

Logan Together Foundation Roadmap –Project scoping

Project title: Community mobilisation campaign – parenting, child development and life skills campaign – including Logan Families portal

Strategic or Chapter-based project: Strategic

Short description: Roll out a citywide, multi-platform mobilisation campaign to boost community knowledge and skills in key areas and galvanise community action. Campaign to have a broad social marketing and awareness component, backed by group learning and skilling opportunities and links to intensive one-on-one personal training sessions.

Campaign to cover multiple topics in a coordinated way over time:

- Parenting, household routines and child development
- Fertility, maternal health and healthy relationships
- Nutrition, cooking, budgeting
- Social and emotional wellbeing and resilience
- Language and reading

Campaign to be structured around a detailed audience segmentation study and cater for diversity and the engagement needs of Aboriginal and Torres Strait Islander families.

Digital, face-to-face, social networking, outdoor and conventional communications platforms are all in scope.

What results does it help Logan Together to achieve?

Foundation Roadmap scoreboard outcome (life stage)

This project underpins all outcomes by mobilising the community around the information and actions that make a difference to kids at each life stage.

The campaign may be particularly targeted at building community-wide knowledge and skills around health pregnancies and nurturing bubs in the first 3 years of life.

Target

Is relevant to most result areas and indicators across the life course

Indicators (how do we know the outcome is being achieved)

As above

Why will it help achieve those results?

There is sound evidence regarding the positive impact of ante-natal care, ante-natal education, parenting skill development and home learning, literacy and language routines on child development outcomes. The community mobilisation campaign is an essential tactic to promote and support all of these strategies by:

- Lifting community-wide knowledge about child development and parenting and home learning actions that can be taken in the home to boost child development outcomes
- Creating and promoting clear pathways into learning and support opportunities so families can easily access further help
- Creating a community-wide norm around positive child development and creating a shared community goal and buzz.
- Integrating public health, parenting and behavioural change messaging on numerous different issues into a coherent communication strategy
- Understanding the incentives and barriers to behavioural change that operate for families and address these in a practical way

Project details:

Early thinking on the Community Mobilisation Campaign is that it may be structured around four tiers:

1. **Universal awareness** – a broad awareness campaign that rallies the community around Logan Together’s child development goals, delivers key parenting and child development information, promotes social norms and motivates the community to take action
2. **Behavioural change** – access to more detailed information and tips that influence day-to-day knowledge and behaviours through higher-impact communication strategies. Likely delivered through high-trust channels such as childcare, kindy and school settings, church and cultural groups, GPs and health services and other face to face environments.
3. **Personal action** – well coordinated, promoted and recruited adult learning opportunities in parenting and lifeskills, financial counselling and household routines. Also links to volunteering opportunities to assist with reading, learning and mentoring activity in the community.
4. **One-on-one support** – well supported access to one-on-one support for those families who would benefit from that.

In terms of community reach the four tiers might be seen to be structured as an inverted pyramid with the widest participation at tier 1 and a narrower, more targeted participation at tiers 2,3 and 4.

At each tier, but particularly the more universal tiers 1 and 2 the campaign would be structured around a clear sense of what we want community members to:

- Know / think
- Do
- Feel

Early discussions have highlighted the achievement of our community’s water saving efforts through the drought as an example of the kind of penetration, engagement and behaviour change the community mobilisation campaign should aim for.

The Community mobilisation campaign would encompass the following actions highlighted in the Logan Together Roadmap:

Develop a city-wide parenting skills, child development, reproductive health, life skills, social and emotional wellbeing and resilience campaign

Roll out a citywide, multi-platform campaign to boost community knowledge and skills in these key areas. Campaign to have a broad social marketing and awareness component, backed by group learning and skilling opportunities and links to intensive one-on-one personal training sessions.

Campaign to cover multiple topics in a coordinated way over time:

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Develop a Logan Families Information Portal

Develop a Citizen Portal (Logan Families Portal) and linked Community Collaboration Portal to provide information, connection and collaboration opportunities that support families and assist service providers.

Portals to have the following types of functionality:

- Services directory
- Client controlled identity, service data and document vaults
- Case coordination and collaboration platform
- Events and learning calendar
- Child development apps and games
- Online “Mums and Bubs” groups
- Links to volunteering, job search and training sites

Portal linked to Community Service Hub teams and possibly phone helpline in a multi-channel information management strategy.

Data and scale:

At tier one the campaign would aim for near universal penetration of households in Logan – reaching perhaps 75% of Logan’s 300,000 residents.

Tier 2 would be focussed predominantly on families with young children. At 75% penetration, this would represent approximately 26,000 households.

Tier 3 might involve, over time about 30% of Tier 2 households or about 7,500 households

Tier 4 would be relevant to perhaps 2,000 households.

Partners:

There are a wide variety of partners across the health, education, social services and local government spheres with relevant communications, public health or behavioural change campaign objectives. Integrating the work of these partners will be an important platform for the campaign.

Local businesses and childcare, kindy and schools will be important dissemination channels.

Co-design:

It is imperative that sophisticated insights into the intended audience for the community mobilisation campaign be developed. A variety of market research disciplines should be undertaken involving parents, children and community stakeholders to understand the incentives and barriers that operate for families in their day to day lives.

Specific focus will need to be paid to co-design with Aboriginal and Torres Strait Islander, Pacific Islander and CALD communities.

Quick wins:

The campaign will most likely roll out in a number of phases. Phase 1 should be implemented in the 2nd half of calendar 2016 and could achieve:

- Phase 1 Co-design and market research complete so campaign insights are achieved.
- First phase communications undertaken with media partnerships and local information channels activated.
- Launch of a families information portal
- Integrated inventory of lifeskills and parenting skills program and a coordinated recruitment and promotion of these.
- Integrated approach to promoting and matching volunteer activity.