

Social Marketing Campaign Post Interview Questions

Parents, Caregivers, Family Members

Format: Yarning approach using Semi-structured interview questions

1. About parenting/caring relationships with children.

- Could you tell me about the children you care for (ages, gender)?
- What is your relationship to the children in your care (e.g. parent, caregiver, grandparent, auntie, uncle)?

2. About recognition of the Lead My Learning Campaign.

- Have you seen the Lead My Learning campaign?
- Where, when, and what did you see?

3. Engaging with Lead My Learning.

- Do you have any of the Lead My Learning materials at home?
- Have you visited the website or Facebook page?
- Do you talk about it – with who?

4. Use, influence or impact of the Lead My Learning.

- This is the Lead My Learning message (show attached). What do you think about it?
- *Share* and *Encourage* are the two key things we have been emphasising in Lead My Learning. Have you used these or has it influenced what you've been doing? Could you tell me more about this?
- Could you describe any examples of using any ideas from Lead My Learning?
- Do you think the Lead My Learning message can be or is useful/helpful for parents to utilise in their everyday activities (for instance, that it doesn't impose/take extra time).

5. Sharing and Encouraging Learning

- In the past few weeks can you think of a time when you have shared and/or encouraged learning activities?
- Do you talk about *Sharing* and *Encouraging* learning or *Lead My Learning*? What do you talk about?

6. Before the Lead My Learning Campaign – And now

We are interested to know if there are any ways that the Lead My Learning campaign may have contributed to parents using everyday activities as opportunities to share and encourage learning.

- Did you see *everyday activities as opportunities to lead a child's learning*?
- Have you been doing this more? Thinking of people you know or have seen – do you think they are talking about or using Lead My Learning content, ideas and/or resources?
- Do you think anything has changed with how you or other parents talk about or do learning activities?

EVERYDAY ACTIVITIES
ARE OPPORTUNITIES TO
SHARE AND **ENCOURAGE**
LEARNING



LEAD MY LEARNING