While waiting for the webinar to start, please answer this quiz question in the poll window to the right side of this slide:

PIAAC stands for:
1) Potential of Individual Active Adult Cohorts
2) Program of International Assessment of Adults’ Competencies
3) Program of Independent Assessment of Adult Competencies
Webinar Tools

Use chat box for discussion

Adjust Screen

Write your questions in the chat box.
We’ll take time at the end of the presentation to respond.

*Please remember to please send chats to “all participants” or “all panelists”*
Framing Effective Advocacy Messages Using PIAAC Data

10 April 2015, 3:00-4:15 pm ET

National Coalition for Literacy
Webinar Agenda

PIAAC Data on Literacy, Numeracy, and Problem-Solving

Margaret Patterson, Ph.D.
Senior Researcher
Research Allies for Lifelong Learning
Secretary and Board Member
National Coalition for Literacy

Strategies for Effective Messaging

Dan Rafter
Sr. Account Manager
Spitfire Strategies

Advocacy in Action

Roberta Soolman
Executive Director
Literacy Volunteers of Mass.
President, Massachusetts Coalition for Adult Education

Silja Kallenbach, Vice President
World Education, Inc.
Board Member
National Coalition for Literacy
NCL:

- Is a national coalition of the leading national and regional organizations dedicated to advancing adult education in the U.S. since 1984.

- Supports advocates, leaders, and others to make a positive difference for adult education and family literacy.
FULL MEMBERS:

American Assn for Adult and Continuing Ed
American Library Association
Assn Adult Literacy Prof Dev
Center for Applied Linguistics
COABE
Goodling Institute at Penn State
National Ctr for Family Learning
Senior Service America
TESOL International
VALUE USA
World Education

ASSOCIATE MEMBERS:

Adult Learning Partners, LLC
Arizona Assn of Lifelong Learning
CLASP
Maryland Assn for Adult, Community, and Cont Ed
Montgomery Coalition for Adult English Literacy
Penn Assn for Adult Continuing Education
Research Alliance for Lifelong Learning

National Coalition for Literacy
NCL thanks Dollar General Literacy Foundation for its generous support of advocacy for adult education.

Fact Sheets: Investing in Adult Education PAYS!

Investments in adult education bring returns to all aspects of our society and economy. To mark the release of the PIAAC data, NCL developed a series of fact sheets on the returns on investing in adult skills. We urge you to download and use these free fact sheets when advocating on the importance of adult education to policy makers and the press.

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national-coalition-literacy.org
Making Skills Everyone’s Business
A Call to Transform Adult Learning in the United States

Strategy 1: Act Collectively to Raise Awareness and Take Joint Ownership of Solutions
Strategy 2: Transform Opportunities for Youth and Adults to Assess, Improve, and Use Foundation Skills
Strategy 3: Make Career Pathways Available and Accessible in Every Community
Strategy 4: Ensure That All Students Have Access to Highly Effective Teachers, Leaders, and Programs
Strategy 5: Create a “No Wrong Door” Approach for Youth and Adult Services
Strategy 6: Engage Employers to Support Upskilling More Front-Line Workers
Strategy 7: Commit to Closing the Equity Gap for Vulnerable Subpopulations
Key Findings

1 in 6 American Adults Have Less-Than-Basic Literacy
Roughly 36 million U.S. adults have only basic vocabulary knowledge and struggle when working with anything other than short texts.

Nearly 1 in 3 Have Less-Than-Basic Numeracy Skills
Almost 30 percent of U.S. adults have difficulty solving anything beyond simple mathematical operations involving counting, sorting, and basic arithmetic.

The U.S. Lags Behind in Digital Literacy, Problem Solving
American adults performed below the international average when it came to using digital technology to acquire and evaluate information, communicate with others, and perform practical tasks.

Advocating from PIAAC
Adult Transitions to Learning in the USA: What Do PIAAC Survey Results Tell Us?

- Learners are those who reported formal or non-formal learning in the 12 months before PIAAC assessment; adults who reported participating in neither are described as Non-Learners.

- We classified adults into 3 categories based on the highest education level they reported:
  - Less than High School (LHS),
  - High School (HS), and
  - Postsecondary (PSE).

- An estimated 80 million LHS and HS adults are not learning formally; 48 million of them are Non-Learners.

Advocating from PIAAC
Advocating from PIAAC
Advocating from PIAAC
Advocating from PIAAC
Strategies for Effectives Messaging
Target Your Audience

- Who must you reach to achieve your objective?
Audience Targeting

Think Small!
IT DOESN'T MATTER WHAT YOU CALL IT, IT'S STILL SMOKING.

www.URAtarget.com
Share knowledge
Build will
Reinforce action
SHARE KNOWLEDGE

- Doesn’t know information
- Knows but doesn’t care
- Knows but doesn’t believe
Diseases from unsanitary drinking water kill more people than war and violence each year.
BUILD WILL

• Know what their barriers are
• Stay in the comfort zone
• Make the reward bigger than the risk
Building Will
REINFORCE ACTION

• Pat on the back
• Convey win
Reinforcing Action

Where’s the love?
Core Concerns

- What do THEY care about?
Core Concerns

• Tap existing values

• “Big” values vs. “small” values

• It’s not about you. It’s about your audience.
Message

people:
Chill out!
-penguins
Message Box

**Value**
Make your audience nod back at you in agreement.

**Vision**
“So, what?”
This is what the world will look like if your audience does what you want them to do.

**Barrier**
(a.k.a. Overcome the Barrier)
Your response when your audience says, “Yeah, but…”

**Ask**
What one, specific thing do you want them to do?
Message Box

Everyone should have access to a basic education so they can fully contribute to our society.

Adults have access to the skills they need to succeed in their roles as employees, heads of families, and community members.

Millions of adults in the U.S. struggle with basic literacy and problem-solving skills.

Prioritize funding for adult basic education programs.
Four Sins of Message

The earth is warming at a rate 1000% times faster than last year, reminiscent of the paleozoic era, and as Aptenodytes patagonicus we need to ponder this.

% times faster than last year, reminiscent of the paleozoic era, and as Aptenodytes patagonicus we need to ponder this.
Four Sins of Message

• MEGO

Charismatic Megafauna
Evidence indicates that, adjusting for variation in family income, children with health coverage have better outcomes on standard developmental indicators than do children without such coverage, controlling for environmental factors and adjusting for access to primary care providers.
Four Sins of Message
The earth is warming at a rate 1000% times faster than last year, reminiscent of the paleozoic era, and as Aptenodytes patagonicus we need to ponder this.

Four Sins of Message

• MEGO
• Literal sclerosis
• Statistical overload
• Lack of narrative
Advocacy in Action
Advocacy Message Commandments:

- Resonate with the intended audience.
- Be well-informed, know your facts, use research.
- Be organized and concise.
- Be inclusive and reach out to other constituencies.
- Have a unified message.
- Plan for the long haul and be persistent.
- Be honest.
- Never try to “get even”, surprise or embarrass anyone.
- Expect your message to evolve over time.
Early Messages

- Second chance for adults to learn to read, write and obtain a GED

- Learn to speak English, become a citizen

- Explaining what adult basic education is not

Advocacy in Action
Education Reform Act of 1993

- Institutionalized state's obligation to educate adults with less than high school skills

Advocacy in Action
Connections with other emerging priorities

Advocacy in Action
Message through infographic

- Prosperity of the state depends on ABE
- Connect ABE to major public policy priorities in the state
- Budget request positioned as investment
- Visibility for MCAE name and logo
- Statistics used to substantiate need
- Priorities for funding increase

Advocacy in Action
Using PIAAC data infographic
Educational inequality

ABE fixes disparities of this generation, guards against an achievement gap in the next generation, and promotes stronger and more equitable communities.

Personal potential

Right now, the demand for adult basic education overwhelms the supply, and it probably always will. The point is, struggling adults are willing to do the work to better educate their children, lift themselves out of poverty, and contribute to society. Massachusetts just needs to meet them halfway.

Advocacy in Action
Four Sins of Message

• MEGO
• Literal sclerosis
• Statistical overload
• Lack of narrative

What are your lessons learned and strategies for avoiding the four deadly sins of message?
Fact Sheets: Investing in Adult Education PAYS!

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Investing in Adult Education PAYS!
...For America’s Workers
...For Bridging the Digital Divide
...For Educational Attainment
...For Safer and Healthier Communities
...For Stronger Families
...For an Informed Citizenry
...For Fully Integrated Communities
Questions & Comments
Framing Effective Advocacy Messages: Health Literacy through the PIAAC Lens

4 May 2015, 3:00-4:15 pm ET

Presenters:
Esther Prins, Penn State University
Dan Rafter, Spitfire Strategies
Allison Kokkoros, Carlos Rosario International Charter School

National Coalition for Literacy