



Ein cyf/Our ref: WQ85957

Laura Anne Jones MS  
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5 October 2022

Dear Laura,

Thank you for your written question on how we are ensuring that parents and carers are informed about the new Curriculum for Wales and how is this reach being monitored.

Your question reflects recommendation 4 in [Audit Wales' report](#) on curriculum implementation (May 2022), which highlighted the importance of supporting schools to engage effectively with parents, carers and learners and evaluating how well schools are doing this to support improvement. Our response accepted this recommendation, with action already being in train.

This government recognises the importance of communicating effectively with parents and carers and we have, therefore, developed awareness raising campaigns to inform them on a wide range of education topics over recent years. We know from research in 2021 that parents and carers generally seek and expect information from schools when it comes to their child's education. That is why our approach in respect of the Curriculum for Wales has primarily been to support schools and settings in their communications with their parents and carers by providing content about the new curriculum. However, we are also engaged in a national social media campaign.

More specifically, we have supported schools' and settings' communications by producing leaflets for [parent and carers](#), [easy read material](#) and a leaflet for [young people](#). Video content and animations for parents on various aspects of the curriculum have been developed, which is also available as a [playlist](#). During the summer term we provided schools with monthly [editable newsletter templates](#) for use with parents and carers providing links to key documents as well as space to include school specific information (such as links to their published curriculum summaries). For this autumn term we have prepared a toolkit for schools, which includes a bank of assets that can be used on school and setting communication channels, social media, school apps, emails or posters.

In addition to direct support for schools' communication with parents, the campaign web page [Education is Changing](#) remains an active part of our organic campaign and paid for activity. Over the last year in respect of parents and carers this has included two social media campaigns and a Google search campaign for Curriculum for Wales and Relationship and Sexuality Education (RSE).

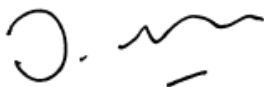
Further to these overarching approaches, we have also developed specific and more detailed information for parents and carers on areas, such as RSE, to provide additional detailed explanation on why and how it is being taught to ensure they understand these matters. These supporting materials have included a [leaflet for parents in 12 languages, and videos demonstrating what will be taught to children in year 1 primary](#).

More generally, the Curriculum for Wales framework guidance calls on all schools and settings to actively engage with a wide range of stakeholders. In addition to learners, the guidance notes that in developing their curriculum, schools should involve parents and carers, as well as partner agencies and the local community. We have already published video case studies providing good examples on how some schools are doing this. This engagement is an important means of ensuring the curriculum meets learners' needs and is authentic to their context within the national framework. The guidance recognises that schools and practitioners play a critical role in ensuring parents and carers understand the vision and ethos underpinning the curriculum.

Parents and carers (alongside learners and the local community) should also have opportunity to contribute to a school's curriculum design. In curriculum guidance we highlight that communicating effectively with parents and carers on an ongoing basis is an important way for a school or setting to foster positive relationships in order to engage them in purposeful and meaningful dialogue. When undertaken well, this can help aid learner progression by helping parents and carers understand how they can support learning both within and outside the school environment. Our communications materials for schools and settings support this approach.

With regard to monitoring the effectiveness of parental communications and levels of understanding regarding the Curriculum for Wales, all of our communications content has been developed based on research, survey and focus groups with parents set up in 2021. Monitoring and evaluating of parent and carer understanding of the changes in education has been undertaken via this activity as well as via omnibus survey, social listening insights and ongoing campaign evaluation. My officials continue to monitor and respond to the information needs of parents and carers as the curriculum is introduced across the sector.

Yours sincerely,



**Jeremy Miles AS/MS**

Gweinidog y Gymraeg ac Addysg  
Minister for Education and Welsh Language