



Lifeguard Education Channel

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Lifeguard Education Channel Brief

1. Overview

The Lifeguard Education Channel is a set of Television programs that can be viewed by all people needing information on topics in particular Mathematics, English and Junior Life skills at primary level. IDSIS will broadcast through Swazi TV for one hour every morning this set of educational programs to assist children at primary level to understand concepts and cope with an ever changing learning environment.

The Lifeguard Education Channel will be screened by Swazi TV every weekday morning hoping that all schools wishing to tune in will be able to assemble children during that time at a special location like a school hall or classroom prepared for the viewing. Swazi TV has also agreed to have repeat shows in the afternoons. The content will be exclusive to IDSIS and Swazi TV and the content provider.

The Lifeguard Education Channel was set up to promote e-learning at Primary level.

- The Lifeguard Channels was launched in December 2006
- Targets Primary school children their teachers and the general public.
- Sources Television with a Education educational content:
 - delivered via Television.
 - With an initial focus on Mathematics, Science, English and Junior Life skills.
 - Delivers uplifting Educational material to viewers immediate educational environments, via Swazi TV.

2. Aims & Objectives - Target Audience

Lifeguard Education Channel impact goals are:

- To assist educators and children at primary school on the following:
 - To facilitate the delivery of curriculum through the use of low cost ICT (Television).
 - to provide teachers with new sources of information and knowledge.
 - to offer sound, animation and visualization, facilitate and enrich teaching and learning.
 - To encourage children to learn concepts out of the classroom environment and review material not understood in the classroom.
 - To address inequalities in education and communication by using technology to reach rural areas.
 - To address the needs of special education for the children with special needs, be it blindness, deaf and dumb, slow learners.
 - To deliver well designed and effective instructional materials through the use of ICT's in particular Television.
 - Increase the quality of education in Primary schools.

- To encourage the use of ICT's as tools for learning.
- To increase the success of government policy on ICT in education.

In order to achieve the aims and goals set out above, Lifeguard Education Channel's key outcome for the public is the:

- Increased knowledge about the primary schools national curriculum,
- Increased knowledge about ICT's for education,
- Increased motivation to take up ICT's as tools for accelerated learning,
- Increase public awareness to ICT's

Lifeguard Education Channel strategies to achieve these outcomes can be summarized below.

- To use quality educational content for the benefit of both teachers and students and all members of the public.
- To deliver Lifeguard Education Channel to as wide an audience as possible, which supports the educational objectives.
- To ensure Lifeguard Education Channel is viewed frequently.
- To ensure that HIV / AIDS information is disseminated to the youth.

3. Educational Offering

The children need accurate, culturally appropriate and accessible information in English and / or Siswati Numeracy and Literacy and Junior Life Skills including HIV /AIDS information. Swazi TV will be airing during weekdays one hour of Schools TV with the possibility of being repeated in the afternoon. We will predominantly source and repackage existing high quality media content from existing sources of Television content for the Lifeguard Education Channel.

The Lifeguard Education Channel delivers recorded educational content and will source high-quality content from a number of media content organisations such as SABC, Mindset, Liberty Life and UN agencies.

4. Delivery of the channel

The Lifeguard Education Channel is to be aired by Swazi TV in the morning hours and possibly to be repeated in the afternoon as primary school children are at home at that time.

5. Partnerships

The Lifeguard Education Channel is looking for partners in the education fields, such as NGOs, University of Swaziland and other academic institutions, educational establishments such as the Institute of Distance Education IDE and the Commonwealth of Learning COL and other institutions and professional development organizations such as USAID, EU, UNDP, UNICEF, UNESCO, and any other organisation whose corporate social responsibility has a provision to support such an endeavor.

The IDSIS is working with the Ministry of Education and the National Curriculum Centre to implement the program.

6. Content

a) **Numeracy:** Professional video content on Mathematics and related subject areas will be sourced from existing providers.

b) **Literacy:** We intend to air content on the subject of English at primary school level.

c) **Junior Life Skills:** As this is an important subject, we have included it to be able to help children who otherwise have yet to learn certain life skills. This will include HIV / AIDS education for children ages 5 to 12 years.

We are currently looking to forward to raising funds to expand the subject coverage of The Lifeguard Education Channel in 2008.

7. Monitoring and Evaluation (M&E)

IDSIS places strong emphasis on monitoring and evaluating the impact and use of the Lifeguard Education Channel. The Lifeguard Education Channel initiative was extremely welcomed by educators and the Public. Both sets of audiences see it as having great potential to provide critical education and fundamental subjects on numeracy and literacy and life skills. Ongoing monitoring will show a good, constant usage of Lifeguard Education Channel at the schools, with particularly high rates from students from Grade 1 to 4.

IDSIS will have a call center for any problems or technical difficulties that any school may have with regard to the content aired. As the schools will be visited regularly, information and commentary from the schools will be gathered and evaluated according to the extent of usage of the Lifeguard Education Channel as a tools for ICT delivery of educational material and a report will be prepared on its effectiveness in message delivery.

The Lifeguard Education Channel is intending to pilot the program effectiveness through 5% schools chosen for their development predicament nationwide. The schools are a mixture of rural and well developed educational establishments in both rural and urban areas.

As the Lifeguard Education Channel will be aired on National Television, we believe it will be beneficial to all the schools in the country and therefore they are able to take advantage of this program. We shall not neglect schools which are not part of the pilot program if they request assistance with regard to supplying a TV set.

IDSIS's M & E approach is based on consensus with the key stakeholders namely the Ministry of Education, the National Curriculum Centre, University of Swaziland and the teachers in terms of what needs to be measured. Priority areas have been identified in terms of content for grade 1 to 4 and these relate to Numeracy, Literacy and Junior Life Skills. Our aims and objectives are outlined in paragraph two of this document. The objectives are basic at this time but will be developed further as time progresses. Resources are needed as the timeline for implementation draws nearer.

A manageable list of indicators to measure progress towards achieving the aims and objectives has been prepared. This list includes, readiness to receive the Lifeguard Education Channel, the accessibility to usable television by the schools, the usage of the Lifeguard Education channel by teachers, the impact the channel has in the classroom environment. Of course this will involve the major activity of capacity building and stakeholder workshops to 100% of the teacher population. As this forms the basis of our work during the course of the year, it also draws the highest budget together with collection, analysis and reporting of the information.

Baseline values need to be established at the beginning of the programme, therefore a Baseline Study needs to be undertaken prior to implementation so that realistic targets for the programme can be achieved in concrete terms within the constraints of resources and timeline. Data collection methods will be established but are largely based on a principle of having a 5% pilot programme to conduct surveys and interviews with teachers at regional level. The analysis of the data will actually spell out the relationships between the activities or non-activities. The framework needs to be decided upon with stakeholders as to which information is necessary for accessing impact. Data collection instruments such as surveys, interviews or Focus Group Discussions (FGD) for data assessment and manipulation will need extensive travel to the pilot schools in the regions. The feedback and reporting mechanism shall include reports, seminars and conferences. The information will be shared with stakeholders therefore it is envisaged that a conference is necessary at the end of the third quarter of 2008.

8. Benefits

Lifeguard Education Channel can support your teaching programmes and other education initiatives whether you are a school or individual person interested in seeing a child improve in the subjects we provide content for.

- We can provide you with a holistic educational intervention.
- education for your students, children and adult learners and teachers.
- We will be able to deliver old content to you by DVD and VHS tape.
- We shall be having workshops to inform the teachers in the different regions what is available to them by using the Lifeguard Education Channel as a tool for accelerated ICT learning.
- We can offer a good corporate social investment opportunity with recognition of your valuable contribution.

If you are an educator or the public, Lifeguard Education Channel provides you with:

Daily uplifting primary school education that is entertaining, informative and, assist in teaching in Numeracy, literacy and Junior Life skills.

9. Sponsorship

The success of the Lifeguard Education Channel relies on the support of our partners and sponsors. We would very much welcome yours in this ambitious project. There are number of ways to get involved:

1. Providing funding or in-kind support e.g. vehicles and Television sets.
2. Sponsoring or providing content, if you currently create or use primary education content that would be relevant to our audiences.
3. Sponsoring access or providing equipment TVs, to assist participating schools to access the Lifeguard Education Channel.
4. Linking us with contacts and facilitating introductions that could assist the project.
5. Expenses of running the operation.
6. Incorporating and integrating the Lifeguard Education Channel into other projects with which you are involved.

We recognize the valuable contribution of all our partners and sponsors through public relations and exposure on our platforms.

10. Contacts

If you would like to contact us call Ernest Shongwe at the IDSIS at Office No.5 Omni Center Gwamile Street Mbabane, or phone at 6041159 or email at idsisswaziland@yahoo.com