



Life Education Australia 2018/19 Annual Review



Empowering our children and young people to make
safer and healthier choices through education

Chair's Message

Since our inception in 1979, seven million young Australians have been through the Life Education program. This impressive number of 'Healthy Harold graduates' represent an economic benefit to our health system, and safety to our families and communities.

Through our program, these children have been given the skills and the knowledge that they need to make the healthy choices that will take them safely into adulthood. They are our leaders of tomorrow.

We have come so far since the first Life Education lesson. In 1979, Rev Ted Noffs saw a community in crisis: illicit drug use was exploding. But he also saw an opportunity to address the issue before it became a problem, through education. His hard work, and the work of those who came after him, has paid off.



Now today's young people are making better choices when it comes to alcohol, tobacco and other drugs. They are drinking less and later than the generations before them, smoking less, and engaging in less risky behaviour. Our program plays a vital part in these promising trends.

We have adapted to respond to the needs of a changing community – teaching children about respectful relationships and cybersafety. Children also learn through cutting edge technology with our new TAM-e augmented reality app which teaches children about their bodies, including the effects of drugs and alcohol.

In 2018, Life Education partnered with the Australian Council for Educational Research (ACER) to design and develop an exciting new intervention for students in Years 7 to 10. Currently being piloted in schools, Reality Now uses a social norms approach to offer schools the opportunity to safely engage student voice with reliability and validity on the use of alcohol and other drugs.

For our younger students, a range of Healthy Harold picture books was launched. These books extend the health and safety lessons Life Education is renowned for into the home, so families can join in the learning experience.

All of this wouldn't be possible without the help of our many supporters, donors and partners.

I would also like to thank our people – including our board, our National office team headed by our new CEO Verity Blackman, and our state organisations, who are all our life blood.

It is also vital to acknowledge that we cannot rest on our laurels. There is still much work to be done. Children today face complex challenges in a rapidly changing world. Obesity now affects one in four Australian children and bullying and cybersafety are growing concerns.

We can move forward with optimism, knowing that we have a strong collective team, buoyed by community support. Together, we can raise the next generation of healthy, young Australians.

Garry Browne AM
Chair
Life Education Australia

Today, more than ever, our children and young people need support to make safer and healthier choices - now and throughout their lives.



of parents agree online safety education should be mandatory in schools*



70%

of children aged 2-17 do not meet the physical activity guidelines^



15% of young adults

aged 18-24 consumed more than 11 standard drinks on one occasion^



87%

of parents rank online safety as their biggest concern*



30% of parents

told us their child had been bullied*

Each day, only **4%**



of children eat the recommended amount of vegetables♦



1 in 4

children aged 2-17 are considered overweight or obese^

* Life Education Parent Surveys 2019

^ Australian Institute of Health and Welfare

♦ Nutrition Australia

Life Education Program

Partnering with schools to empower students

We are committed to continuing to grow the reach, enhance the impact and strengthen the sustainability of our work in school communities right across Australia.

Our school visits remain at the centre of our program. Highly interactive and engaging, these sessions are delivered by specialist educators to students in our mobile learning centres, pop up classroom or a learning space within the school. Choosing from an array of purpose built, issue specific, age appropriate resources, each session is tailored, in consultation with the school, to meet the needs of their students.



Back in their classrooms, the class teacher is provided with access to an extensive range of curriculum-aligned resources to support the delivery of extension lessons and assist with satisfying curriculum outcomes.

Extending the impact at home, parents and carers are supported with accessible online resources including information about the modules and opportunities for further exploration of the content with their children at home.



Our Lasting Impact

From one man's vision to 7 million Australians

In 1979, Reverend Ted Noffs saw an opportunity to address the devastation of the drug culture on the young people of Kings Cross before it became a problem – through education.

Each and every child is unique.
A true marvel in body mind and spirit.

When demand for Life Education outgrew the King's Cross space, the first mobile classroom was built in 1982 with the help of Ted's friend, Dick Smith, taking our program to where it was needed most – and reach more schools. From 16mm projectors and slides to laser disks and TV screens, our Mobile Learning Centres have continued to move with the latest tech – today they're WiFi enabled, controlled by tablets with touch screens, and wheelchair accessible too.

40 years on, we continue to innovate – our new pop-up classrooms give even more kids the chance to benefit from Life Education. In fact, over 3,700 Australian schools and preschools are visited every year, reaffirming that Life Education is making a difference to the healthy futures of Australian children.

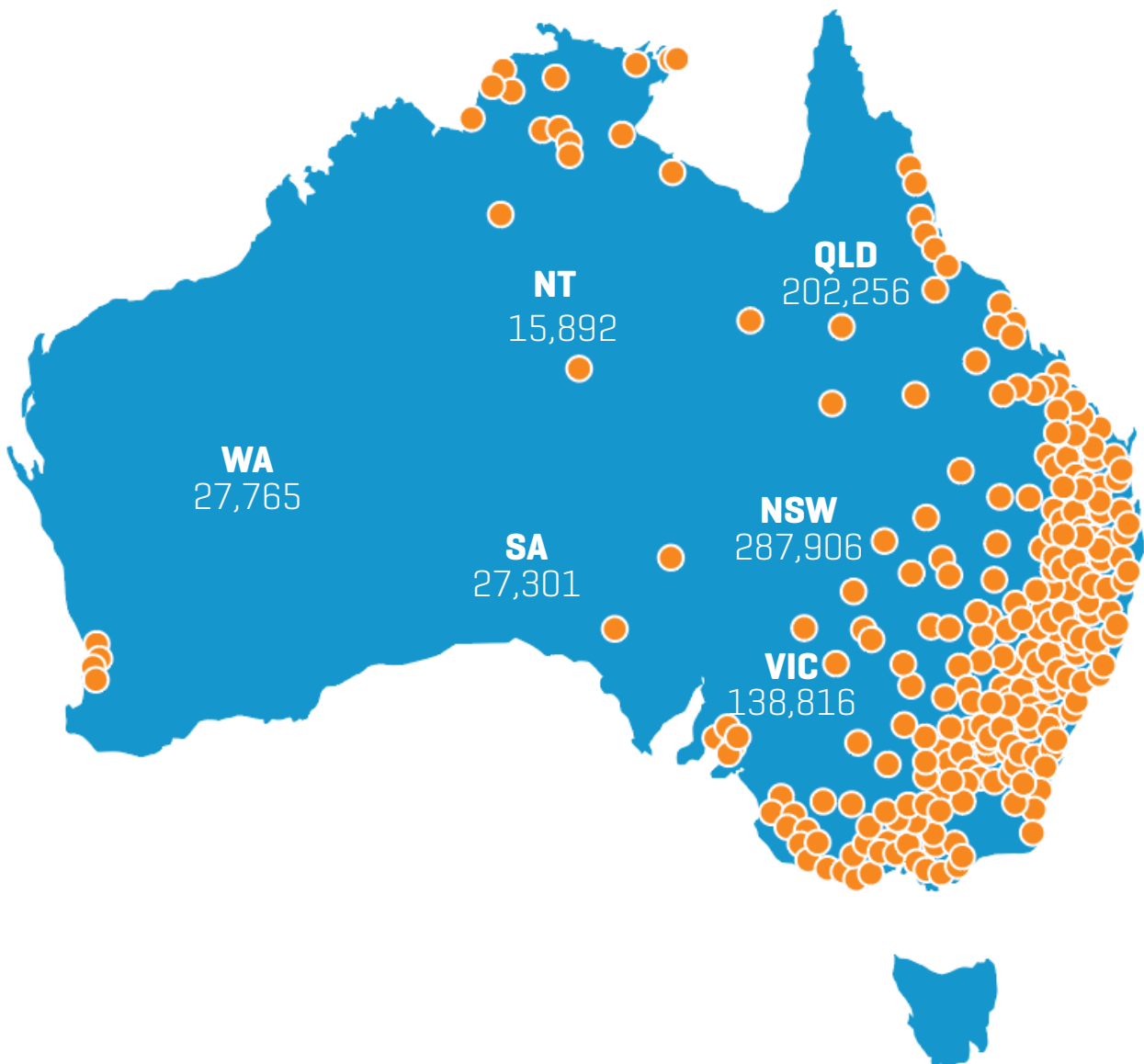


Program Delivery

Life Education has performed a unique and valuable role in the education of Australian school children. **40 years and over 7 million school children later**, Life Education is Australia's largest provider of health and drug education to school children.



Student Participation 2018/19



We work in over

3,700

schools and preschools
across Australia



700,000

school children participated
in our program last year



130

specialist
educators



100

mobile
classrooms

New in 2018/19

Celebrating 40 years of Life Education

We celebrated our 40th birthday, live on national TV, with the help of students from Ropes Crossing Public School in western Sydney, and Sam Mac from Sunrise.

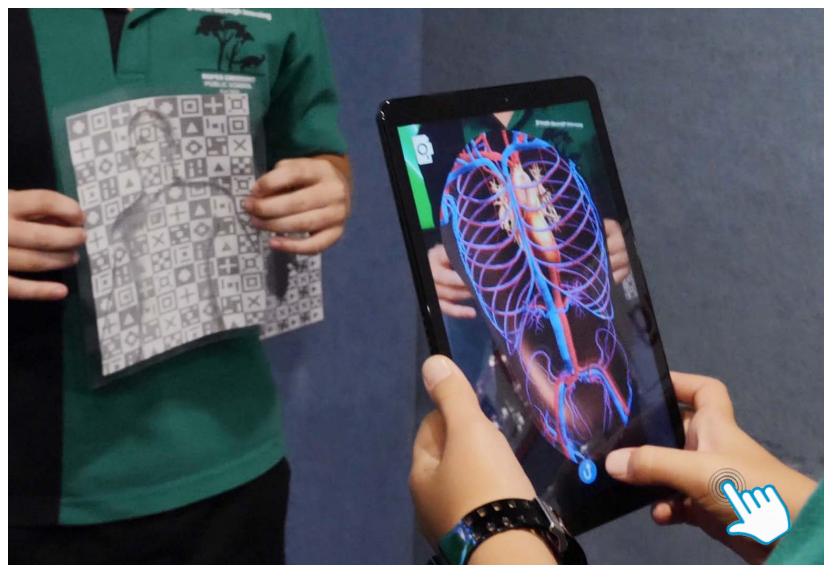
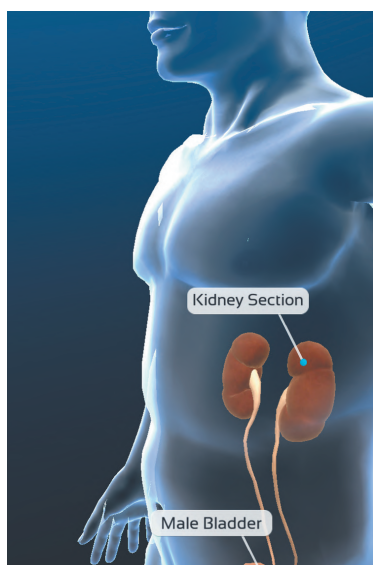
Not resting on 40 years of success, we continued to include innovation in our work and used research to uncover the biggest health challenges in Australian families.



Augmented Reality Engages Australian Kids

Wowing students across Australia, TAM-e is a unique, customised and highly interactive digital education tool allowing students to learn about our body systems and functions.

Augmented Reality [AR] takes the Life Education experience to another level. Students are able to see the body and its organs 'come to life' in our mobile learning centres. And when shared with their teachers, this content allows learning to continue in the classroom and at home.



Life Education Pops Up in Places Previously Unreached

Our mobile classrooms are an iconic part of the Life Education experience. Their size, however, make it difficult to reach all Australians. Addressing the needs of regional or remote schools as well as inner-city schools with limited space, our innovative pop up classrooms create the memorable learning experiences Life Education is well known for.

The pop-up classrooms incorporate all the much-loved features of our traditional Mobile Learning Centres including the stars on the ceiling, touch screens, cutting-edge technologies and of course Healthy Harold.



Supporting Secondary Schools

During 2018, Life Education and the Australian Council for Educational Research (ACER) designed, developed and piloted an intervention for students in Years 7 to 10.

Currently being piloted in schools, Reality Now uses a social norms approach to offer schools the opportunity to safely engage student voice with reliability and validity on the highly sensitive but important topic of drug and alcohol use.



From Educator to Author

Former Life Education educator, Louise Parrott has worked closely with Healthy Harold for 22 years. A mother of 4 grown up children and grandmother to 10, she found that reading stories inspired her to start writing. Harold's fun stories are designed to share with preschoolers or for early readers and reinforce the safer, healthier life choices that he and Life Education are famous for. The books also help uncover the benefits of reading for children and families.



Encouraging Healthy Habits

It was another successful year for garden enthusiasts. In partnership with Yates Gardening, we received 987 applicants to the Growing Good Gardens Grants program. Picking ten winners was a difficult task but their healthy gardens are already taking shape across Australia.



Fresh Food Fighting Health Challenges

To help kids learn healthy habits and improve their physical and mental well-being, Life Education supported Woolworths Fresh Food Kids launch their Discovery Tour initiative.

"Our Fresh Food Kids program including our Discovery Tours share Life Education's mission, showing kids that eating fruit and vegies is not only important but can be fun."

Claire Peters, Managing Director, Woolworths Supermarkets.



Extending support for preschoolers

With a strong focus on the health and well-being of young children, Bio Island extended their support of Life Education this year. While continuing to sponsor our Mind Your Medicine primary school module, we proudly announced Bio Island as our Preschool Wellness Partner. Supplying practical and insightful tips, Bio Island are helping to grow healthy habits from a young age.



Community Insights

Our vision is for generations of young Australians living to their full potential. Recognising we cannot achieve this alone, we invest in the two major support networks in a child's life; their teachers and their parents.

Teachers are supported to extend the Life Education program in the classroom and the parent surveys below help us address the needs of those seeking to raise healthy children.

Parents report that drinking is on the rise

Overwhelmingly, Australian parents are concerned about underage drinking.

More than 90% of parents surveyed were concerned, with 81.4% of parents admitting they are worried about the issue in relation to their own children.



Oral health challenges

We surveyed Australian parents, in partnership with Philips Sonicare, revealing an overwhelming 71% of parents struggle to get their children to brush their teeth.

We are helping to combat this trend through our program and by sharing tips with parents.



Kids have it tougher than their parents

With the support of Hyundai Help For Kids, we found that parents believe their kids face bigger challenges to their health and safety compared to when they were growing up – with bullying and online safety key concerns. This is reflected in our most popular modules; bCyberwise (online safety) and Relate Respect Connect (respectful relationships).



Life Education Partners

We continue to enjoy strong, mutually beneficial relationships with a growing number of business partners and thank them all for their continued support:



Consumer Healthcare
Products Australia



Grow so much more than a Garden®



We are extremely grateful for the pro-bono support we receive from:



Life Education Foundation

Supporting the development and delivery of our program, the Life Education Foundation was established in 2015 by the Chair Tony Hasham AM. It is supported by the following Founding Donors.



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