

## **How can we raise the profile of primary education in line with the priorities of the CPR?**

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### **Some assumptions:**

Primary education still seen as really just about the 3Rs and factual knowledge

Teaching especially primary teaching still seen as a semi-profession (Etzioni)

The CPRT offers a richer and more appropriate alternative but we are not getting the message across outside (and probably within) the profession

To do so requires simple messages beyond the profession, some compromises and perhaps some unlikely allies ahead of the next General Election

### **Some beacons of hope:**

The CPR but it is a complex sophisticated message.

The CBI First Steps report in 2012 but it had little impact.

Stand Up for Education but it is not specific enough to primary education and probably seen as vested interests.

The 'Early Years lobby' has been successful in some respects but even that is under threat.

A few subject areas eg music have lobbied with some success but we need to lobby on behalf of curriculum breadth and balance.

Some schools but a minority.

Many parents/carers especially on areas such as tests but still only a small minority.

### **Some possibilities:**

Linking the current approach to primary education to issues related to mental health, children's unhappiness etc. but how to do so?

Traditional means of lobbying MPs and ministers but have we had any success so far?

Short research informed papers but who will read them?

Social media but how? (experience of Our Children, Their Future)

Film?

Involvement of celebrities? (Jamie Oliver)

Others?