



Wythnos
Addysg Oedolion
Adult Learners'
Week

Adult Learners' Week 2022

Campaign Toolkit

#neverstoplearning #secondchancenation

17- 23 October 2022

(with promotional activity taking place throughout the month)

This document is available in Welsh



**Cymru'n Gweithio
Working Wales**



SEFYDLIAD DYSGU A GWAITH
LEARNING AND WORK INSTITUTE



**Gyrfa Cymru
Careers Wales**



Llywodraeth Cymru
Welsh Government

Adult Learners' Week makes lifelong learning opportunities more accessible and encourages people to **never stop learning**



You may use the copy below for your website or e-newsletters, please feel free to adapt the copy to fit your audience.

About the campaign:

Adult Learners' Week is coordinated by Learning and Work Institute in partnership with the Welsh Government. Throughout September, the annual campaign will encourage as many people as possible to discover their passion and never stop learning. Through the [Working Wales website](#), adults across Wales will discover hundreds of free online and in-person events, tasters, courses and resources on offer throughout October, find inspiring stories of people who have taken up adult learning, and seek specialist advice and guidance on the available pathways and support such as retraining, Personal Learning Accounts, childcare, and redundancy.

The campaign week is set to take place from 17 – 23 October 2022 with activity taking place throughout the month and aims to promote Welsh Government's vision to establish Wales as a “Second Chance Nation” for lifelong learning.

Adult Learners' Week campaign partners across multiple sectors have come together to contribute a programme of activity that will inspire thousands of people to discover a love for learning, improve their confidence and wellbeing, change careers, up-skill and progress in work, learn something new, connect with other people and to seek advice and guidance.

Learning has many powerful benefits - it can positively change lives and enable more adults to move forward and build a better future with confidence. More information about the campaign can be found here: www.adultlearnersweek.wales



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Adult Learners' Week is for **everyone**

- **Access to learning opportunities**, advice, and guidance
- **Celebrating the achievements** of people, projects and organisations
- **Connecting individuals**, communities and families
- **Tackling barriers** and promoting inclusion for all
- **Raising the profile** and benefits of adult learning
- **Building a culture** of lifelong learning and second chances



How to **get involved** in Adult Learners' Week

- Plan and promote online or in-person learning events, tasters, courses and resources
- Share your research, write an article, or launch a publication - what are the benefits of learning? Or what more can be done to improve access to lifelong learning?
- Promote your existing provision for adults and the pathways available to them to re-train, upskill or discover their love for learning
- Share adult learning stories and celebrate the achievements of people who have accessed your provision



Adult Learners' Week **platform**

Learning and Work Institute and the Welsh Government are calling on all providers of adult learning to upload their activity to the campaign website, which will be promoted as part of a multi-media campaign throughout October via the Working Wales website.

The types of **FREE** learning content that can be added to the platform are online and in-person courses, events, open days, taster sessions and resources which should be available for learners throughout October, or beyond if they are learning resources that don't expire.

Have a look at the existing content on the platform already.



**Providers can register their provision
and upload their learning activities via
the Adult Learners' Week website:**

<https://adultlearnersweek.wales>

*Download our [step-by-step guidance](#) to help you register your activities
Email alwevents@learningandwork.org.uk for any website queries*

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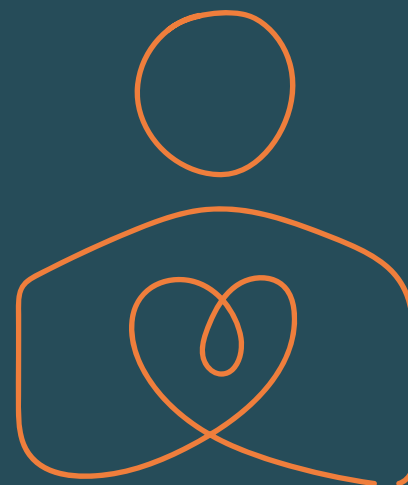
Never stop learning



inspire



engage



empower

Stories that inspire



"From the age of 14 to 41 I'd done no maths or English. I was apprehensive at first and, honestly, I was terrible at it. But I threw myself into it and I know after just a few weeks that I'd had made the right decision. My experience has been fantastic, I'd really recommend it. I'm closer now than ever before to achieving my dream of becoming a social worker." - **Clare Palmer**



"If only my teachers had believed in me and not dismissed me as a 'naughty' child. I never imagined life could be like this. I was failed by education the first time, but I'm so glad I was given a second chance." - **John Spence**



"I was told I wouldn't live past 30 if I continued to live my life like I did. Yet I know so many people who have been through worse. If I can inspire at least one person or show someone who is struggling, that you can change your life through education, then it's all worth it." - **Emma Williams**



"I began to see that my physical disabilities and mental health issues were less of a barrier and more of a driving force to prove that anything could be achieved if you set your mind to it. Education has given me back control of my life, my story proves that with courage and determination, it is possible to succeed at anything." - **Catrin Pugh**



**Raise awareness
of the life
changing
benefits that
adult learning
can bring by
sharing powerful
stories of
achievements.**

Stories that inspire



"Education changes the way we think, the way that we see ourselves, it increases our confidence and self-esteem and it opens new doors. Education can give us the skills we need to get ourselves out of the rut we might find ourselves in and back on track to a brighter future." -

Scott Jenkinson



"I had always felt like it was an upward struggle at school but after understanding why I struggled and making small changes like printing work out on yellow paper allowed me to keep up with the class. There is support out there and I would encourage people to share their problems and also their goals as people will help you find a way through." - **Kierran Jones**



"When I arrived in Wales, I didn't know about any of the help that was available for me. I stayed in touch with the women who helped me and they're like family now, my son has two 'forever grandmas'. My advice to anyone else thinking of taking up a course as an adult is to manage your time and focus on your goals – education is the key to life." - **Fatma Al Nahdy**



"I left school with few qualifications but always knew I enjoyed education. In my thirties I gained GCSE English, Science and Maths, which led onto other degrees, my most recent qualification is a Masters in Wellbeing and Professional Development. If you are offered the opportunity to learn something new, go for it! You may be surprised at what you can achieve." - **Rose Probert**



**Read more
inspiring stories of
people who have
overcome
barriers through
education on
our campaign
platform.**

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Join the conversation on social media

Use your social media platforms to join the conversation online. Follow and tag both, Learning and Work Institute and Working Wales in your events, activities, adult learning stories, blogs, articles, and research. Help us raise awareness of the value of lifelong learning and celebrate the best of adult learning and skills.

Learning and Work Institute

-  Twitter @LearnWorkCymru
-  Facebook @learningandworkinstitute
-  Instagram @learnworkcymru

Working Wales

-  Twitter @WorkingWales
-  Facebook @WorkingWales
-  Instagram @WorkingWales



Use the following hashtags:

#neverstoplearning
#secondchancenation
#adultlearnersweek

#neverstoplearning #secondchancenation

Suggested Twitter posts



*You may adapt the posts below to suit your audience
Images to accompany the posts below can be found on page 12*

We're thrilled to join @LearnWorkCymru @WorkingWales for Adult Learners' Week – we have shared our *(courses/events/session/resources/ learning programme)* to the campaign platform. Visit: *(insert your event link on the platform)* #neverstoplearning #secondchancenation #adultlearnersweek

Lifelong learning has many amazing benefits. It can improve your health, increase optimism & self worth, grow financial health, lead to career progression and boost brain health. Experience the benefits & #neverstoplearning - visit: workingwales.gov.wales/change-your-story/adult-learners-week

Adult Learners' Week is finally here! We believe in second chances and that it's never too late to learn. Find out more about @LearnWorkCymru & @WorkingWales campaign activity and get involved: Visit: workingwales.gov.wales/change-your-story/adult-learners-week #neverstoplearning #secondchancenation

It's Adult Learners' Week! Join the @LearnWorkCymru & @WorkingWales #neverstoplearning conversation. What skills have you learned? What pathway did you take? Or what would you love to learn? #secondchancenation #adultlearnersweek

Lifelong learning should be part of our lives all year round. If you need some inspiration to take up a second chance at learning - discover stories of other learners that demonstrate the amazing benefits of learning & skills: <https://www.adultlearnersweek.wales/> #neverstoplearning

We're delivering a live session for #AdultLearnersWeek in partnership with @LearnWorkCymru & @WorkingWales – join us live on *(insert time/date)* to learn about *(insert details)* *(insert your event link)* #neverstoplearning #secondchancenation

Adult Learners' Week offers people in Wales a second chance at education and skills. Whether it's to brush up on skills, switch careers or improve health and wellbeing. Discover your passion and #neverstoplearning: <https://www.adultlearnersweek.wales/> #secondchancenation #adultlearnersweek

It's Adult Learner's Week with @LearnWorkCymru & @WorkingWales. We pledge to never stop learning, to develop a culture of second chances & to continue to promoting the value of lifelong learning in our work. Find out more about our *(insert details about your research/publication/blog/article)* *(insert your CTA link)*

#neverstoplearning #secondchancenation

Suggested Facebook posts

*You may adapt the posts below to suit your audience
Images to accompany the posts below can be found on page 12*

We're thrilled to join @learningandworkinstitute and @WorkingWales for the Adult Learners' Week campaign this October! We have shared our *(courses/events/session/ resources/ learning programme)* to the campaign platform.
Visit: *(insert your event link on from the campaign platform)*

Lifelong learning has many amazing benefits. It can improve your health, increase optimism and self worth, help to balance your financial health, lead to career progression, boost brain health and help you to stay connected. There are hundreds of available events, courses and resources as part of the Adult Learners' Week offer throughout October:
workingwales.gov.wales/change-your-story/adult-learners-week

Adult Learners' Week is finally here! We are pleased to be supporting @learningandworkinstitute and @WorkingWales for the biggest lifelong learning campaign in Wales this October. We also believe in second chances and that it's never too late to learn. Get involved with the campaign: workingwales.gov.wales/change-your-story/adult-learners-week

It's Adult Learners' Week! Join the @WorkingWales & @learningandworkinstitute 'Never Stop Learning' conversation. Share your story with us: What skills have you learned? What pathway did you take? Or what would you love to learn? Comment below:

Lifelong learning should be part of our lives all year round. If you need some inspiration to take up that second chance at learning. Discover the stories of other learners who have gone back into education and demonstrate the amazing and powerful benefits of learning and skills: <https://www.adultlearnersweek.wales/>

It's Adult Learner's Week! We're delivering a live session in partnership with @learningandworkinstitute & @WorkingWales for the campaign – join us live on *(insert time/date)* to *(learn about/ find out more about)* *(insert details)* *(insert your event link)*

Adult Learners' Week offers people in Wales a second chance at education and skills, by bringing together hundreds of learning opportunities that are accessible to everyone. Whether it's to brush up on skills, switch careers or improve health and wellbeing. Discover your passion and never stop learning:
<https://www.adultlearnersweek.wales/>

It's Adult Learner's Week with @learningandworkinstitute @WorkingWales. We pledge to never stop learning, to develop a culture of second chances, and to continue to promoting the value of lifelong learning in our work. Find out more about our *(insert details about your research/publication/blog/article)* *(insert your CTA link)*

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Suggested Instagram posts



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We're thrilled to join @learnworkcymru and @WorkingWales for the Adult Learners' Week campaign this October! We have shared our *(courses/events/session/ resources/ learning programme)* to the campaign platform. Visit: *(insert details on how to access the activity)*
#neverstoplearning #secondchancenation #adultlearnersweek

Lifelong learning has many amazing benefits. It can improve your health, increase optimism and self worth, help to balance your financial health, lead to career progression, boost brain health and help you to stay connected. There are hundreds of available events, courses and resources as part of the Adult Learners' Week offer throughout October. Search 'Working Wales - Adult Learners' Week' #neverstoplearning #secondchancenation #adultlearnersweek

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#neverstoplearning #secondchancenation #adultlearnersweek

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Lifelong learning should be part of our lives all year round. If you need some inspiration to take up that second chance at learning. Discover stories of other learners who have gone back into education and demonstrate the amazing and powerful benefits of learning and skills: Search: 'Adult Learners' Week Wales'
#neverstoplearning #secondchancenation #adultlearnersweek

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It's Adult Learner's Week with @learnworkcymru @WorkingWales. We pledge to never stop learning, to develop a culture of second chances, and to continue to promoting the value of lifelong learning in our work. Find out more about our *(insert details about your research/publication/blog/article & details on how to access it)*
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Campaign resources

Click on the links below to download the resources from our online folder, please note additional resources may continue to be added by the campaign team.



Images for
Twitter, Facebook, Instagram



Adult Learners' Week Flyer
Interactive PDF version



Adult Learners' Week Event
or Course template pdf poster



Campaign logos and
hashtag images



Adult Learners' Week Flyer
PNG version



Stock images
Learning and skills



#neverstoplearning #secondchancenation



Share your story for Adult Learners' Week

- What pathways have you taken to get into your current career or education?
- Did you face any barriers to get to where you are today?
- How has learning impacted on your life and what would you say to others who are thinking of taking up learning opportunities?
- If you had a second chance at education, what would you learn?

Share your story with us by using the hashtags **#neverstoplearning** **#secondchancenation** **#adultlearnersweek** and tag Learning and Work Institute and Working Wales in your posts using the handles below:




Your story can empower others to take that second chance...



Learning and Work Institute

-  Twitter @LearnWorkCymru
-  Facebook @learningandworkinstitute
-  Instagram @learnworkcymru

Working Wales

-  Twitter @WorkingWales
-  Facebook @WorkingWales
-  Instagram @WorkingWales

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About Working Wales

Learn new skills and start your next chapter

Whatever your situation, if you're passionate about learning a new skill, we'll help you explore your options with free, impartial advice on the training programmes that can help you change your story.



Cymru'n Gweithio
Working Wales

Working Wales delivered by Careers Wales and funded by Welsh Government is for anyone over the age of 16 across Wales to access expert advice and guidance. This includes help with searching for jobs, writing a CV, preparing for an interview, finding a work placement, learning new skills, understanding redundancy rights, childcare support, building self-confidence. Learning and Work Institute, Welsh Government and Working Wales are working in partnership to promote Adult Learners' Week and signpost to more information about adult learning opportunities in Wales. Follow Working Wales on social media:

[Working Wales website](#)

[Working Wales Twitter](#)

[Working Wales Facebook](#)

[Working Wales Instagram](#)

Support us with our **Adult Learners' Week** evaluation



Learning and Work Institute and the Welsh Government are pleased to work with a wide range of partners for the campaign, which is why we need to hear from you. Your feedback will help us to evaluate Adult Learners' Week so that we can improve and build on future campaigns.

If your organisation delivered events, taster sessions, courses or offered learning resources for the campaign please complete our evaluation form, using the online links provided below. We also appreciate feedback from learners who accessed an Adult Learners' Week event or course. If you wish to use the electronic versions for printing, [please click here](#).



- [Campaign Partner Evaluation - online form](#)
- [Learner Feedback - online form](#)

Thank you to our lead campaign sponsors and supporters...



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Enquiries email: alwevents@learningandwork.org.uk
Working Wales website: <https://workingwales.gov.wales/>
Adult Learners' Week website: www.adultlearnersweek.wales

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