

Multimedia Advocacy

Multimedia Advocacy is a really effective way of using media to communicate the wants and needs of children, young people and adults through the use of video, image, sound and picture esp those with a large number of professionals involved across a number of sectors.



What were your reasons for doing this development work?

Building on research from UEL in response to new challenges of the 2014 Code of Practice and the emphasis on CYP's voice being placed firmly at the centre of planning.

There was also a need to codify and improve our own approach to planning around education, health and care.

Who were the identified target learners?

Target here is RFHCS Day School – generally outpatient referrals with significant medical and mental health challenges supported by large multi-agency teams.

Can be applied in any pastoral context.

How were you intending to improve pupil learning?

There is a clearer sense of ownership over targets.

It gives the student more power/control over their lives. They make choices based on their own preferences.

It keeps everyone that supports an individual in the loop but most importantly putting the individual child right at the centre of their own plans.

It makes innovative use of digital Photography/ audio and video to organise thinking, reinforce memories, communicate preferences and viewpoints.

Multimedia advocacy shows that even the little things are important and each individual has the right to change something if they wish.

What were your success criteria?

Improved engagement from multi-agency teams around the child.

Pupils achieving relevant SMART targets.

Parents/carers engaging with the process.

Methodology

Two school 'champions' undertook a 12 week training programme then led group sessions with young people.

School utilised online 'Wiki Sites'. Wikis are simple and accessible, private and secure easy-to-build personal websites.

They can be used to create multimedia Person-Centred Plans that use pictures, words, video and sound to capture the voice, skills, aspirations and needs of the individual. Wikis give ownership of the planning process to individuals and families, facilitating genuine collaboration between parents, teachers and professionals.

What CPD experiences, materials, research and expertise have you drawn on?

The Rix Centre is a research and development centre based at the University of East London.

Work is all about making IT and new media technologies bring real benefit to the learning disability community and beyond.

The Rix Centre has been delivering Multimedia Advocacy training courses to education and care professionals for more than eight years and has worked with key education, health and care providers in the UK to help them improve their services.



At RFHCS we focused particularly on Circles of Support. The first stage was based on working with the Relationship Circle tool to identify existing people in the person's life. The second stage, building on the existing Relationship Circle, identifying the gaps and actively finding ways of making new connections and more effective strategies for support.

Outcomes and impact

Builds IT skills and self-confidence

Creates more effective support network that is focused on improving outcomes

Improved opportunities for aspiring, learning and achieving.

Evidence

LAMS Reports (Looking at Myself and School).

ECM Profile Data.

Learner Profiles.

Post 16 Outcomes.

What has been the impact on teaching?

More transparent, child-centred practice.

LSAs have developed technical skills and confidence that help them personally and professionally.

What has been the impact on school organisation & leadership?

Very much in line with SEND policy and new legislation/reforms;



Improves staff retention with meaningful learning and satisfying personal development

Gain wider knowledge of applications for IT and assistive technology in the classroom

Gain a new understanding of person centred approaches and how to apply them in your practice

Transition arrangements are more robust

If another individual or school was attempting to replicate this work, where should they start?

Contact the Rix Centre Course Coordinator at rixadmin@uel.ac.uk or on 0208 223 7561 to request a registration form.

What would be the essential elements to include?

Appoint school based champions to undertake The Online Foundation Course in Multimedia Advocacy.