

British Airways Think Equal Report

Q2 April – June 2024



BA Better World

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The Think Equal Programme

- Think Equal is a social and emotional learning programme rooted in social justice and mental health for 3–6 year olds.
- Designed by **global experts** in the fields of education, neuroscience, psychology and human rights.
- This is a **30 week** programme, delivered through **3 lessons** a week, with **24 narrative picture books**, **90 lesson plans** and 50+ best practice resources plus training (digital or in-person).
- Think Equal covers **25 skills** and competencies such as empathy, emotion regulation, gender and racial equality, kindness and more.
- This is not only a programme designed to prevent discrimination and violence, but also a direct Covid-response.
- This programme is **evidence based**, cost-effective, replicable and scalable.



The Need

Children in the UK currently face challenges with their mental health and wellbeing in a world in which violence, uncertainty and climate-change all proliferate.



- ❑ **One in six** children in the UK aged five to 16 were identified as having a probable mental health problem in July 2021, a huge increase from one in nine in 2017. That's **five children in every classroom**. (NHS Digital, 2021)
- ❑ Children's communication and language development, social interaction and gross motor skills are still being impacted by the **Covid-19 pandemic**. (Ofsted, 2022)
- ❑ 'Poor social and emotional capabilities **increase the likelihood of antisocial behaviour and mental health problems**, substance misuse, teenage pregnancy, poor educational attainment and involvement in criminal activity' (Goodman et al., 2015).
- ❑ **1 in 3** mental health problems in adulthood are directly connected to an **adverse childhood experience (ACE)** (Kessler, R. 2010, WHO World Mental Health Studies)

Project Scope



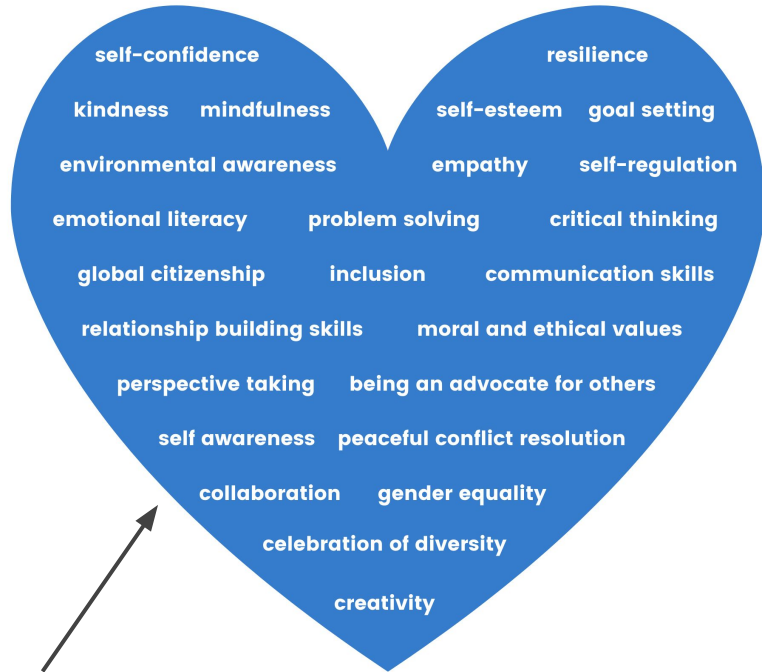
- ❑ **British Airways** are funding a 3 year partnership with **Think Equal** to offer the Award Winning Programme to **every** Reception classroom in **Glasgow, Hounslow** and **Ealing**.
- ❑ These 3 areas have been highlighted as 3 of the British Airways UK priority geographies, investing to bring the **best start in life** to children in the local communities.
- ❑ The target is to achieve **90% take up** of the Think Equal programme over the 3 year period. Overall, with an anticipated 90% take up rate, this project will equip **477 classrooms** over 3 years and reach **14,310 children**.
- ❑ The programme is designed to last for 10+ years within classrooms, and thus has the potential to impact **143,100 children** over 10 years.

Project Objectives

- ❑ The British Airways project will be the **2nd largest Think Equal rollout** in the UK. The main objective of this project is to provide the Think Equal programme to at least 90% of Early Years classrooms across the 3 priority geographies: Glasgow, Hounslow and Ealing.
- ❑ This project is driven to **equip and train the workforce** in the Early Years classrooms within the three areas to deliver this tangible and evidence-based programme to provide social emotional learning for positive life outcomes.
- ❑ The data shows clearly that across the UK the Covid-19 pandemic has negatively impacted on the social and emotional development and wellbeing of our youngest citizens. Think Equal as a **direct Covid response** is driven to tackle the prolonged effects of isolation, anxiety, stress, and anti-social behaviour.



Ultimate Project Goal

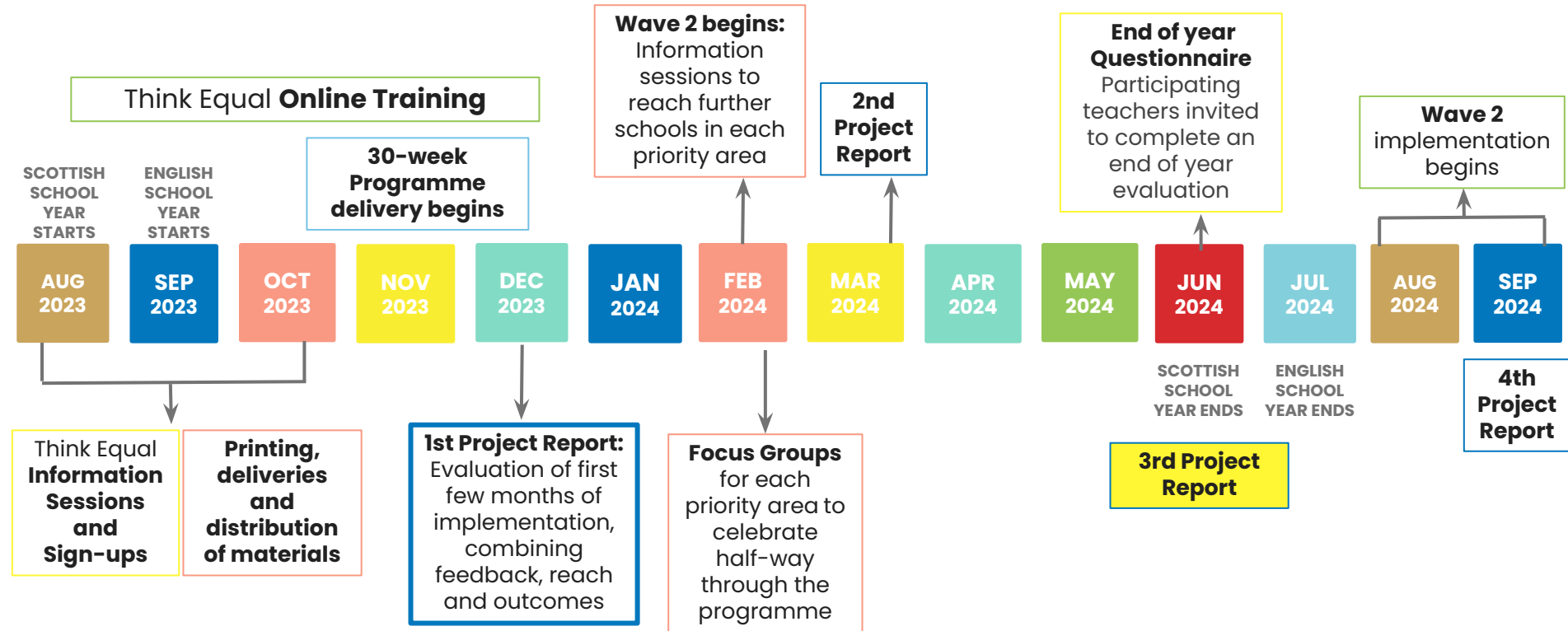


The 25 competencies and skills taught through Think Equal.

Our ultimate project goal is to equip children in Glasgow, Hounslow and Ealing with the skills needed for the best start in life.

- ❑ Sixty plus years of Scientific testing and evaluation has been done for SEL generally, meaning that **14,000+ children** in these 3 priority areas will acquire SEL skills now that will lead to:
 - ❑ Better academic prospects
 - ❑ Improved social and emotional intelligence
 - ❑ Decreases in anxiety, anger, aggression
 - ❑ Increases in positive behaviours and social competence
- ❑ 14,000+ **families** will be given the opportunity to receive the Think Equal Home Kits meaning parents and carers can support their child's social and emotional learning at home in a fun and engaging way, extending the learning into the community.

Project Timeline



Utilising launch event media and focus group feedback, we will **share information about our project through our newsletter, social media and website**. We will **continuously share photographs and testimonies from those delivering the programme for wider comms purposes**.

Project Logistics

Quarter 2 – April to June 2024

Glasgow	Hounslow	Ealing
<p>Think Equal and the Scottish Violence Reduction Unit (SVRU) continue to meet monthly to update the SVRU on progress and plan next steps.</p> <p>The Glasgow City Council Early Education team has supported Think Equal in reaching new settings across the city region.</p> <p>Think Equal and the SVRU have held several meetings with Education Scotland, the Scottish Government's executive agency responsible for supporting quality and improvement in Scottish education. These discussions have helped us tailor the Think Equal structure to better fit the Scottish context.</p>	<p>Regular meetings with Hounslow Virtual School and Hounslow Council continued throughout Q2.</p> <p>The Hounslow Early Education team connected Think Equal with the Hounslow Education Partnership (HEP), allowing us to present the British Airways offer to their members.</p> <p>Hounslow Council has continued to enthusiastically support Think Equal and lead this program on the ground in their borough.</p>	<p>Monthly meeting organised between Think Equal, Ealing Virtual School and Ealing Council.</p> <p>The newly appointed Assistant Director for Early Help and Prevention in Ealing has been attending these meetings and is now actively promoting the Think Equal program in Ealing.</p> <p>Think Equal has also connected with the Ealing Early Years Quality Partnership, which has already shared the British Airways offer at several of their events.</p>

Our Progress So Far: Wave 1

	Current Reach	Year 1 Target	% of Y1 Target	Total Project Target	Year 1 Project Target	Year 1 Project Target Achieved
Glasgow	94	56	166%	252	20%	25%
Hounslow	25	22	113%	101		
Ealing	2	28	7%	124		
Total	120	106	113%	477		

Glasgow and Hounslow both exceeded their target for Wave 1. This means, even with the small uptake in Ealing for the 2023/24 academic year, the BA target of 20% of classrooms for Wave 1 was **surpassed by 5%, that's an extra 330 children this year!**

Our Progress So Far: Wave 2

	Current Reach	Year 2 Target	% of Y2 Target	Total Reach So Far	Total Project Target	% of Total Project Target Reached
Glasgow	40	84	47%	134	252	46%
Hounslow	42	34	124%	67	101	
Ealing	18	41	43%	20	124	
Total	100	159	63%	221	477	

By the end of Q2, **63% of the wave 2 target** has already been reached. Promotion of Wave 2 will continue into the early part of the Autumn term, giving settings ample time to sign up, receive their materials, and implement the 30-week Think Equal programme.

Notably, Hounslow has already exceeded their Wave 2 target by an impressive 24%.

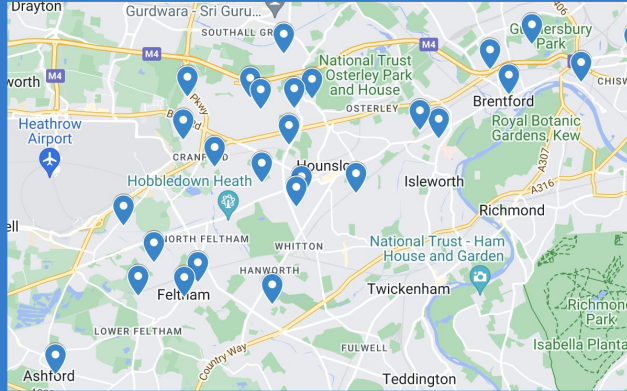
Our Reach So Far

<p>Number of Early Years Classrooms Equipped with the Think Equal programme.</p>	<p>221</p>
<p>Number of Children being reached by the programme this year across those classrooms.</p>	<p>5,900</p>
<p>As Think Equal lasts within classrooms for 10+ years, these materials will continue to be used in classrooms for years to come. Across the Wave 1 classrooms, we can expect to reach this many children over time.</p>	<p>59,000</p>

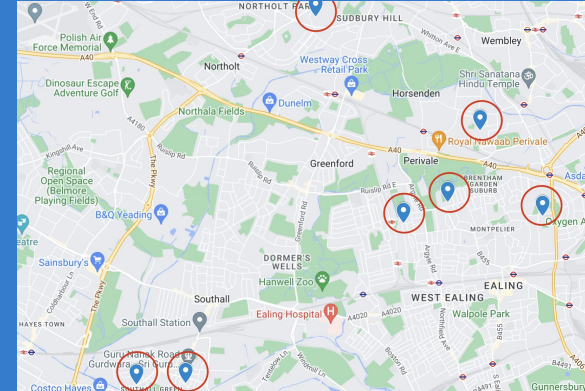
Our Geographic Reach



**Distribution of 66
Glasgow settings
(134 sets of materials)**



**Distribution of 28
Hounslow settings
(67 sets of materials)**



**Distribution of 7 Ealing
settings
(20 sets of materials)**

We have a great spread across different areas in these locations, especially Glasgow and Hounslow, showing a widespread appetite for this programme across different cultural, social and economic groups.

Achievements: Glasgow Wave 2

The summer term of 2023/24 has been focussed on sign ups for Wave 2 roll out materials.

Event	Target audience	Outcome
Consultation meeting with Violence Reduction Unit and Glasgow Council to develop the approach for Wave 2 and identify strategies to engage new, interested settings.		
Targeted online Information session for Glasgow settings	All non-participating LA funded settings	18 Nursery Managers and Practitioners attended. -13 settings signed up directly after the session (31 sets of resources*)
Targeted email campaign	Non-participating LA funded settings open 50 weeks of year (28 in total)	1 setting (3 sets of resources)
Targeted phone campaign	Non-participating LA funded settings open 38 weeks of year (21 in total)	3 settings (6 sets of resources)

*In Glasgow, 1 set of resources is allocated for every 30 children

Achievements: Hounslow Wave 2

The summer term of 2023/24 has been focussed on sign ups for Wave 2 roll out materials.

Event	Target audience	Outcome
Consultation meeting with Hounslow Virtual School and Hounslow Council to develop the approach for Wave 2 and identify strategies to engage new, interested settings. Introductions to the Hounslow Education Partnership secured.		
Hounslow Education Partnership Head teachers conference 9th May (in-person)	HEP member school senior leadership teams	35 schools in attendance 19 new school sign ups (27 sets of resources*)
Think Equal piece in Hounslow Education Partnership Summer Newsletter	HEP member schools	6 new school sign ups (15 sets of materials)
Hounslow Council Provider Information fair 13th June (in-person)	Hounslow PVI settings, Childminders, Out of School Settings, HAF settings and Foundation Stage Leads	Identified there is significant interest in Level 1 training within Hounslow, and early years settings are eager to adopt it.

*In Hounslow and Ealing, 1 set of resources is allocated for every Reception classroom

Achievements: Ealing Wave 2

The summer term of 2023/24 has been focussed on sign ups for Wave 2 roll out materials.

Event	Target audience	Outcome
Consultation meetings with Ealing Virtual School and Ealing Council to develop the approach for Wave 2 and identify strategies to engage new, interested settings.		
Ealing School EYFS Leaders Briefing 11th June (online)	Ealing schools EYFS lead	8 schools attended, 1 new school signed up and wave 1 schools requested more resources (9 sets of resources)
Information session for Ealing Head Teachers 24th June (online)	Ealing school Head Teachers	6 schools attended, 2 new schools signed up (6 sets of resources)
Designated Safeguarding Leads conference 26th June	Designated Safeguarding leads who are also often tend to be Headteachers or Deputy Headteachers	2 new school signed up (3 sets of resources)

*In Ealing and Hounslow, 1 set of resources is allocated for every Reception classroom

Achievements: Evaluation

An **end of year evaluation** was sent to all Wave 1 implementing settings in Glasgow and Hounslow at the beginning of June.

The Survey asked for practitioners to feedback on 5 topics covering:

- Training and support
- Implementation
- Perceptions of the programme
- Broader impact of Think Equal
- Communication with Think Equal

The following slides cover responses to these surveys.



Glasgow Update

After the March Focus Group with Glasgow nurseries, many settings that received their materials in Wave 1 informed us that they were waiting until the 2024/25 academic year to begin implementation. Unfortunately, the slightly later project start date in 2023 resulted in some Level 1 materials sets reaching Glasgow nurseries in November 2023. Since the Scottish academic year starts in August, this delay meant they were already nearly a full term into the academic year.

Many settings have informed us that they wanted to wait until August 2024 to start implementing so that they could:

- Embed Think Equal as part of their setting's Improvement Plan for 2024/25
- Ensure all staff could complete the online training prior to implementation
- Trial the materials in their setting
- Ensure the completion of the full 30 weeks of the programme
- Guarantee staffing arrangements

These settings will be monitored and supported with the Wave 2 sign ups from August.

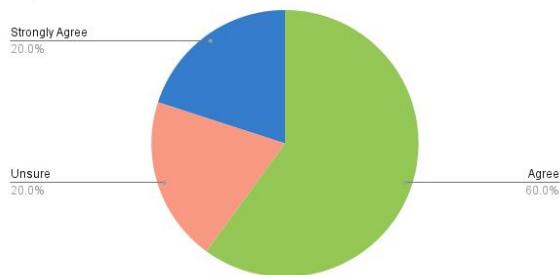
The new Scottish academic year will begin the week commencing 12th August, 2024



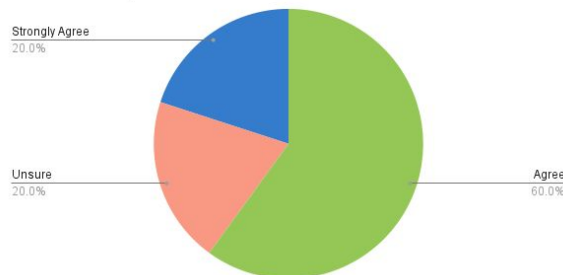
Achievements: Glasgow Survey

Due to the start date of the project being November 2023, with the nursery year having started in August, the majority of Phase 1 sign ups have been using the past months to familiarise themselves with the materials ahead of starting to teach them fully from August 2024. The below survey results are from the 5 confirmed settings who have been implementing the programme this academic year, representing 8 sets of resources.

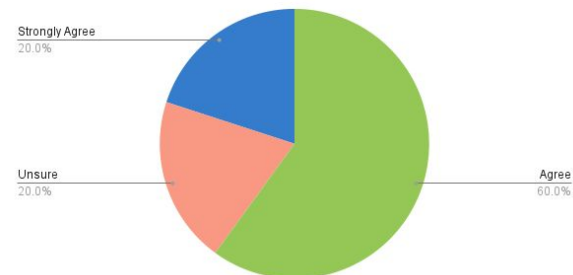
As a result of Think Equal, the children's social skills have improved



As a result of Think Equal, the children's relationships with each other have improved



As a result of Think Equal, the children are more respectful of each other



Out of our End of Year Questionnaire respondents 80% agreed or strongly agreed that as a result of implementation of the Think Equal programme in their Nursery settings a positive impact could be observed across the following areas:

- Social skills
- Relationships
- Respect towards others

Achievements: Glasgow Feedback

“Has been a very positive experience exploring the materials delivering the lessons and **working with families**. There is now greater depth and understanding to the importance of developing social and emotional literacy from a very early age” (Nursery, Glasgow, 2024).

“Very positive, activities at the right level and tied in with our school nurturing ethos as well as our HWB (emotion works). Practitioners in class and nursery fed back to me that the **representation within the books was really beneficial and facilitated conversation and learning within our classrooms**” (Nursery, Glasgow, 2024).

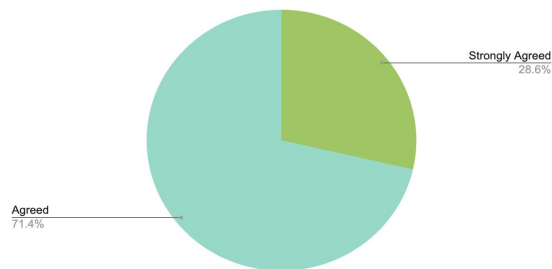
“The messages [of Think Equal] permeate throughout the **nursery**. It is important to have consistent messages in all areas” (Nursery, Glasgow, 2024).



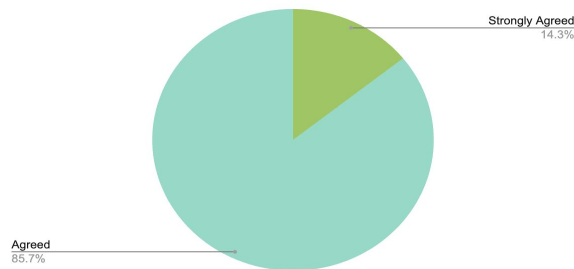
Achievements: Hounslow Survey

The below survey results are from 7 settings who have confirmed implementing the programme, representing 13 sets / 58% of wave 1 settings. Hounslow schools' summer term closes on the 24th July and we will push to remind participating schools to respond to the evaluation over the next 3 weeks.

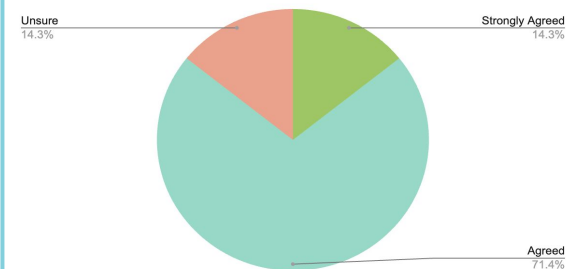
As a result of Think Equal, the children's social skills have improved



As a result of Think Equal, the children's relationships with each other have improved



As a result of Think Equal, the children are more respectful of each other



Out of our End of Year Questionnaire respondents 86% agreed or strongly agreed that as a result of implementation of the Think Equal programme in their Reception classroom a positive impact could be observed across the following areas:

- Social skills
- Relationships
- Respect towards others

Achievements: Hounslow Feedback



"All the materials are perfectly aligned with what we want the children to learn and the updates have been great. All the sessions are planned out and ready for you to use in class." (Hounslow Reception teacher, 2024)

"The kids loved every lesson from Think Equal, and we created so many fun activities. It's wonderful to see how much the children are enjoying the Think Equal project and how well it's working." (Hounslow Reception teacher, 2024)

"Think Equal has been amazing for our SEL provision. The children are so engaged and it's incredible to see the positive impact in the classroom." (Hounslow Reception teacher, 2024)

Looking Ahead...

Activities	Glasgow	Hounslow	Ealing	Deadline
Wave 2	Continued promotion of Think Equal for the 24/25 academic year at in-person and online events Head teachers conference Autumn term	Continued promotion of Think Equal for the 24/25 academic year at in-person and online events	Continued promotion of Think Equal for the 24/25 academic year at in-person and online events EYFS School Leaders Briefing October 20th (in person)	Q3&4 2024
Refresher sessions	Invite participating and new practitioners to refresher sessions to assist with the implementation and delivery of Think Equal			Q3 2024
Training workshops	Invite participating and new practitioners to Think Equal 'basic' training workshops			Q3 2024
Think Equal Community	All participating practitioners invited to join our online Think Equal UK Community and will receive the quarterly UK think Equal newsletter			Q3 2024
Monitoring and Evaluation	Push to receive more end of year survey responses from Hounslow classrooms ahead of the end of the school year (19th of July 2024).			Q3 2024
	Raise awareness among settings entering their 2nd year of implementation of the baseline and endline child assessments			Q3 2024
Next Quarterly Report due September 2024				

BA Crowdfunding

The Project Crowdfunding campaign has raised additional funds to reach further classrooms with the programme...

- ★ BA Better World Community Fund Employee Giving 2024 has provided £880 of funding
- ★ Avios Donations has provided £186 of funding
- ★ Other donors have contributed £460 of funding

This totals an additional £1,526 in funding, equating to 6 further classrooms!

Feedback from the Crowd...

"Good mental health is key"

"The team is working for a great cause. I would like to see mine and all children across the UK to feel safe in their learning environment and make lasting friends across communities. This will make them better human beings."

"This project really touched my heart ❤️"

"Equality is vitally important"

"Coming from a teaching background, I believe the social and emotional development of our young people is one of the key issues holding back learning and their ability to flourish into successful adults. Not enough support is in place for children or their parents to help them grow up happy and balanced."

BA Crowdfunding – Use of Additional Sets

6 further classroom sets have been funded through Crowdfunding so far, which we intend to use in the following 3 ways...

UK Team	Wider UK Classrooms	International Possibilities
<p>We have offered each of our dedicated UK team members (Lucy, Vanessa and Joanna) with a set of materials to offer to a setting local to them over Term 1 of the next school year. If taken up, this will provide us with the opportunity to build a closer relationship with a UK classroom, test monitoring and evaluation tools, and undertake case study works.</p>	<p>With remaining sets, and as further crowdfunding donations are made, we intend to use these sets to equip further classrooms in the UK. We have several areas keen to start or expand Think Equal in their area.</p>	<p>We have interest from a Montessori School (children aged 3–6 years) in Geneva, Switzerland to implement Think Equal, who we could provide with one set.</p>
<p>Update will be provided in the next reports.</p>		

Beyond this project, here is an update on our Global Reach...

31

&

410,000+

COUNTRIES

CHILDREN



Feedback from our Global Teaching Community



“Our learners are introducing their parents to new vocabulary. **Parents are amazed** with the new words their children are using.”

- Teacher in the Western Cape, South Africa.

During a site visit, the teacher shared with our implementing partner: There is a boy, whose parents are going through a divorce, **found comfort and solace in the breathing exercises** taught in the programme through one of the stories. Additionally, another boy who struggled with anger issues showed improvement after engaging with the story "Ted the Tiger Tamer". The teachers acknowledged the effectiveness of the programme in **assisting children in managing and addressing emotional difficulties.**

- Teacher in the Eastern Cape, South Africa.

“Children have become **more balanced**, have learned to understand their feelings, are concerned about our planet and nature, and have a normal attitude towards different people. They helped more; **they stopped separating men's and women's work.**”

- Teacher in the Ukraine.

“My class students are **more engaged now**, most of my students used to hesitate in participating in activities but now they look forward to participate”

- Teacher in the Sindh, Pakistan.



EMPOWERING CHANGE THROUGH EDUCATION