

Vision of Why Education is Valuable

Promotional Materials



Vision of Why Education is Valuable

Goal

Sustained local communications targeted at beneficiary families that promote school enrolment, attendance, and long-term investment in education—particularly for girls.

Target Audience

Beneficiary families, partner communities, partner organisations, and the Ministry of Education Malawi.

Considerations

- Family-based considerations
 - Low-income families may have conflicting short-term priorities (for example, working for household income) that conflict with long-term needs (for example, planning for the future).
 - Families with no members who have ever been to school may be unfamiliar with the school-going process and priorities, resulting in them seeing little value in schooling.
 - Social expectations, such as girls' roles in household chores and girls as potential income sources (for example, a marriage dowry), may act against a child's long-term best interests through education.
 - There is a lack of evidence showing that education improves social mobility (even when children attend school), often because of inadequate learning outcomes.
- School-based considerations
 - Teachers who teach as a means to an end may not promote a long-term, optimistic vision of education. Despite their pivotal role, they may be poor ambassadors of education.
 - Parents may think schools lack adequate resources for child safety or comfort (for example, a lack of toilets disproportionately affects girls), discouraging them from enrolling their children.

Process

1. Conduct local research to understand the barriers that families face, or perceive that they face, in childhood school attendance.
2. Identify people within the community that have already overcome these barriers or gained value from education despite these barriers.
3. Consider an approach that would enable families currently challenged by barriers to understand the stories of the people identified in step two. For example, this could be an ambassador's programme or community story-sharing events.
4. Research Malawian organisations that TMP could partner with to deliver a programme that meets the identified needs.
5. Design and resource the programme specified in step four.

Prioritised Deliverables

- Produce an “Education is Valuable” report that:
 - a. Analyses the barriers to education faced by beneficiary families.
 - b. Identifies partner organisations to support resultant programmes.
 - c. Facilitates the creation of a long-term programme using local ambassadors that communicates a vision of why education is valuable.

Future Actions

- Produce an “Education is Valuable” report and add it to the website.
- Develop a long-term programme to promote the value of education.

