



Get On... with the new numeracy campaign

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‘SfLIP helps those teach numeracy to be better at what they do to help meet 2020 targets.’



**Four Years On: Findings and messages for policy and practice, NRDC, 2006*

The QIA Skills for Life Improvement Programme (SfLIP) champions and facilitates excellence and innovation in numeracy and maths teaching. It helps those who teach numeracy to be better at what they do and those who lead and manage to support this improvement. Here we preview a new campaign to be launched shortly by DIUS.

2008 is set to be an exciting year for Skills for Life as work begins towards the ambition that 95% of adults will have functional literacy and numeracy skills by 2020. As we know, numeracy is a particular challenge for us, with an estimated 6.8m adults having numeracy skills below Entry Level 3.

For this reason, the Get On campaign will return to our TV screens shortly with a new focus on numeracy. The LSC will be taking forward the Get On campaign in partnership with DIUS. To maintain the success so far and to hit our existing target of 2.25 million qualifications by 2010, we decided that after six successful years, the ‘gremlins’ should make way for a new campaign.

The first phase of this new marketing campaign will introduce the issue and aim to get adults thinking about improving their numeracy skills. The campaign is designed to build people’s confidence in their ability to do a maths course and reassure them that attending a college with other adults is nothing like the experience they may have had at school. Respondents to the campaign will be given details of the Skills

for Life numeracy courses in their local area. They will also be sent a new motivational film on DVD showing other adults who have improved their skills – and their lives – through Skills for Life. A second phase of the campaign in late summer will provide a further push for enrolments in advance of the new academic year.

The new campaign will launch on 17 March 2008 with PR activity, TV, radio and press advertising, and a new consumer website. Look out for more information on the new campaign over the coming weeks.

The LSC Statement of Priorities published in November 2007 detailed plans to improve the basic skills of over one million adults in the period 2008 to 2011, including 390,000 to achieve a first Entry Level 3 (or above) numeracy qualification. To ensure the challenge is met and help all the adults who can benefit from improving their numeracy skills, providers are encouraged to find out more about the campaign and get involved.

You can find out more about support available on SfLIP for provider staff for numeracy training at www.sflip.org.uk

A few important facts to note*:

- Those with numeracy skills at Level 3 and above attract up to 13 per cent more earning compared with those with lower skill levels.
- Men aged 16–37 with numeracy skills at Entry Level 3 are up to 8 per cent more likely to be economically active than men with lower skills. While for women the impact of low level literacy and low level numeracy is substantial, low numeracy has a greater negative effect.

Also see www.dcsf.gov.uk/readwriteplus for the latest on Skills for Life or email Basic.Skills@dius.gsi.gov.uk