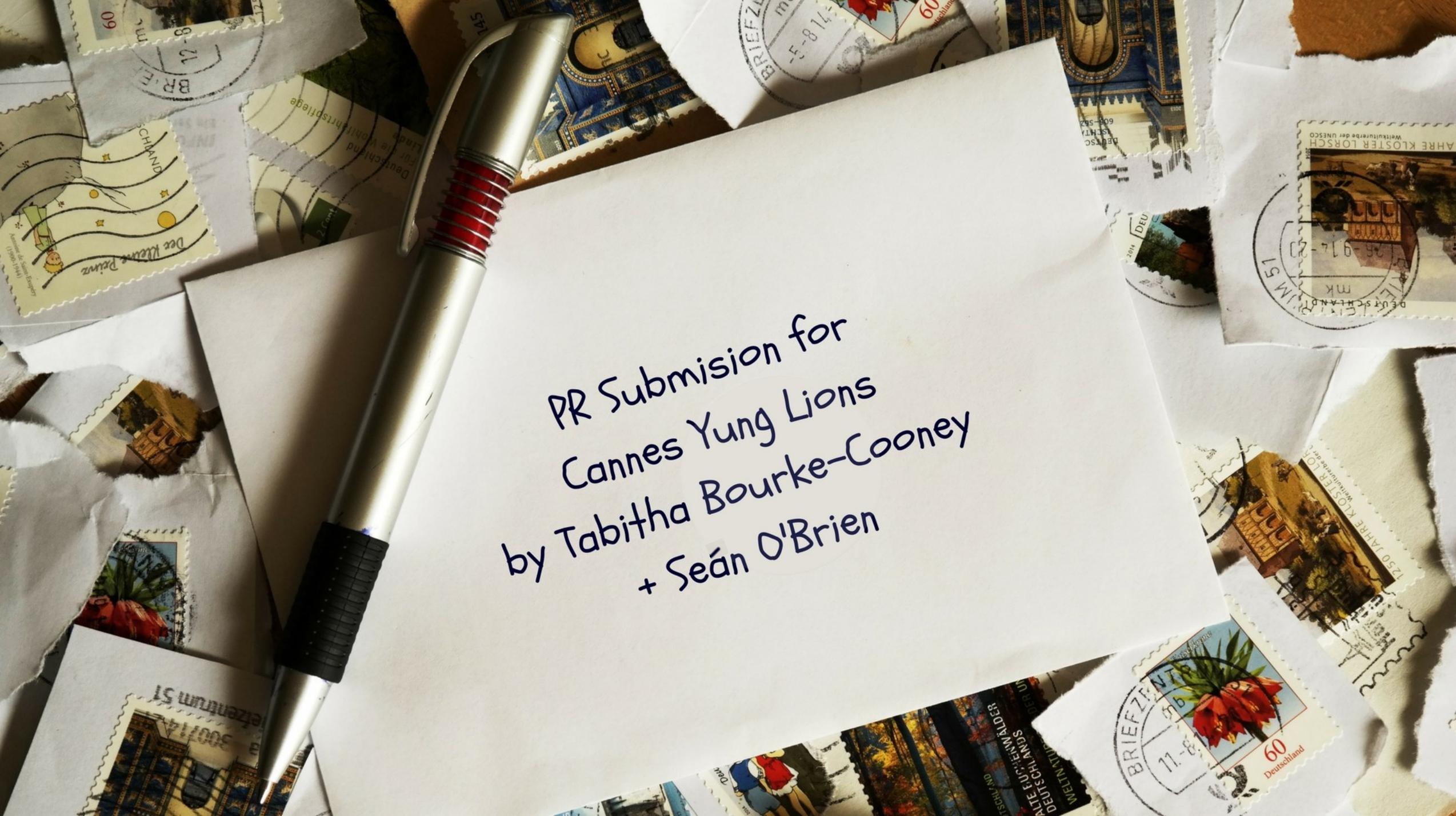


PR Submission for
Cannes Yung Lions
by Tabitha Bourke-Cooney
+ Seán O'Brien



The Issue

The Land of *Ain'ts* and Scholars

Poor literacy levels amongst children in Ireland's disadvantaged communities need to be tackled to prevent a life of potential unemployment, crime and social exclusion

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The Currency of Time

Suas must recruit 3,000 volunteers over the next 3 years who must each give up a minimum of 8 hours, in order to meet organisational objectives

The Research

"The number of retired people in Ireland increased by almost a fifth between 2011 and 2016 to 545,407."

- *Census 2016 Results*

"Over one third of persons aged 75 and over live alone while almost 45 per cent of persons aged 85 and over also live alone."

- *Social Justice Ireland Social Monitor (2017)*

"Loneliness is a serious health issue and can be as damaging to health as smoking or obesity in later life."

- *Seán Moynihan, Chief Executive, ALONE (2017)*

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"Loneliness is one of the main reasons children are now contacting Ireland's Childline services."

- *Caroline O'Sullivan, Director of Services, ISPCC (2018)*

"Research has revealed that socially isolated children tend to have lower subsequent educational attainment, be part of a less advantaged social class in adulthood, and are more likely to be psychologically distressed in adulthood."

- *Loneliness and cortisol (Lacey, Kumari & Bartley, 2014)*

The Insight

Q. What will benefit many 70 year old retirees and 7 year old children struggling with literacy?

A. *Human interaction*

In a world where character counts and pixels take precedence, the need for genuine human interaction through reading and writing has never been greater

The Strategy

Create mutually beneficial relationships between those on either end of the age spectrum by forging an interdependence based on *human interaction*

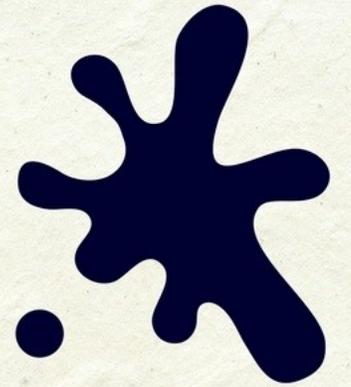
The Approach

- ✓ Recruit a time-affluent audience to join the Suas mentor programme
- ✓ Create awareness of the plight of children struggling with literacy, among the ageing population
- ✓ Targeted and parochial communications campaign leveraging the appeal of credible and relatable personalities

The Creative

~~Pensioner~~

Pals



The Idea

Create the Suas Pen-Pal system in DEIS schools across Ireland, pairing children with literacy difficulties with time-rich retirees from their local community

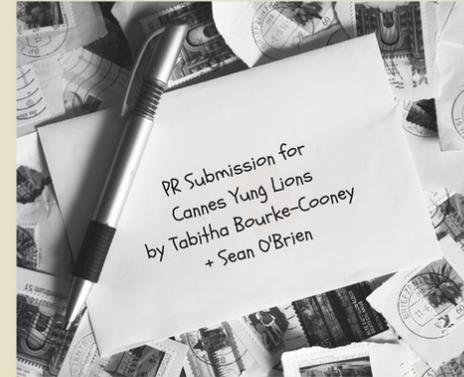
Children will appeal for their Pen-Pal partner through a 'print-as-written' media partnership highlighting the literacy issues in a visible format

Retirees respond to kids in their community with a letter and then volunteer to do a school visit to read it with them, sparking off a series of write and read visits

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THE SLIGO CHAMPION // ISSUE 1 // VOLUME 1

READ ALL ABOUT IT!



PEN-NY FOR YOUR THOUGHTS

BY JENNY MC CUDDEN

Poor literacy levels among children in Ireland's disadvantaged communities need to be tackled to prevent a life of potential unemployment, crime and social exclusion.

Suas, a registered charity in Ireland with a mission to tackle poor child literacy levels in disadvantaged communities, is calling on retirees in the Ballymote area to join its 'Pensioner Pals' programme.

The initiative pairs children in DEIS schools with retirees in the local area for valuable reading time which is proven to have a powerful impact on the literacy of these children.

Members of the community are asked to respond with their own letter to the anonymous pen-pal letters written by children of Scoil Croi Naofa and published in this paper.

The school will then invite the respondents to visit their new pen-pal in school and spend 1 hour a week, for 8 weeks, reading with them and exchanging letters thus improving their literacy and comprehension skills.

I am 8 years old and i lik foetbal and palying wit my dog Scruff. I dont no any boks i lik but i lik wen dey have pikturs. I wud lik a penpall dat has a dog and likes foetball to and is old lik my granda was. - Male, 8 years old.
For more pen-pal personals please see pages 2 and 3.

IN THIS ISSUE

ARE WE HEADING FOR A LAND OF 'AINT'S AND SCHOLARS'?

IRELAND ON TRACK TO REACH 1 MILLION RETIREES BY 2031

LONELINESS A SERIOUS HEALTH ISSUE FOR ELDERLY SAYS SPOKESPERSON FOR AWARE

THE YOUTH'S FIGHT FOR JUSTICE - BETTER LITERACY EQUALS BETTER LIFE



IN INTERVIEW:

NEWLY RETIRED RTE NEWSREADER UNA O'HAGAN AND WRITER COLM KEANE

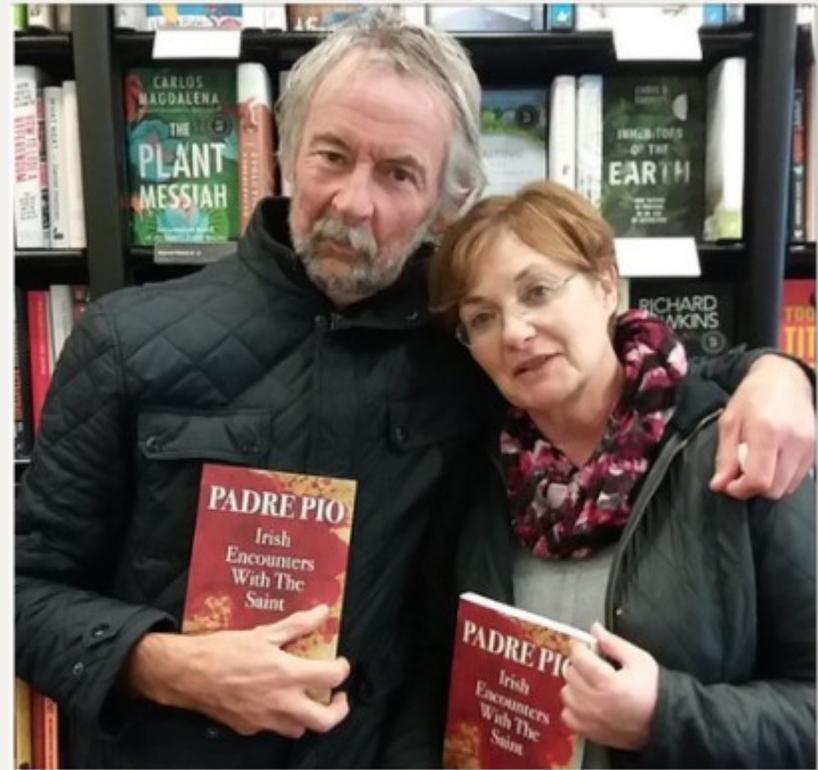
Partner with Independent News and Media to reach their national and regional readers, leveraging the power of local media

Launch

Launch campaign nationally with recent retiree and news reading veteran Úna O'Hagan alongside her author and journalist partner Colm Keane

Invite national media to meet and greet with Úna and Colm in a Dublin bookshop where they speak about the literacy issues in Ireland and the Pen-Pal campaign and how to get involved

Media are then presented with Pen-Pal letters from children in schools close to them and asked to write back



Una O'Hagan and Colm Keane launch the Suas Pen-Pal campaign, urging Ireland's retirees to write and read with disadvantaged youths

The Impact

Increase volunteer numbers
from a sustainable source

Mutually beneficial human
interactions for active retirees
and children who benefit from
improved literacy skills

National and local awareness of
the campaign and the
organisation behind it

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National and local media
coverage both earned and paid
via the INM media partnership

Ready-made emotive case-
studies when seeking funding
and further volunteers

Personalised and tailored
campaign that can be rolled out
year on year to great success

Thank Yu!