'w ywddo
...for giving me confidence to do well

Fy nghael i'r ysgol yn brydlon.
Roi hyder i fi i'w ywddo.
Wneud amser i ddarllen gyda
Ddod i nosweithiau rhieni.
Fy helpu gyda fy ngwaith cartref.
Ymarfer rhifau gyda mi.

Helping me with my homework.
 Practising numbers with me.

Am syniadau, ewch i: [facebook.com/dachraucartref](https://www.facebook.com/dachraucartref) @dichraucartref
For some great ideas visit: [facebook.com/beginnsathome](https://www.facebook.com/beginnsathome) @edubeginnsathome

Education begins at home.
The things you do at home will help your child do so much better at school.
For some great ideas visit: [facebook.com/beginnsathome](https://www.facebook.com/beginnsathome) @edubeginnsathome

IBOCH

...am beth o'ddael i fr anghofio ngwaith cartref
...for never forget my



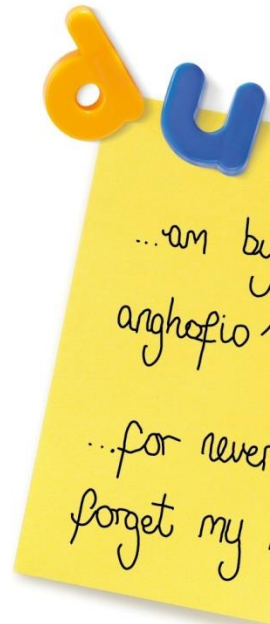
Spreading the word



TV ad seen by **over 5.5 million** people at different times of the day to appeal to all ages and social circumstance.



Based on a recent omnibus survey, 40% of the Welsh population who have children, recalled seeing the TV advert when prompted.



Spreading the word

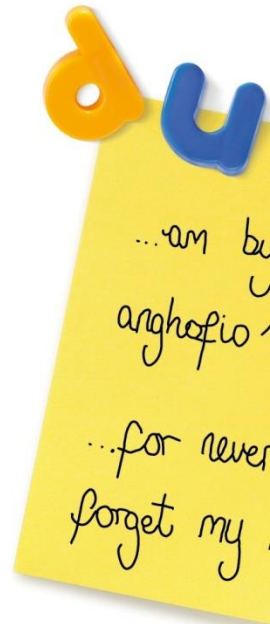


Facebook updated regularly – to over 5,500 followers on Welsh and English pages, with great interaction.

Twitter – over 620 followers and growing.

Local newspaper coverage in Western Mail, South Wales Echo, Merthyr Express, Cynon Valley Leader, Pontypridd & Llantrisant Observer and Wrexham Leader.

24 Roadshows across Wales in 2015 – reached over 7,400 people.



Facebook page

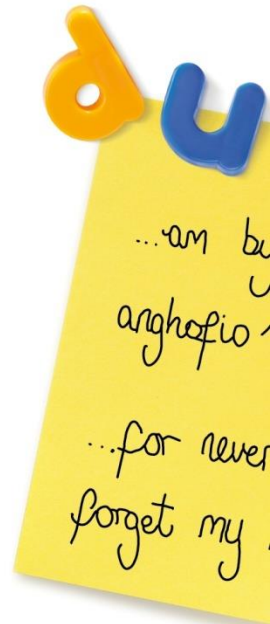


To help parents/carers get involved we set up a Facebook page to show how they can support their child with education, as well as providing hints, tips and ideas for activities that can be done outside of school time.

Have a look at our Facebook page to see how you can get involved:

www.facebook.com/beginsathome

Twitter [@edubeginsathome](https://twitter.com/edubeginsathome)



Facebook page



 **Education Begins at Home**
Posted by Tylee Jenkins [?] · November 25

We have a limited number of Welsh for the Family pack booklets which includes a CD of Welsh songs, games and activities. If you'd like a copy, why not inbox us your address!

2,349 people reached

Like · Comment · Share ↻ 15 Shares


 Sofia Brecha, Deryl Scott, Nicola Kelly-Fisher and 18 others like this. Top Comments

 Write a comment...

 **Amanda Asante** Louise Ballinger Kathryn Thomas Clare Saunders Sarah Jayne Watt any interest?
Like · Reply · ↻ 2 · November 25 at 3:19pm

 **Anna Rose** Got mine this afternoon and looks really good thank you!
Unlike · Reply · ↻ 1 · November 26 at 6:30pm


 View 16 more comments


 **Education Begins at Home**
Posted by Hootsuite [?] · December 3


Encourage kids to collect things such as rocks, shells, or bugs. By collecting, children are learning new ways to make sense of the world.

582 people reached

Like · Comment · Share ↻ 1 Share

 Emma Lizzie, Rachael Bean, Dawn Victoria Quinn and 10 others like this. Attach a Photo

 Write a comment...

 **Joanna Patron Bell** My kids really don't need encouraging to do this. I already have a big box for all the things they collect every time we are out! 😊
Unlike · Reply · ↻ 1 · December 3 at 11:29am

 **Education Begins at Home**
Posted by Hootsuite [?] · November 13

Make maths fun. Samdog.com is a site that offers free games that make mathematics fun

1,535 people reached

Like · Comment · Share ↻ 2 Shares

 Elizabeth Griffiths, Yvonne Hamilton, Nikki Foulkes and 17 others like this. Top Comments

 Write a comment...

 **Yvonne Hamilton** My kids go on this site often. Really enjoy it and they are learning at the same time
Unlike · Reply · ↻ 1 · November 14 at 11:20am

 **Carolyn Goodwin** Will try and review over the w/e with my 4yr old...
Unlike · Reply · ↻ 1 · November 13 at 7:28pm

How parents/carers can get involved in the campaign



- Find the campaign on www.facebook.com/beginsathome and get ideas on how to support your children
- Follow the campaign on **Twitter** [@edubeginsathome](https://twitter.com/edubeginsathome)
- Please **share this information** with other parents/carers.

