

National Adult Literacy and Numeracy Awareness Campaign

Phase three: September 2018

Summary and evaluation report



SOLAS

An tSeirbhís Oideachais Leanúnaigh agus Scileanna
Further Education and Training Authority

NALA

National Adult Literacy Agency
Áisíneacht Náisiúnta Litearthachta do Aosaigh



EUROPEAN UNION

Investing in your future
European Social Fund



Ireland's European Structural and
Investment Funds Programmes
2014-2020

Co-funded by the Irish Government
and the European Union

Date: 1 December 2018

Published by:

SOLAS
Castleforbes House
Castleforbes Road
Dublin 1
Ireland

and

National Adult Literacy Agency
Sandford Close
Ranelagh
Dublin 6
Ireland

Copyright 2018 SOLAS and NALA

The copyright of this report belongs to SOLAS, the Further Education and Training Authority of Ireland and the National Adult Literacy Agency (NALA).

About this report

This report is a summary and an evaluation of **phase three** of the National Adult Literacy and Numeracy Awareness Campaign which happened in September 2018. The report should be read in conjunction with the summary and evaluation of the National Adult Literacy and Numeracy Awareness Campaign phase one (September 2016¹) and phase two (September 2017²).

The National Adult Literacy and Numeracy Awareness Campaign was funded by SOLAS, the Further Education and Training Authority of Ireland, and it was managed by the National Adult Literacy Agency (NALA).

Adult Literacy is co-funded by the Irish Government and the European Social Fund (ESF) as part of the ESF Programme for Employability, Inclusion and Learning 2014-2020.

The research in this report was completed by Coyne Research, an independent market research agency.

¹ SOLAS and NALA (2016), National Adult Literacy and Numeracy Awareness Campaign: September 2016 Summary and Evaluation, Dublin.

² SOLAS and NALA (2017), National Adult Literacy and Numeracy Awareness Campaign: September 2017 Summary and Evaluation, Dublin.

Contents

| | | |
|----------|--|-----------|
| | Introduction and background information to this report | 7 |
| | Executive summary | 8 |
| | | |
| 1 | Overview of phase one and two of the awareness campaign | 11 |
| 1.1 | The National Adult Literacy and Numeracy Campaign | 12 |
| 1.2 | Incorporation of recommendations from 2016 and 2017 campaigns | 13 |
| | 1.2.1 Promotion of local ETB services | 13 |
| | 1.2.2 Raising awareness of services among younger cohorts | 22 |
| 1.3 | Integrated campaign approach | 23 |
| | 1.3.1 National radio advertising | 24 |
| | 1.3.2 Regional radio advertising | 24 |
| | 1.3.3 Digital advertising | 25 |
| | 1.3.4 Outdoor advertising | 26 |
| | 1.3.5 Print, posters and leaflets | 27 |
| | 1.3.6 National PR and media coverage – the highlights | 28 |
| | 1.3.7 Regional media coverage – the highlights | 32 |
| | 1.3.8 Attendance at events | 34 |
| 1.4 | Initial response to campaign | 35 |
| | 1.4.1 Freephone calls | 35 |
| | 1.4.2 Freephone calls and claimed source of awareness | 36 |
| | 1.4.3 Freephone campaign referrals | 37 |
| | 1.4.4 Website traffic | 38 |
| | 1.4.5 Calls and enquiries recorded by ETB adult literacy centres | 38 |
| | | |
| 2 | Campaign evaluation | 41 |
| 2.1 | Quantitative research – post campaign national survey | 42 |
| 2.2 | Methodology | 42 |
| 2.3 | Summary findings | 44 |
| 2.4 | Recall of the ‘Take the first step’ campaign | 45 |
| 2.5 | Recall of the campaign by channel (radio, outdoor and online) | 46 |

| | | |
|----------|---|-----------|
| 2.6 | Effectiveness of the campaign | 47 |
| 2.7 | Awareness of services and where to get help | 48 |
| 2.8 | Awareness of availability of courses | 49 |
| 2.9 | Awareness of general advertising (unprompted) | 50 |
| 2.10 | Awareness of the name 'Take the First Step' | 51 |
| | | |
| 3 | Key insights and recommendations | 53 |
| | Possible themes for 2019 | 54 |
| | | |
| | Appendices | 56 |
| | Appendix A – Media schedule | 57 |
| | Appendix B – PR impact report | 58 |
| | | |
| | Acknowledgements | 59 |
| | | |
| | Contact information for further information | 61 |



Campaign ambassadors launch 'Take the first step', the National Adult Literacy and Numeracy Awareness Campaign ahead of International Literacy Day, 7 September 2018. Pictured L to R: Sinead Moriarty, Author; Eamon Delaney, Tipperary ETB learner; Catherine Devlin, Donegal ETB learner and Charlie Bird, Journalist.

Introduction and background information to this report

In September 2016, **SOLAS, the Further Education and Training Authority** in Ireland, funded a **national adult literacy and numeracy awareness campaign** to encourage those with literacy and numeracy difficulties to improve their skills.

The campaign was a key action in Ireland's **Further Education and Training (FET) Strategy 2014 – 2019** which sets out to meet the training needs of Ireland's labour market and society.

The campaign was managed by the **National Adult Literacy Agency (NALA)** and it was supported by a range of stakeholders via a national steering committee.

The campaign included national and regional radio advertising, video and digital advertising, outdoor advertising, posters, leaflets and public relations activity.

An independent evaluation showed that the campaign performed strongly across a range of awareness raising metrics and made a number of **recommendations**.

In **September 2017**, SOLAS funded a **second phase** of the national adult literacy and numeracy awareness campaign which incorporated the recommendations. An independent evaluation showed that the 2017 campaign also performed strongly across a range of metrics and set out some new **recommendations**.

In **September 2018**, SOLAS funded a **third phase** of the national adult literacy and numeracy awareness campaign which incorporated the recommendations. This report is a **summary and an evaluation** of the third phase of the campaign. It is divided into three chapters as follows:

1. **Chapter one** provides a summary of the third phase of the campaign.
2. **Chapter two** provides the findings from an evaluation of the campaign.
3. **Chapter three** provides key insights and recommendations for future campaigns.

Executive summary

Overview of phase three of the awareness campaign

- Phase three of the National Adult Literacy and Numeracy Awareness Campaign was launched ahead of International Literacy Day, 7 September 2018.
- The awareness campaign was similar to phase one (September 2016) and phase two (September 2017) of the campaign. It was called 'Take the first step' and included national and regional radio advertising, video, digital and outdoor advertising as well as print and public relations (PR) activity. The awareness campaign promoted individuals who had addressed their literacy difficulty with the objective of encouraging others to reap the rewards by doing the same.
- There were a number of recommendations from the evaluation of the first and second phase of the campaign that were incorporated into the third phase such as the promotion of local ETB services and increasing awareness among younger people, including more TV (video), and improving the system for recording calls locally.
- All national advertising and PR activity encouraged those interested in improving their basic skills to contact a national Freephone and website. All regional activity encouraged people to contact local ETB adult literacy services and promoted local contact phone numbers.

Initial response to the campaign

- NALA provided information to about **600 individuals** who phoned and wanted information about improving their literacy and numeracy skills. This is almost a three-fold increase in calls from the first phase of the campaign in 2016.
- The split of callers was about 60% female and 40% male callers, and each person was given details of their local ETB adult literacy service.
- When callers were asked 'Where did you hear about us?' **Radio** was the primary source of awareness, followed by events, online and word of mouth.
- There was a significant increase to the main campaign website takethefirststep.ie with 110% increase in sessions and 87% increase in users, during the campaign.
- Nine ETBs recorded they had received between 10 and 20 calls on foot of the national campaign.

Campaign evaluation

- An evaluation of the campaign showed that 38% of the total population recall the campaign, which is up from 34% in 2016. The biggest increases in awareness since last year are amongst younger cohorts (under 35s) and those experiencing literacy or numeracy difficulties. Amongst those experiencing difficulties, circa 3 in 4 (75%) recall the campaign.
- Across different media channels, the campaign registers the highest recall on radio (28%), followed by Online (21%) and Outdoor (18%). While recall of the campaign continues to be driven mainly by radio, recall of the online execution has increased significantly versus 2017 and 2016.
- Of those who recall the campaign, 89% of people consider it effective in encouraging people to consider seeking help which is similar to last year.
- Over half of the total population (51%) are aware that courses are available locally and free of charge, rising over 2 in 3 (69%) amongst those who had been exposed to the 'Take the First Step' campaign.
- Similar to the previous years, awareness in general increases with age from 40% of 18-24 year olds to 61% of 65+ year olds, highlighting the campaign's greater salience and impact with older age cohorts. However this year the greatest increase in awareness is among 18-24 year olds, an increase of 11% from the previous two years.

Recommendation

- A recommendation would be to repeat the campaign with higher media weight behind it, given the evidence to indicate that the campaign is effective for those exposed to it.
- Consideration should be given to how TV advertising could be supported in future campaigns to maximise impact and awareness.
- There is an opportunity to develop new campaign assets to promote a range of people and different scenarios so as to appeal to a greater cohort of the public.
- ETBs would like more localised awareness and promotion of literacy services and some suggested a number of regional campaigns rather than an annual campaign as September a particularly busy time of year.



Roisin Doherty and Ivica Milicevic, SOLAS with learners Catherine Devlin, Donegal ETB and Eamon Delaney, Tipperary ETB, and Siobhan McEntee, ETB Ireland at the launch of the National Adult Literacy and Numeracy Awareness Campaign, 7 September 2018.

Chapter one

Overview of phase three of the awareness campaign

1. Overview of phase three of the awareness campaign

This chapter summarises the third phase of the national adult literacy and numeracy awareness campaign that happened in September 2018.

1.1 National Adult Literacy and Numeracy Awareness Campaign

Phase three of the National Adult Literacy and Numeracy Awareness Campaign was launched on Friday 7 September 2018, one day ahead of International Literacy Day. It was launched at a photocall before a conference in Dublin called Literacy Matters: challenges and solutions for communicating effectively.

The creative approach and implementation of the third phase of the campaign was similar to first and second phase that happened in September 2016 and 2017 as the evaluation had shown that it performed strongly in terms of recall, reach, awareness and attitudes and no changes were recommended³.

The campaign used advertising and public relations activity to promote four individuals who had addressed their literacy difficulties with the objective of encouraging others to reap the rewards by doing the same. The content and message of each individual's story focused on the benefits of returning to education, as well as demonstrating that the service was free.

The campaign ran for three weeks and included national and regional radio, video, digital, print and outdoor advertising as well as a public relations (PR) activity.

All national advertising and PR activity encouraged those interested in improving their basic skills to 'Take the first step' by calling Freephone 1800 20 20 65, Text LEARN to 50050 or log onto takethefirststep.ie. Once they called or texted, NALA put them in contact with their local ETB Adult Education Centre or told them about other free services that would help them meet their needs. Regional advertising and PR encouraged people to contact local ETB adult education services for information.

³ SOLAS and NALA (2016), National Adult Literacy and Numeracy Awareness Campaign: September 2016 Summary and Evaluation, Dublin.

1.2 Incorporation of recommendations from 2016 and 2017 campaign

There were a number of recommendations from the evaluation of the previous campaigns that were incorporated into the third phase in 2018, such as:

- the promotion of local ETB services,
- raising awareness amongst younger people,
- including more TV (video), and
- improving the system for recording calls locally.

There were two recommendations that could not be implemented as there was no additional funding to pay for them. These recommendations were to:

- repeat the campaign with a higher media spend, and
- include TV advertising to increase awareness.

EU branding

In June 2018, NALA was asked by European Social Fund Management Authority to include ESF and ESIF logos on all **new campaign assets**, and to use the strapline 'Adult Literacy is co-funded by the Irish Government and the European Social Fund (ESF) as part of the ESF Programme for Employability, Inclusion and Learning 2014-2020'. NALA implemented this when re-recording the outros for regional radio adverts, in new regional videos, local posters and outdoor print, the campaign website, as well as press and publicity information.

1.2.1 Promotion of local ETB services

One of the recommendations from the evaluation of the first phase of the campaign was **to emphasise the availability of local ETB adult education services**. In 2017, NALA recorded and broadcast six regional radio advertisements and offered ETBs posters and PR to promote local ETB services. In 2018, to build on this recommendation, NALA produced and broadcast five new regional videos to promote local services, as well as using regional radio, posters and PR.

a) Regional video campaign promoting local learners and ETBs **New**

NALA produced five new videos promoting local learners and ETBs in Tipperary, Carlow, Waterford, Cavan and Dublin. Each video featured learners in their home town talking about how going back to education has benefited them. The videos showed them going about their daily routines in their local communities – working, volunteering, doing hobbies and attending their local ETB adult education centre. The videos showed how these individuals had gained more confidence and were able to do more with their life since improving their literacy and numeracy skills. It also provided an opportunity to use local voices, accents and locations so that viewers would be able to identify the local ETB service.

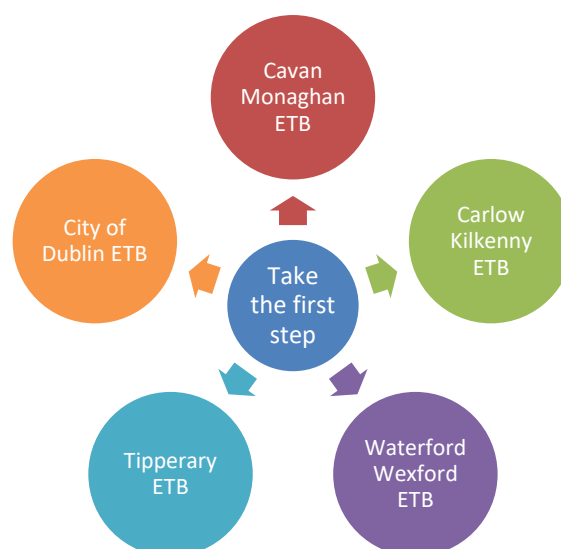
NALA produced two versions of each video:

- 1½ minute version that ETBs could promote and use at local events, and
- 1 minute version that could be promoted across social media platforms.

NALA also produced two end-frames with different call-to-actions for each video:

- local ETB name and phone number for use by the ETB and digital marketing geo-targeted at specific locations, and
- national Freephone number for use in national digital marketing to maximise engagement and views.

The regions and ETBs that were promoted were:



Learners who took part in the videos and themes they discussed

Michael Duffy – health and wellbeing

Many people with literacy difficulties feel isolated and unable to participate in society. In this video, Michael talks about how returning to education gave him the confidence to volunteer in this local community.



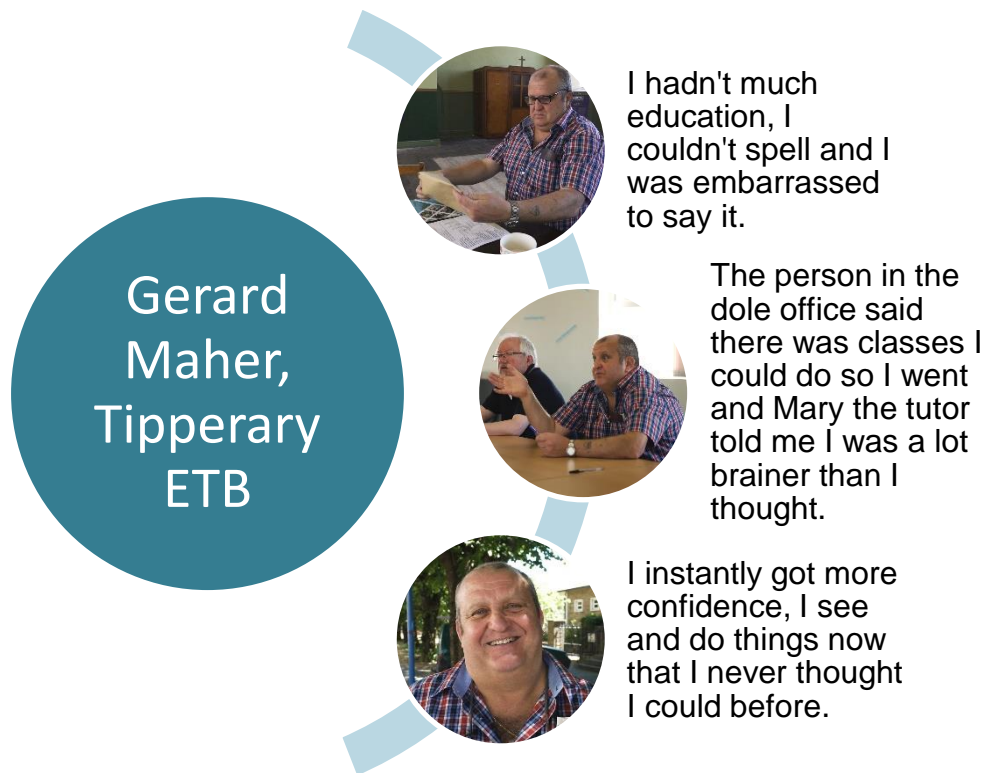
Brian O'Donnell – work and personal fulfilment

Sometimes people miss out on work or training opportunities because they are worried about their literacy skills and not being able to do written work. In this video, Brian explains how adult education has given him belief and confidence in himself to do a course for work that he never thought possible – he's only sorry he didn't give it a go earlier.



Gerard Maher – confidence

Often people feel too embarrassed to return to learning and go to great extremes to hide their difficulties from their friends and family. In this video Gerard explains how going back to education gave him more confidence to do things he never thought possible, like meeting the president in Áras an Úachtaráin.



Robert Shannon – family

Every parent wants the best for their children but for those with literacy difficulties it can prove difficult. In this video, Robert, along with other students in Colaiste Dhulaigh City of Dublin ETB, talks about how returning to education gave him the skills to be able to help his kids with their homework.



Maurice Samon – upskilling for work and personal fulfilment

Many people feel left behind when they don't have good literacy skills. In this video Maurice explains how he left jobs because he couldn't read and write but within nine months of attending classes he was reading books and is now in a writer's group. He's also done my first test so that he can fit fireplaces and stoves which has given him a great feeling of pride and confidence.



b) Regional radio advertisements

Similar to our approach in 2017, NALA re-broadcast six local radio advertisements produced in 2017 that promoted local ETB services and phone numbers.

The **six local radio advertisements** were 40 second interview style vox-pop with about three students from each ETB talking about how going back to education had benefited them. This provides an opportunity to use local voices and accents to promote local ETB services. Each radio advert ended with details of the local ETB phone number to contact for further information on courses.

New

NALA received feedback from ETBs that the local phone number was difficult to understand and it would be useful to promote computer skills. NALA re-recorded the outros for many of the adverts so that the number would be stated twice and added computer skills. NALA also included the line 'Supported by the European Social Fund' in this re-recording.

The radio stations, regions and ETBs that were promoted were:

- FM104 in Dublin – CDETБ
- 96FM in Cork – CETB
- 95FM in Limerick – LETB
- LMFM in Louth – LMETB
- Galway Bay FM in Galway – GRETB
- WLRFM in Waterford - WWETB

Sample intro:

All over Ireland lots of people are returning to education to improve their reading, writing, maths and computer skills. Here's what some of them have to say (followed by student vox pops)

Sample outro:

For information on free courses, contact Galway Roscommon ETB on 091 847 850, that's 091 847 850 or go to takethefirststep.ie. Supported by European Social Fund, SOLAS and NALA.

c) Posters with local ETB contact details

Similar to the first phase of the campaign, NALA offered all ETBs and Adult Literacy Centres or Services bespoke posters with local contact phone numbers, websites and corresponding ETB logos.

- Seventy five centres ordered bespoke posters (with local contact details).
- Sixty nine centres ordered generic posters (with national contact details).

d) Regional events and PR

In September, special events were held by Tipperary ETB, Kilkenny and Carlow ETB and Cavan and Monaghan ETB to celebrate the learners who took part in NALA's Take the first step videos.

Tipperary ETB

On Tuesday 11 September an open day was held in the Adult Education Centre in Clonmel. At the event the video featuring local learner Gerard Maher was shown to visitors and students. The open day was attended by over 30 people and resulted in several new people signing-up for initial assessments for classes at the centre.

Kilkenny and Carlow ETB

On Friday 14 September a special Digital Storytelling event was held in Carlow Adult Learning Centre. As part of this event, the Take the first step video featuring local learner Brian O'Donnell was shown to 25 students and visitors to the centre.

Cavan and Monaghan ETB

On Monday 24 September Michael Duffy was a guest speaker at an awards night for hundreds of adult learners in Cavan. Michael's Take the first step video was also shown at the event.

1.2.2 Raising awareness of services among younger cohorts

A recommendation from the evaluation of the first phase of the campaign was **that there was room for improvement for raising awareness of services among younger cohorts**. To achieve this, NALA arranged through its partnership with Urban Media, a radio and online media agency, to promote the story of CDETБ student Robert Shannon, who is in his 30's, talking about the benefits of returning to education, on several radio station websites. This was accompanied by **digital display** and a **tutor interview** shared on all radio stations' social media.

During the September 2018 campaign, NALA also invested in a digital marketing campaign to support the promotion of services among younger cohorts.



YOUNG DUBLIN MAN'S LIFE CHANGED AFTER RETURNING TO EDUCATION

By Ellen Smith | @ellensmith95 | ellen@urbanmedia.ie
14 August 2018



One young man is changing his life for the better and it's incredibly inspiring.

While many people can find the idea of going back to education a daunting one, the pay-off is absolutely massive.

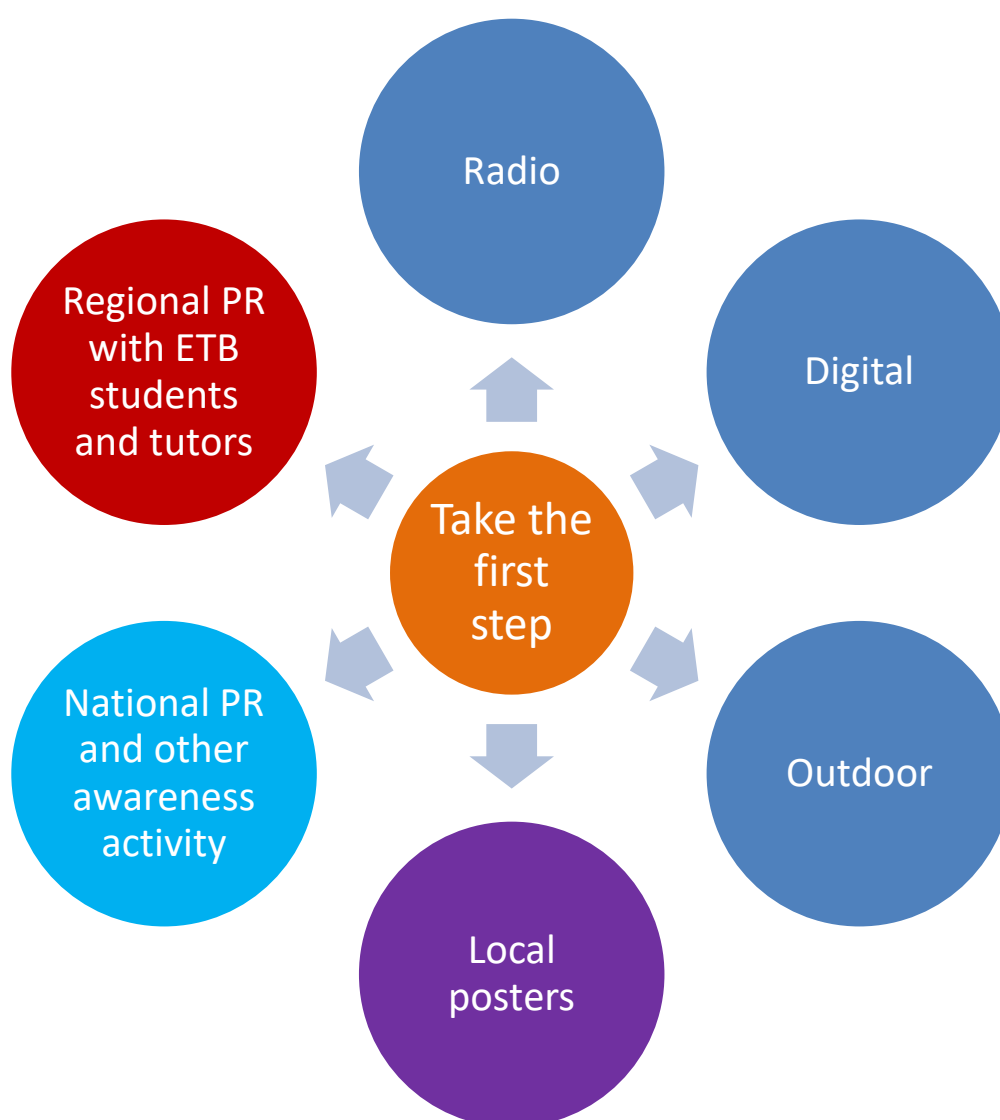
Dublin man Robert, from Coolock, is living proof of this after he decided to take the leap.

Robert is currently attending classes at Colaiste Dhulaigh FE College, which is part of the City of Dublin ETБ. While opening up about why he decided to return to education he said:

"I'd been out looking for work and obviously I can't get anywhere because I haven't got any qualifications, after leaving school at a young age, so I came here to get my qualifications. I couldn't read or write, so I wanted to brush up on that."

1.3 Integrated campaign approach

Similar to phase one and two of the campaign, an integrated campaign approach was chosen that included radio, digital and outdoor advertising aimed specifically at reaching the target audience, that is, individuals with literacy and or numeracy difficulties. This was supplemented with printed materials disseminated locally, PR and other awareness activity to augment the campaign and increase awareness.

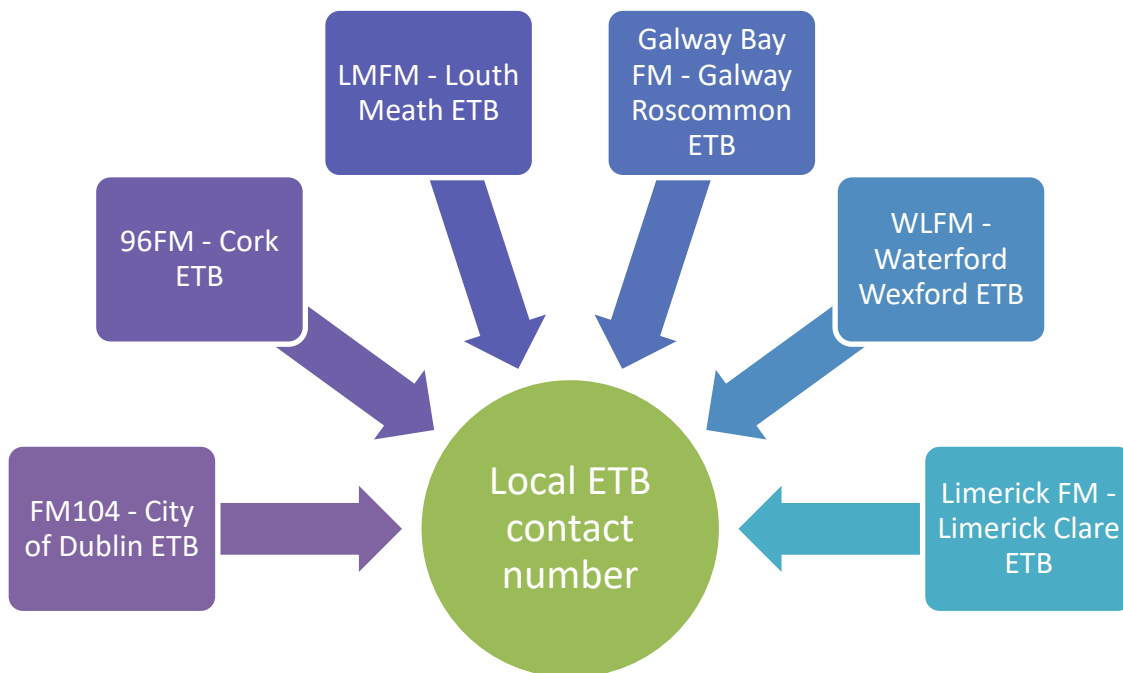


| | |
|--|---|
| | NALA and Mindshare – media buying agency |
| | NALA and The Reputations Agency – PR agency |
| | NALA and ETB Adult Literacy Organisers |
| | NALA and ETB Adult Literacy Organisers |

1.3.1 National radio advertising promoting Freephone and freetext (3 weeks)

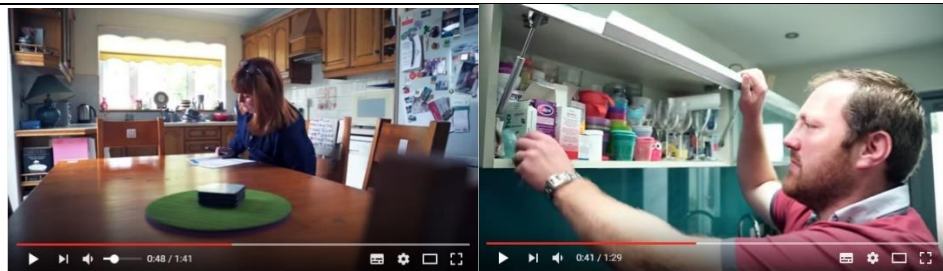


1.3.2 Regional radio advertising promoting ETB adult literacy service (3 weeks)



1.3.3 Digital advertising (4 weeks)

Video on Demand – 2 testimonial videos from 2016 campaign



New video content created and seed through Facebook



Students from City of Dublin ETB talk about the benefits of returning to education

12,409 views

10 1 SHARE ...

Online advertorials seeded through radio websites and mobile and digital display advertising to support the campaign



"CONFIDENCE IS THE BIGGEST THING"- TUTOR TALKS RETURNING TO EDUCATION

By Ellen Smith | @ellensmith95 | ellen@urbanmedia.ie
15 August 2018



For many of us, the thought of school sends shivers down our spines.

No matter how long we've spent there, it can often hold some difficult memories.

This would explain why so many people are hesitant to return to education.

Fionnuala Carter is the Adult Literacy Organiser with the Coolock Darndale branch of the City of Dublin ETB adult literacy service and she revealed that this idea couldn't be further from

1.3.4 Outdoor advertising (2 weeks)



Rail and
retail Dpods



Bus interior
posters



1.3.5 Posters

| | | |
|--|---|--------------------------------|
| <p>75 x bespoke posters types</p> |  | <p>Example: ETB</p> |
| <p>69 generic posters type</p> |  | <p>Example: Generic</p> |

1.3.6 National PR and media coverage – the highlights

| Date | Activity |
|--------------------|--|
| Friday 7 September | <div data-bbox="459 331 1378 898"> </div> <p data-bbox="411 1014 1409 1167">NALA organised a conference to mark the start of National Adult Literacy Awareness Week and the launch of the SOLAS funded 'Take the first step' campaign.</p> <p data-bbox="411 1238 1370 1391">The conference was called 'Literacy Matters' and showed that organisations that are aware of literacy issues are more effective in meeting both the needs of the public and business.</p> <p data-bbox="411 1429 1382 1632">There were a host of interesting speakers including the Attorney General Seamus Wolfe (pictured next page) with Roisin Doherty, SOLAS, Sinead Moriarty and Charlie Bird, Campaign ambassadors, and Inez Bailey, NALA.</p> |










Speakers and topics:

- **Introduction:** Conor Pope, Author and Consumer Affairs correspondent, The Irish Times
- **Literacy levels in Ireland – their impact on individuals, society and the economy:** Dr Inez Bailey, Chief Executive, National Adult Literacy Agency
- **The personal consequences:** Eamon Delaney, Adult Literacy Student, Tipperary Education and Training Board (ETB)
- **Plain English and the law:** Attorney General, Séamus Woulfe
- **Understanding and responding to patients' information needs:** Sarah Lane and Tara Droog, Cancer Information Editors, Irish Cancer Society
- **GDPR and the public, making the complicated accessible:** MB Donnelly, Head of GDPR Awareness and Training, Assistant Commissioner, Data Protection Commission, Ireland
- **Integrating literacy into apprenticeship programmes, workplace training and taster programmes for the unemployed:** Joann Power, Adult Literacy Organiser, Waterford and Wexford Education and Training Board
- **How document design can support people who struggle with reading:** Rob Waller, Simplification Centre, UK
- **Communications: A bridge or a barrier?** Jennifer Hanrahan, Senior Investigator, Office of the Ombudsman

Free workshops from 1.30pm

1. Writing clearly for the web
2. Plain English editing and writing
3. How to be a literacy friendly organisation

3.00 Close

| September | Media interviews and coverage |
|-----------|---|
| | <div data-bbox="667 293 1177 577">  </div> <div data-bbox="667 600 1157 696"> <p>RTE News at Six: 2 minutes 33 seconds Interview with Dr. Inez Bailey, CEO, NALA and Eamon Delaney on literacy issues in Ireland, with Eamon sharing his own experience.</p> </div> <div data-bbox="1321 645 1401 689">  </div> <div data-bbox="1225 703 1406 725"> <p>Friday, 7th September 2018</p> </div> <div data-bbox="708 732 1126 777"> <p>https://www.rte.ie/player/ie/show/rte-news-six-one-30003249/10934067/</p> </div> |
| | <div data-bbox="464 837 842 1111">  </div> <div data-bbox="970 815 1283 1211">  </div> <div data-bbox="469 1167 943 1211"> <p>The Last Word with Matt Cooper: 12 minutes 53 seconds</p> </div> <div data-bbox="469 1214 956 1285"> <p>Interview with Charlie Bird on his issues with reading and writing and how he overcame them to become a broadcaster, author and journalist.</p> </div> <div data-bbox="1283 1227 1401 1272">  </div> <div data-bbox="1225 1276 1406 1299"> <p>Friday, 7th September 2018</p> </div> <div data-bbox="692 1301 1182 1346"> <p>https://www.todayfm.com/podcasts/90808/How-Charlie-Bird-Overcame-His-Struggle-With-Dyslexia</p> </div> |
| | <div data-bbox="644 1424 1155 1711">  </div> <div data-bbox="667 1742 1157 1839"> <p>Weekend AM: 8 minutes 33 seconds Interview with Sinead Moriarty and Michael Duffy, Cavan Monaghan ETB on literacy issues in Ireland, with Michael sharing his own experience.</p> </div> <div data-bbox="1276 1778 1406 1845">  </div> <div data-bbox="1225 1845 1414 1868"> <p>Sunday, 9th September 2018</p> </div> |



Brian O'Donnell - learning to read and write later in life

Brian O'Donnell managed to work, marry and live without literacy skills. Two years ago, he found the courage to go to his local adult learning centre. Now he can read anything. He told Ryan his story. Call NALA (National Adult Literacy Agency) for free on 1000 20 20 65 to find out about local ETB adult education centres in your area.

Listen

Share:   

Ryan Tubridy Show: 12 minutes 49 seconds
Interview with Brian O'Donnell, student at Carlow Kilkenny ETB about his journey back to education

RTÉ RADIO 1

Wednesday, 26th September 2018

https://www.rte.ie/radio/radioplayer/rteradiowebsite.html#rte-b9_21437581_20433_26-09-2018_

AG urges lawyers to use plain English 'whenever possible'

Evelyn Ring

Attorney General Simon Whitty has again insisted that legal practitioners use plain English to help people understand the legal process.

"The language used in legal documents is much more common than

often thought, and this should be more widely recognised in the legal system," said Mr Whitty.

Speaking at a conference in Dublin yesterday organised by the National Adult Literacy Agency, Mr Whitty said while the law often

needed to deal with precise

issues this should not be at the expense of clarity.

"The law is an example of an area where the language used can be confusing for individuals, whether due to complex phrases or unusual practices," he said.

"While accuracy and precision must be achieved,

wherever possible plain language should be used."

Mr Whitty said the Law Reform Commission's report on plain language published in 2010 led to the Language Act 2010 and he felt it was time his office looked again at the issue of plain English in the law.

Later April, Mr Whitty sug-

gested that lawyers stop using "goldilocks" language in their clients' wills and non-legal contracts.

He said lawyers should better help all individuals to better understand what is being communicated to them.

Around 300,000 people in Ireland find reading, writing and simple maths difficult

and NALA is helping in new

ways and video campaign will show them how to do something about it.

NALA director, Lisa

McCarthy, said plain people who

return to education say the hardest thing was making the first call or taking the first step into an adult education centre.

Irish Examiner

Saturday, 8th September 2018





THE IRISH Sun

Saturday, 8th September 2018

| | |
|--|--|
| |  <p>Never too late to learn</p> <p>People from all walks of life are seeking help for illiteracy, with literacy and numeracy centres.</p> <p>Marjorie Brennan</p> <p>Irish Examiner, Friday, 21st September 2018</p> |
| |  <p>Words of encouragement</p> <p>We like to think we're the land of saints and scholars, but in fact, one in six Irish adults has trouble reading. The good news is that it's never too late to learn, as three inspirational people tell Celine Naughton</p> <p>Irish Independent, 25 September 2018</p> |

1.3.7 Regional media coverage – highlights

| | |
|---|--|
|  <p>KCLR Lives 45 minutes, 56 seconds</p> <p>Interview with Brian O'Donnell and his tutor, Tara Kelly on his experience since going back to education at Kilkenny and Carlow ETB.</p> <p>KCLR</p> <p>Monday, 10th September 2018</p> |  <p>We Are WLR FM 94.1/93.3</p> <p>NOT AVAILABLE ONLINE</p> <p>Monday, 10th September 2018</p> |
|---|--|



NOT AVAILABLE ONLINE

Tuesday, 11th September 2018



Keith Finnegan Show: 8 minutes, 32 seconds
Interview with Mary and her tutor, Kevin Kelly on her experience since going back to education at Galway ETB.

Wednesday, 12th September 2018



Joe Finnegan Show: 14 minutes, 34 seconds
Interview with Michael Duffy and his tutor, Regina Clarke on his experience since going back to education at Monaghan and Cavan ETB.

SHANNONSIDE
Monday, 17th September 2018



Weekly OBSERVER
Wednesday, 12th September 2018



Vale STAR
Thursday, 13th September 2018



Mallow STAR
Thursday, 13th September 2018



WATERFORD TODAY
Wednesday, 12th September 2018



Kilkenny @ People
Thursday, 13th September 2018



Wicklow PEOPLE
29 September 2018



The Anglo-Celt
04 October 2018

1.3.8 Attendance at events

18 – 21
September

National Ploughing Championships and other shows



Learner Ambassadors attended the National Ploughing Championships in Scregan, Tullamore and raised regional awareness of the benefits of adult education and local ETB services, with the farming community.

Students also attended the Virginia Show at the end of August to promote adult education.

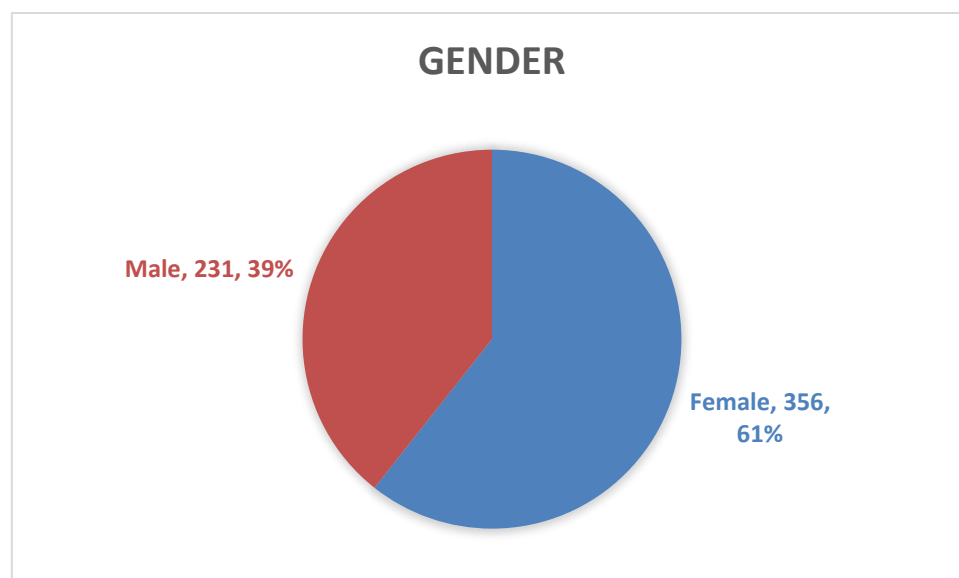
Intreo offices

The Department of Employment and Social Protection, who are members the campaign awareness raising steering committee, arranged for NALA staff to attend busy signing-on days in Intreo offices in Balbriggan and Blanchardstown, and talk to DEASP clients about adult education opportunities in their area. This helped to raise awareness of literacy and numeracy services locally.

1.4 Initial response to the campaign

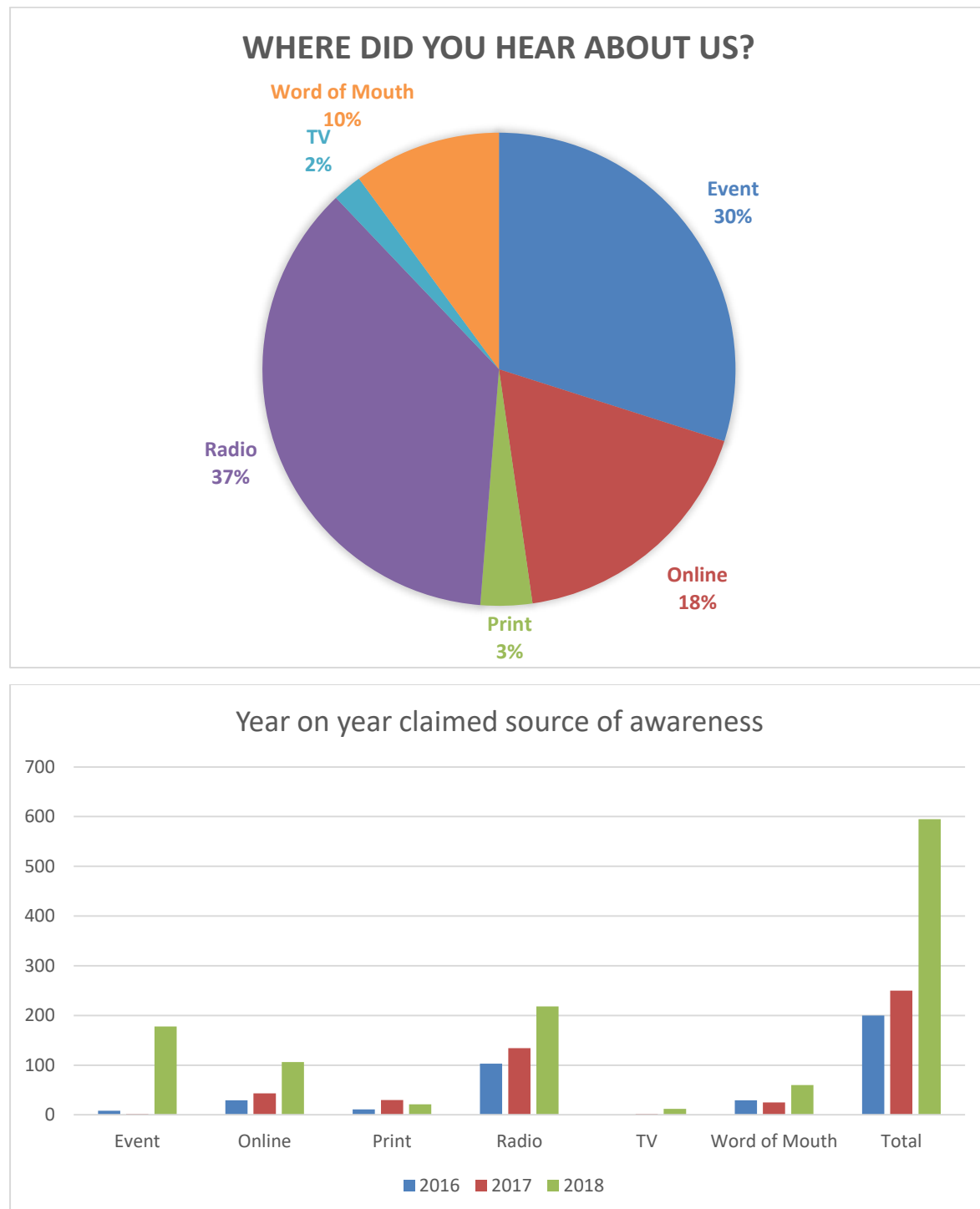
1.4.1 Freephone calls

Following the third phase of the campaign NALA provided information to **595 individuals** who wanted information about improving their literacy and numeracy skills. This is nearly a threefold increase in calls from the first phase of the campaign in 2016 when there were 200 calls. It can be divided 61% female and 39% male.



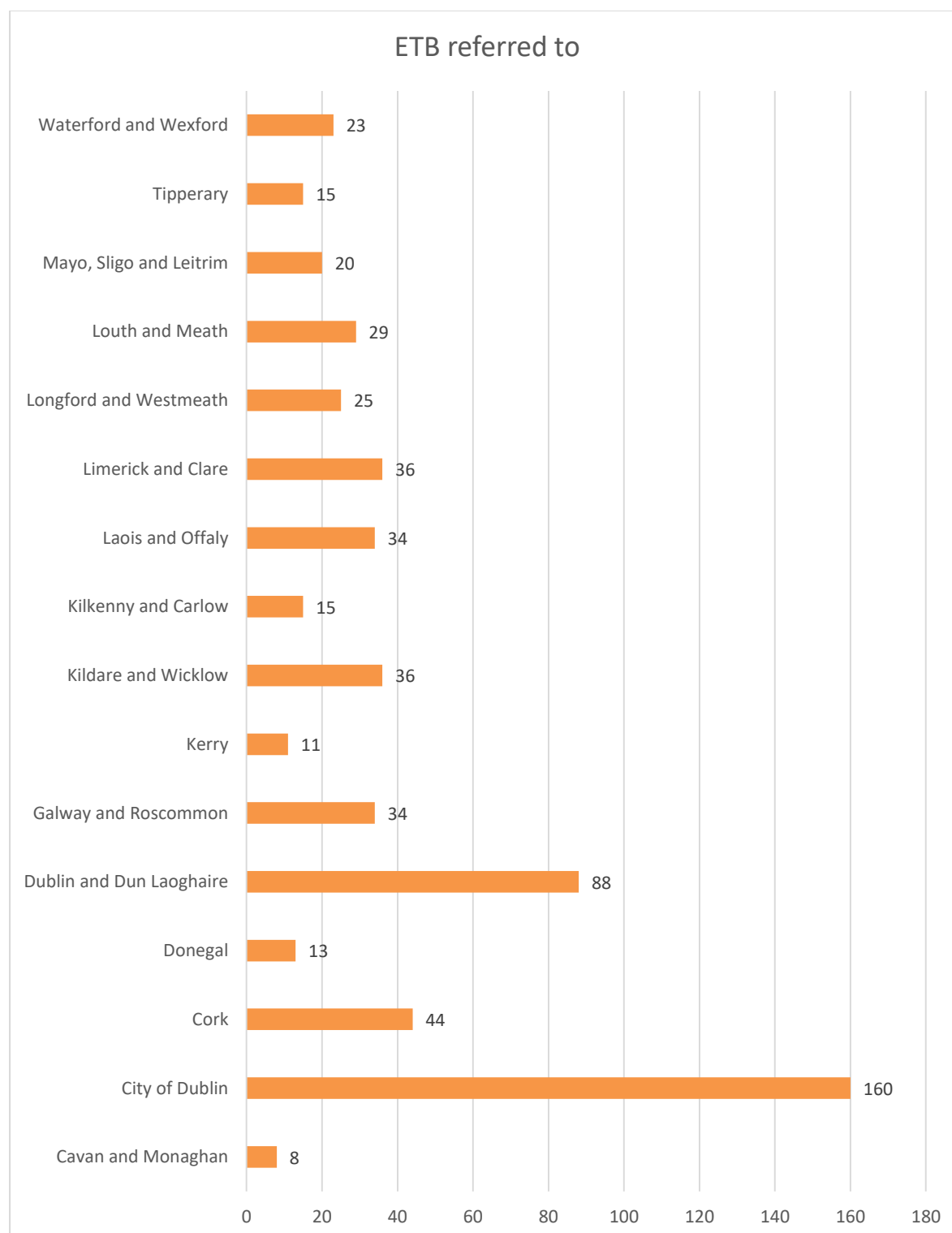
1.4.2 Freephone calls and claimed source of awareness

In the third phase of the campaign when callers were asked 'Where did you hear about us?' Radio remained the primary claimed source of awareness amongst those given information, followed by events, online, word of mouth and print.



1.4.3 Freephone campaign referrals

The chart below shows the number of responses where callers were given details for centres by ETB: activity is predominant in the Dublin area. Other significant areas of call origin are Cork, Waterford, Galway, Kildare Wicklow and Limerick.



1.4.4 Website traffic

Following the third phase of the campaign in September 2018 there was a significant increase to the main campaign website takethefirststep.ie as follows:

- 19,000 sessions on takethefirststep.ie (110% increase from 2016)
- 42,000 page views on takethefirststep.ie (236% increase from 2016)
- 15,000 users on takethefirststep.ie (87% increase from 2016)

1.4.5 Calls and enquiries recorded by ETB adult literacy centres

The evaluation of the previous campaigns recommended improving the system for recording calls locally. To achieve this, Education and Training Boards Ireland agreed to collect this data (calls and enquiries recorded) from 16 ETBs.

A questionnaire was designed by ETBI to gather information from each ETB on their awareness of the national campaign, the effectiveness of the campaign in their area, enquiries and/or referrals on foot of national and local awareness raising.

Below is a summary of information received by NALA from the ETBI. This information is based on data received by the ETBI as there is no centralised system for recording calls nationally.

Feedback from ETB questionnaires:

The questionnaire was sent to all 16 ETBs and there was a response rate of 87% (14 ETBs)

- All but one of the ETBs was aware of the campaign.
- Seven of the ETBs who responded has collaborated with NALA on promotion, for example, radio Interviews and producing local videos
- 12 ETBs carried out local promotion in additional to the national campaign
- 8 ETBs had a designated person to answer calls. All staff asked callers how they heard of the service and the information was recorded

- Calls on foot of the National Campaign
 1. 9 ETBs recorded they had received between 10 and 20 calls on foot of the national campaign
 2. 1 ETB recorded less than 10 on foot of national campaign
 3. 2 ETBs recorded no calls on foot of national campaign
 4. 1 ETB couldn't quantify
 5. 1 ETB had not collated and would forward at a later date
- Calls on foot of referrals from NALA
 1. 1 ETB recorded 4 referrals from students and 2 for Volunteer Tutor Training
 2. 1 ETB recorded 3 referrals from NALA
 3. 3 ETBs recorded 1 referral from NALA
- Most effective promotion methods: ETBs varied in what was most effective for them and included parish Bulletins, Local referral agencies as other effective methods than those stated on the questionnaire
- Improvements to Campaign:
 1. More localised promotion of ETB literacy services and programmes
 2. More recognition of ETBs as main provider of literacy services
 3. Regular articles in national papers
 4. Include local details on promotion materials

Other Comments

Overall the response to the Literacy Awareness Campaign was positive with the majority of ETBs reporting it was a very good campaign. In particular Learner Stories are a very effective method of promotion as are television and radio. ETBs would like more localised awareness and promotion of literacy services.

Awareness raising campaign in September can cause some difficulties for ETBs as it is a particularly busy time of year and some suggested a number of regional campaigns rather than an annual campaign. Some have suggested January or June as alternative times.



Robert Shannon, student and Fionnuala Carter tutor at Colaiste Dhulaigh City of Dubin ETB both took part in the new local awareness videos that were promoted on social and digital media as part of the Take the first step campaign in 2018.

Chapter two

Campaign evaluation

2. Campaign evaluation

This section provides details on quantitative research that was done to provide an evaluation of the 2018 National Literacy and Numeracy Awareness Campaign.

2.1 Quantitative research – post campaign national survey

The quantitative research was designed to provide an evaluation of the third phase of the campaign (September 2018) compared to first phase and second of the campaign (September 2016 and 2017). The research evaluated awareness levels related to the campaign objectives and how the campaign rated on a number of key advertising metrics by a nationally representative sample.

(Please note that in some of the following pages, reference is made to research findings from August 2016. This research was done before the campaign existed in order to provide baseline data to compare the September 2016 campaign research against.)

| |
|---|
| • Pre campaign research to establish baseline data – August 2016 |
| • Phase 1 – post 2016 campaign quantitative research – October 2016 |
| • Phase 2 – post 2017 campaign quantitative research – October 2017 |
| • Phase 3 – post 2018 campaign quantitative research – October 2018 |

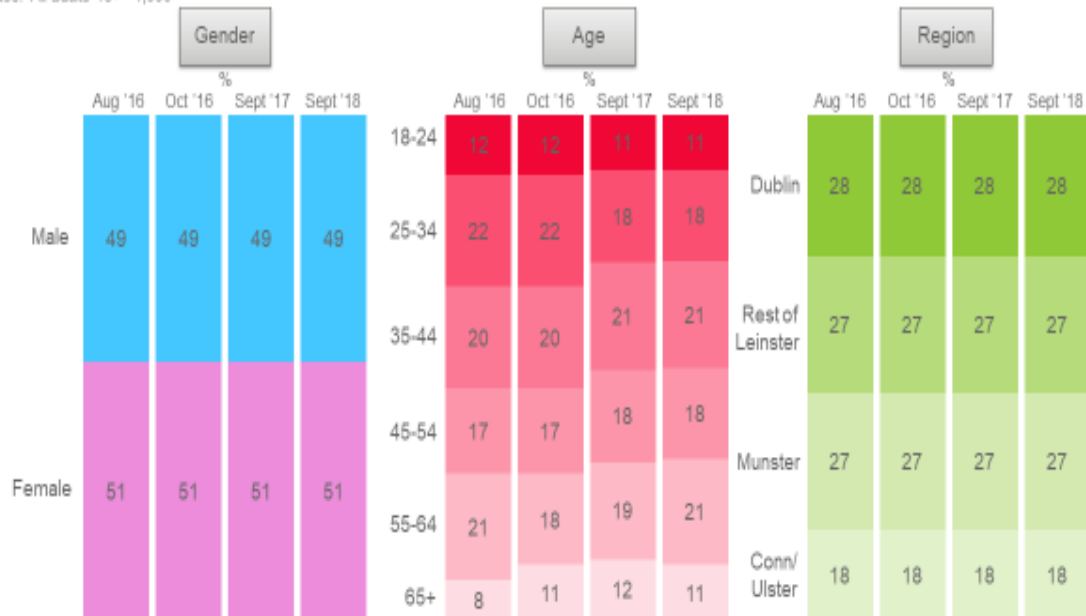
2.2 Methodology - Nationally Representative Sample of Irish adults aged 18+.

- Questions were included on the **Coyne Research Omnibus survey** consisting of 1000 online interviews with adults aged 18+.
- The margin of error for the sample is +/-3.2%.
- Quotas were set in terms of age, gender, region and social class in order to ensure that a nationally representative online sample was achieved.
- One third of the total population either have or know someone with literacy or numeracy difficulties. Incidence of having or knowing someone with difficulties is highest amongst younger age cohorts and those living in Dublin.
- The research was done between the 24 and 28 of September 2018.



Profile of Sample - Demographics

Base: All adults 18+ - 1,000



Quotas were set on age, gender, and region to ensure the sample was representative of the national population.

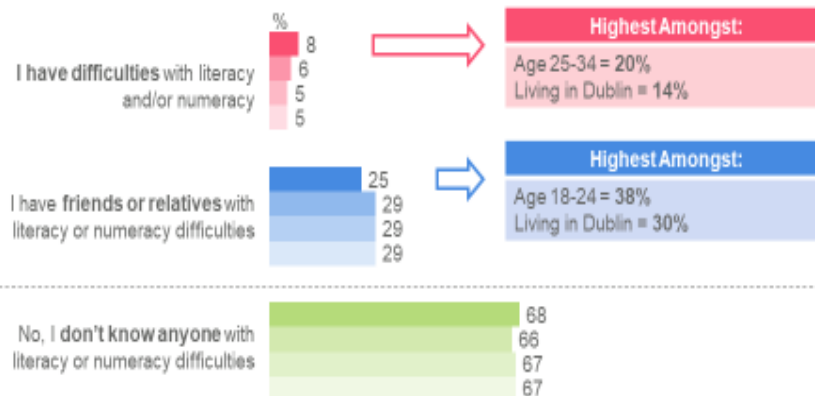
Q A/B/C



Incidence of Having/Knowing Someone With Literacy/Numeracy Difficulties

Base: All adults 18+ - 1,000

Sept '18
Sept '17
Oct '16
Aug '16



One third of the total population either have or know someone with literacy or numeracy difficulties. Incidence of having or knowing someone with difficulties is highest amongst younger age cohorts and those living in Dublin.

Q 8

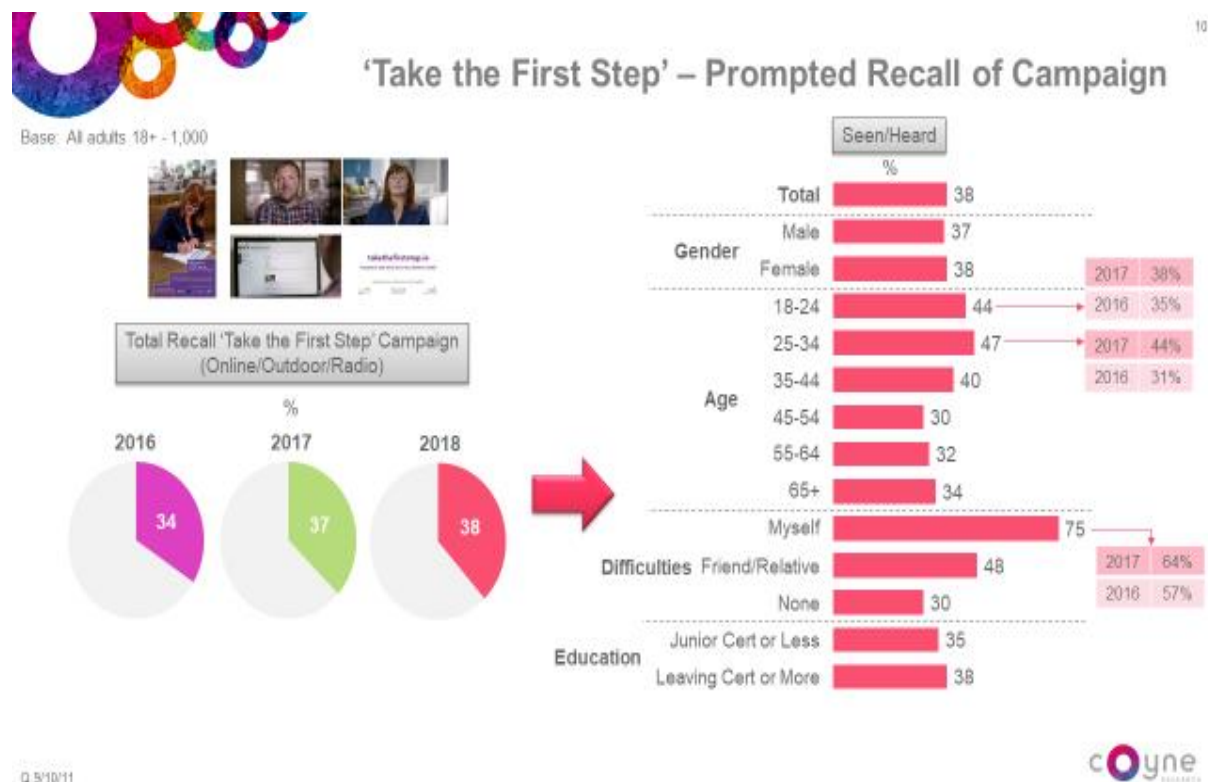


2.3 Summary findings

- The reach of the ‘Take the First Step’ campaign remains impressively high. Amongst the adult population, 38% recall some element of the campaign (radio, online or outdoor).
- Radio is still responsible for the highest proportion of recall. 28% of the adult population recall the radio campaign – in line with September 2017.
- However, recall of the online executions has increased since last year, to 21%.
- Encouragingly, recall of the campaign amongst the key cohort has grown year-on-year since the first wave in 2016. Amongst those who have difficulties with literacy or numeracy, 75% recall the campaign, compared to 64% and 57% in 2017 and 2016 respectively.
- The campaign is widely considered effective in encouraging people to seek help. Amongst those who have been exposed the campaign, 9 in 10 (89%) believe it is effective at encouraging people to consider seeking help for literacy, numeracy and basic technology problems.
- In general, awareness of VEC/ ETB Adult Education Centres appears to have increased. The proportion citing “VEC/ Educational Training Board” as the place to go for help with literacy, numeracy or technology skills has increased since last year.
- The proportion of adults aware that free courses are available in local VEC/ ETB Adult Education Centres has increased from 47% to 51%.

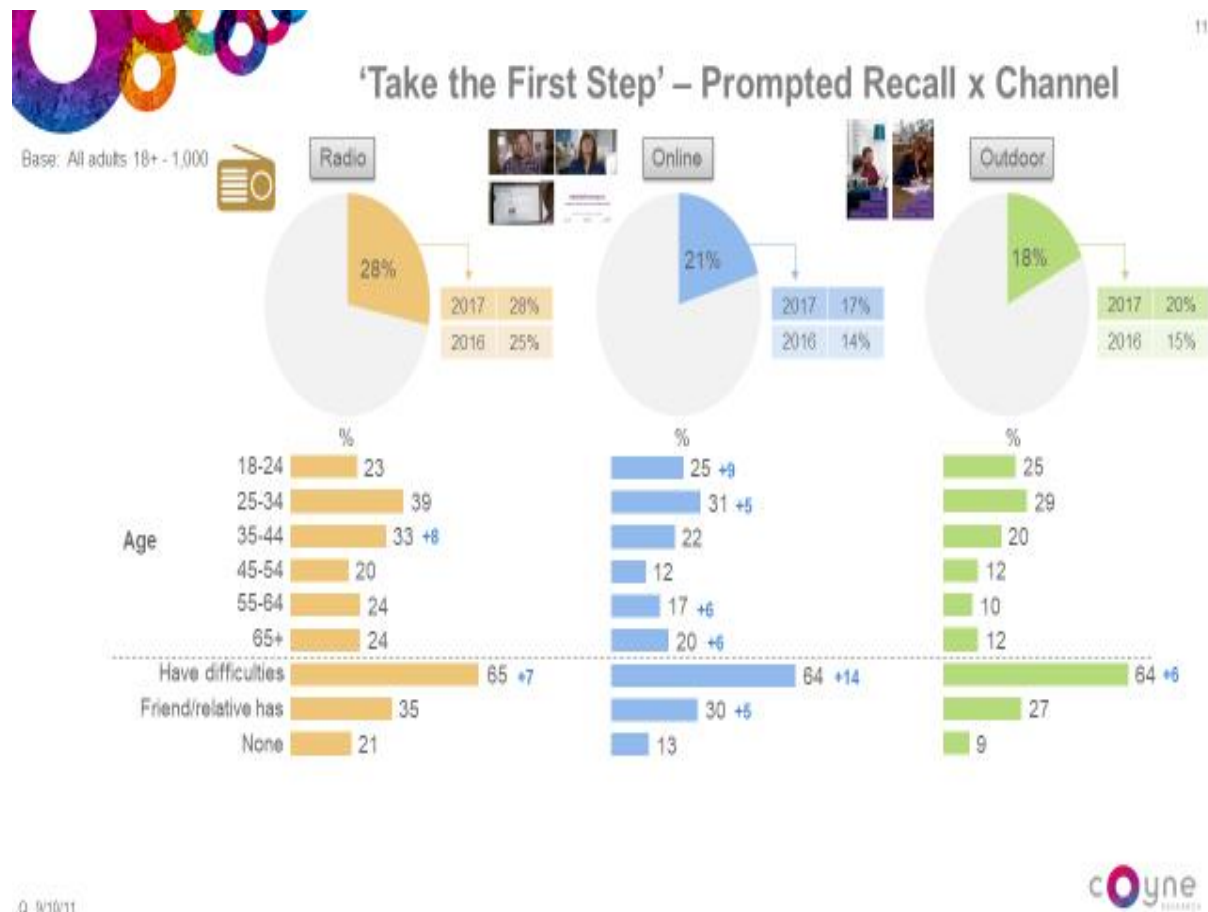
2.4 Recall of the 'Take the first step' campaign

- Prompted awareness of the 'Take the First Campaign' remains in line with last year. Almost 2 in 5 (38%) Irish adults recall at least one element of the campaign – up from 34% in 2016.
- The biggest increases in awareness since last year are amongst younger cohorts (under 35 year olds) and those experiencing literacy or numeracy difficulties.
- Amongst those experiencing literacy or numeracy difficulties, about 3 in 4 (75%) recall the campaign.



2.5 Recall of the campaign by channel (radio, outdoor and online)

- Across different media channels, the campaign registers the highest recall on radio (28%), followed by Online (21%) and Outdoor (18%).
- While recall of the campaign continues to be driven mainly by radio, recall of the online execution has increased significantly versus 2017 and 2016.
- Online shows a clear uplift amongst 18-34 year olds, as well as over 55 year olds.
- Recall has increased significantly across all channels amongst those who are experiencing literacy and numeracy difficulties themselves.



2.6 Effectiveness of the campaign

- Of those who have been exposed to the campaign, 89% consider it effective in encouraging people to consider seeking help. This is in line with 2017 and 2016 figures. (These 'effectiveness' figures are considered high compared to advertising industry norms (COYNE)).



Base: All recall campaign - 377

Effectiveness of Campaign

Q: How effective, or not, do you think this advertising campaign is at encouraging people to consider seeking help for literacy, numeracy and basic technology problems?

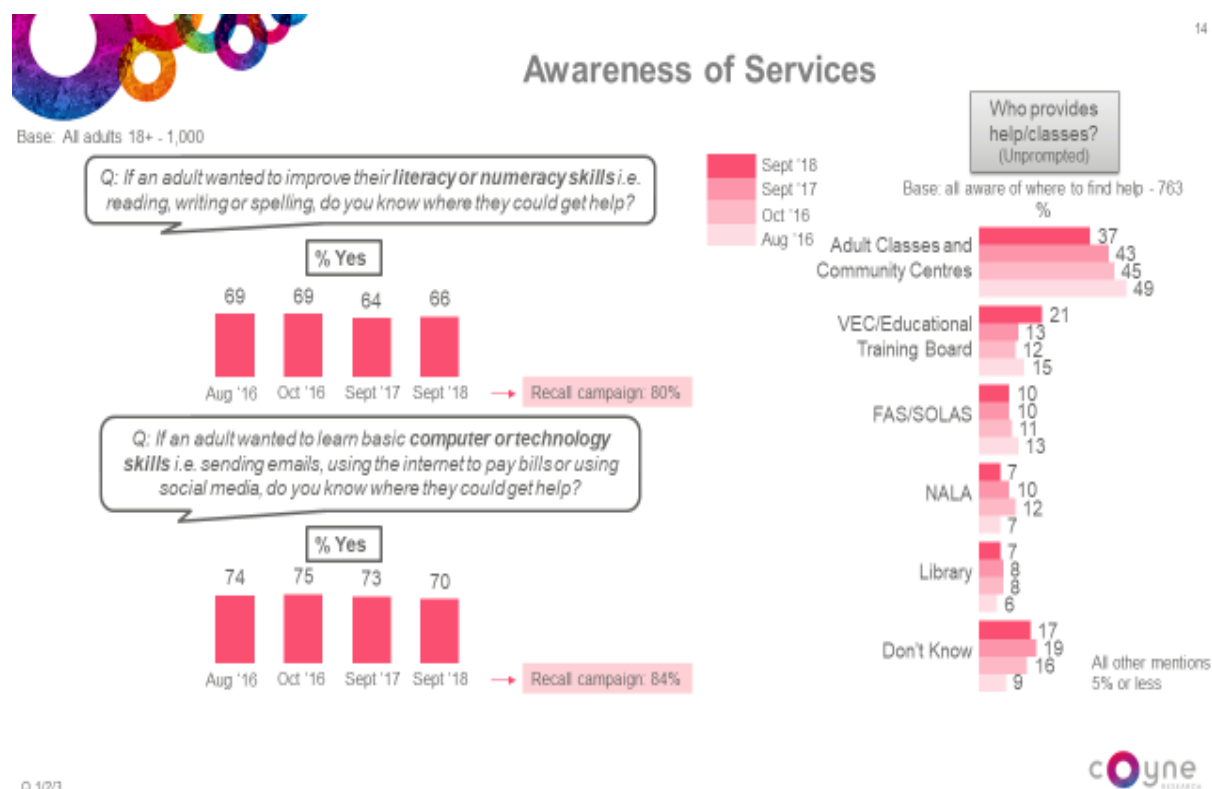


Q.12

coyne
RESEARCH

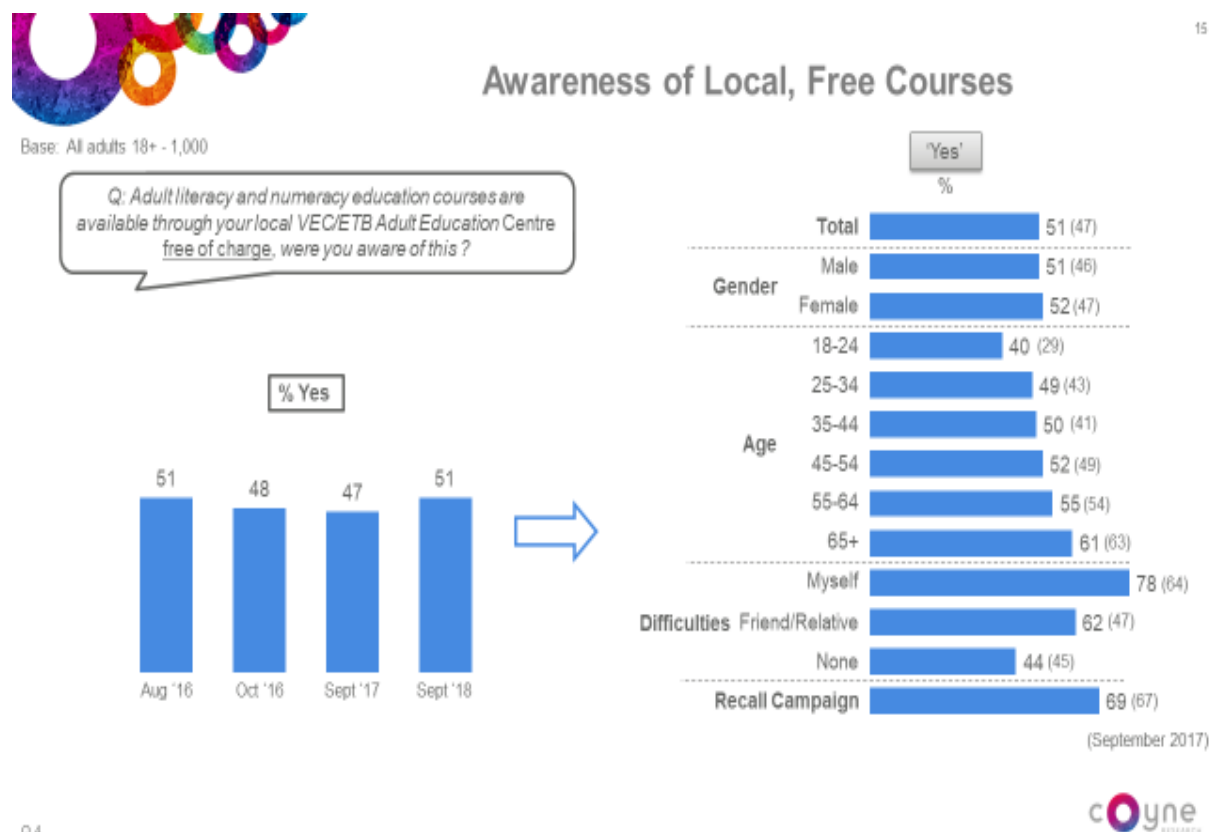
2.7 Awareness of services and where to get help

- Amongst the total population, when asked 'if an adult wanted to improve their literacy or numeracy skills, do you know where they could get help', 2 in 3 (66%) said 'Yes, they would know where to go to get help with adult literacy and numeracy skills'. This is a small increase on the previous year. Amongst those recalling the campaign those saying 'Yes' rise to 80%.
- Amongst the total population, on the issue of learning computer or technology skills, 7 in 10 (70%) say they know where help can be got. This is a small increase on the previous year. Amongst those who recalled the campaign the level of positive agreement rises to 84%.
- When asked who provides such literary, numeracy, technology classes, the proportion giving a generic answer of "classes/community" centres has decreased, while specific mentions of VECs/Educational Training Boards has significantly increased.



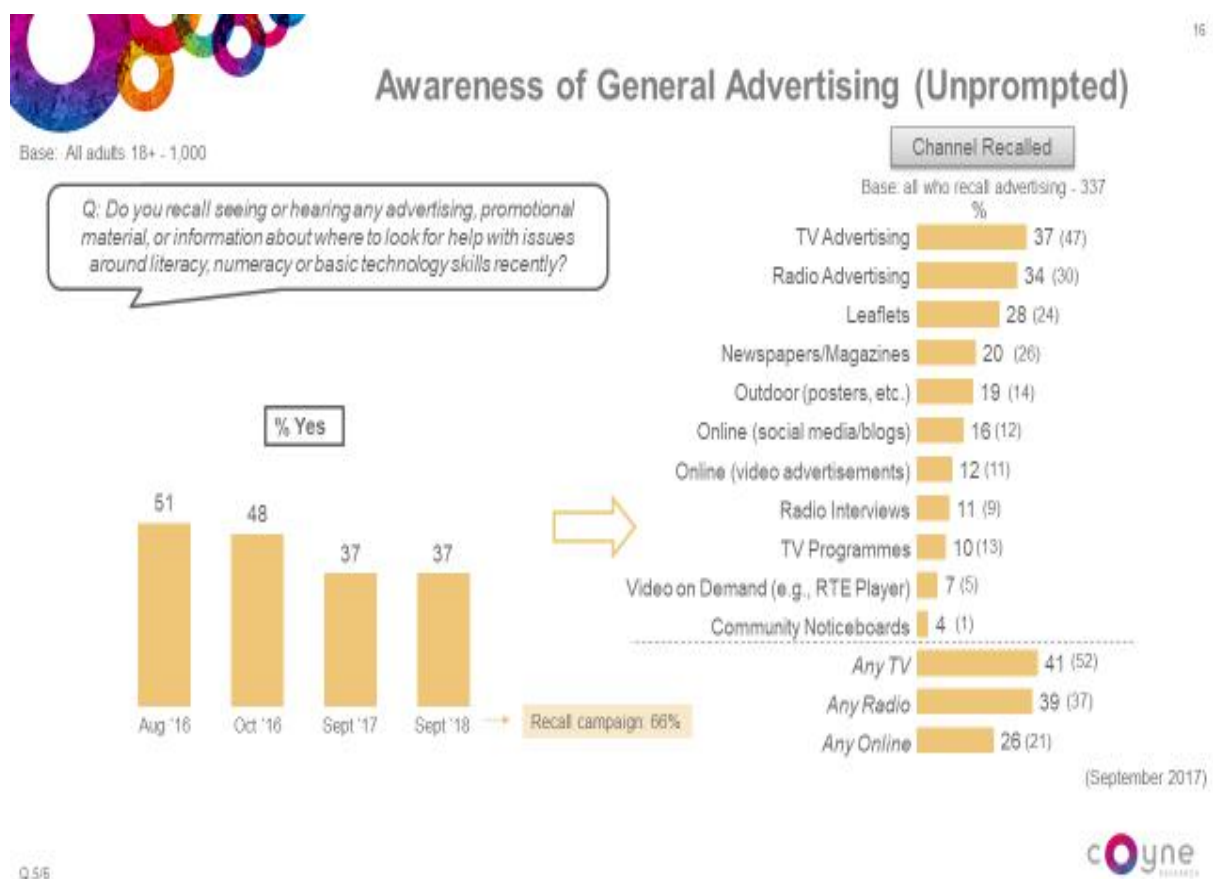
2.8 Awareness of availability of courses

- Over half of the total population (51%) are aware that courses are available locally and free of charge, rising to over 2 in 3 (69%) amongst those who had been exposed to the 'Take the First Step' campaign.
- Similar to the previous year's research, awareness in general increases with age from 40% of 18-24 year olds to 61% of 65+ year olds, highlighting the campaign's greater salience and impact with older age cohorts.
- Greatest increase in awareness is among 18-24 year olds, with an increase of 11% from the previous two years.
- 78% of people with literacy or numeracy difficulties said yes – increase of 14% which is a very good improvement on last year.



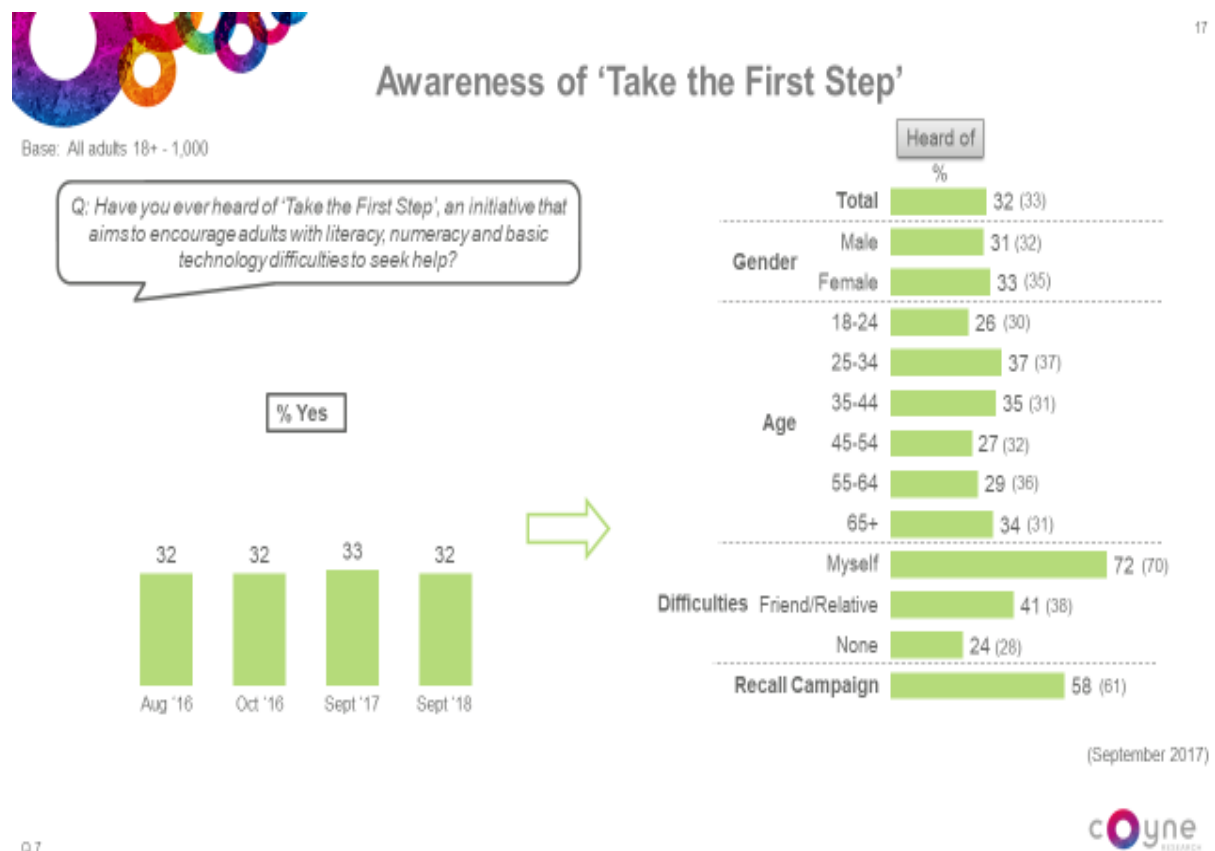
2.9 Awareness of general advertising (unprompted)

- Just over 1 in 3 (37%) of Irish adults claim to recall some sort of advertising recently; which is similar to last year when there was no TV advertising sponsored by An Post. This rises to 66% for those who recall the campaign.
- Much of the decrease in recall from 2016 is attributed to the drop in TV advertising (most probably the lack of An Post sponsored advertising)
- Approximately 34% of those recalling advertising opt for radio as the channel recalled, which is an increase of 4% on last year. Similarly there is a 2% increased recall of any radio activity on this topic at 39%.
- There is also an increase in all online activity: from 15% in 2016; 21% in 2017 and 26% in 2018 recalling any online activity on this topic.



2.10 Awareness of the name 'Take the First Step'

- Circa 1 in 3 Irish adults claim to have heard of "Take the First Step" when prompted with the name with very little change registering between all the waves of research.
- This rises to 7 in 10 (72%) amongst those with literacy or numeracy difficulties, and to circa 6 in 10 amongst those who recalled the campaign when prompted with material. This is very similar to last year.



Q.7



Michael Duffy and Michelle Johnston, students at Cavan Monaghan ETB both took part in the promotional video for Take the first step in Cavan.

Chapter three

Key insights and recommendations

3. Key insights and recommendations

1. Repeat the campaign with a higher media spend

The campaign is having a positive impact in terms of awareness of services and is considered very effective by those who are exposed to it. However, the key challenge lies in reaching the 63% of the population who have not been exposed to it. A recommendation would be to repeat the campaign with higher media weight, given the evidence that it is effective for those exposed to it.

2. Include TV advertising

A lower portion of people cite TV as a source of awareness compared to previous years and much of the decrease in recall is attributed to the drop in TV advertising. Consideration should be given to how this could be supported in future campaigns.

3. Continue to promote local services

Overall the response to the Literacy Awareness Campaign was positive with the majority of ETBs reporting it was a very good campaign. ETBs would like more localised awareness and promotion of literacy services and some suggested a number of regional campaigns rather than an annual campaign as September a particularly busy time of year.

4. Include more demographics and themes in advertising assets

Most of the campaign assets feature individuals over 35s. The most recent videos largely featured white Irish men over 40. There is an opportunity to promote a wider range of people and different scenarios so as to appeal to a greater cohort of the public. This should include an equal ratio of male and female profiles, different ages and ethnicities, as well as workplace, family and community settings.

Possible themes for 2019



Appendices

Appendix A – Media schedule

Appendix B – PR impact data

| | | | | | | | | | | | | | | | | | | | | | |
|---|--|---|----------------------|---|---------|--|---|---------------|------|--|---------------|------|---------|---------------|----|----|----|----|----|----|----|
| MINDSHARE | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | The Plan Number Links From Composite Tab | | | | | | | | | | | |
| Client | | NALA | Plan No. | 1 | Planned | Calendar Month: | August | | | September | | | October | | | | | | | | |
| Brand/Campaign | | Awareness | Booked with PO | | | Week: | 23 | 30 | 06 | 13 | 20 | 27 | 03 | 10 | 17 | 24 | 01 | 08 | 15 | 22 | 29 |
| Product Code | | | | | | 6 Week AB Deadline | 2018 | 13th Jun 2018 | | | 13th Jul 2018 | | | 13th Aug 2018 | | | | | | | |
| PO Number | | N/A | | | | Outdoor Cycle: | 15 | CY16 | CY17 | CY18 | CY19 | CY20 | CY21 | CY22 | | | | | | | |
| MEDIA | | Details | Number of Units | | | Notes e.g Media Status, Copy Deadline, Contact | 8th Sept- National Literacy Day | | | | | | | | | | | | | | |
| VoD - Videology Planning Audience | | Campaign Message Campaign Gross Cost Adserving Costs Copy Length Completed views | | | | | 2 pieces copy 30" 152,000 completed views | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| Client | | NALA | Plan No. | 1 | Planned | Calendar Month: | August | | | September | | | October | | | | | | | | |
| Brand/Campaign | | Awareness | Booked with PO | | | Week: | 23 | 30 | 06 | 13 | 20 | 27 | 03 | 10 | 17 | 24 | 01 | 08 | 15 | 22 | 29 |
| Product Code | | | | | | 6 Week AB Deadline | 2018 | 13th Jun 2018 | | | 13th Jul 2018 | | | 13th Aug 2018 | | | | | | | |
| PO Number | | N/A | | | | Outdoor Cycle: | 15 | CY16 | CY17 | CY18 | CY19 | CY20 | CY21 | CY22 | | | | | | | |
| Radio - Spot Primetime | | Campaign Message Campaign Gross Cost Copy Length Planning Audience Coverage & Frequency | No. Spots | | | | Literacy Awareness 30" Adults C2DE 81% @ 7.9 | | | | | | | | | | | | | | |
| SPOT AIRTIME | | LiveLine - Joe Duffy | 5 | | | 30" | 2 1 2 | | | | | | | | | | | | | | |
| Generic advert - freephone number | | Adrian Kennedy/Jeremy Dixon - 98fm | 10 | | | 30" | 4 3 3 | | | | | | | | | | | | | | |
| | | Today FM - 18 TAP package | 36 | | | 30" | 18 18 | | | | | | | | | | | | | | |
| | | Newstalk - 15 TAP package | 32 | | | 30" | 16 16 | | | | | | | | | | | | | | |
| | | Red FM TAP | 36 | | | 30" | 12 12 12 | | | | | | | | | | | | | | |
| | | Red FM TAP Bonus | 9 | | | 30" | 3 3 3 | | | | | | | | | | | | | | |
| | | Media Central - PT | 42 | | | 30" | 14 14 14 | | | | | | | | | | | | | | |
| | | Media Central - TAP Bonus | 14 | | | 30" | 5 5 4 | | | | | | | | | | | | | | |
| | | (Spin 1038, Spin SW, 98fm, Beat, iRadio, 4FM) | | | | | | | | | | | | | | | | | | | |
| | | IRS+ (15 stations) - TAP | 42 | | | 30" | 14 14 14 | | | | | | | | | | | | | | |
| | | IRS+ (15 stations) - TAP Bonus | 5 | | | 30" | 2 2 1 | | | | | | | | | | | | | | |
| | | (KCLR, KFM, Midlands 103, MWR, Shannonside/Northern Sound, Ocean FM, Radio Kerry, Southeast radio, Tipp fm, Cl | | | | | | | | | | | | | | | | | | | |
| URBAN MEDIA PARTNERSHIP | | | | | | | | | | | | | | | | | | | | | |
| Vox Pops by area, tailored number | | Airtime spots - 40" TAP (C2DE target) use 2017 vox pops | 65 | | | €0.00 | 40" | 22 21 22 | | | | | | | | | | | | | |
| fine cork waterford louth unchanged / 3 to change galway dublin limerick) | | | 0 | | | €0.00 | | | | | | | | | | | | | | | |
| | | Mobile & Digital display NALA to create and supply recommend face & statements (connecting moments with Videos) | 0 | | | €0.00 | 250,000 impressions | | | | | | | | | | | | | | |
| | | Existing video - across all stations UM revoice opening/end; seed through Facebook all stations | 0 | | | €0.00 | 4th 13th includes | | | | | | | | | | | | | | |
| | | 1 x new video - Dublin UM create; seed through Facebook all stations need specific questions / guidance from NALA. Recommend shorter, more subtle approach (play on inspiration). Costs include travel. | 0 | | | €0.00 | 7th 18th includes | | | | | | | | | | | | | | |
| | | Caption video - on NALA statistics - across all stations UM create; seed through Facebook all stations | 0 | | | €0.00 | | | | | | | | | | | | | | | |
| | | Advertorial x 2 topics 2 pieces created by UM; seeded via social and housed on stations' websites "What if you woke up and internet was gone" / "How do we process information in a digital world" | 0 | | | €0.00 | 8th 22nd includes | | | | | | | | | | | | | | |
| | | Interviews with NALA rep At each stations' discretion (not FM104/Cork96) | 0 | | | €0.00 | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| Outdoor | | Campaign Message Campaign Gross Cost Production Bus Interior Retail Digital PO Number | Quantity 80 20 | | | | C19 80 20 Dublin Bus Shopping Malls Sample list Dublin: Liffey Va Sample list National: Parkway Limerick, Blackpool Cork, Eyre Square Galway | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |

Appendix B – PR impact data

| Take the First Step 2018 | | | | | | | | | |
|--------------------------------|----------|----------|--|----------------|---------------------------|------------------------|------------|-------------------|---------------------------|
| BROADCAST | | Date | Headline | Minutes on air | Number of 30 second slots | Per 30 second slot DAV | | PR VALUE (DAV x3) | Listenership / Viewership |
| The Last Word with Matt Cooper | National | 07.09.18 | The Last Word - Matt Cooper talks to Charlie Bird about his literacy struggles and how he overcame them | 12:13:00 | 24.5 | €756.00 | €18,522.00 | €55,566.00 | 141,000 |
| RTE News at Six | National | 07.09.18 | Interview with Dr. Inez Bailey and Eamon Delaney on Take the First Step campaign | 02:02:00 | 4 | €5,100.00 | €20,400.00 | €61,200.00 | 430,000 |
| RTE News at Six (+1) | National | 07.09.18 | Interview with Dr. Inez Bailey and Eamon Delaney on Take the First Step campaign | 02:02:00 | 4 | €5,100.00 | €20,400.00 | €61,200.00 | 430,000 |
| Weekend AM | National | 09.09.18 | Interview with Sinead Moriarty and Michael Duffy on literacy issues in Ireland | 08:33:00 | 9 | €505.33 | €505.33 | €1,515.99 | 37,800 |
| Weekend AM (+1) | National | 09.09.18 | Interview with Sinead Moriarty and Michael Duffy on literacy issues in Ireland | 08:33:00 | 9 | €505.33 | €505.33 | €1,515.99 | 37,800 |
| KCLR FM | Regional | 10.09.18 | KCLR Live - Brian O'Donnell and his tutor Tara Kelly discuss his experience since returning to education | 15:45:00 | 35.5 | €58.08 | €2,061.84 | €6,185.52 | 9,428 |
| WLR FM | Regional | 10.09.18 | Not available online - estimate | 05:00:00 | 10 | €65.00 | €650.00 | €1,950.00 | 43,000 |
| Q102 | Regional | 11.09.18 | Not available online - estimate | 05:00:00 | 10 | €140.00 | €1,400.00 | €4,200.00 | 84,000 |
| Galway Bay FM | Regional | 12.09.18 | Keith Finnegan Show - Student Mary and tutor Kevin Kelly | 09:32:00 | 19 | €84.00 | €1,596.00 | €4,788.00 | 139,000 |
| Shannonside Northern Sound | Regional | 17.09.18 | Joe Finnegan Show - Michael Duffy and tutor Regina Clarke discuss take the first step campaign and Michael's story | 14:34:00 | 29 | €125.40 | €3,636.60 | €10,909.80 | 65,000 |
| RTE Ryan Tubridy Show | National | 26.09.18 | Brian O'Donnell, student at Carlow Kilkenny ETB, talks about his experience since returning to education and working with NALA | 14:48:24 | 29.5 | €1,649.00 | €48,645.50 | €145,936.50 | 304,000 |

| PRINT | National, Regional, Trade | Date | Headline | CM | Columns/ Page Size | Size (Cm + Columns) / Fixed Qty | Advertising Rate | DAV (Euro) | PR Value (DAV x3) | Circulation/Reach |
|---------------------|---------------------------|----------|--|---|--------------------|---------------------------------|------------------|-------------|-------------------|-------------------|
| Irish Examiner | National | 08.09.18 | AG urges lawyers to use plain English 'whenever possible' | 4 | 7 | 28 | €43.50 | €1,218.00 | €3,654.00 | 26,085 |
| Irish Sun | National | 08.09.18 | Literacy boost bid | 7 | 1 | 7 | €56.50 | €395.50 | €1,186.50 | 56,107 |
| Weekly Observer | Regional | 12.09.18 | Campaign uses real-life stories to encourage people to return to education | 12 | 2 | 24 | €5.20 | €124.80 | €374.40 | 7,500 |
| Waterford Today | Regional | 12.09.18 | Education Feature | 8 | 4 | 32 | €23.00 | €736.00 | €2,208.00 | 20,000 |
| Mallow Star | Regional | 13.09.18 | Campaign uses real-life stories to encourage people to return to education | 7 | 3 | 21 | €5.20 | €109.20 | €327.60 | 8,000 |
| Vale Star | Regional | 13.09.18 | Campaign uses real-life stories to encourage people to return to education | 12 | 2 | 24 | €5.20 | €124.80 | €374.40 | 8,000 |
| Kilkenny People | Regional | 13.09.18 | Local man fronts literacy campaign | 8 | 4 | 32 | €15.90 | €508.80 | €1,526.40 | 10,591 |
| The Meath Chronicle | Regional | 15.09.18 | Take the first step' to literacy | 14 | 2 | 28 | €16.98 | €475.44 | €1,426.32 | 10,373 |
| Irish Independent | National | 17.09.18 | Free reading and writing tuition | 8 | 1 | 8 | €77.40 | €619.20 | €1,857.60 | 87,673 |
| Irish Examiner | National | 21.09.18 | Never too late to learn | 30 | 3 | 90 | €52.20 | €4,698.00 | €14,094.00 | 26,085 |
| ONLINE | | | Date | Headline | | | | | | Reach |
| kilkennypeople.ie | | | 07.09.18 | Kilkenny man Brian fronts national campaign to improve literacy | | | | | | 790 |
| galwaybayfm.ie | | | 08.09.18 | One young man is changing his life for the better and it's incredibly inspiring | | | | | | 4,764 |
| longfordleader.ie | | | 10.09.18 | Campaign uses real-life stories to encourage people to return to education | | | | | | 2,260 |
| irishlegal.com | | | 10.09.18 | Attorney General encourages lawyers to use plain English | | | | | | 100 |
| irishexaminer.com | | | 21.09.18 | It's never too late: Programme helps adults with literacy and numeracy problems | | | | | | 31,753 |
| Total | | | | | | | | €136,342.08 | €409,026.24 | 2,321,190 |

Acknowledgements

SOLAS and the National Adult Literacy Agency would like to sincerely thank the following people and organisations for their support in the National Literacy and Numeracy Awareness Campaign.

Adult literacy students who shared their story during the campaign, especially:

- Robert Shannon, Liz Carey, Tony Moloney and Margaret Scully, CETB
- Gerard Maher and Eamon Delaney, TETB
- Gerardine Dunphy, LMETB
- Maurice Sammon, Rosaleen O'Neill, Ann Johnston, Bernie Sherlock, WWETB
- Michael Duffy, CMETB
- Brian O'Donnell, KCETB
- Catherine Gavin, Olive Phelan and Rita Murphy, CDETb
- Rosaleen Rice, John Williams, Kenneth Kenellan and Marion Higgins, GRETb
- Tanya Byrne and Lee Mitchell, WWETB
- Joe McDonagh, Angela Gleeson, Pam Noonan and Terence Conway, LCETB
- Catherine Devlin, DETB
- Chris Carthy, MSLETB

Thank you also to all the ETBs, ALOs and tutors who supported the campaign, including those who put us in touch with students and allowed us to film:

- Tara Kelly, KCETB
- Mary Roche Cleary, TETB
- Emma Tobin Coles, Joann Power, Siobhan Crotty, Margaret O'Connor, WWETB
- Siobhan McEntee, CMETB
- Fionnuala Carter, CDETb
- Kevin Kelly and Alison Jones, GRETb
- Lorraine Markham and Mary Dunne, LCETB

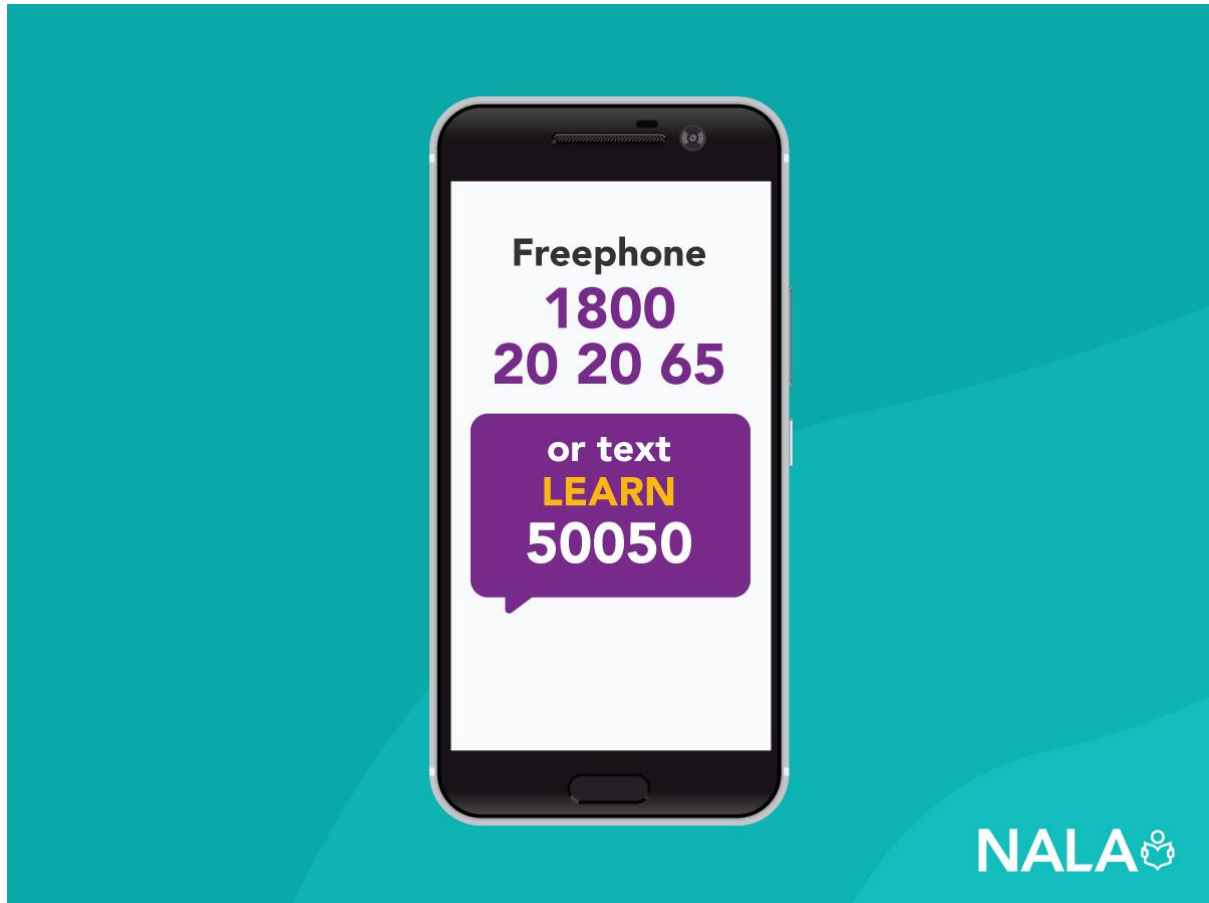
Sinead Moriarty and Charlie Bird for supporting the campaign.

The Learner Ambassadors, NALA Student Subcommittee and other ETB students and tutors for volunteering their time to promote the campaign locally and at the National Ploughing Championships and other events.

Members of the Literacy and Numeracy Awareness Raising Campaign Steering Committee.

The National Advisory Committee and Adult Literacy Forum.

Staff in SOLAS, ETBI and NALA.



The Take the first step campaign Freephone and Freetext number.

For further information contact:

The National Adult Literacy Agency

Sandford Lodge

Sandford Close

Ranelagh

Dublin 6

Telephone 01 412 7900

Email info@nala.ie

1 December 2018

Adult Literacy is co-funded by the Irish Government and the European Social Fund (ESF) as part of the ESF Programme for Employability, Inclusion and Learning 2014-2020.

SOLAS

An tSeirbhís Oideachais Leanúnaigh agus Scileanna
Further Education and Training Authority


NALA

National Adult Literacy Agency
Áisíneacht Náisiúnta Litearthachta do Aosaigh



EUROPEAN UNION

Investing in your future
European Social Fund



**Ireland's European Structural and
Investment Funds Programmes
2014-2020**

Co-funded by the Irish Government
and the European Union