

# National Adult Literacy and Numeracy Awareness Campaign

Phase two: September 2017

## Summary and evaluation report



# SOLAS

An tSeirbhís Oideachais Leanúnaigh agus Scileanna  
Further Education and Training Authority



National Adult Literacy Agency  
Áisíneacht Náisiúnta Litearthachta do Aosaigh



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## About this report

This report is a summary and an evaluation of **phase two** of the National Adult Literacy and Numeracy Awareness Campaign which happened in **September 2017**. The report should be read in conjunction with the summary and evaluation of phase one of the National Adult Literacy and Numeracy Awareness Campaign which happened in September 2016<sup>1</sup>.

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).

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

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

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Learners Olive Phelan and Lee Mitchel at the launch of the National Adult Literacy and Numeracy Awareness Campaign, 8 September 2017.

## 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 metrics such as recall and reach, had a positive effect on awareness and attitudes towards adult literacy and numeracy services, and was highly rated for being informative. The evaluation also set out a range of **recommendations** for future campaigns.

In **September 2017**, SOLAS funded a **second phase** of the national adult literacy and numeracy awareness campaign which incorporated the recommendations. This report is **a summary and an evaluation** of the second phase of the campaign. It is divided into three chapters as follows:

1. **Chapter one** provides a summary of the second 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 two of the awareness campaign

- Phase two of the National Adult Literacy and Numeracy Awareness Campaign was launched on International Literacy Day, 8 September 2017.
- The awareness campaign was similar to phase one of the campaign in September 2016. 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 phase of the campaign that were incorporated into the second phase such as the promotion of local ETB services through a regional radio campaign and raising awareness amongst younger cohorts through online advertising.
- 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

- Following the second phase of the campaign NALA provided information to **250 individuals** who phoned and wanted information about improving their literacy and numeracy skills. This is a 25% increase in calls from the first phase of the campaign in 2016 when there were 200 calls. As there was no TV advertising sponsored by An Post in the second phase of the campaign there were no calls generated from this medium.
- There was a significant increase to the main campaign website [takethefirststep.ie](http://takethefirststep.ie) with about a 50% increase in sessions and new users, during the second phase of the campaign.
- There were an additional 95 calls recorded by ETBs that participated in the regional radio advertising campaign.

## **Campaign evaluation**

- An evaluation of the campaign showed that 37% 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 2 in 3 (64%) recall the campaign.
- Recall of the campaign continues to be driven mainly by radio, up from 25% in 2016 to 28% in 2017. There is also an uplift in recall of outdoor advertising from 15% to 20%, and online versions of the campaign from 14% to 17%.
- Of those who recall the campaign, 90% of people consider it effective in encouraging people to consider seeking help which is similar to last year.
- Almost half of the total population (47%) claim to be aware that courses are available locally and free of charge, rising to over 3 in 5 (67%) amongst those who had been exposed to the 'Take the First Step' campaign.
- Decline in recall is being driven by those who have not yet been exposed to the campaign.

## **Recommendation**

- The campaign is having a positive impact in terms of awareness of services amongst 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, and addressing the decline in awareness of services amongst this group. 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.
- Much of the decrease in recall is attributed to the drop in TV advertising and given that a recommendation from the 2016 evaluation was to leverage the An Post sponsored TV advertising to maximise impact consideration should be given to how this could be supported in future campaigns.
- There is a gap in collecting information from ETBs about calls received as a result of the awareness campaign which should be improved in future campaigns.



Roisin Doherty and Nikki Gallagher, SOLAS with Minister for Education and Skills, Richard Bruton, TD and Brian Cody at the launch of the National Adult Literacy and Numeracy Awareness Campaign, 8 September 2017.

## **Chapter one**

### **Overview of phase two of the awareness campaign**

## **1. Overview of phase two of the awareness campaign**

This chapter summarises the second phase of the national adult literacy and numeracy awareness campaign that happened in September 2017.

### **1.1 National Adult Literacy and Numeracy Awareness Campaign**

Phase two of the National Adult Literacy and Numeracy Awareness Campaign was launched on International Literacy Day (ILD), 8 September 2017. It was launched by the Minister for Education and Skills at a conference in Dublin for literacy tutors and students.

The creative approach and implementation of the second phase of the campaign was very similar to first phase that happened in September 2016 as the evaluation had shown that it performed strongly in terms of recall, reach, awareness and attitudes and no changes were recommended<sup>2</sup>.

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 advertising, 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 Freephone 1800 20 20 65, Text LEARN to 50050 or log onto [takethefirststep.ie](http://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.

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<sup>2</sup> SOLAS and NALA (2016), National Adult Literacy and Numeracy Awareness Campaign: September 2016 Summary and Evaluation, Dublin.

## 1.2 Incorporation of recommendations from 2016 campaign

There were a number of recommendations<sup>3</sup> from the evaluation of the first phase of the campaign that were incorporated into the second phase in 2017, such as:

- The promotion of local ETB services, and
- Raising awareness amongst younger cohorts.

### 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**. To achieve this NALA produced regional radio advertisements and offered ETBs posters and PR to promote local services.

#### a) Regional radio advertisements

NALA in collaboration with Urban Media, a radio and online media syndicating agency, produced six local radio advertisements promoting 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 provided 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.

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

- FM104 in Dublin – CDET B
- 96FM in Cork – CET B
- 95FM in Limerick – LET B
- LMF M in Louth – LMET B
- Galway Bay FM in Galway – GRETB
- WLRFM in Waterford - WWETB

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

## **b) 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 two centres ordered bespoke posters (with local contact details).
- Seventy one centres ordered generic posters (with national contact details).

## **c) PR to promote local services**

Similar to the first phase of the campaign, NALA offered all ETBs and Adult Literacy Services PR support to promote local services. This included providing nominated ETB students with training through a 'Learner Ambassador programme' on how to tell their story and encourage others to return to education, as well as setting up media interviews and talks. While uptake was low for PR support, several Adult Literacy Organisers nominated students to avail of NALA's Learner Ambassador programme and arranged and supported them to do media interviews and local talks.

See Appendix C for local PR and talks organised by ETBs.

## **1.2.2 Raising awareness of services among younger cohorts**

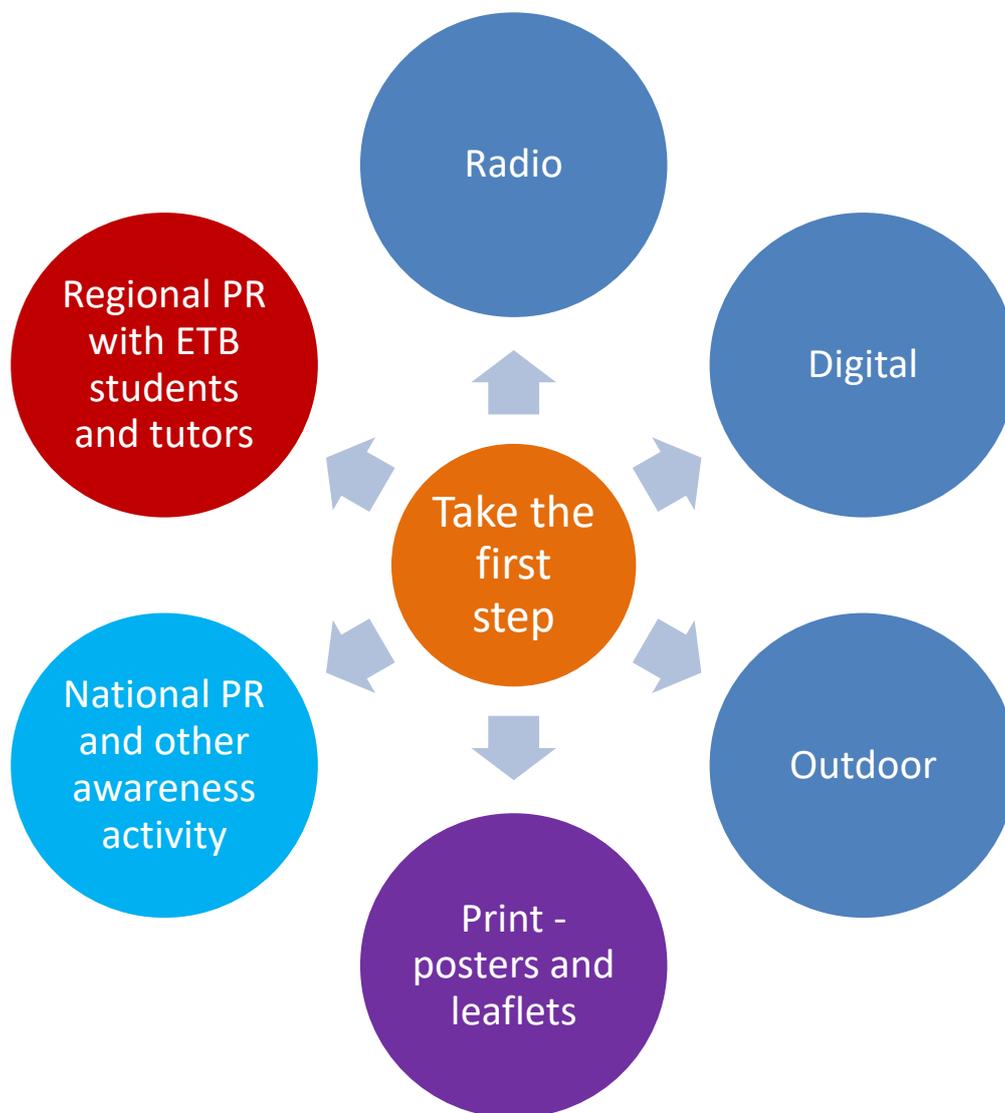
Another recommendation from the evaluation of the first phase of the campaign was **that there was room for improvement for raising awareness of services among younger cohorts**. While there was no additional budget to create new advertising assets, NALA arranged through their partnership with Urban Media, the radio and online media agency, to produce a new video of students talking about the benefits of returning to education to be syndicated on several radio station websites. This was accompanied by **digital display, learner interviews** and **facts about literacy** shared on all radio stations' social media. CDET student Donna Murray, who is in her 30's featured strongly in this video and digital campaign.

During the September 2017 campaign, NALA also invested in a paid Facebook campaign to support the promotion of services among younger cohorts.

### 1.3 Integrated campaign approach

Similar to phase one 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.

Unlike phase one of the campaign there were no TV advertisements in 2017 as An Post who funded this activity before were unable to fund it in phase two.

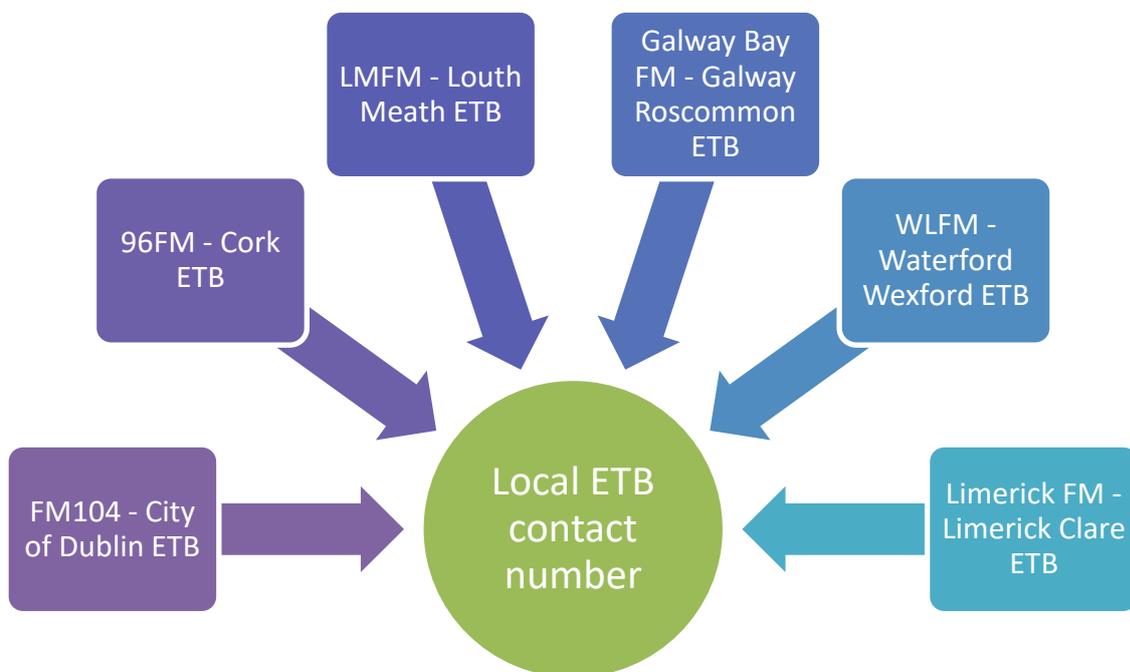


	NALA and Mindshare – media buying agency
	NALA and The Reputations Agency – PR agency
	NALA and ETB Adult Literacy Organisers
	NALA and ETB Adult Literacy Organisers

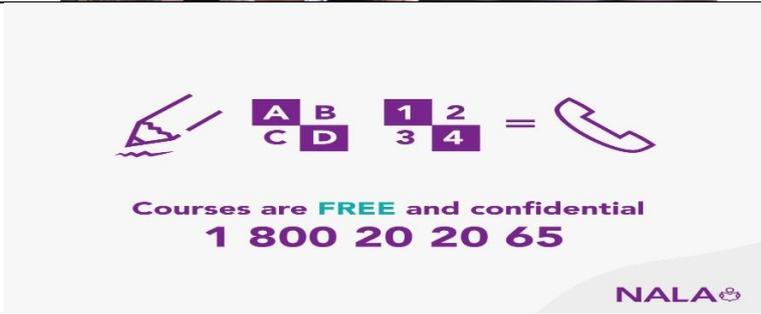
### 1.3.1 National radio advertising promoting Freephone and freetext (3 weeks)



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



### 1.3.3 Digital advertising (4 weeks)

<p><b>Video on Demand – 4 testimonial videos from 2016 campaign</b></p>	
<p><b>New video content created and seed through Facebook</b></p>	
<p><b>Online advertorials seeded through radio websites</b></p>	
<p><b>Mobile and digital display advertising</b></p>	

### 1.3.4 Outdoor advertising (2 weeks)

Rail and retail Dpods



Bus interior posters



### 1.3.5 Print, posters and leaflets

<p>1,200 (72 x bespoke posters types)</p>		<p>Example: CDETB</p>
<p>1,200 (71 generic posters type)</p>		<p>Example: Generic</p>
<p>30,000 x Leaflets</p>	<p style="text-align: center;"><b>INSIDE</b></p>	

### 1.3.6 National PR and other awareness activity (September)

Date	Activity
Friday 8 September	<p style="text-align: center;"><b>International Literacy Day Conference</b></p>  <p>The Minister for Education and Skills, Richard Bruton TD launched the awareness campaign at NALA’s conference to celebrate International Literacy Day. The conference focused on using technology in adult literacy and numeracy tuition. Anthony Mann from the Organisation for Economic Cooperation and Development (OECD) also spoke at the event about adult skills in Ireland. See Appendix A for media coverage.</p>
Tuesday 12 September	<p style="text-align: center;"><b>Reception at Áras an Uachtaráin</b></p>  <p>President of Ireland, Michael D Higgins hosted a reception in Áras an Uachtaráin for 60 adult literacy learners and their tutors. During the month of September these adult literacy learners acted as local <b>Learner Ambassadors</b> and shared their story about the benefits of returning to education in the hope of encouraging other people with literacy difficulties to get the help they need. See Appendix A and C for media coverage and talks organised by ETBs.</p>

September

### Local learner ambassador talks and media interviews



During the month of September some ETB Adult Literacy Organisers arranged for Learner Ambassadors to give talks in their local communities about the benefits of returning to learning. Many of Learner Ambassadors also did interviews on local and national radio and print during September. See Appendix C for full list of events.

19 – 21  
September

### National Ploughing Championships and other shows



Learner Ambassadors attended the National Ploughing Championships in County Offaly and Virginia Show in Cavan and raised regional awareness of the benefits of adult education and local ETB services, with the farming community. See Appendix C for full list of events.

### 1.3.7 National PR - highlights

National press coverage	
	<p><b>Irish Examiner</b> 9 September 2017</p> <p>800,000 people have literacy and numeracy problems</p>
	<p><b>Irish Daily Mirror</b> 9 September 2017</p> <p>Freephone bid to tackle adult literacy</p>
	<p><b>The Irish Sun</b> 13 September 2017</p> <p>Literacy Boost</p>
National radio coverage	
	<p><b>RTE One Drivetime</b> 8 September 2017 In studio interview with Inez Bailey</p>
	<p>RTE One Drivetime 12 September 2017 Interviews with students at Aras an Uachtarain</p>
	<p><b>Newstalk Pat Kenny Show</b> 26 September 2017</p> <p>Kevin O'Duffy and Catriona Whlean interviewed about literacy, technology and farming</p>
National TV coverage	
	<p><b>RTE TV Today Show</b> 2 October 2017</p> <p>Interview with student Maurice Sammon and writer Sheila O'Flanagan.</p>

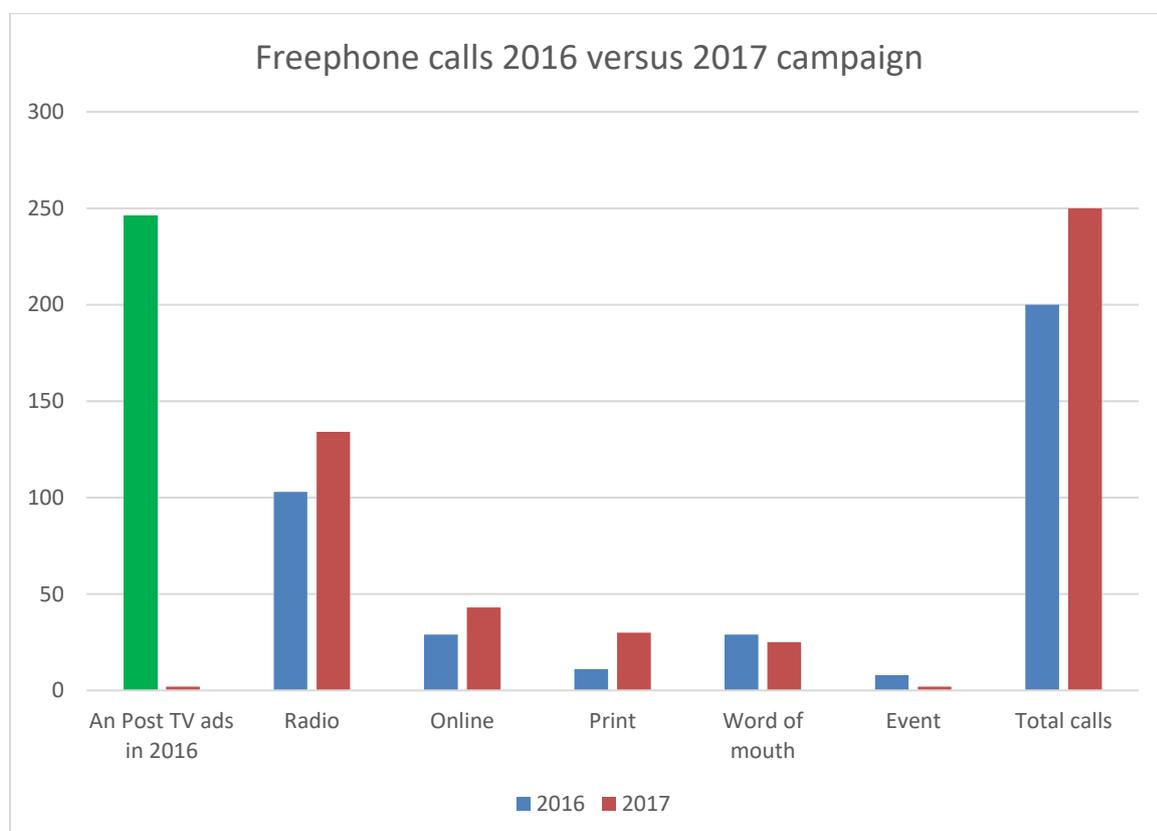
### 1.3.8 Regional PR – highlights

<b>Regional radio coverage - September</b>	
	Tutor Mary Flanagan & two students interviewed
	Tutor Maria Morgan and students interviewed
	Inez Bailey interviewed
	Student Maurice Sammon interviewed
	Student Tony Moloney interviewed
<b>Regional press coverage - September</b>	
Clare Champion	Interview & photo with learner Joe McDonagh
Killarney Advertiser	Local learner Margaret Scully photo with President Higgins
Nationalist and Munster Advertiser	Local learners Gerard Maher & Eamono Delaney with President Higgins
Meath Chronicle	Local learner gerardine Dunphy photo with President
Clare People	NALA talk in Shannon
Waterford Today	Local learner Maurice Sammon photo with President
Sligo Champion	Local learner Chris Carthy photo with President Higgins
The Kerryman	Local learner Margaret Scully photo with President Higgins
Tralee Outlook	Local learner Margaret Scully photo with President Higgins
Waterford News	Local learner Maurice Sammon photo with President
Kilkenny People	Local learner Noel Phelan photo with President Higgins
Nenagh Guardian	Local learner Michael Power photo with President Higgins
Westmeath Examiner	Local learner Donal Kelly photo with President Higgins
Wicklow Times	Local learner Lee Mitchell photo with President Higgins
Wicklow Times	Local learner Lee Mitchell photo with President Higgins
Evening Echo	Listen to the voice of the 20%
Donegal News	Local learner Catherine Devlin photo with President
Western People	Literacy Course
Galway City Tribune	Literacy Awareness
Clare Champion	Invitation to adults to learn

## 1.4 Initial response to the campaign

### 1.4.1 Freephone calls

Following the second phase of the campaign NALA provided information to **250 individuals** who wanted information about improving their literacy and numeracy skills. This is a 25% increase in calls from the first phase of the campaign in 2016 when there were 200 calls. However there is a decrease in overall calls from the first phase of the campaign which can be directly attributed to the lack of An Post sponsored TV advertising in the second phase.

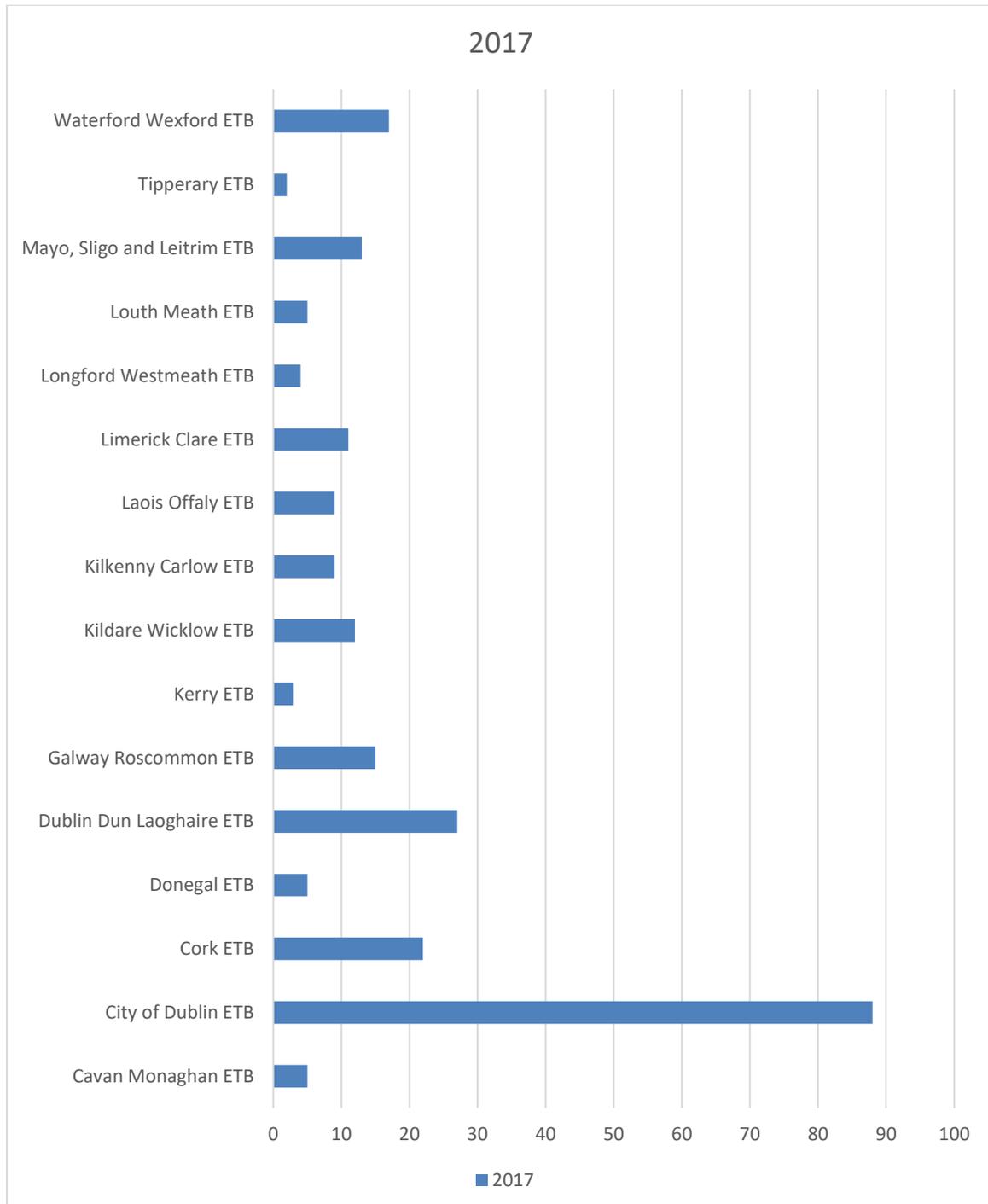


### 1.4.2 Freephone calls and claimed source of awareness

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

### 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 second phase of the campaign in September 2017 there was a significant increase to the main campaign website takethefirststep.ie as follows:

- 8,250 sessions on takethefirststep.ie (49% increase from 2016)
- 11,000 page views on takethefirststep.ie (16% increase from 2016)
- 7,300 users (new) on takethefirststep.ie (51% increase from 2016)

#### 1.4.5 Facebook traffic

Following the second phase of the campaign in September 2017 there was a significant increase from the Facebook advertising campaign to the courses, success stories and getting started sections of the takethefirststep.ie website as follows:

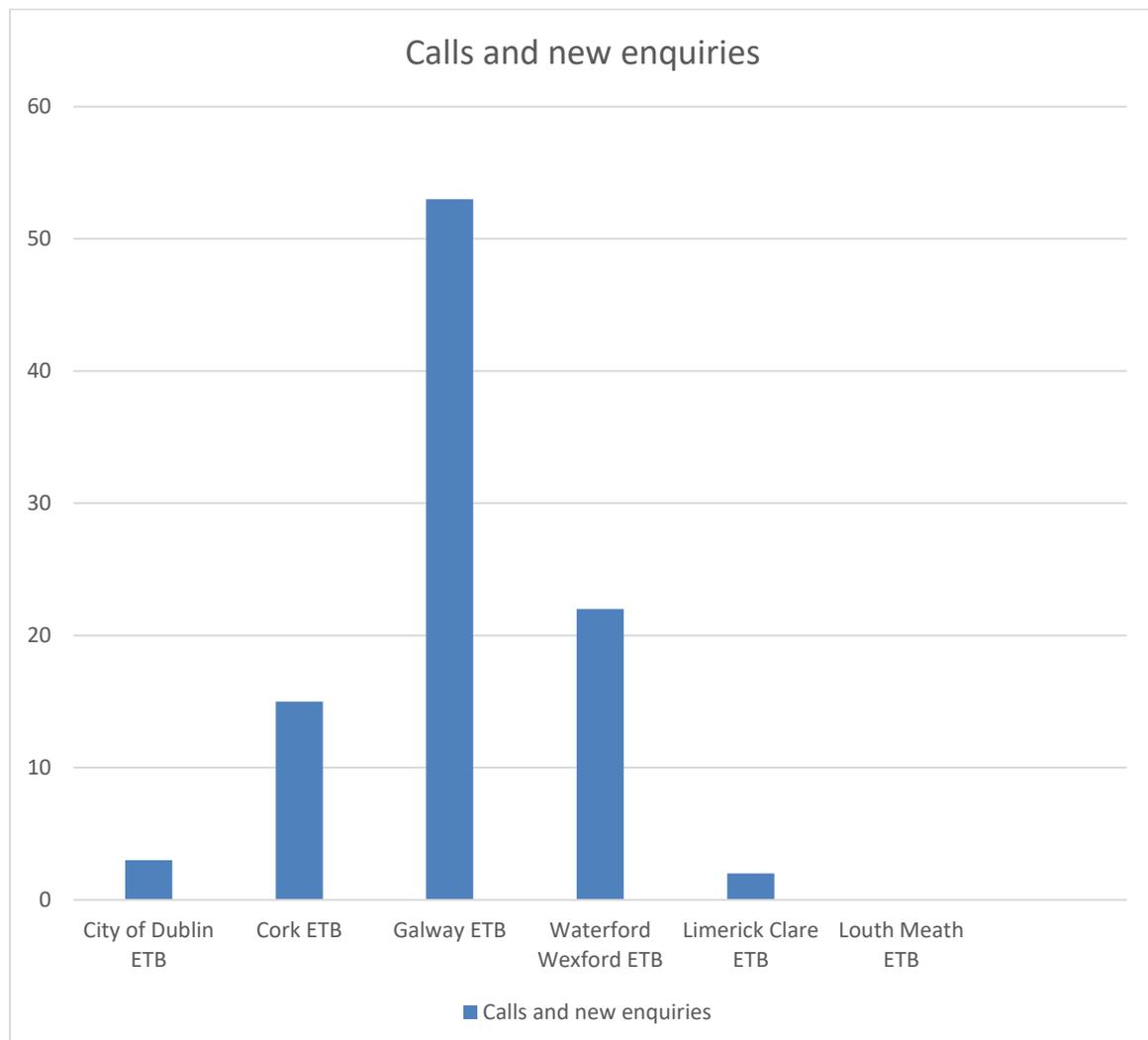
Top Pages	Facebook Traffic Source Sept 2016	Facebook Traffic Source Sept 2017
Homepage	Page views: 1,168 Unique Page Views: 1,061 Avg. time on page: 00:01:27 Entrances: 1,060	Page views: 1,920 <b>+64%</b> Unique Page Views: 1,730 <b>+63%</b> Avg. time on page: 00:02:03 <b>+36sec</b> Entrances: 1,699
Courses	Page views: 198 Unique Page Views: 166 Avg. time on page: 00:01:05 Entrances: 0	Page views: 1,240 <b>+526%</b> Unique Page Views: 1,050 <b>+532%</b> Avg. time on page: 00:01:52 <b>+47sec</b> Entrances: 959 <b>+959%</b>
Success Stories	Page views: 115 Unique Page Views: 106 Avg. time on page: 00:02:07 Entrances: 1	Page views: 1,372 <b>+1,093%</b> Unique Page Views: 1,255 <b>+1,083%</b> Avg. time on page: 00:02:56 <b>+49sec</b> Entrances: 1,219 <b>+121,800%</b>
Getting Started	Page views: 95 Unique Page Views: 72 Avg. time on page: 00:00:15 Entrances: 2	Page views: 2,337 <b>+2,360%</b> Unique Page Views: 2,015 <b>+2,698%</b> Avg. time on page: 00:01:02 <b>+47sec</b> Entrances: 1,857 <b>+92,750%</b>

	Facebook Traffic Source Sept 2016	Facebook Traffic Source Sept 2017
Sessions	1,149	5,775 <b>+402%</b>
New Users	1,090	5,115 <b>+369%</b>

### 1.4.6 Direct calls to ETB adult literacy centres

The regional radio campaign promoted six ETB's adult literacy service and corresponding phone numbers. There were 95 new enquiry calls as a result of the regional advertising campaign recorded by participating ETBs. Galway, Waterford and Cork adult literacy service recorded the highest volume of direct calls, whereas City of Dublin and Limerick recorded the least. Louth recorded no calls as a result of the campaign.

Below is a summary of information received by NALA from participating ETBs. This information is based on phone calls and emails with ten ALOs as there is no centralised system for recording calls nationally. (Follow-up required by ETBI)





President of Ireland, Michael D Higgins meeting tutors and student at a reception in Áras an Uachtaráin to celebrate National Adult Literacy Awareness Week 2017.

## **Chapter two**

### **Campaign evaluation**

## 2. Campaign evaluation

This section provides details on quantitative research that was done to provide an evaluation of the 2017 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 second phase of the campaign (September 2017) compared to first phase of the campaign (September 2016). 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 |

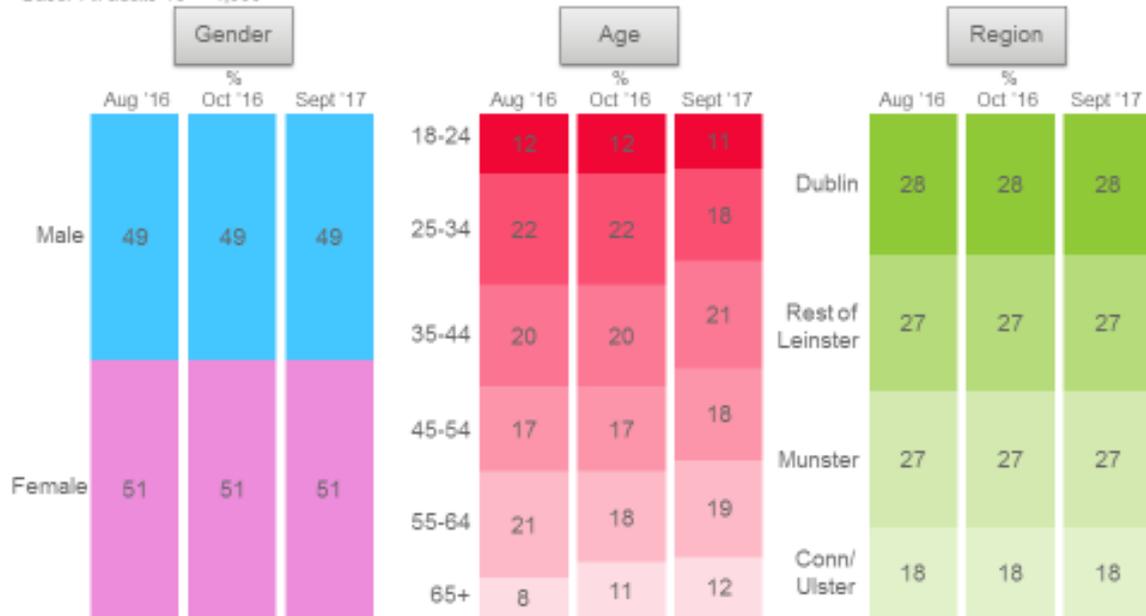
### 2.2 Methodology - Nationally Representative Sample of Irish adults aged 18+.

- 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 those surveyed either have or know someone with literacy or numeracy difficulties. Incidence of knowing someone with difficulties is highest amongst younger age cohorts and those educated to Junior Cert Level or less.
- The research was done between the 15-25 September 2017.



## Profile of Sample - Demographics

Base: All adults 18+ - 1,000



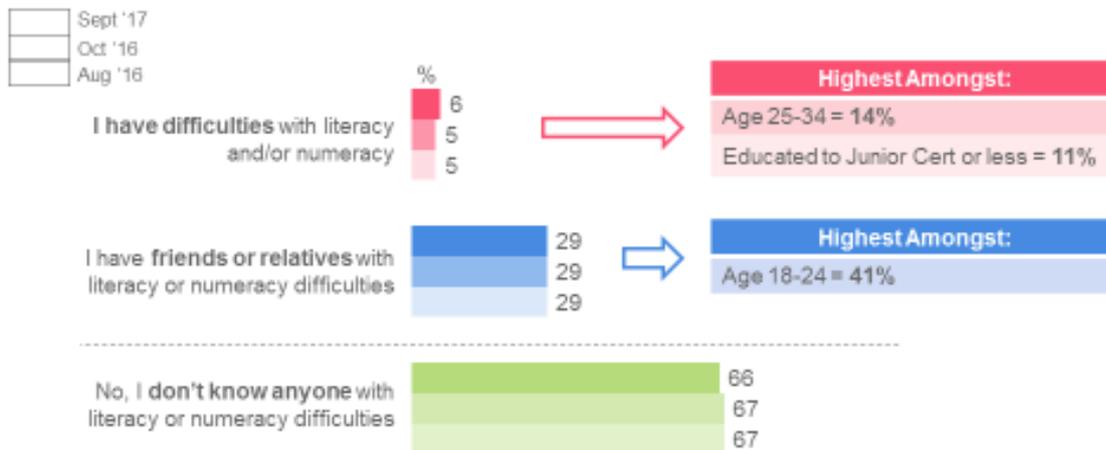
Quotas were set on age, gender, and region to ensure the sample was representative of the national population.

Q. A/B/C



## Incidence of Having/Knowing Someone With Literacy/Numeracy Difficulties

Base: All adults 18+ - 1,000



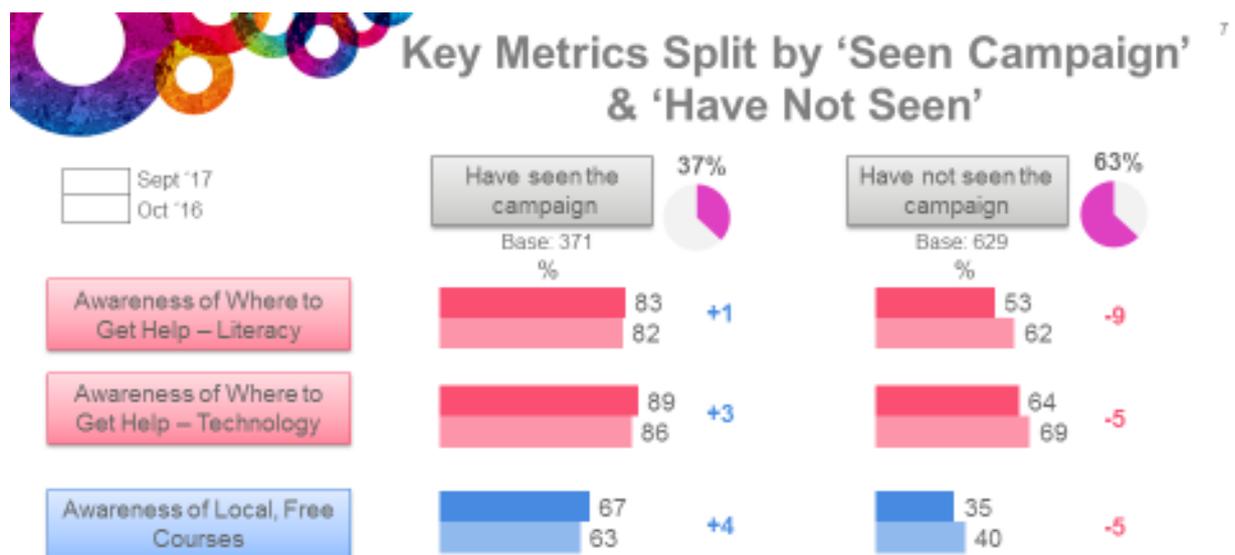
One third of the total population either have or know someone with literacy or numeracy difficulties. Incidence of knowing someone with difficulties is highest amongst younger age cohorts.

Q. 8



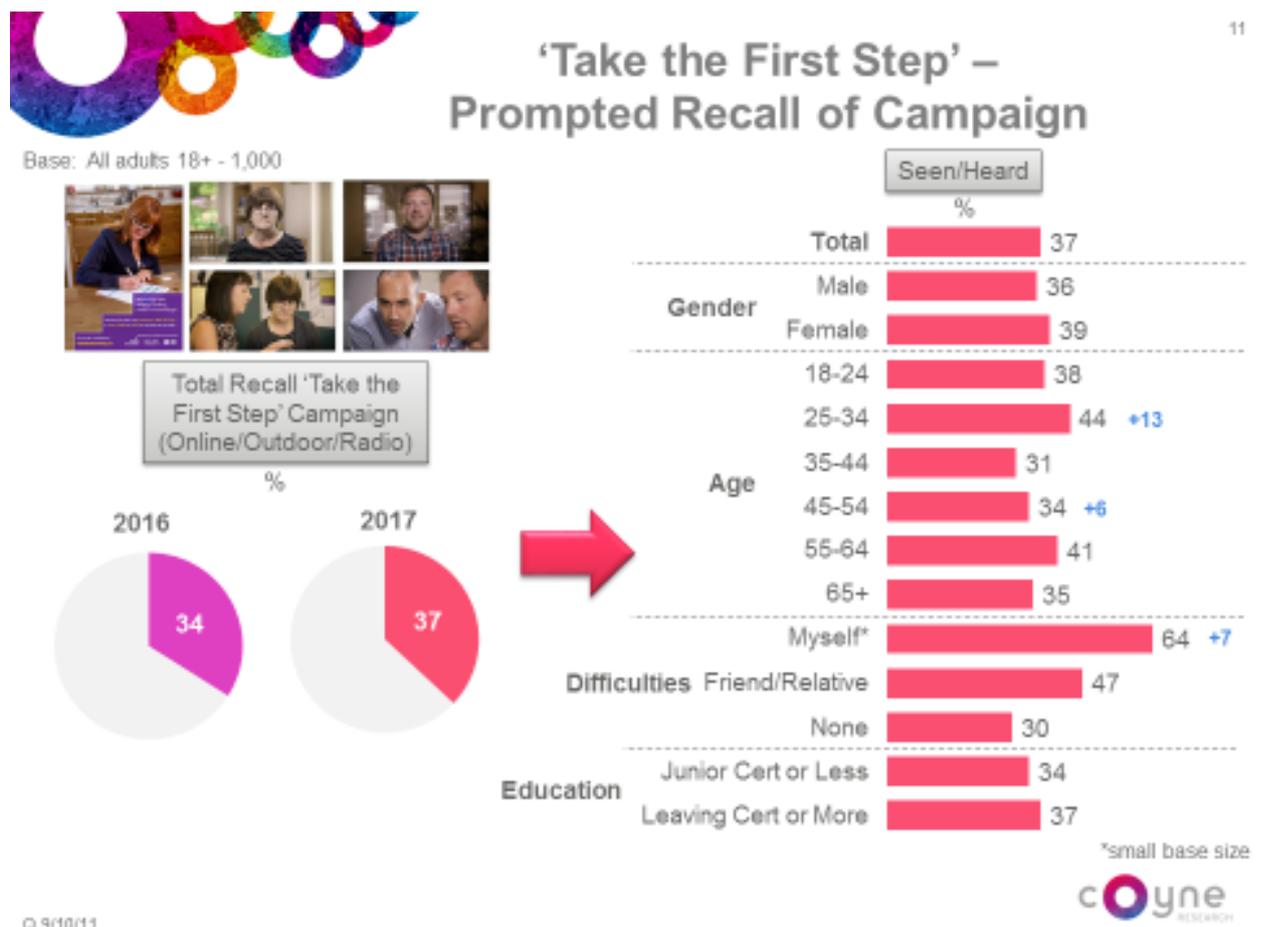
## 2.3 Key metrics split by 'Have seen the campaign' and 'Have not seen campaign'

- The campaign has impressive reach (37%) and is having a positive impact on those who are exposed to it. Thirty seven per cent of people have seen the campaign and have high levels of awareness of where to get help.
- However, awareness of services and course is declining amongst those who have not been exposed to the campaign, highlighting the importance ensuring the campaign reaches as many people as possible.



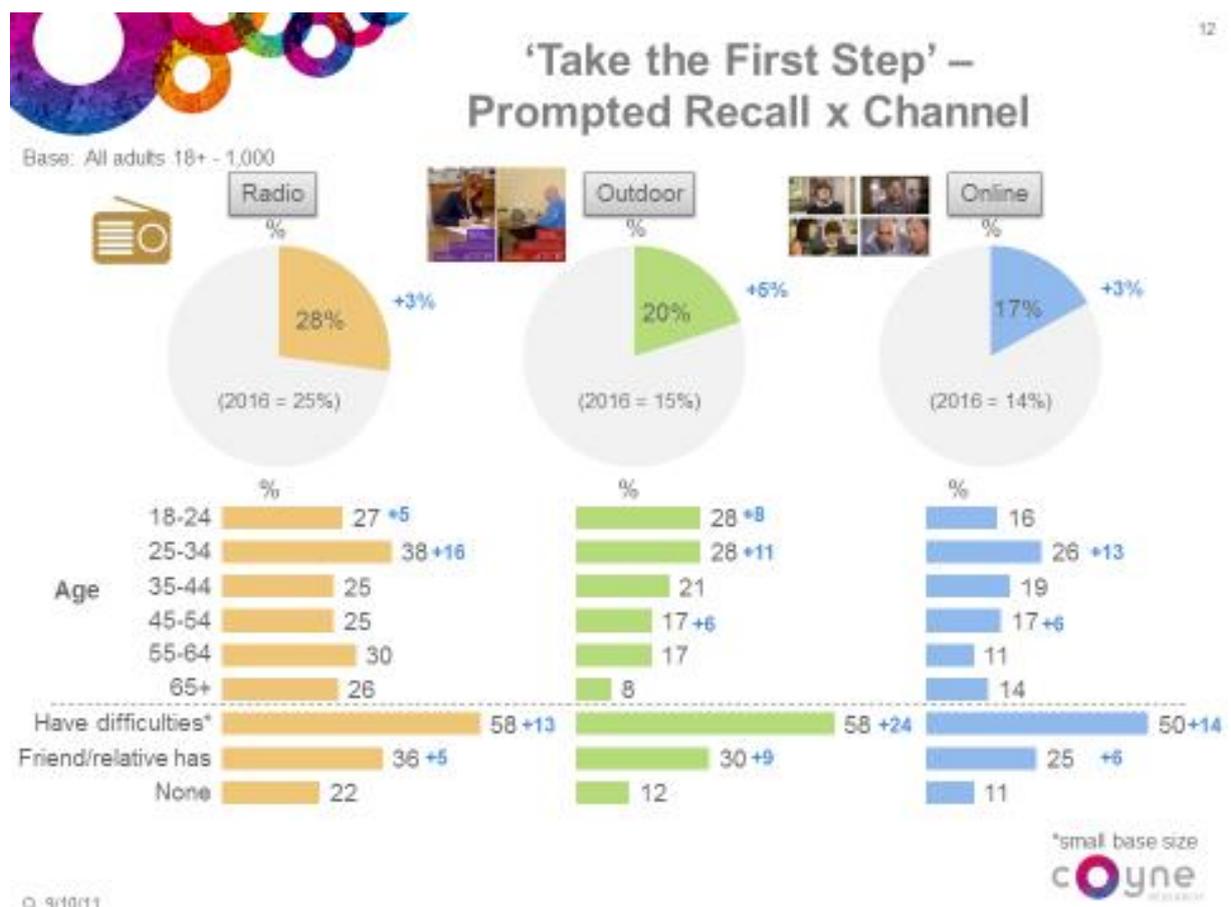
## 2.4 Recall of the 'Take the first step' campaign

- Encouragingly prompted awareness of the 'Take the First Step' campaign has improved since last year. Almost 2 in 5 (37%) 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 2 in 3 (64%) recall the campaign.



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

- Recall has increased for all 3 channels since 2016, with significant improvements in recall amongst the 25-34 year olds, and those who are experiencing literacy and numeracy difficulties themselves.
- Recall of the campaign continues to be driven mainly by radio. The radio ads had the highest recall at 28%, up from 25% in 2016. (This is quite high compared to other radio advertising industry norms which average 15-20% (COYNE)).
- There is an uplift in recall of outdoor advertising from 15% in 2016 to 20% in 2017. There is also an uplift in online versions of the campaign from 14% in 2016 to 17% in 2017.
- In all channels there is a clear uplift amongst 25-34 year olds and those who have literacy and numeracy difficulties.



## 2.6 Effectiveness of the campaign

- Of those who recall the campaign, half (50%) consider it 'very effective', whilst a further 40% consider it 'fairly effective' in encouraging people to consider seeking help. This represents an improvement (7%) of 'very effective' rating versus 2016. (These 'effectiveness' figures are considered high compared to advertising industry norms (COYNE)).

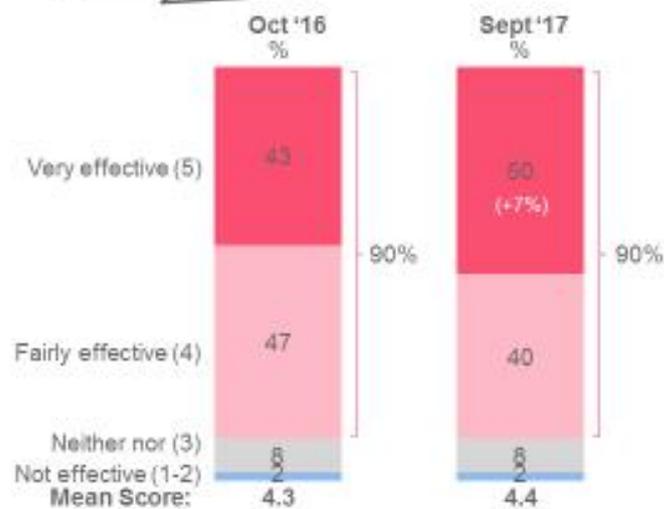


13

### Effectiveness of Campaign

Base: All recall campaign - 371

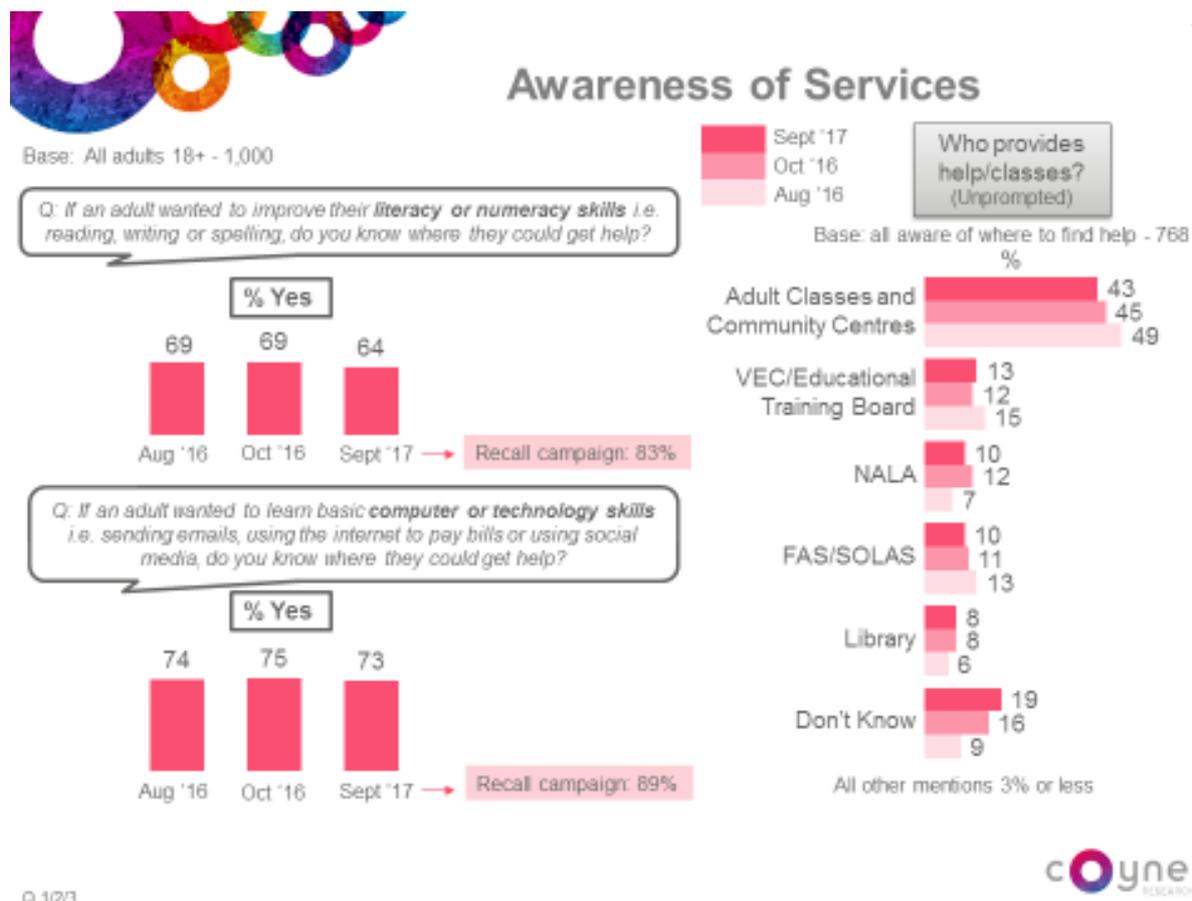
Q: How effective, or not, do you think this advertising campaign is at encouraging people to consider seeking help for literacy, numeracy and basic technology problems?



Q 12

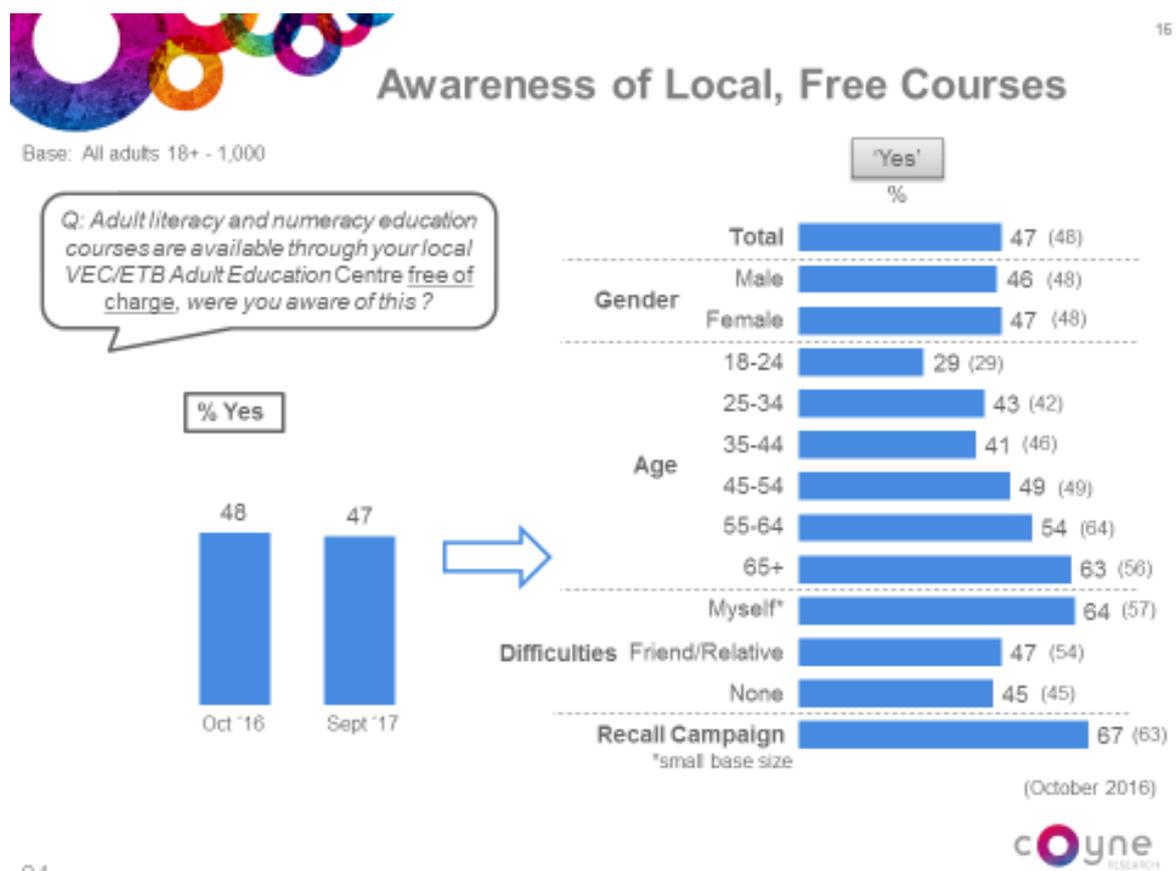
## 2.7 Awareness of services and where to get help

- 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', 64% say 'Yes' – which is a decrease from 2016. However, amongst those recalling the campaign those saying 'Yes' rise to 83% which is a 1% increase from 2016.
- Amongst the total population, on the issue of learning computer or technology skills, 3 in 4 say they know where help can be got with no significant difference between the research in 2016. Amongst those who recalled the campaign the level of positive agreement rises to 89% - again this is a 3% increase on 2016.
- When asked who provides such literary, numeracy, technology classes, Adult Education Centres have the highest awareness levels with 43% and VEC/ ETBs have the second highest awareness again at 13%.
- Decline in awareness is being driven by those who haven't seen the campaign.



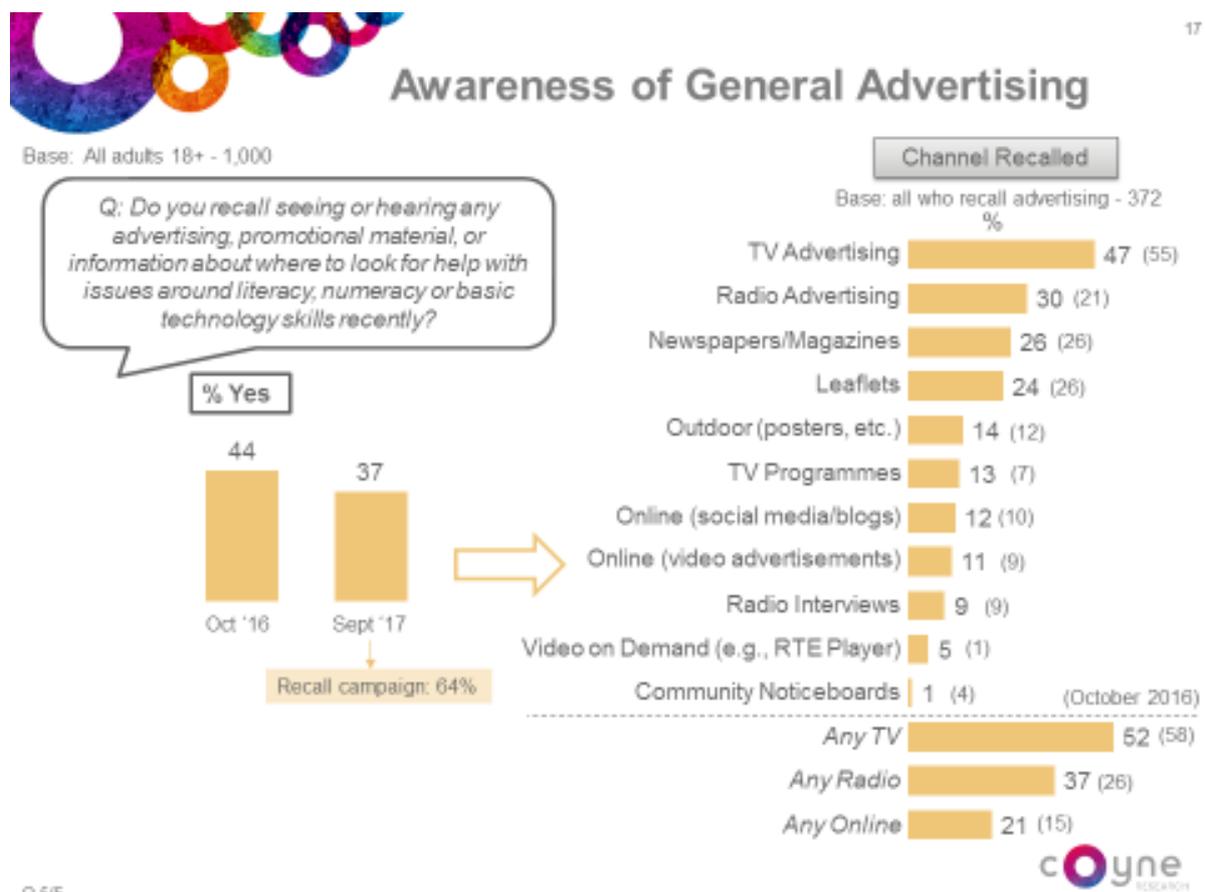
## 2.8 Awareness of availability of courses

- Half of the total population (47%) claim to be aware that courses are available locally and free of charge, rising over 3 in 5 (67%) amongst those who had been exposed to the 'Take the First Step' campaign.
- Similar to the 2016 research, awareness in general increases with age from 29% of 18-24 year olds to 63% of 65+ year olds, highlighting the campaign's greater salience and impact with older age cohorts.
- Increase of 4% for those who have seen the campaign, decrease of 4% for those who haven't seen the campaign
- Two in three of people with literacy or numeracy difficulties said yes – increase of 7% which is an improvement on last year.



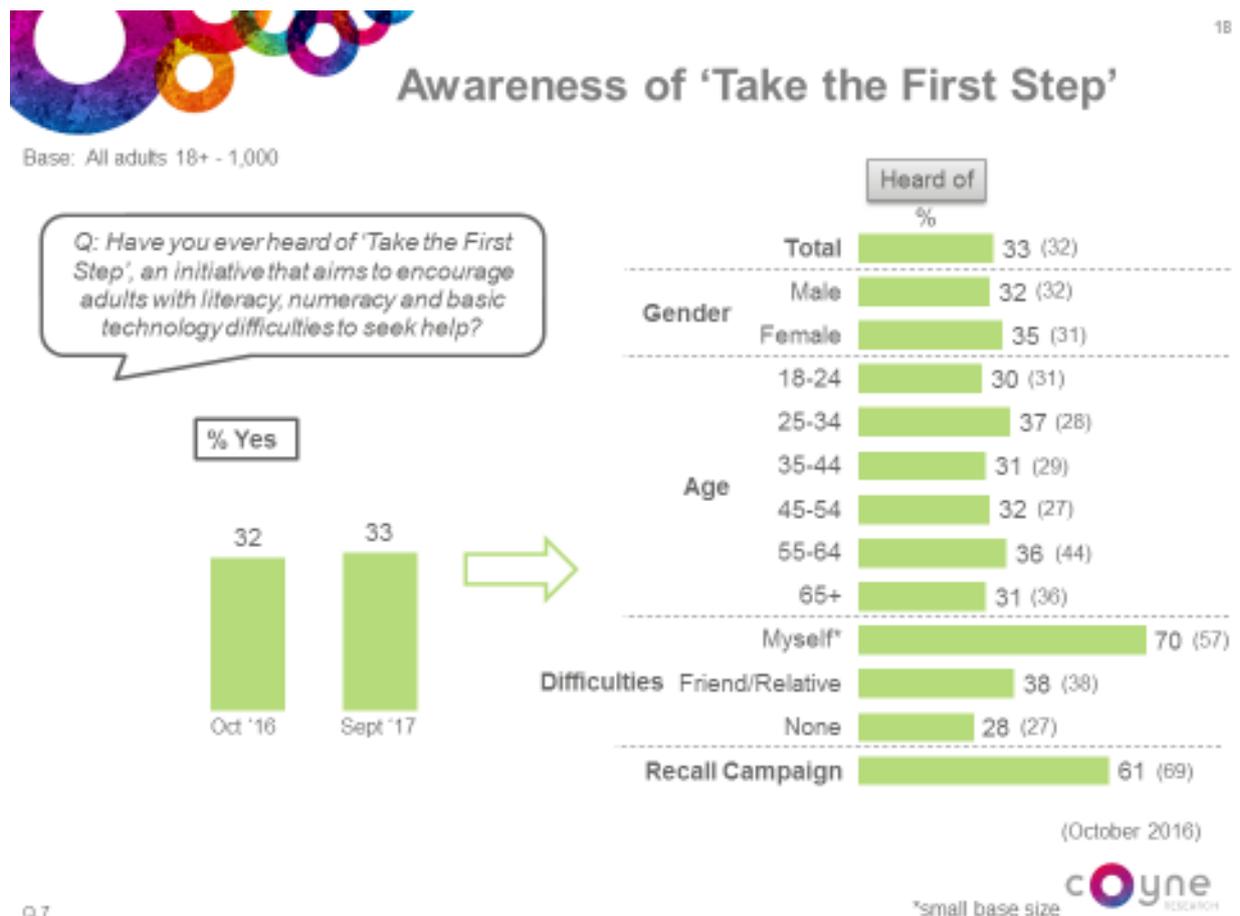
## 2.9 Awareness of general advertising (unprompted)

- Just over 1 in 3 (37%) of Irish adults claim to recall some sort of advertising recently; representing a drop from 2016. This rises to 64% for those who recall the campaign.
- Compared to last year, a lower proportion cite TV as the source of advertising and a higher proportion cite radio.
- Much of the decrease in recall is attributed to the drop in **TV advertising** (most probably the lack of an Post advertising in 2017)
- Approximately 30% of those recalling advertising opt for radio as the channel recalled, which is an increase of 9% on last year. Similarly there is an 11% increased recall of any radio activity on this topic at 37%.
- There is also an increase from 15% to 21% 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 the two waves of research.
- This rises to 7 in 10 (70%) amongst those 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.





Emma Tobin, WWETB Tutor, Sheila O'Flanagan, author and Maurice Sammon WWETB Student before doing an interview on the RTE Today Show.

## **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, and addressing the decline in awareness of services amongst this group. 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.

#### **2. Include TV advertising**

A lower portion of people cite TV as a source of awareness compared to last year and much of the decrease in recall is attributed to the drop in TV advertising. Given that a recommendation from the 2016 evaluation was to leverage the An Post campaign to maximise impact consideration should be given to how this could be supported in future campaigns.

#### **3. Improve system for recording calls regionally**

There is a gap in collecting information from ETBs about calls received as a result of the awareness campaign which should be improved in future campaigns. This would allow for more effective monitoring of regional advertising spend and awareness work.

## **Appendices**

Appendix A – PR impact data

Appendix B – Record of Learner Ambassador talks and ETB awareness activity

Appendix A – see attachment



\* NALA – Take the First Step  
2017 Coverage Report

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\* National Print

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REPUTATIONS  
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## Appendix B

### Learner Ambassador activity, talks and events in September 2017

Date	Learner	ETB	Event
14 Aug	Margaret Scully	Kerry ETB	Awareness campaign radio ad recording
14 Aug	Tony Moloney	Cork ETB	Awareness campaign radio ad recording
21 Aug	Joe McDonagh	Limerick and Clare ETB	Awareness campaign radio ad recording
21 Aug	Catherine Gavin	City of Dublin ETB	Awareness campaign radio ad recording
21 Aug	Lee Mitchell	Kildare and Wicklow ETB	Awareness campaign radio ad and promotional video recording
21 Aug	Olive Phelan	Dublin and Dun Laoghaire ETB	Awareness campaign radio ad recording
21 Aug	Rita Murphy	City of Dublin ETB	Awareness campaign radio ad recording
21 Aug	Catherine Devlin	Donegal ETB	Promotional video recording
21 Aug	Tanya Byrne	Kildare and Wicklow ETB	Promotional video recording
21 Aug	Maurice Sammon	Waterford and Wexford ETB	Promotional video recording
22 Aug	Maurice Sammon	Waterford and Wexford ETB	Awareness campaign radio ad recording
22 Aug	Rosaleen O'Neill	Waterford and Wexford ETB	Awareness campaign radio ad recording
23 Aug	Stephen McGaughran	Cavan and Monaghan ETB	Literacy awareness raising at Virginia Show
23 Aug	Michelle Johnston	Cavan and Monaghan ETB	Literacy awareness raising at Virginia Show
23 Aug	Michael Duffy	Cavan and Monaghan ETB	Literacy awareness raising at Virginia Show
4 Sept	Michelle Johnston	Cavan and Monaghan ETB	Literacy awareness talk at ETB tutor training event
4 Sept	Joe McDonagh	Limerick and Clare ETB	Interview on Clare FM with Mary Flanagan, Adult Literacy Organiser

19-21 Sept	Kevin O'Duffy Noel Phelan Lee Mitchell Tony Moloney Michael Power Liz Corkish Olive Phelan Mary Ward Thomas Campbell Jude Holt	Laois and Offaly ETB Kilkenny and Carlow ETB Kildare and Wicklow ETB Cork ETB Tipperary ETB Kildare and Wicklow ETB Dublin and Dun Laoghaire ETB Dublin and Dun Laoghaire ETB Laois and Offaly ETB Laois and Offaly ETB	Literacy awareness raising at the National Ploughing Championships
26 Sept	Michelle Johnston	Cavan and Monaghan ETB	Guest speaker at Cavan graduation ceremony for adult learners
26 Sept	Gerard Maher	Tipperary ETB	Talk at event for ETB staff and local Dept of Social Protection staff
29 Sept	Joe McDonagh	Limerick and Clare ETB	Interview in The Clare Champion
3 Oct	Joe McDonagh	Limerick and Clare ETB	Literacy awareness talk in Shannon Library
4 Oct	Maurice Sammon	Waterford and Wexford ETB	TV interview on RTE 1 Today Show
5 Oct	Michelle Johnston	Cavan and Monaghan ETB	Interview in The Anglo Celt
22 Nov	Learner ambassador TBC	TBC	Talk to prisoners in Cloverhill Prison
November (exact date TBC)	Tony Moloney	Cork ETB	Talk to National Learning Network students

## **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.

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Michelle Johnston, CMETB

Joe McDonagh, LCETB

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Lee Mitchel, KWETB

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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.

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**1 December 2017**

SOLAS

An tSeirbhís Oideachais Leanúnaigh agus Scileanna  
Further Education and Training Authority



NALA

National Adult Literacy Agency  
Áisíneacht Náisiúnta Litearthachta do Aosaigh



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