

Part A - General Information

Organisation/Individual Name

Turn On The Subtitles

Organisation Type/Structure

Not-for-profit

Theme/Nature of Project

Education

Name of Lead Contact

Liz Hoselitz

Email

liz.hoselitz@turnonthesubtitles.org

Website

<https://www.turnonthesubtitles.org>

Social Media Handles (Twitter, Facebook, LinkedIn, Instagram etc):

Instagram: @totscampaign

LinkedIn: <https://www.linkedin.com/company/turn-on-the-subtitles/>

Twitter: @TotsCampaign

Part B - Project Proposal

Project Mission: A snapshot of the project's intention (50 words max)

Turning on the subtitles whilst a child is watching TV is a simple, free solution that can double their chance of leaving school functionally literate. We want broadcasters to turn on subtitles by default on children's content to dramatically improve the reading of millions.

Situation (250 words)

Turn on the Subtitles (TOTS) has one main aim; to improve the literacy of ALL children in the UK (and that's just for starters - we want to go global!).

Overwhelming international academic research shows that same language subtitles on children's programming can as much as double literacy acquisition for children ages 6-10. We have been targeting children's Broadcasters and streaming services with the request to turn on subtitles by default, while also engaging in a country-wide publicity campaign to raise public awareness, so parents will turn on closed captioning for their kids.

Having subtitles on children's TV is a simple and most importantly, free intervention for parents with nothing but positive consequences. Covid has had a devastating impact on children's literacy in the UK, especially amongst the poorer demographic and this intervention has the ability to improve all children's reading.

Complication (250 words)

The literacy crisis with our children has been exacerbated by Covid.

The world bank has reported that 70% of 10-Year-Olds are now in 'Learning Poverty', unable to read and understand a simple text source.

This generation of students now risks losing \$21 trillion in potential lifetime earnings in present value, or the equivalent of 17% of today's global GDP

The DFE found that the 2022 SATS results showed a disparity for the poorest pupils, "suggesting that disruption to learning during the Covid-19 pandemic has had a greater impact on disadvantaged pupils". Only 43% of disadvantaged pupils met the attainment targets for SATS in 2022, compared to 65% of non-disadvantaged pupils. Both figures are lower than they should be but this attainment gap is the widest it has

been in over a decade.

Evidence shows that those who leave primary school with low levels of literacy are more likely to be incarcerated, hospitalised or suffer an early death.

US statistics to support this:

According to the National Assessment of Adult Literacy, 2/3 of students who cannot read proficiently by the end of the fourth grade will end up in jail or on welfare.

85% of all juveniles who interface with the juvenile court system are functionally low literate.

Students who dropout of high school are 5 times more likely than high school graduates to be arrested in their lifetime.

Students who dropout of high school are 63% more likely to be incarcerated than their peers with four-year college degrees.

Solution (250 words)

TOTS is an innovative and simple program that can make a massive difference in literacy rates for millions of children. We are working with Broadcasters to ensure they understand the importance and impact of having subtitles on their children's TV programming. Our mission is to make sure that ALL children, regardless of demographic, are positively impacted in their literacy due to the subtitles being switched on. This is why it is key that Broadcasters and streamers have subtitles ON by default, for everyone.

We also run a public awareness campaign, both direct to parents but also through schools - a parent's trusted source of information about educating children. In 2021, we had a huge success with our video by Stephen Fry informing parents to turn on the subtitles. Our message was written about in nearly all the broadsheet newspapers, we appeared on many radio programmes.

We are planning a new set of comms to schools in July, ready for the Summer holiday break. We have celebrities on board and we have an exciting new strategy to work with schools on a more frequent basis and other education companies to really make sure our message is getting through to parents. We also want to continue to work with Broadcasters to turn pilots and feasibility studies into long term commitments.

We currently impact 400+ million children globally. We are at 1/3 capacity and also have plans to take our message Worldwide, starting in the US in late 2023.

Part C - Wider Support

How would the Stephen Lloyd Award network of partners' support be beneficial to your project? (250 words max)

The Stephen Lloyd network of partners would probably be the biggest benefit for us. Although the prize fund itself is of course very much needed, we would love to tap into the skills and experience of this network.

Specifically, GAS Studio would be a great benefit for us with their communications expertise.

Communication is key in what we are trying to achieve. Equally, ELE Global and Helen Squared and their marketing advice would help us grow.

Dot to Dot Training & Consultancy would be another excellent partner for us. A podcast platform is something we are familiar with and has been used effectively in the past. Any training and consultancy they could offer, would also be gratefully received.

As a lawyer, Claire Pattie would also be a welcome contact. We often find ourselves needing legal advice to understand where we stand with broadcasters and the industry as a whole.

There also appears to be various financial and grant making opportunities within the partners. This is also something that is very important for us. Any help we could receive here would be fantastic.

In short, TOTS would benefit from many of your partners. We are a very small team attempting to navigate the waters of all of these areas. Expertise and guidance would really help us to achieve our goals.

Part D - Financial Justification

In general terms, please explain how the winning funds would be used to carry out your project. (50 words max)

Winning funds will be used to pay for communications to schools on a termly basis as we seek to collaborate more with schools to spread the message to parents through this trusted medium.

Part E - Supporting Information

Team: We would like to learn a little more about the individual or team invested into the project. What are your individual credentials? Is there a story behind how you or your team all came together to support the project? (75 words max)

TOTS was devised by Oli Barrett MBE and Henry Warren, they are old friends who have started multiple businesses and charities over the years. Nina Hale joined the team and things started to happen. Liz Hoselitz is the newest addition. She joined in November last year to help as TOTS continues to gather pace. They work predominantly round a kitchen table and are fuelled by cake.

YouTube Video

<https://youtu.be/CRkn6m5rNVE>

Additional References: You are welcome to provide a list of up to 5 links with any relevant supporting material or visuals, as further reference

Link to Stephen Fry video: <https://youtu.be/l-zlSnJ-oao>

Link to Sandi Toksvig video: <https://youtu.be/M5EWSCTjLkI>

Source: Joint report: World Bank, UNESCO, UNICEF, UK government Foreign Commonwealth and Development Office (FCDO), USAID, and the Bill & Melinda Gates Foundation
(<https://www.worldbank.org/en/news/press-release/2022/06/23/70-of-10-year-olds-now-in-learning-poverty-unable-to-read-and-understand-a-simple-text>)