



Advocacy for Change

#EveryoneBenefits

@EarlyEdBenefits

Carolyn Wenzel, Campaign Manager

A NATIONAL COLLABORATIVE CAMPAIGN TO:

- increase public awareness and understanding of the benefits of investing in early learning for Australia's future prosperity
- increase access to quality programs that amplify children's development.





Reggio Emilia Australia
INFORMATION EXCHANGE
re search for a new culture of childhood



**goodstart
early
learning**



Early
Childhood
Management
Services



PROPORTION OF CHILDREN VULNERABLE

—Australian Early Development Census (2015)



In 2015 one in five children were developmentally vulnerable in one or more domain in their first year of formal schooling.



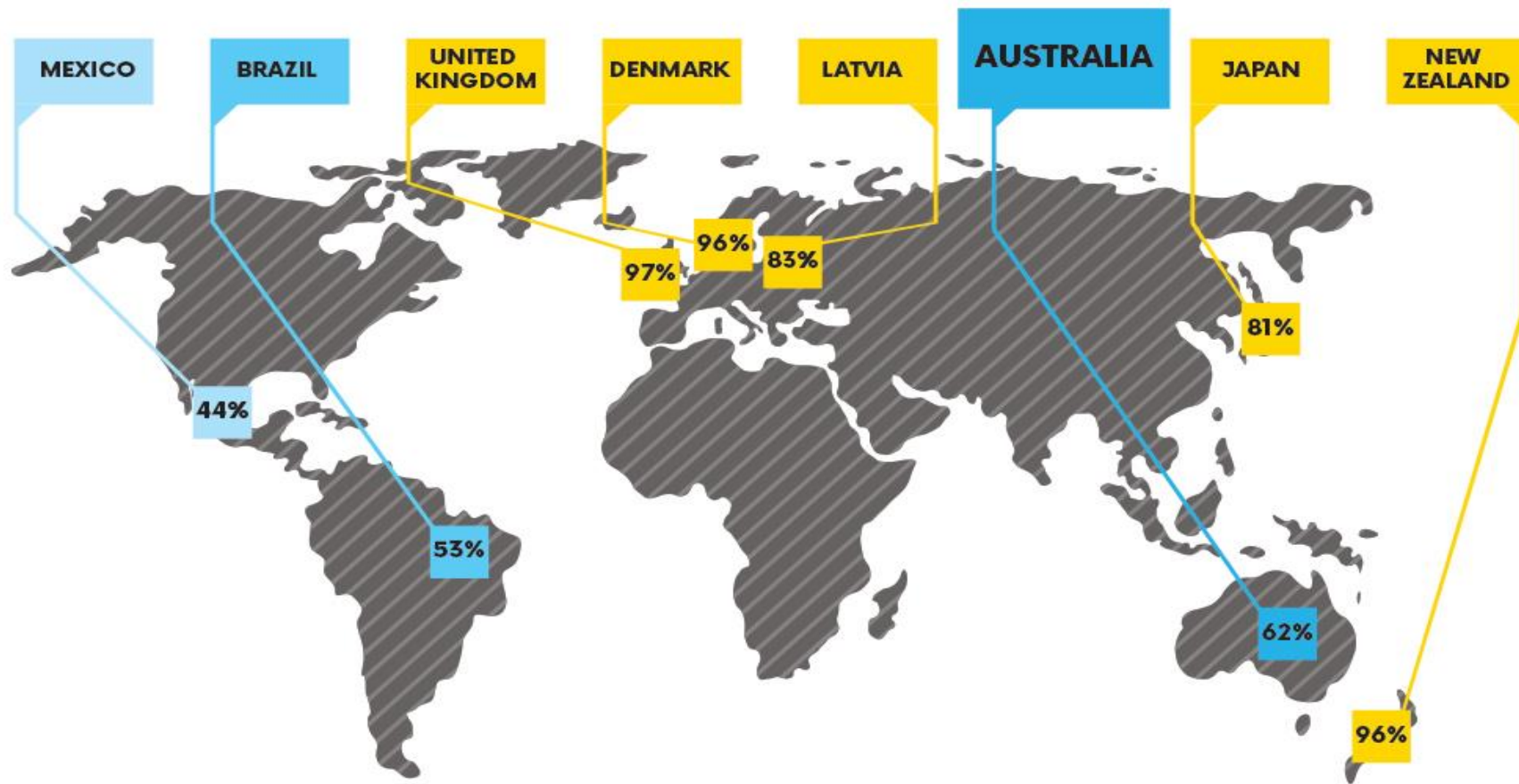
Two in five Aboriginal and Torres Strait Islander children were vulnerable in one or more domain of childhood development.



ENROLMENT RATES AT AGE THREE IN EARLY CHILDHOOD EDUCATION

—OECD (2015)

Australia has a low rate of enrolment of 3 year olds in early learning and is in the bottom third of countries ranked by the OECD.





Political Decision Makers



IN THIS SECTION:

[Brazil](#)

[Canada: Child Mental Health](#)

[U.K.](#)

[Germany](#)

[Australia](#)

Australia Early Childhood Development

This research will develop a core story of early childhood development and child mental health customized to the Australian cultural context, one that can be deployed to advance communications efforts around children's issues throughout the country. The goal is to build a narrative framework that unites and excites a field of practitioners

around early child science communications and demonstrates the ability to shift and expand the public conversation around early child development in Australia.



FrameWorks is collaborating with The Centre for Community Child Health at The Royal Children's Hospital Melbourne to support the important work the Centre does on behalf of children across Australia.

EXPERT'S STORY

- first 3-5 years are crucial in brain development,
- safe, nurturing home environment is crucial
- quality early learning provides support to develop social and emotional skills
- a key threat to optimal child development is multiple adversity causing harmful stress
- 1 in 5 Australian children are developmentally vulnerable (on the AEDC) which can affect their transition to school and education outcomes.

PUBLIC STORY

- **FAMILY BUBBLE** - Children need to be safe at home, with their mother -
- **THREAT OF MODERNITY** - Childcare is a necessary 'evil' caused by the modern necessity of both parents having to work
- In the past children did best by being able to learn at home naturally without interference.
- Focus shifts away from babies & toddlers - **AGE UP**

PUBLIC STORY

- The main threats to child development are the fast-paced modern lifestyle where parents don't have enough time for children,
- Parents don't have enough information there is an over-interference of science -
MEDICALISATION OF CHILDHOOD
- Children don't experience stress





Threat

- Crisis/threat of modernity
- Medicalisation of childhood
- Bubble wrap
- Information is everything

Development

- Family bubble
- Separate influences
- Fill it up
- Stretch but not break
- Success = happiness

What's in the swamp of...

Early Childhood

Context

- Environments shape outcomes
- Place matters

Groups and Populations

- Clusters of difference
- Aging up

Lost in Translation: You Say . . . They Think

"We need to improve the quality of child care in Australia."



Expert

"Well, I don't know about that. The problem is that too many kids are *in* child care and not at home with their mums."



Public

Lost in Translation: You Say . . . They Think

For children to do well in life, the best start we can give them is quality early learning.



Expert

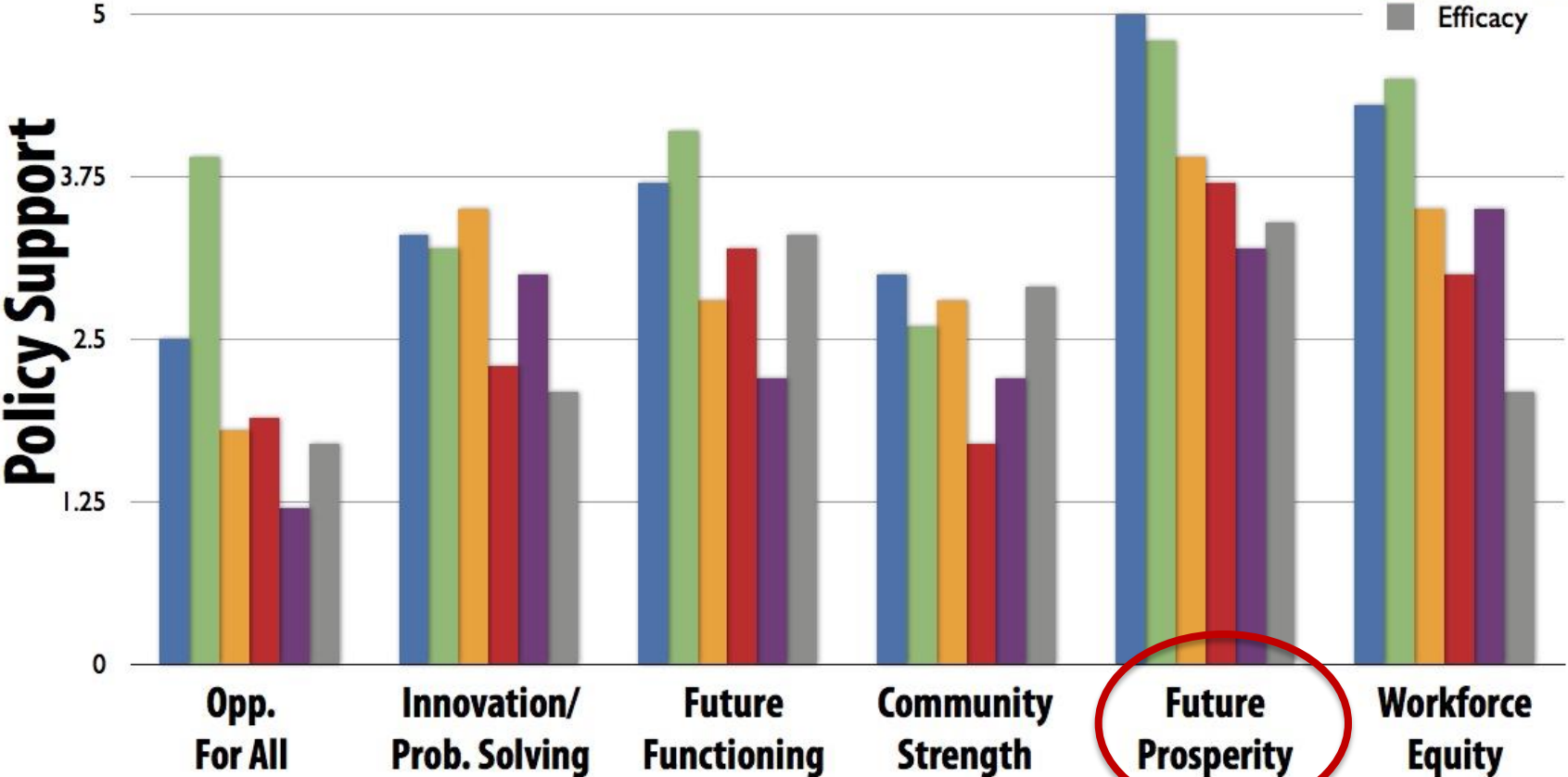
Why should my taxes pay for other people's children?



Public

Results

- Community Resources
- Poverty
- ECEC
- CMH
- Child Care
- Efficacy



Future Prosperity



Australia's future prosperity depends on the collective investments that we make in all of our children's development.



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Helps steer thinking away from:

Looking backward

Crisis

Science as problem

And move thinking toward:

Looking ahead to the future

Solutions

Science as part of the solution



Quality early learning
for our children
makes a quality
future for Australia.



Early Learning -
Everyone Benefits
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Cassandra Goldie and 8 other friends



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ABOUT



Early Learning - Everyone Benefits

May 13 at 12:40pm · 🌐

One in five children are vulnerable as they enter school and two in five Aboriginal and Torres Strait Islander children. We need to ensure all children have access to the early learning the amplifies children's development

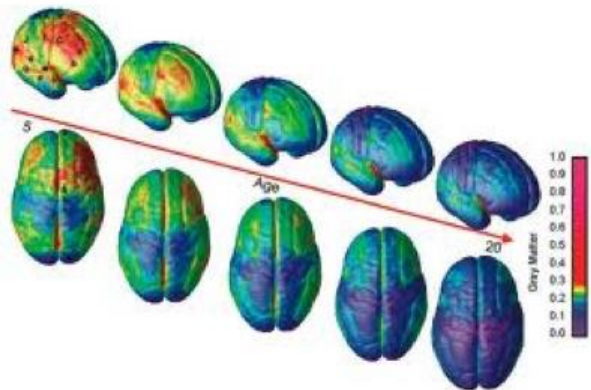
PROPORTION OF CHILDREN VULNERABLE

—Australian Early Development Census (2015)

<https://www.facebook.com/earlylearning.everyonebenefits/>

Explanatory Metaphors: *A Translation Device*

Makes something hard to understand easier to understand by comparing it to something concrete and familiar



Brain Development

≈



Building/Architecture

Weaving Skill Ropes



Learning is about the brain weaving skills together -- social, emotional, and cognitive -- to form strong skill ropes.



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Helps steer thinking away from:

Skills = cognitive skills

Fill it up

Success = happiness

And move thinking toward:

Interactive processes

Providing good learning environments

Ropes don't weave themselves: learning happens actively and requires certain conditions

Amplifier



Just as an amplifier takes an incoming sound and makes it stronger and clearer, a high-quality childcare center can amplify children's learning and skill development so that they can reach their full potential.



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Helps steer thinking away from:

Family bubble

Bubble wrap

Medicalisation of childhood

Information is everything

And move thinking toward:

Positive role for childcare in relation to family

Positive effects of childcare on development

Very sticky and easily used

Very generative (e.g., boost, turn up, multiply, enhance . . .)

GALAXY POLL

84%

Of Australians agree that early learning is important to boost child development

85%

Of Australians agree that early learning is important for our future prosperity

EXERCISE:

Using one or two explanatory metaphors, describe -
how children benefit from early learning.



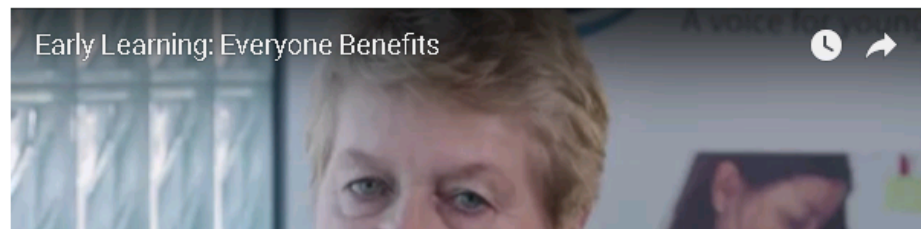
[Educators](#)[Resources for educators](#)[Educator Blog](#)

Early Childhood Educators

As an early childhood professional your support is crucial to the success of this campaign.

Educators understand better than anyone how vital quality early learning is for the optimal development of children. It's frustrating when others don't feel that same passion and conviction. Early Learning Everyone Benefits provides new communication tools and language to help you share why early learning is so beneficial—for children, families, whole communities and the nation.

Watch the campaign message from Ros Cornish, President of Early Childhood Australia and Director of Lady Gowrie Tasmania.

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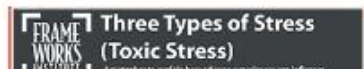
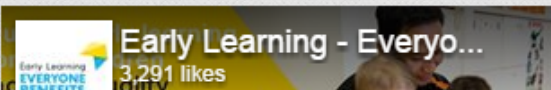
**Early Learning - Everyone
Benefits**

July 22 at 11:46am · Politics

[Educators](#)[Educator Toolkit](#)[Resources for educators](#)[Educator Blog](#)

Early Childhood Educator Toolkit

These resources are designed to help you communicate the benefits of early childhood education. Most were created especially for Australia by the [FrameWorks Institute](#) as part of a collaborative research project coordinated by the [Centre for Community Child Health](#) at the Murdoch Childrens Research Institute. Their [Strategic Communication Tools](#) page is worth investigating.

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[Families](#)[Resources for Families](#)[Family Blog](#)

Families

The first and most important impact on every child's early development are their parents. A nurturing and caring home environment with adults who provide stable emotional support and care lays the foundation for children's development.

Children are born wired to learn, their brains are at their most active with 90 per cent of brain development occurring in the first three years. These early years can unleash a lifetime of potential.

Read these practical and enlightening stories about what parents can do to support their children's earliest development. Each article provides new insights, tips and a list of links for further reading.

Articles for families

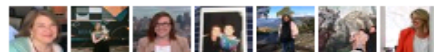


How to create a nurturing home environment by Judy Radich

'How much will this baby change how we live our lives?' wonder many expectant parents.

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Early Learning - Everyone Benefits

July 22 at 11:46am · Politics

Quality early learning
for our children
makes a quality
future for Australia.

Early Learning
**EVERYONE
BENEFITS**

How do all Australians benefit from quality early learning?

Australia's future prosperity is linked to the collective investments that we make in all of our children's development.

When we improve programs and services that help all children to be healthy, to get a good education, and to contribute to our collective prosperity, we all benefit.

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<http://www.everyonebenefits.org.au/>

Learning'

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- # we love MTA
- # creatistics
- # have fun at ECA
- # Invest in learning
- # Invest in education
- # Building knowledge
- # steam = 21st century



the campaign is supported by:



Early learning

the Benefits
of Early Learning
Learning the 45th
x of fudge (grrr)
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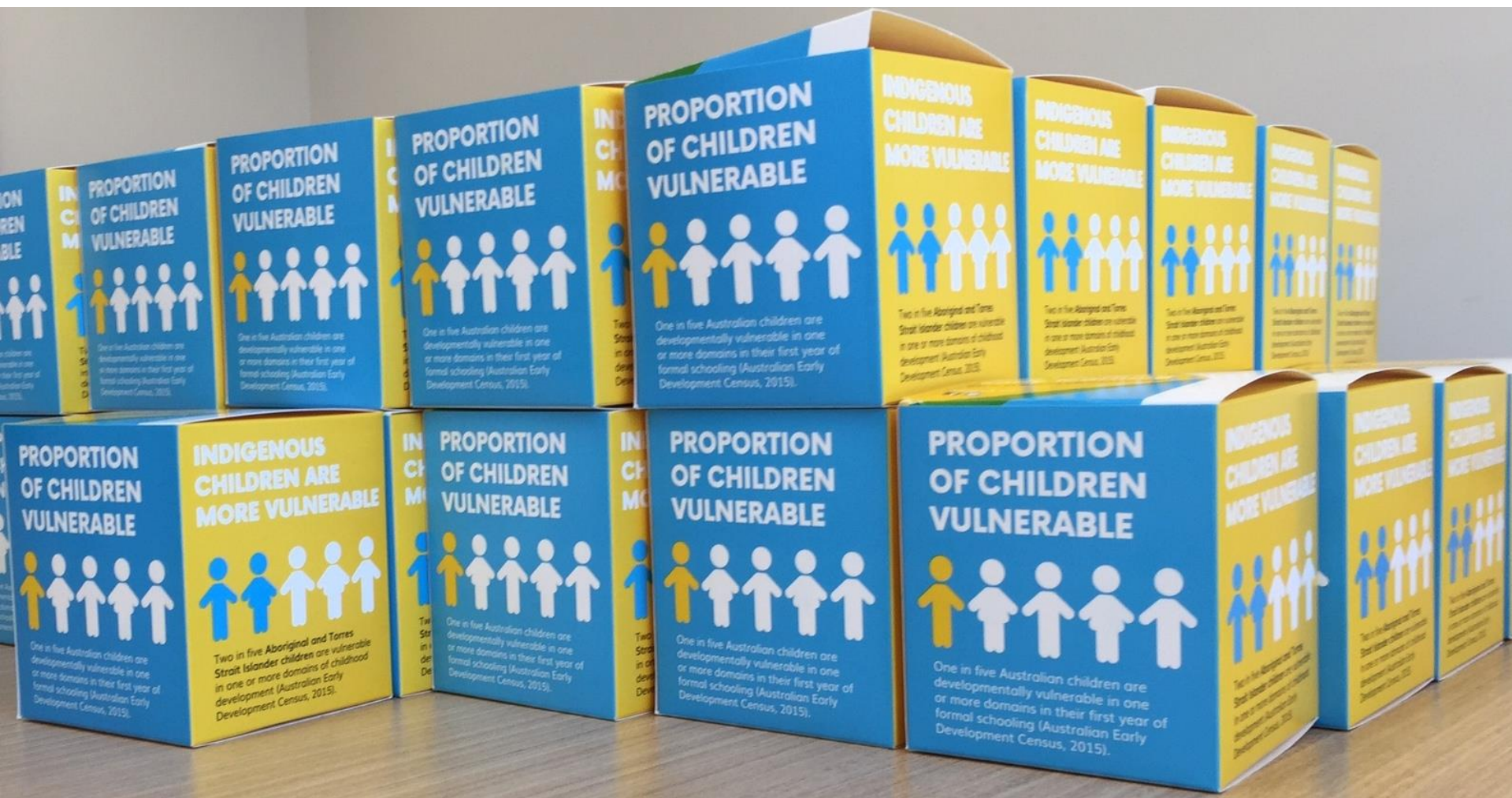
ie chalkboard

#everyonebenefits

Invest in Success
for ALL children!



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www.everyonebenefits.org.au



Early Learning, Everyone Benefits



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