

*Impact of promotion of education and culture on
Looked-after Children*

Introduction to research BMHP5005
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Background (contextual) information and rationale for the selection of the research topic

Introduction and Problem Statement

Promotion is a mixture of various kinds of activities that helps a firm or group of people to promote a product, service or both among the customers to improve society. Good education and a better understanding of culture are essential for the Looked After Children as they are an important part of the society resulting in developing a safe future for them. However, since different children have different needs and their living conditions are different so it may not be possible for the foster parents or local organisations to deliver better education and cultural ideas. In England, the number of Looked After children is increasing by 3% sometimes making it difficult to deliver quality knowledge to the children (Department of Education UK, 2021).

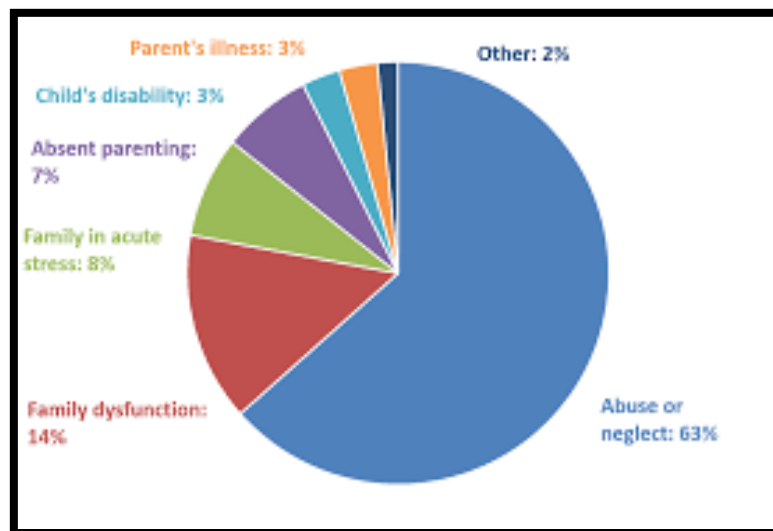


Figure 1: Reasons of Looked for Children In UK

(Source: Department of Education UK, 2021)

Research Aim

The aim is to analyse the impact of promotion on education and culture with a focus on Looked-after Children.

Research Objectives

- To understand various aspects of promotion, education and culture on children
- To assess the impact of promotional techniques on cultural education of Looked after children

- To recognise various promotional strategies to monitor the effect of culture and education on Looked-after Children
- To provide suggestions to improve impact of culture and education on Looked-after Children through better promotion

Research Questions

1. What is the impact of promotion on culture and education for Looked after children?
2. Why it is essential to use innovative promotional techniques to inform people about the importance of culture and education?
3. What are the challenges related to the promotion of education and culture for looked after children?
4. Which techniques can help to improve the influence of promotional tools on culture as well as education of looked after children?

Significance of the study

The significance of the research study is that it will help to understand, analyses and identify various types of techniques. The better use of these techniques can help to improve the performance of Looked after children program. It will also be easier to select and use the best promotional skills to maximise proficiency in the market.

Methodology and methods

Research onion or paradigm is a mixture of various methods, tactics and ideas with the better use of which an investigator can conduct and complete successful research.

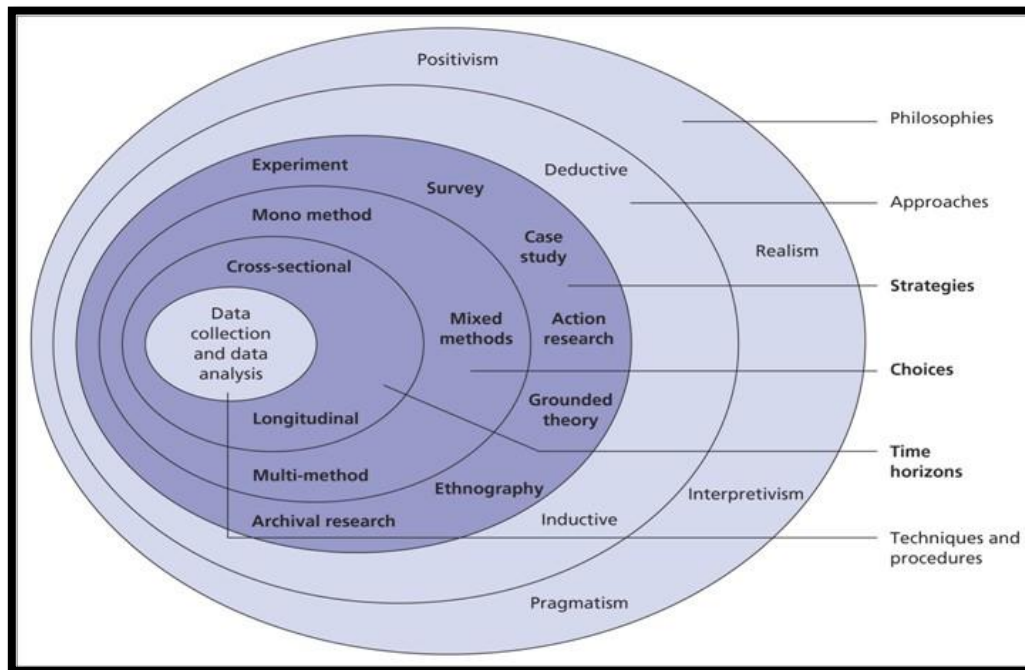


Figure 2: Research Onion

(Source: Saunders *et al.*, 2009)

Research Philosophy

In the research philosophy tactic, the right usage of the **interpretivism** tool has assisted the current researcher to collect, use, and gain the right results to solve the identifiable problem without any kind of mistakes. It is easier to attain the right information to analyse the chosen topic of *Impact of promotion of education and culture to improve the lives of children in Looked-after Children more efficiently*.

Research Design

In research design, the better use of **descriptive design** can help a person to collect various aspects about the chosen work leading to increasing proficiency and effectiveness for future scope of improvement (Novikov and Novikov, 2019). It may also become to achieve right goals to handle the problem of children nicely.

Research Approach

In the research approach, proper implementation of **inductive tool** has assisted an investigator to gather, evaluate and achieve right results with the help of the right information. It may become possible to attain the right results without making any kind of errors besides maintaining work. It will also be possible to make a better opportunity for better work improvement.

Data Collection Tools and Techniques

Primary data helps to gather data directly from the respondents whereas secondary data means gathering data through other resources. Qualitative research means to collect data and analyse them through scientific tools whereas quantitative research helps to gather data through observation and information (Nayak and Singh, 2021). In this study **secondary sources such as books, journals**, have been used. The better use of **qualitative and quantitative research** has increased the success level of the work (Kumar, 2018).

Sampling

Sampling helps to conduct the research efficiently within the competing scenario. It becomes easier to collect data from chosen population leading to maximizing performance. In this study, random non-probability sampling will be used and the sample size will be from local communities and NGOs and parents. The population size will be **12. 10 staff** of local communities related to looked after children has been used for **survey** and any **2** any foster parents for **interview questions. 2 themes** have been used for thematic analysis.

Data Analysis Technique

Innovative and crucial use of data evaluation tools can increase the success as well as progress level of the research study. It is because they help to gather correct and accurate results while nicely analysing the present and future needs (Humphries, 2017). Therefore, for **the survey google form and interview zoom calls** has been used. Secondary resources like **books, journals, websites, articles** have been used for thematic analysis.

Consideration of the importance of ethical practice in research

Ethics or moral considerations play an essential role in the better progress and completion of a research work without any kind of mistakes or errors. The importance of it is that right ethics help to gain gather the right information while making **better relationships** with the participants. It is possible as **ethical committee** assists and inspires a researcher to use the right tactics and skills to assure the safety of the participants while assuring to recognise and minimise various risks and problems with the right solutions. Good ethical aspects inspire to work collaboratively with the participants while acquiring their trust and support to maintain

research efficiency (Burkholder *et al.*, 2020). **Ethical codes** help to conduct and finish research work successfully while maintaining accuracy and efficiency in work.

- **Honesty including integrity** assists a researcher to collect, use and analyse ideas and methods to acquire correct results leading to increasing work success.
- Good **behaviour** while **respecting each other** also assists a researcher to collect a good amount of information and evaluate them properly without any kind of biasness.
- The ability to maintain **confidentiality and proficiency** in work increases work effectiveness resulting to achieve the objectives of a research topic **impact of promotion of education and culture on looked-after children successfully**.
- Proper implementation of ethical codes helps to maximise accuracy, reliability as well as validity in work by using and implementing **data protection and privacy tactics** more accurately (Monsen, 2018). These techniques not only help to maximise productivity in the chosen work leading to gaining desired results but also helps to stop any kind of information misuse leading to increasing scope for future development.

A thematic review of published literature related to the research topic

Literature review

Concept and importance of Looked after children and promotion

According to Luquis and Pérez (2021), ***looked after children or LAC*** is the procedure of taking care of children nicely and properly in various scenarios. It also guides foster parents, relatives as well as residential homes to take care of different children with love, care while helping them to gain better opportunities in personal and professional life. As claimed by Ryding and Wernersson (2019), this kind of care helps a child to develop, maintain and value relationships while giving the best to achieve success in life while facing difficulties and challenges nicely. However, the inability to assure better safety to the students may lead to the deterioration of society while minimising the success rate of children.

As explained by Woodhouse (2017), ***promotion*** means an activity to interact, and create awareness about a product, service or responsibility resulting in developing and maintaining a good society. Good promotion with right on information guides people to be more responsible towards, society, children, living beings and many more leading to solving or minimising various problems with better solutions. As claimed by Carroll and Cameron (2017), the right promotions maximise the success level of a firm or a program in the market. Bad use of promotional tools and messages may minimise proficiency while losing support and visibility of the product, service or program among the customers.

Role and Types of promotion to interact and deliver a message

As explained by Herd and Legge (2017), promotion is an essential tactic that helps a firm, or individuals to perform various types of responsibilities nicely. Good Promotional communication, interactive and informative message helps to inspire and inform customers about important aspects of the society like education, betterment of children, quality of goods, services and many more. On the other hand, as opined by Evans et al. (2017), Another importance is that it helps people to be more responsible especially in the case of children and assures to develop a good and progressive society. It even helps to accept and adjust to new changes resulting in developing a safe and secure society for the look after children.

As opined by Sen (2018), there are different types of promotional tools that help to improvise and deliver the right messages to the customers at the right time leading to maximising success. Advertising and direct promotion assist an organisation or a government to educate the public about crucial aspects. Online or social media promotion helps to inform people by using various social media tactics to develop a good society. As proposed by Jones *et al.*, (2020), social media and advertising helps to reach more customers in less time but are a little

bit costly as well. Better PR and hoardings also motivate people to perform various responsibilities while delivering better education and cultural knowledge to the children leading to improving their personality and development to a greater extent. It is essential to use the right messages on the hoardings to maximise proficiency in the market.

Relationship between cultural education and promotion on Looked after children

According to Midgley *et al.* (2019), cultural education is important for the better growth and development of children especially looked after children as they get the opportunity to learn about good values, customs and traditions. It even increases conversation among parents, relatives, teachers and children resulting in developing a better future for the latter. As claimed by Sunthararajah (2019), unique promotions with attractive messages are also good to incorporate better values and responsibilities among the parents and the organisations to take care of the looked after children nicely. It becomes easier to explain the people about the responsibilities with the right execution of which they can provide good care and future to the children. As explained by Dougall (2018), cultural education including promotion also help a child irrespective of the various situation to learn, understand, accept and adjust with new scenarios to perform and sustain in the personal and professional life. It even becomes easier to analyse and handle situations from various perspectives helping the looked after children to spend a better life while acquiring better success in life.

Promotional theories to improve society

According to Šķiltere and Bormane (2018), the integrated marketing communication technique is an essential promotional tool that helps to convey the right messages to the customers and the society by using the right channels. Better use of skills, advanced technologies along with right channels help to improve and increase the proficiency of Looked after children technique leading to maximising productivity in the competitive business world. Innovative advertising techniques inspire people to understand and perform their roles and responsibilities more accurately resulting in making a strong and safe society for the children.

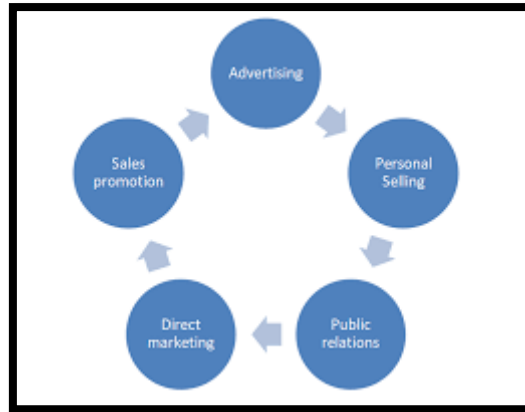


Figure 3: Different Types of Promotional Tools

(Source: Hackley and Hackley, 2021)

As opined by Mezey *et al* (2017), different kinds of promotional tools help to maximise the success of a firm or an individual to increase stability in the market. Interactive tools like advertising, marketing, public relations and so on also help to increase awareness among the people making it easier for them to become responsible leading to incorporating better cultural values and education among the children to gain success in the competing world.

Impact of education and cultural promotion on Looked-after Children

As proposed by Clancy (2017), cultural education and promotional tools create a **good influence** on the looked after children as they get a better chance to understand and implement good ethics and principles in their life. Informative advertisements influences foster parents to take care of the children nicely by providing good education and abilities including love to spend a better life. It is also possible to assure better health and safety to various children living with foster parents or institutions while increasing confidence and commitment with the former to perform better.

As argued by Perry *et al.* (2018), since looked after children and their foster parents may not have a strong relationship it sometimes becomes difficult to encourage them to stay nicely together. It is also difficult to interact and fulfil the needs of looked after children as they may not like to share their problems and issues with anyone easily. Another reason is that ineffective promotional tools may implement a bad effect on the people making it difficult for them to adjust to new changes easily.

As stated by Richardson and Lelliott (2003), looked after children do not get better care which not only affects their emotions but also their mental as well as physical health. It also becomes difficult for them to get better education while developing bad behaviour and beliefs resulting in affecting their physical health. Lack of care and love develops serious illnesses such as

mental disorders, depressions, fear among Looked after children. The permanent exclusion of looked after children increase the difficulty for them to learn and earn good qualifications to sustain in the rapidly changing society. However better affection with proper guidance can help them to protect themselves while making a strong place in society.

Risks of promotion and education and culture

As argued by Crawley *et al.* (2020), though promotion helps to create awareness among the people and the society it requires a good amount of time and money. The effectiveness to use them properly may decrease the importance of promotion of cultural education especially among the foster parents and looked after children organisations. Another risk or issue related to the promotional success of cultural education for looked after children is family structure, status and value. It is because depending on the income a family can take care of looked after children nicely while satisfying his or her basic and other requirements like education. As critiqued by Bromley *et al.* 2020), several factors such as poverty, lack of a good economy, increasing unemployment and increasing self-dependency also creates difficulty in providing good love and care to looked after children. It is because people have become self-centred and they may not like to invest a portion of their income for the betterment of needy children. Lack of the right information and different perspectives of people also increases the risk for the good future and development of children.

Ways to resolve problems and monitor their effect

As stated by Redfern *et al.* (2018), better use of creative communication and promotional tools such as advertisements, online and social platforms along with traditional tools can help to reach a better number of customers in less time. Animations, community events, learning activities through various platforms can help to minimise risks and increase awareness among the staff. Direct interaction and awareness campaigns with the help of government and celebrities can also increase commitment and responsibility among the foster parents including houses.

As advised by Munro (2001), self-empowerment by providing training on various skills, education and tactics can help the looked after children to take care of themselves nicely. Good behaviour, better implementation of Children rights and rules can inspire foster parents and associations to provide good care while providing them quality safety and support at any point in time. It is also the responsibility of local management to deliver better opportunities to looked after children depending on their interests and likes resulting in increased confidence and performance. Nevertheless, as proposed by Wadman *et al.* (2017), organising and increasing engagement and commitment rate of parents, organisational heads and staff to increase awareness about various ideas essential to take care of looked after children.

Advanced training to the parents and NGOs along with proper monitoring of the situations can help to increase safety for those children. Proper and clear guidelines for both parents and children while assuring health security through various plans and strategies.

Literature Gap

Various factors affect the overall progress of Looked after children with the help of promotion. However, the emphasis only on education and culture may develop several gaps leading to increasing scope for future development. Better use of new tactics in research methodology can also maximise the success rate of an organisation for the benefit of the children in the market.

Conceptual Framework

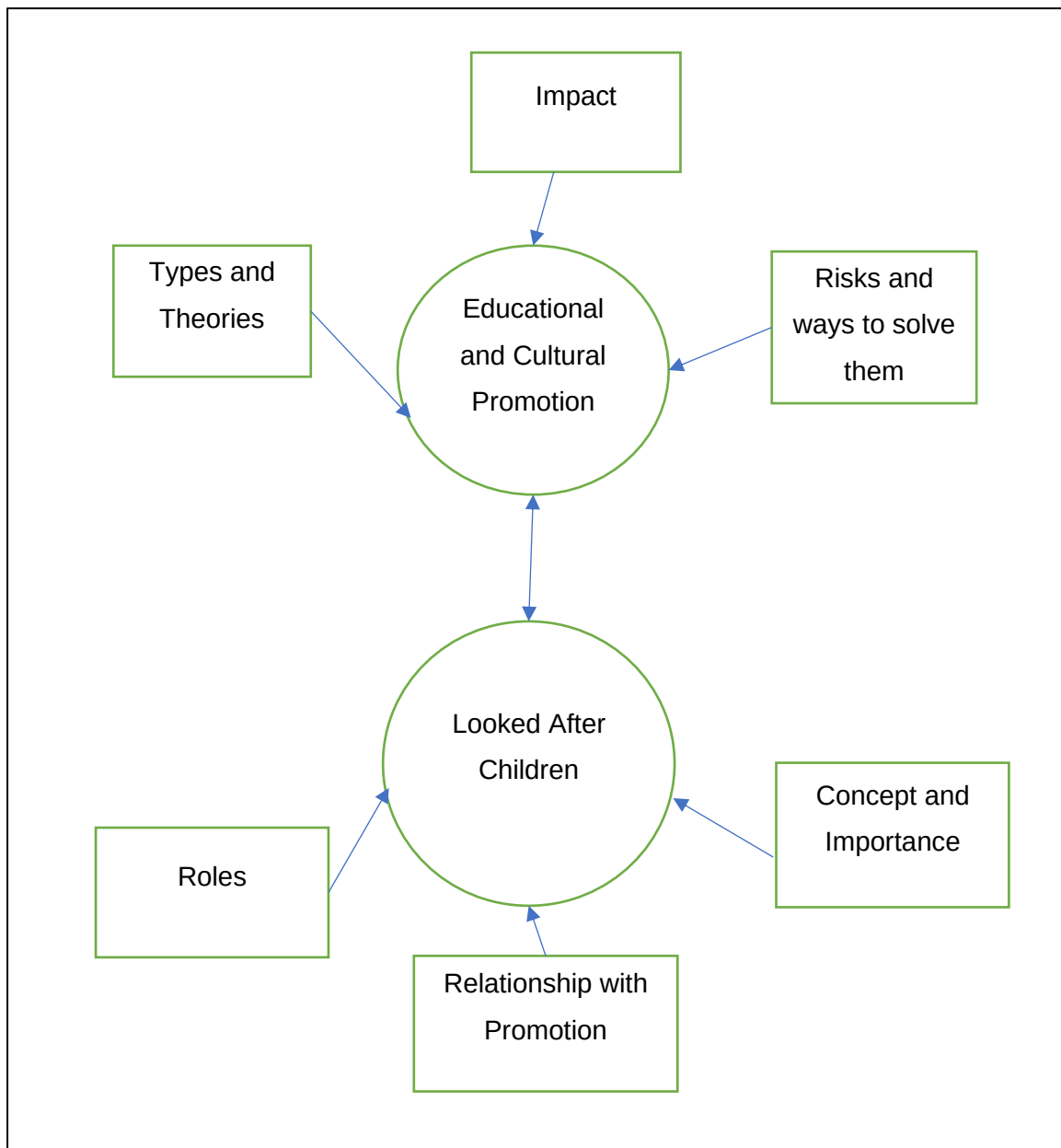


Figure 4: Conceptual Framework

Table 1: Thematic Analysis

Discussion

From *the evaluation of the survey*, it is clear that promotion and advertising tools are essential for the overall progress and development of a society. The proper delivery of the right messages within minimum time helps to develop a safe and secure environment for looked after children. However, certain risks can affect the future and development of looked after children so it is important to create, implement and monitor promotional influence on the overall progress of the children.

According to *interview analysis*, it can be analysed that a better and unique message with the right ideas increases the parents or the people to understand their roles, responsibilities and duties nicely. It is also possible by implementing the right tactics like sponsorships and other tools in a unique way leading to improvising proficiency in the competing changing scenario. It becomes easier to deliver better education and creativity among the children.

As per the *thematic analysis*, it is visible that promotion and development and improvement of society are interrelated with one another. They together help to monitor and increase the responsibility of parents and families leading to creating a better life for the children. It is significant not only to select the best techniques but also to use them prop3rly leading to better completion of set goals in time.

Conclusions and recommendations for future policy and practice

Therefore, from the study, it is clear that unique and interactive promotional and advertisement techniques help to create a better environment for Looked after Children. The study also explains various aspects related to promotion and its impact on looked after children and their education and cultural understanding. Better selection and usage of research tools and better analysis of the survey, interview and themes explain various ideas related to better present and future of Looked after children while making a strong image and value for them in the competitive society. However, there are various risks and challenges as thence to handle ***certain recommendations or suggestions*** which a Looked after Children organisation can follow are-

- First, choice, analysis and use of various online, digital as well as traditional techniques can help to increase awareness among the people about various ideas related to Looked After Children.
- Second, the creation, implementation of strong rules and clear guidance can also ensure people take care of the Looked after children nicely with helping to achieve their personal as well as professional requirements.
- Finally, monitoring and evaluating the impact of promotion on the life of the looked after children while performing essential activities can help to improvise proficiency of the parents and the organisations.

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