

# VESP View

## VANUATU EDUCATION SUPPORT PROGRAM

October 2017

Issue 2: 6 Yia Klas 1 Community Advocacy Campaign



In July 2016, the Vanuatu Ministry of Education and Training launched its “6 Yia Klas 1” campaign as a first step of a nationwide community advocacy strategy to promote primary school enrolment at the right age. An evaluation of the campaign took place in June 2017.

### Campaign Description

Enrolment Data 2012-15 indicated that only a third of the children were enrolled in year one of primary school at the recommended age of six years.

Evidence from research strongly suggests that over-age enrolment can negatively impact children’s ability to develop basic reading, writing and numeracy skills.

This campaign was designed to support the Ministry’s current initiatives to improve the quality and inclusiveness of learning in early years (K-3).

The target audience for the campaign were parents with children less than eight years old. The campaign also considered the influence of community leaders, community members and children on parents to make decisions about school enrolment. Campaign outputs included TV and radio advertisements and promotional materials (e.g. flags, posters, t-shirts and caps) to be used at community outreach events. The outputs featured community leaders, teachers, children, parents and a call to action for school enrolment at age six. The campaign outputs were distributed through television, radio, social media and mobile text messages.



PIKININI KAT RAET LONG  
STATEM SKUL NOMATA LONG  
DISABILITY BLONG HEM

### Campaign Impact Evaluation

To understand the effectiveness and impact of the campaign, a mixed method research was conducted in three locations – Efate, Ambae and Malekula.

Quantitative surveys were administered with 302 parents and 24 in-depth interviews were conducted with key stakeholders including community chiefs, church leaders, school principals and school improvement officers (SIOs).



96%

of the respondents felt the campaign information was trustworthy (n=111)



95%

of the respondents felt the campaign provided them with new information (n=111)



96%

of the respondents felt the campaign informed/will inform their decision (n=111)

### Evaluation of Key Findings

#### Reach

- 38.4% of the primary target audience had seen or heard the campaign
- A high level of spontaneous recall among those who were exposed to the campaign – 83.6% remembering it without prompts from the interviewer.
- Campaign exposure was consistent across the three locations surveyed.
- Women were much more likely than men to be familiar with the campaign.

#### Effectiveness

- Community events were most effective with 26% reporting this as their main source of campaign information.
- Women were much more likely to have heard about 6 Yia Klas 1 through social networks such as their school, an outreach event or through family members or parents.
- Men were more likely to have heard about the campaign through media such as radio with information from school, family members or teachers listed by only a small percentage.

- Among those exposed to the campaign, 78% had discussed campaign information with family, friends, other parents and community members.
- About 60% of respondents believe six to be the right age of enrolment in Klas 1 in primary school but only 30% believe six to be the right age for children with a disability.

### Impact

- The majority of respondents who were exposed to the campaign viewed it positively.
- There is a strong link between a respondent's knowledge of the right age to enrol and how they intend to act.
- 81% of those who said the campaign informed/will inform their decision making think that age six is the right age to enrol their child in year one.

### Campaign Exposure



### Source of Information

Ranking of sources of campaign information

Ranking	Source	% of female respondents
1	School	25%
2	6 Yia Klas 1 community event	23%
3	Family/household member	23%
4	Another parent or another family	13%
5	Radio Vanuatu	11%

Ranking	Source	% of male respondents
1	6 Yia Klas 1 community event	25%
2	Radio Vanuatu	23%
3	School	23%
4	Teacher	13%
5	Family/household member	11%

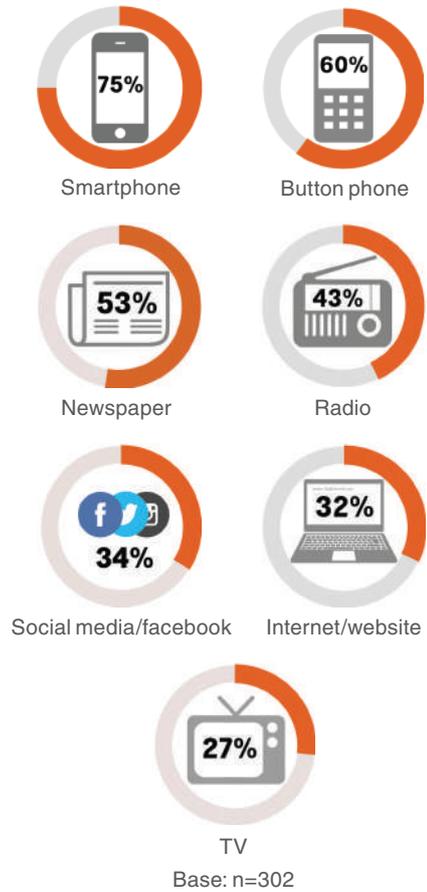
Base: Those who have seen/heard the campaign n=116, Women n=71, Men n=45

Both quantitative and qualitative research responses suggest that people will act based on their knowledge and so what someone thinks is the right age of enrolment for children strongly indicates the age at which they would enrol their child.

### Media Usage

(Used at least once every day)

Mobile phones dominate the media platforms followed by newspaper and radio among the survey respondents across the three locations.



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