

Spread the Word

The Impact of *Hello* and The
Communication Trust's five-year
strategy

For Local Coordinators



Welcome to our Local Coordinators' Toolkit

We can all agree that the *Hello* campaign, the national year of communication, which ran in 2011, was a great success in meeting its aims. But The Communication Trust is also very aware that we couldn't have done it without you. Your energy, drive and enthusiasm for our monthly themes, events and resources helped us to increase the reach of the campaign exponentially.

This is your chance to shout about the success of the national *Hello* campaign but also to raise awareness of what you did as an organisation as part of that picture, whether it is among your team, your members, the people you support or through the local media. This toolkit aims to help you promote the work you did last year in supporting *Hello* and also to help us shout about future projects, which will help children get the most from their good speech, language and communication skills, and get the support when they need it.

It contains key messages and facts about the campaign, suggested text for your website, newsletter or blog, and some suggested social media posts to help you share the results with your networks.

Hello succeeded in raising some awareness of the importance of good speech, language and communication and how to support SLCN but we still have a long way to go in making it a top priority in schools and homes across the country. The work of the Trust in raising awareness of speech, language and communication will continue and we hope that you will join us on our journey.

Our new five-year strategy focuses very much on the children's workforce and making sure they have the skills, knowledge and confidence to help all children communicate to the best of their ability, but especially those with speech, language and communication needs (SLCN). We hope you will continue to work with the Trust, sharing our resources and information as far and wide as you can.

Please make sure that if you have a Facebook profile or page that you like our account – www.facebook.com/communicationtrust to keep up-to-date with our latest news. We also have a Twitter feed, @Comm_nTrust, so follow us. We'll also continue to send you our newsletter every two months – if you haven't received it recently, contact lmilford@thecommunicationtrust.org.uk to make sure we have your correct email contact details.

Key messages from the *Hello* campaign

In a nutshell...

- *Hello* got people engaged with the issue
- It helped more people to know how important speech, language and communication is and how to spot speech, language and communication needs (SLCN)
- The dedicated *Hello* website was visited 156,000 times during the year and more than 60,000 people viewed the *One in a Million* campaign film
- *Hello* information was disseminated to a range of stakeholders at more than 120 conferences
- 800 schools took part in *No Pens Day Wednesday*, meaning more than 200,000 pupils got the chance to put down their pens and pick up language for a day
- 85% of local coordinators rated *Hello* as successful with 74% stating the campaign supported them to deliver their work

Why have a national year

- Speech, language and communication underpin everything we do, though these skills are often taken for granted. Communication is a skill that we learn and develop but for some children, their daily struggle to communicate means they are shut out of everyday life.
- More than 1 million children and young people in the UK – that's two to three in every average classroom – have some form of speech, language and communication need. This can affect them severely and for life. Often their barriers are invisible to others; their needs can be misinterpreted, misdiagnosed or missed altogether.
- In areas of poverty, over 50% of children start school with delayed language skills. Their speech may be unclear, vocabulary is smaller, sentences are shorter and they are able to understand only simple instructions. This puts them at a huge disadvantage to their peers as they struggle to learn and make friends.
- Early intervention is critical if we are to avoid a generation of young people with poor language and reduced employment prospects. The choice is simple – spend now on better identification and help for these children or spend later on picking up the costs to society.
- The national year of communication was one of the recommendations made by the Bercow Review in 2008.

About *Hello*

- *Hello* was the national year of communication – a campaign to make children and young people's communication development a priority in homes and schools across the UK

- It was run by The Communication Trust, a coalition of nearly 50 voluntary organisations with expertise in speech, language and communication, in partnership with Jean Gross, the Government's Communication Champion. Backed by the Department of Education, *Hello* was sponsored by BT and Pearson Assessment.
- *Hello* improved understanding and provided information on typical communication development, how to spot if children are struggling and where to go for help and support.
- Before *Hello* began, a survey of 6,000 people showed only 20% were aware of talking milestones, 82% of parents felt that more information on how children develop speech, language and communication would be helpful, but only 22% would ask their parents, grandparents or friends for information.
- A repeat of this survey in July 2012 showed nearly 4 out of 10 parents (39%) said that they had or have some concerns about their children as compared to 30% last year, 7 out of 10 parents of children with communication problems noticed an improvement in health and education services over the past year and nearly as many (68%) said they had found other people sympathetic to their children's problems - an increase of 7% since last year.
- *Hello* aims to ease what is often a difficult journey for families affected by speech, language and communication needs. This means ensuring children's difficulties are picked up and, when appropriate, referred to specialist support such as speech and language therapy as early as possible.

Read all about it – Headlines of the *Hello* campaign

- The campaign generated 464,429,518 opportunities to see in the media
- The BT Talk Gym for 14-19 year olds was accessed over 46,000 times
- Over 300 applications were received for the first ever *Shine a Light Awards*
- Over 60,000 professionals viewed the campaign film *One in a Million*
- *Hello* information was disseminated to a range of stakeholders at over 120 conferences. Pearson Assessment also handed out *Hello* resources at all the conferences they attended
- 72% of UK adults reported that they had heard the *Hello* message across the year
- Over 350,000 copies of *Hello* resources were distributed during the campaign
- 42% of local co-ordinators reported they used more than 100 *Hello* resources. 96% shared them with professionals and 70% with parents. 90% are planning to continue using *Hello* resources
- Resources developed with Chapman Entertainment, who produced the TV programme *Raa Raa the Noisy Lion* for the BBC to help parents support their child's communication development were viewed over 19,000 times on our website
- There were 10,200 views of *Hello* resources on the TES website and 54,000 copies of a TES supplement were disseminated to coincide with the September *Back to School* theme
- The Trust launched three key strategic projects to help raise awareness of good speech, language and communication and offer people the opportunity to get involved.
- *A Chance To Talk* was a three-wave, school-based intervention which aimed to empower staff to support children's speech, language and communication and identify those with SLCN, improve accessibility and quality of provision for children and their families and improve outcomes for children at reception and Key Stage 1. Results from four pilot projects showed children with delayed language or SLCN had better outcomes, children had better awareness of their communication and were less frustrated, and speech and language therapy service staff reported more positive contact with previously 'hard to reach' families.
- *Communication Ambassadors* saw 408 volunteers recruited and trained to act as influencers with parents to support children's speech, language and communication development. They cover 29 areas – 27 of which are areas of social deprivation – and 99% reported they felt more confident about passing on information about children learning to talk after training. They have also developed stronger ties between parents and local children's centre by organising activities and events. They also reported improved relationships with local partners in most areas.
- *Talk of the Town*, an integrated, community-led approach to supporting children and young people's speech, language and communication development, was piloted in Wythenshawe, Greater Manchester. It focused on early identification of SLCN,

collaboration and joint working across the community and positive outcomes for children and young people. Results showed under-identification of children with SLCN fell from between 31-50% to 5-15% while in both nurseries involved children's language showed a 15% overall increase. Pupils at Key Stage 2 and 3 showed good progress in language with average scores now falling within expected national levels.

Hello Evaluation newsletter/blog text

If you have an internal or members' newsletter or a blog, you may want to write an article for it about the *Hello* campaign and how you or your organisation was involved with it. Here is some suggested text for key points you may wish to include. Please amend this to suit your needs and include details of how *Hello* has influenced your future plans or ways of working.

Our part in a successful national campaign

Communication is becoming a more recognised issue and priority, thanks to the *Hello* campaign, the national year of communication 2011.

Run by The Communication Trust and the Communication Champion for Children Jean Gross, the campaign aimed to make communication a priority in schools, early years' settings and homes across the country.

I took part by doing X, Y and Z and it was able to reach roughly XX people/families. (If you cannot say exactly how many people you reached, estimate how any people attended events or how many resources were given out.)

Nationally, 350,000 copies of *Hello* resources were disseminated and the dedicated *Hello* website was visited 156,000 times. 72% of adults reported they had heard the *Hello* messages across the year and information was disseminated to a range of stakeholders at more than 120 conferences.

XX (insert name), from XX <insert area/organisation>, said: "We were delighted to be part of such a successful national campaign. XXXXXXXXXXXX "

- Explain why your organisation got involved with the Trust and with *Hello*
- Include details about what will be happening in your organisation in future as a result of *Hello* and how you will continue working with the Trust.
- Feel free to also direct people to the Trust's website www.thecommunicationtrust.org.uk where they will be able to access further information and resources.

Even if your organisation didn't take a huge role in *Hello*, you can still help us shout about the success of the campaign by adding this sample text to your newsletter:

Raising awareness of a successful national campaign

Communication is becoming a more recognised issue and priority, thanks to the *Hello* campaign, the national year of communication 2011.

Run by The Communication Trust and the Communication Champion for Children Jean Gross, the campaign aimed to make communication a priority in schools, early years' settings and homes across the country.

Across the country, 350,000 *Hello* resources – including booklets such as *Small Talk* and *Universally Speaking* - were disseminated and the dedicated website was visited 156,000 times. A survey carried out after the campaign showed 72% of adults were reached by *Hello* messages during the year.

The Trust recruited a network of 200 volunteer local coordinators to help spread the word. 85% of them rated *Hello* as successful with 74% of them stating the campaign supported them to deliver their work. Many of these local coordinators are still engaged with the Trust and continue to help us raise awareness of speech, language and communication.

If you want to find out more about the work of the Trust, visit its website www.thecommunicationtrust.org.uk

Copy for your website

If you have your own website, you may want to include some information on it to show the part you played in the *Hello* campaign. This gives you the opportunity to explain in your own words what you did, what you got out of the campaign and how it has influenced your work. Below is some suggested text to give you a starting point – feel free to adapt it to your own words:

Saying goodbye to *Hello* - but what's next?

I was part of the *Hello* campaign, the national year of communication 2011, run by The Communication Trust and Communication Champion for Children, Jean Gross, as a local coordinator.

The campaign, which was recommended by the Bercow Review in 2008, aimed to make children and young people's speech, language and communication a priority in early year's settings, schools and homes across the country.

The Trust has recently published its evaluation of *Hello*, which shows how it influenced policy to get communication into the new Ofsted guidelines and the National Curriculum Review Panel mentioned the Trust's *Universally Speaking* resource in its recommendation to include communication across the whole curriculum. The Trust raised awareness of communication in schools with its *No Pens Day Wednesday* event, in which 800 schools took part, and through one of its strategic projects *A Chance to Talk*, a three-wave model of provision aimed at improving outcomes for children with SLCN and language delay. It was piloted in four areas, and parents and teachers noticed children's confidence grew as their speaking skills improved. School staff reported that wave 1 training had a high impact on

knowledge and confidence with speech, language and communication and identifying children with SLCN. Two other strategic projects - *Talk of the Town* and *Communication Ambassadors* - helped to raise awareness of supporting communication development across the community as a whole and in homes as well as schools.

As a local coordinator, I got involved in the campaign by doing X, Y and Z, and was able to reach / influence XX people/families with our events and resources (include more information about what you did locally).

I will be continuing to work with The Communication Trust as it begins a new five-year strategy, which focuses on keeping speech, language and communication as a burning issue on the political and educational agenda, while empowering the workforce to have the skills, knowledge and confidence to promote good speech, language and communication and to identify early and support those children and young people with SLCN. The Trust's strategy also aims to build capacity across the voluntary sector – through training, support and sharing good practice – to create positive impacts for children with SLCN and their families. The Trust will also be supporting policy makers- such as Parliamentarians, civil servants and local commissioners – to make sure they understand the importance of having policies in place to encourage the development of good speech, language and communication skills in children and young people.

I will be doing <insert details of your future plans> to support the Trust's future work.

To read more about *Hello* and the new five-year strategy, visit the Trust's website <insert link here>

Press release template

If you have done something you would like to share with the local media, we've created a template press release, which you can send out. Feel free to adapt it to meet your own needs. If you need more advice on contacting the media, how to pitch your story and what to do about photographs, contact the Trust's Press and PR Officer Lynne Milford on lmilford@thecommunicationtrust.org.uk

Press release – Embargoed 00.01 12.12.2012

NATIONAL YEAR OF COMMUNICATION SIGNIFICANTLY BOOSTS PUBLIC AWARENESS OF KEY LIFE SKILL FROM WORRYINGLY LOW LEVELS

The Communication Trust celebrates the success of its campaign and launches major drive targeting child workforce to improve services and awareness of speech, language and communication needs

The Communication Trust, a coalition of nearly 50 voluntary organisations with expertise in speech, language and communication, has published an evaluation of the *Hello* campaign, the national year of communication which it ran last year.

The report revealed a major boost in public awareness of the importance of speech, language and communication - with survey data showing that parents now rank learning speaking skills as one of the top priority for a child to learn at primary school. XX <insert name of organisation or individual> was a part of the *Hello* campaign after becoming a local coordinator.

XX <insert name>, of XX <insert organisation/area> said: "I became involved as a Local Coordinator because <add reason>. During the *Hello* campaign I was able to do XX and reached XX children and families. It made a difference because XX."

The Trust has pledged to use its new five-year strategy to keep speech, language and communication high on the political and public services agenda, acting on findings showing the need for a sustained and targeted focus on the entire child workforce, and XX <insert local coordinator name> will be continuing to work with them.

He/she said: "By continuing to work with The Communication Trust on its future strategy, I'm also pledging my support to empowering the children's workforce to achieve two major goals: to ensure all children are supported in developing good speech, language and communication skills and that those who struggle are identified early and supported to communicate to the best of their ability.

"I hope to do this by <insert what you're planning / proposing to do>"

Anne Fox, Director of The Communication Trust, said: “So many people – particularly parents and teachers – are now more aware of speech, language and communication needs, thanks to the *Hello* campaign and this means it was a success. We are hugely grateful to our local coordinators for their help and support during the campaign - it could not have worked so well without them.

“We face crucial challenges in making sure every child is understood because the children’s workforce still lack confidence in recognising and supporting SLCN and so many children’s needs are misinterpreted, misunderstood or missed altogether. Our next five years will take the work we’ve already done further and wider, so that anyone working with children and young people will have the opportunity to develop the confidence, skills and knowledge they need to enable all children to communicate to the very best of their ability. We hope that many of our local coordinators will pledge to be a part of that work to spread the word in their localities.”

Copies of the *Hello* evaluation and five-year strategy can be downloaded from the Trust’s website www.thecommunicationtrust.org.uk from December 12th.

-Ends-

For more information, please contact XX <insert your usual media contact>

Notes to editors

<Add your own boilerplate information here>

About The Communication Trust

- The Communication Trust is a coalition of nearly 50 leading voluntary sector organisations, which raises awareness, influences policy, promotes best practice among the children’s workforce and commissions work from its members.
- The Trust ran *Hello* the national year of communication – in conjunction with Jean Gross, the Government’s Communication Champion for Children to make children’s communication a priority in homes and schools across the UK.
- For more information about the Trust visit www.thecommunicationtrust.org.uk

Social media

Social media networks are a great way of sharing information quickly with your supporters. The Trust often uses its Facebook, Twitter and blog to send information about its work and news and events from the world of speech, language and communication. We also frequently post and retweet information about our supporters and consortium members.

Below are some suggested Facebook and Twitter posts which you could use to spread the word about the Trust's *Hello* evaluation and new five-year strategy:

Facebook

The Communication Trust has published the evaluation of the Hello campaign, the national year of communication 2011. Download a copy here to see how successful it was

<http://www.thecommunicationtrust.org.uk/resources/resources/hello-campaign-resources.aspx>

Parents now rank a child learning how to talk as one of the key skills they should acquire at primary school, according to a post-Hello campaign survey. Find out more by reading the summary of the Hello evaluation here

<http://www.thecommunicationtrust.org.uk/resources/resources/hello-campaign-resources.aspx>

The Hello campaign was a success but there is still work to do to make it a top priority that children and young people develop good speech, language and communication skills. Find out more about The Communication Trust's future plans to make this happen

<http://www.thecommunicationtrust.org.uk/latest-news/>

I was one of the people who helped to make the Hello campaign, the national year of communication 2011, a huge success. Read all about it in The Communication Trust's Hello evaluation

<http://www.thecommunicationtrust.org.uk/resources/resources/hello-campaign-resources.aspx>

Twitter

I helped to make @Comm_nTrust Hello campaign a success. Read the evaluation of the campaign's impact <http://ow.ly/g5Yq8>

Parents value talking as one of the key skills children need to learn in primary school, thanks to @Comm_nTrust Hello campaign <http://ow.ly/g5Yq8>

Speech and language may have a higher profile but there is still work to do. See @Comm_nTrust strategy for next steps <http://ow.ly/g5Yu5>

The Hello campaign evaluation by @Comm_nTrust has been published. Find out more about the successes <http://ow.ly/g5Yq8>

Want to see @Comm_nTrust plans for the next five years in speech, language and communication? Download here <http://ow.ly/g5Yu5>

What's next?

For The Communication Trust, the next stage is to launch our new five-year strategy on April 1st 2013. The *Hello* campaign may be over, but for children with speech, language and communication issues the need and desire to understand and be understood continues. We believe that the children's workforce faces a huge challenge in helping children to develop the necessary skills to boost their speech, language and communication development and we plan to be there to help give them the skills, knowledge and confidence to support children in developing these skills.

Key messages from The Communication Trust's new five-year-strategy

- Effective communication skills are fundamental skills for life. They can have the most profound and positive impact on our lives.
- However, these skills don't just happen – they need to be actively developed and nurtured from infancy, throughout a child's life and educational journey.
- The children's workforce has a clear and essential role in understanding and supporting children's communication – it is absolutely vital that they are able to identify early those children and young people who are struggling and can effectively support all those with speech, language and communication needs (SLCN).
- The Communication Trust exists to ensure that the children's workforce can fulfil this role.
- Our next five years will take this role further and wider, so that anyone working with children and young people has the confidence, skills and knowledge they need to enable all children to communicate to the very best of their ability.
- We aim to reach the children's workforce and raise awareness of the importance of speech, language and communication for all children and young people, highlighting the challenges and approaches to supporting children and young people with SLCN.
- We know we face crucial challenges in making sure that every child is understood:
 - Despite their fundamental importance to children's development, speech, language and communication skills continue to be overlooked
 - The children's workforce remain under-confident in recognising and supporting SLCN
 - Many children and young people's needs continue to be misinterpreted, misunderstood or missed altogether.

What will the Trust be doing?

The Trust will be taking practical steps to support the children's workforce in developing the necessary skills, knowledge and confidence to identify and support children with SLCN.

Some of the key steps we will be taking are:

In the period 2013-2017 we will use four strategies to achieve our aims:

We will make speech, language and communication a burning issue

We will continue to raise awareness of the absolute importance of speech, language and communication to children and young people's life chances amongst everyone that works with or on behalf of children and young people. We'll work via the media, political parties and directly with the children's workforce.

We will empower the workforce

We will support the children's workforce to develop their knowledge, skills and confidence in supporting SLC in all children and in supporting children with SLCN and will encourage change in grass roots policy and practice to ensure greatest impact on children and young people. We'll identify, share and develop ways of working, provide greater access to qualifications, and provide settings with information, support, resources, strategies and approaches to improving all children's SLC, and supporting children with SLCN and their families.

We will strengthen our base with even better co-ordination & collaboration across the 3rd sector

We will build capacity of third sector specialist organisations in SLC/N to maximise impact and reach for children and their families. We will do this through continued support of the Communication Consortium, providing access to commissions and procurement opportunities, building the sector's knowledge and skills in evidencing its work and improve its access to market and trade models and services, working also in partnerships across all sectors of society to mutual benefit.

We will support the changing local landscape for services

We will ensure that SLC and SLCN are issues that those who develop policy and service frameworks understand, include and address appropriately in relevant policy and commissioning policies. We will work to include a focus on SLC and SLCN in the programme of work of the next Government, respond to the changing landscape for services with solutions to problems and challenges faced, gather and share evidence of what works where and with which children and support local areas in putting together their local offers of support for children with SLCN.

So, what can you do to support us?

The Trust relies on its supporters and consortium members to help us spread the word about the work we're doing and also to support us in this work. As well as this, there are some practical steps you can take:

1. Tell people that you're a member of the Trust's Communication Consortium
2. Put information on your website about the Trust's strategy
3. Spread the word through your networks and make sure people in your networks get involved in our work as well
4. Look at your future plans and see where they are aligned with ours – are we working on similar projects? Are there ways you could get more involved with our work?
5. Help us keep speech, language and communication as a burning issue – make the most of opportunities to talk about it in the media, to update information on your website or communicate new information through your social networks.