

# UNDERSTANDING, REACHING AND ENGAGING FAMILIES

NATIONAL FAMILY LEARNING NETWORK  
CONFERENCE

WEDNESDAY 18 SEPTEMBER

10.15am-4.00pm (registration opens at 9.45am)

Campaign for Learning,  
24 Greencoat Place,  
London SW1P 1RD

campaign  
for learning 

 National  
Family Learning  
Network

# UNDERSTANDING, REACHING AND ENGAGING FAMILIES

Understanding what motivates and prevents families from engaging with learning opportunities, support services, resources and guidance is essential if we are to improve outcomes for children, young people and their parents.

In this conference, you will discover ways to effectively engage and work with families in your community, and reach new audiences. From what behavioural science can tell us about parental engagement to gaining richer understanding through family panels, the presentations, discussions and workshops will help you shape your offer, so families benefit more from your services.

## PROGRAMME

**9:45 Arrivals and Refreshments**

**10:15 Welcome and overview**

**10:20 Tipping the balance towards learning: making learning relevant, accessible and inclusive to engage families**

Juliette Collier, National Director  
Campaign for Learning



@CForLearning

**10.50 Rebranding Learning**

John Grant,  
Author and Strategist



@greenormal

**11:25 Refreshments**

**11:40 Morning Workshops: Choice of one workshop**



**Photovoice: dads, photography and family learning**

Dr Ann Hegarty, Training Co-ordinator at NALA



**Family voices: using panels to understand your community**

Sandra Hedblad, Senior Learning Manager at The Museum of London



**Engaging disengaged families: the Redbridge Institute STEM programme**

Ruby Mahathevan, Curriculum Manager and Karen Mullings,  
Family Learning Tutor at Redbridge Institute

## UNDERSTANDING, REACHING AND ENGAGING FAMILIES

### 12:40 **What barriers and opportunities are afforded by policy?**

Group discussion on what needs to change in the policy landscape (organisational, local and national) to better support lifelong learning in families

### 1:00 **Lunch and Networking**

### 2:00 **How behavioural insights can boost parent engagement**

Anna Bird, Head of Education  
Behavioural Insights Team



[@B\\_I\\_Tweets](#)

### 2:30 **Afternoon Workshops: Choice of one workshop**



#### **Nudging families into learning**

Fionnuala O'Reilly, Senior Advisor  
Behavioural Insights Team



#### **Creating positive family attitudes toward maths**

Lucy Davis, CEO  
Maths on Toast



#### **How to recruit families for FL courses and keep them coming back for more!**

Juliette Collier, National Director  
Campaign for Learning



#### **Welcoming refugee and migrant families through learning**

Learning Unlimited

### 3:30 **How do we build a lifelong learning culture in families?**

Group discussion on what practical changes can we make to the way we work with families to support a lifelong learning culture

### 3:50 **Evaluation and close**



# UNDERSTANDING, REACHING AND ENGAGING FAMILIES

## Morning Workshops

### **A** Photovoice: dads, photography and family learning

Dr Ann Hegarty, Training Co-ordinator, NALA  
This participatory workshop will share findings from an Irish visual research study which used Photovoice with fathers who moved from breadwinning to caregiving work during the recession. Participants will explore the power of photography to engage men in reflective conversations about the meaning of family learning in their lives and the implications for successfully engaging men in family literacy work.

### **B** Family voices: using panels to understand your community

Sandra Hedblad, Senior Learning Manager at The Museum of London

The Museum of London previously evaluated its events directly related to the museum. By setting up a panel they have enriched their understanding of their local community, engaged with new partners and initiated new programmes. In this workshop, they will explore how they have benefitted from understanding families in a wider context and how it is possible to engage with families on more than one level.

### **C** Engaging disengaged families: the Redbridge Institute STEM programme

Ruby Mahathevan, Curriculum Manager and Karen Mullings, Family Learning Tutor at Redbridge Institute

This workshop will discuss how TES award winners Redbridge Institute increased the number of learners from a BAME background on STEM programmes. They will share how they did this and what they learnt from it. They will also get hands-on with a science and technology activity that you can take back to your setting.

## Afternoon Workshops

### **D** Nudging families into learning

Fionnuala O'Reilly, Senior Advisor, Behavioural Insights Team (BIT)

This session will cover the basic principles of behavioural science and how it may be applied to help parents support their children to learn. Using the BIT's behaviour change model, EAST, attendees will be given step by step guidance on how to use behavioural insights to overcome some of the most common behavioural barriers parents face in supporting their children to grow and thrive.

### **E** Creating positive family attitudes toward maths

Lucy Davis, CEO at Maths on Toast

How do you engage families in a subject they don't like!? This session will look at how to engage families in maths by using fun, creative, hands-on activities to foster a can-do attitude and build enjoyable memories of doing maths together.

### **F** How to recruit families for FL courses and keep them coming back for more!

Juliette Collier, National Director, Campaign for Learning

This workshop will explore practical approaches that motivate and engage families to stimulate a life changing love of learning:

- Understanding and responding to the needs of families in your community
- Building a relevant family learning curriculum for families
- Successfully marketing your learning offer
- Sustaining interest and raising aspirations

### **G** Welcoming refugee and migrant families through learning

Learning Unlimited

This workshop will share resources showcasing empowering and participatory approaches to engage migrant and refugee families. Enabling families to develop their own skills, knowledge and confidence so that they can support their children's learning and become actively involved in their local community.

## To book:

visit <http://bit.ly/CfL18Sept>

call 020 7798 6067

email [info@cflearning.org.uk](mailto:info@cflearning.org.uk)