

GOVERNMENT
OF THE
REPUBLIC OF VANUATU

MINISTRY OF EDUCATION
AND TRAINING

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MINISTERE DE
L'EDUCATION ET DE LA
FORMATION

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CAMPAIGN DESIGN

Campaign Title: 6Yia, Klas1

Campaign objective: to increase enrolment at 6 years or under (by 5%) to 35% in 2017.



This campaign design is informed by the Ministry of Education and Training Communications and Community Advocacy Implementation Plan (CCAI Plan) which was delivered and finalised in 2015 with support from the Vanuatu Education Support Program (VESP).

Background

ABC International Development (ABCID) was engaged by VESP to provide technical assistance to support the Vanuatu Ministry of Education and Training (MoET) to implement the Communications and Community Advocacy Implementation Plan (CCAIP) developed in 2015.

As part of the engagement, ABCID reviewed the draft campaign outputs and conducted a two day workshop with members of the Ministry including representatives from the school based management team, potential production partners and VESP staff on 8 to 9 March 2016.

The aim of the workshop was to establish key campaign elements and a strategy for implementation and finalise the campaign design.

Day 1 of the workshop focussed on establishing campaign objectives, stakeholder mapping, identifying target audiences. The key insights from CCAIP research conducted in 2015 were shared at the workshop to highlight and discuss barriers to enrolment at the right age. The information and discussion contributed to the rationale of the campaign. It also helped the team identify the need for a fact sheet to explain the benefits of enrolment at the right age in a clear and concise format.

Day 2 of the workshop focussed on the production of campaign elements. It illustrated what makes a good campaign and showcased multiple examples and execution strategies. It also highlighted different treatment approaches of messaging and helped to identify and finalise key campaign phases.

The campaign outputs were reviewed in consultation with the communication staff from Ministry and VESP Secretariat. Relevant feedback was shared with the team and a creative brief was developed and shared with relevant production partners. A factsheet was also compiled by ABCID based on inputs shared by VESP Secretariat to explain the rationale of the campaign and support the outreach activities.

The workshop findings informed the messaging strategy, media and outreach plan and monitoring and evaluation (M&E) approach for the campaign detailed further in this document.

Rationale

Enrolment data over the past three years indicates that only around 30% of children in Vanuatu were enrolled in year one of primary school by the recommended¹ age of 6 years (Table 1). This can have significant impact on educational outcomes for children as commencing schooling by age six is considered as critical to lay foundations for future learning. Evidence from research strongly suggests that overage enrolment can result in high levels of repetition and dropouts and impact children's ability to develop basic reading, writing and numeracy skills. The Ministry is currently implementing a number of initiatives to improve the quality and inclusiveness of learning in the early years (K-3) and this campaign is designed to support those initiatives. If children can be encouraged to enter school at 6 and have a positive learning experience they are more likely to continue to participate throughout the primary years. It is therefore proposed that the campaign focus on starting formal schooling at the "right" age to maximise learning.

¹ The Education Act, No. 9 of 2014, section 8, sub section (2) (a) and (b) states a child "should attend class 1 when they are at least 6 years old"

The campaign will be titled “6Yia, Klas1” and the mnemonic for the campaign is included above. This campaign design includes a three phase approach to reach key audience groups and raise awareness on the right age of enrolment. It will include a range of messages and execution styles using a multi-media approach. An outline of each of the target audience and campaign phases is provided below.

Table1. Enrolment data for primary schools, Year 1 (2012-2015)

Enrolment	2012	2013	2014	2015	Average 2012-15
6 years or under	31.02	30.97	30.84	28.13	30.13

Target Audience

The primary target audience for the campaign are parents (mother and father). However, it is important to also influence parents through community leaders, community members and children to make their decision on school enrolment. It is recommended that the following message is embedded as part of all communication to the extent possible:

6Yia, Klas1 - “6 yia klas wan, skul I (pikinini) mas stat.”

The first phase of the campaign seeks to focus on building the ownership of schools within the community. The second phase will focus on children as the future of the communities and the country and the last phase will provide a clear call to action to enrol children at the age of six.

Campaign Design and Phases

Phase I. May – June 2016

Key Insight: The chiefs and churches are respected, credible and central in most communities and can be both gatekeepers as well as agents of change within the community. The schools are still perceived to be an institution ‘owned by the government’. The sense of ownership of schools by community can also promote a greater sense of accountability of schools towards the community.

Target audience: Community Leaders

Primary Message: 6Yia, Klas1; **Secondary Message:** Communities own the school

Phase II. July – September 2016

Key Insight: Most parents understand the importance of education. Some of the parents who struggled with their own education understand the need for education even more strongly than others. Parents identify education to be a key determinant in facilitating a better future for their children.

Target audience: Communities and Parents

Primary Message: 6Yia, Klas1; Secondary Message: (Children as influencers with a focus on) Children's Day (July 24) messages – Children as the future of the country.

Phase III. November 2016 – February 2017

Key Insight: Parents identified themselves as being responsible for the education of their children and also as the primary decision-makers to enrol kids at school. It was both the father and mother who made the decision jointly in most cases. Parents consulted extended family and teachers as sources of information on the age and process of enrolment.

Target audience: Parents as decision-makers

Primary Message: 6Yia, Klas1; Secondary Message: Ensure children turning 6 are enrolled for school for next school year.

MEDIA AND OUTREACH PLAN

Media and Outreach must complement the campaign and reinforce the campaign messaging. Not all media elements will be utilised for each phase of the campaign. However, there will be consistencies across all media elements of the campaign including the use of song, motif and branding which will make the messaging recognisable, memorable and give parents a clear call to action on how and when to enrol children for school. Both media and outreach activities will reinforce the primary message of enrolment at right age.

Outreach activities

As part of Phase 1, SBM staff were briefed by Patrick Esecher, a member of the communications committee, at the end of March, 2016 and issued materials to take to provinces to assist with talking to communities about the importance of starting school at the right age. Outreach workers were issued a factsheet on why age 6 is the correct age (using medical and neurological evidence in an easy to communicate way) and will also be provided with posters and the "theme" song on USB. Outreach workers will talk with community leaders including chiefs and church leaders as well as other members of the community to support the campaign materials

and ensure a clear understanding on the importance of the campaign and reasons for enrolling children at age 6. It is vital that community leaders are engaged in the process, supportive and help communicate the importance of enrolling at the right age to their communities.

The outreach activities for the second phase of the campaign will be focussed around school activities celebrating Vanuatu National Children's Day (24 July). This phase will focus on children as the future of the community and the country. Relevant materials will be developed and provided as part of the campaign.

The third and final phase of the campaign will be launched around the end of the year to encourage parents to enrol their children at the right age in the new school year. This phase will provide a call to action and the outreach activities will provide practical information to parents to help them enrol children at the right age. The outreach activities will be supplemented with relevant materials to enable outreach workers to engage with the communities.

Posters will be distributed with outreach prior to the launch and displayed in schools, churches, community centres and places where communities gather. Merchandise including T-Shirts, Caps and stickers will be distributed to schools and events including Children's Day in the second phase and other community events in the third phase of the campaign. Merchandise will feature the motif and be easily recognisable and associated with sending children to school at the correct age.

Media activities

An official launch of the campaign will involve ministerial level support, church and community leaders as well as community participation.

The Ministry's Communication Committee is planning to appoint a campaign coordinator who will be responsible for campaign management and delivery. It is expected that the campaign coordinator will contact media outlets 2 weeks prior to the launch to provide information and ensure coverage of the event and information on the campaign. In addition the coordinator can also seek to utilise the Ministry of Education and Training's Facebook page to promote the launch and encourage 'shares'. A media release will be issued detailing the launch event as well as information on the campaign including why age 6 is the correct age to begin class one of school.

The song, which features children's voices, to convey important messaging will be used throughout the campaign, with elements of the song used across all radio and TV spots, distributed and available for download on social media. In addition, outreach workers will take a copy of the song on USB for schools and communities to play in the community setting.

Radio and Television spots will be utilised to communicate the key messages for each phase. Phase 1 will utilise the voices of the Minister of Education and Training and community representatives to reinforce the message that schools are owned by the community and can

foster a greater sense of accountability towards communities. Phase 2 will leverage the community development programming around Children's Day and that children are the future of communities. This phase will utilise children's voices to target parents and communities and reinforce the message that age 6 is the correct age for children to start school and they have the right to education. Phase 3 will utilise the voices of parents and communities to reinforce the message of starting school at the correct age and provide a call to action for parents and communities to enrol for the next year school – providing information on how, when and where to enrol children.

The campaign coordinator will negotiate with radio stations including VBTC, FM and community radio stations to have the spots broadcast in prime time over the course of the campaign. In addition, billboards in Port Vila will be utilised and leverage Children's Day in July 2016.

Social media including Facebook will be utilised to promote the launch and different phases of the campaign. Fun and engaging material will be distributed through social media including the song which will be available for download, photos from the launch and activities surrounding Children's Day. It is also an important vehicle to remind families and communities of important dates including enrolment dates for the school year. Content that attracts viewers and is easy to share will be created. In addition an SMS and email campaign will target families in the third phase of the campaign with school age children reminding them of important dates such as enrolment for the following year.

Summary of media and outreach outputs by phase

Media/Outreach	Launch April 2016	Phase 1 April/ 2016	Phase 2 May July 2016	Phase 3 December 2016
Media				
Radio Spots	Advising of launch	Minister of Education Chief of Council of Churches	Children – celebrating Children's day	Parents and communities reminding them to enrol children for next year
TV Spots		Minister of Education Chief of Council of Churches	Children – celebrating Children's day	Parents and communities reminding them to enrol children for next year
Email/SMS				Reminder to parents

				to enrol children for January 2017.
Social Media	Awareness of launch	Messaging around community ownership	Messaging around children's day	Messaging around remembering to enrol for next year.
Outreach				
Song	Campaign theme	Campaign theme	Campaign theme	Campaign song
Print (Posters)	Posters	Posters	Posters Billboard in Port Vila	Posters
Print Factsheet	Available for launch	Outreach workers	Outreach workers	Outreach workers
Merchandise (T-Shirts, Caps, stickers)			T-Shirts Caps stickers	T-Shirts Caps Stickers

CAMPAIGN MONITORING AND EVALUATION - RECOMMENDATIONS

The key objective of the campaign is to increase enrolment at the right age of enrolment (6 yia). Based on the campaign objective, the key evaluations question for the campaign are:

- Has there been a shift in the enrolment pattern in 2017-18?
- How far can the shift be attributed to the campaign? How effective was the campaign in achieving the desired changes (or not)?

The recommendations for the campaign evaluation are listed below:

- **Overall Impact**

The overall impact of the campaign can be assessed by tracking the enrolment data (year-on-year). This data is already collected by the Ministry and therefore will not require any additional resourcing.

The limitation of only tracking the enrolment data is the lack of attribution to the campaign of any increases in the enrolments at right age.

- **Attribution**

In order to establish attribution it is recommended that parents are asked some simple questions at the time of enrolment:

- Age of child at the time of enrolment

- Have you seen/ heard "6 Yia/ Klas 1"? Yes or No
- Where did you see or hear about "6Yia / Klas 1"? Radio, TV, Song, Community, Others (specify)

These three simple questions can help us provide information on the overall impact of our campaign as well as the media platforms. This may require training and updating formats for data collection by the Ministry staff in select locations.

- **Qualitative Feedback**

Qualitative feedback on campaign outputs may be collated, if required, to determine the effectiveness of the campaign outputs. This may require additional resourcing for fieldwork to ensure that the information can be collected, analysed and reported back to the Ministry and other stakeholders.

Qualitative research may include interviews or focus groups executed in select locations to test the outputs and determine their effectiveness in terms of relevance, language, messaging, and formats. The research findings will be used to review the campaign outputs and maximise their impact. The study objectives, design, and implementation will be undertaken in close consultation with the Ministry.

The recommendations for the **campaign monitoring** to be undertaken by campaign coordinator with support from SBM and VESP communication officer are listed below:

- Tracking reports from media – Media outlets broadcasting any or all of the media outputs for the campaign should be required to submit a tracking report confirming the time and frequency (number of times) the spot has been broadcast.
- Field reports from Ministry staff – Ministry staff who undertake outreach activities should report back on their outreach activities using a simple template stating:
 - Number of attendees at the meeting
 - Type of attendees – Parents, school staff, community leaders, church groups etc
 - What worked well?
 - What did not work well?

This information from outreach teams should be regularly analysed to inform and revise the design of the outreach activities.

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 Mr. Jesse Dick Obed
 Office of the Director General
 Ministry of Education & Training



21/06/16.....
 Date