

The Improved Transitions Campaign Case Study

Milestones in the last 6 months include:

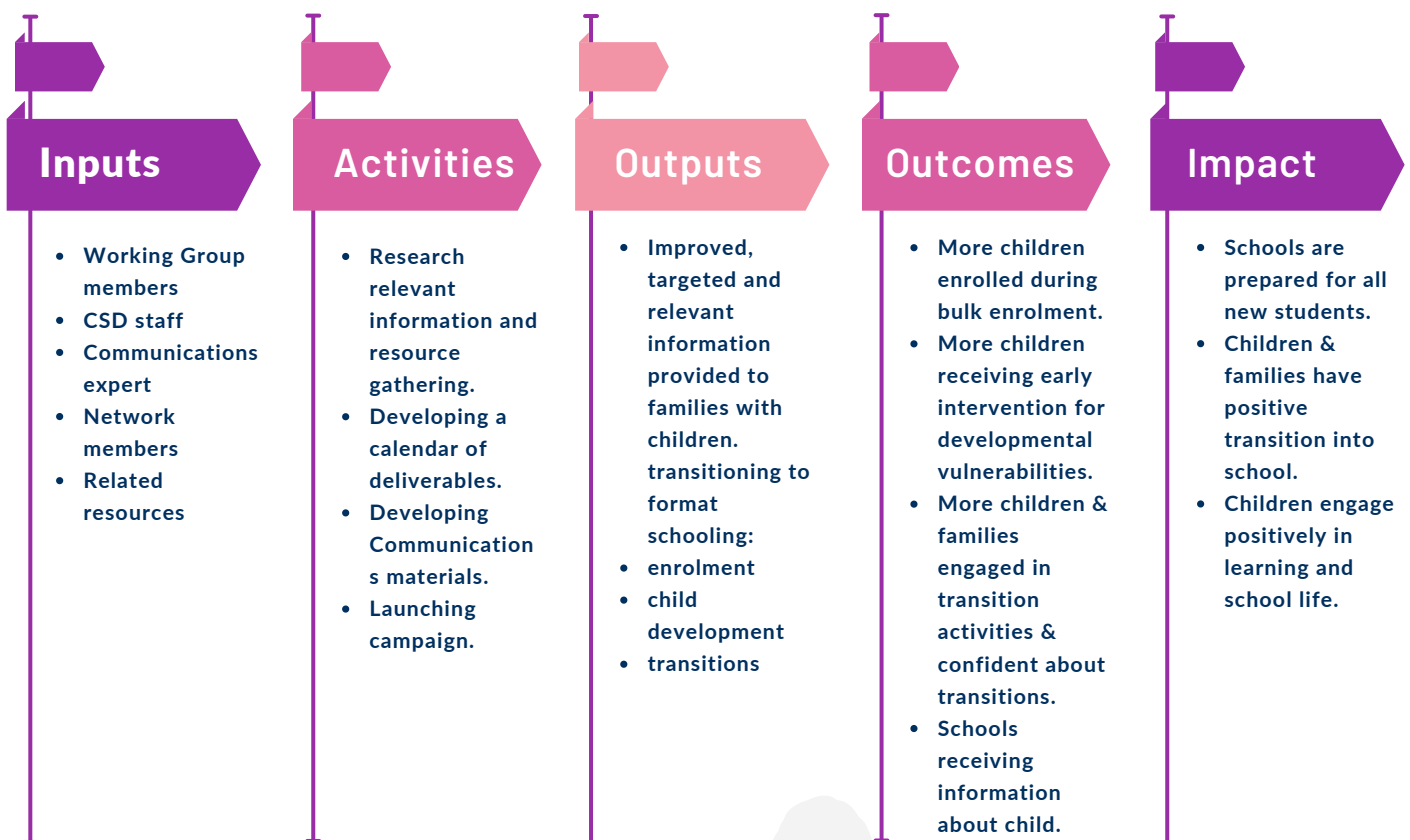
- ✓ Development and implementation of the first phase of the Improved Transitions Campaign
- ✓ The campaign resources, videos, and posters were shared with Belconnen families via the 6 partner ECECs and via email and social media. Since its launch in mid-April, the website has had 1,000 hits.
- ✓ Creation of information pages for each public school in Belconnen
- ✓ Standing up a Critical Friends Group
- ✓ Content developed for the child development phase of the Improved Transitions Campaign
- ✓ Child Health and Development checks (Blue Book) poster created and signed off by ACT Health and Canberra Health Services

The aim of the Improved Transitions Campaign⁹ is to improve transitions for children and families into formal schooling. The campaign directly addresses the four goals of the Best Start Strategy¹⁰. The campaign was developed in response to insights from partner ECECs and schools about the experience of families and knowledge gaps. Emerging from these conversations were three clear themes which were developed into three phases, each having a video and accompanying resources which, as they are developed will be available on the Village website¹¹. Products for each phase will address Focus Area Two objectives and may also align to objectives from Focus Area One, for example the child development phase. For ease of reporting, the project will be assigned to Focus Area Two.

The three phases are:

- ✓ Enrolment
- ✓ Child development
- ✓ Transitions

Improved Transitions Campaign Theory of Change



Led by the Transitions Working Group, over the last six months, the campaign has involved external stakeholders as critical friends to contribute to the design of communication products. This includes practice and policy experts from more than twenty organisations that are part of the ecosystem that supports children to be ready to transition to school. For example, for the enrolment phase, the Director of Enrolment, ED was involved and for the child development phase members of the AEDC and Best Start strategy teams contributed alongside service experts.

A poster for parents about developmental milestones and development checks referring to the Blue Book was finalised at the end of June. It was developed with UC, AEDC and CHS and formally approved by CHS and ACT Health. This poster will be used by UC Good Start project in partner ECECs, included as part of the child development phase of the Transitions campaign, provided to all ECECs in Belconnen and has been widely circulated across Village's networks. Village is printing copies to distribute across its networks. There has been significant interest in the poster from partners and stakeholders.

The Backbone team's role as facilitator and coordinator underpins the development and implementation of the campaign. It has supported the Transitions Working Group and has brought together decision makers and content experts to create the content and resources. The Backbone team has drawn on the internal design and communication expertise in the team to take the ideas and create and promote the end products.

Early signs of impact from enrolment campaign include positive feedback from ECEC Directors, sharing resources between school staff and enrolment officers, and families using the resources.



This is terrific, well done indeed! I really love it, and no probs with any of the messaging. I will send to our comms people, maybe we can link to it somewhere?

ED Director of Enrolment



The enrolment video was very helpful for enrolment. I sent it to several friends who were struggling with enrolment.

Parent ECEC