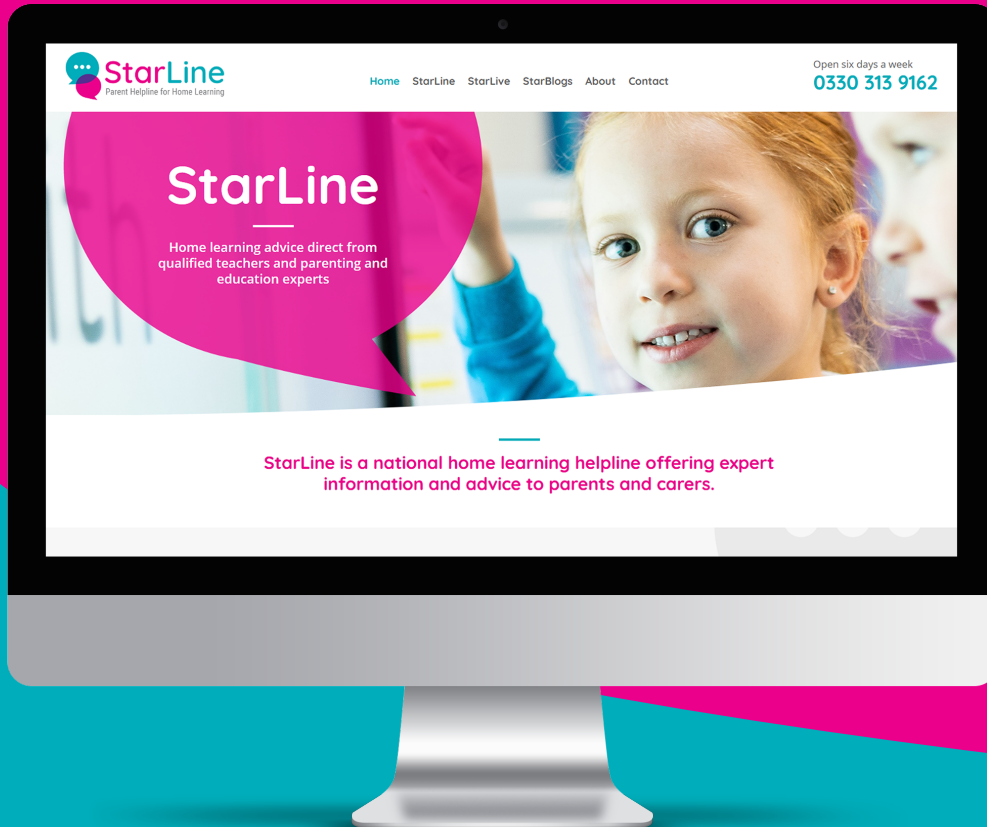


# StarLine

## Communications Toolkit

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The coronavirus pandemic is threatening the very fabric of our society. Schools are closed for the foreseeable future. The health and wellbeing of millions of young people and their families is under threat.

Local government, charities, multi-academy trusts, educationalists and parenting experts must all step up and do what we can to ensure our country's young people aren't held back by the pandemic and can continue to pursue their dreams. That's why we're launching StarLine.

This toolkit provides an overview of StarLine and explains how you can help to promote StarLine.

# OVERVIEW OF STARLINE

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## What is StarLine?

StarLine is a national home learning helpline that gives parents and carers direct access to a team of qualified teachers, and education and parenting experts who can provide free one-to-one advice, support and reassurance.

StarLine is a sector-led initiative, which has been set up to help young people to continue to learn and stay safe until schools fully re-open.

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## How will StarLine help parents and carers?

- By providing access to a team of qualified teachers, education and parenting experts.
  - By focussing on providing practical ideas, support and reassurance.
  - By offering tips, techniques and resources to enable parents to give their children the support they need to continue learning while schools are closed.
  - By supporting family wellbeing and mental health.
  - By covering all phases of education and subjects plus behaviour, pupil wellbeing and SEND.
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## Who is involved in StarLine?

A group of partners, including the Department for Education, Confederation of School Trusts, David Ross Education Trust, Freshworks, Future Academies, Inspiration Trust, Mumsnet, Oak National Academy, PLMR, Star Academies, Triple P Positive Parenting Program and United Learning have come together to create and deliver StarLine. The number of partners is continuing to grow, so please visit [www.starline.org.uk/about](http://www.starline.org.uk/about) for an up-to-date list.

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## Is StarLine only available to the parents, carers and customers of the partner organisations?

No. StarLine is available to all parents and carers in England.

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## How can parents and carers access StarLine?

StarLine's team of experts can be contacted by phoning 0330 313 9162 (calls charged at local rate). The phone lines will be open during the following times:

- Monday & Wednesday, 8am - 4pm & 7 - 10pm
- Tuesday, Thursday & Friday, 10am - 4pm
- Sunday, 10am - 1pm.

Further information can be found at: [www.starline.org.uk](http://www.starline.org.uk)

## COMMUNICATIONS RESOURCES

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**Twitter will be StarLine's primary social media platform at launch.  
The Twitter handle is @StarLineSupport.**

We want parents and carers nationwide to know about StarLine, so we would welcome your support in promoting the helpline. Suggested social media posts and text for emails and newsletters are below. A copy of the StarLine logo and social media graphics are also provided for your use.



### Twitter posts

We're proud to support the team behind [@StarLineSupport](#) – a new telephone helpline to support parents and carers with their children's home learning. #StarLine gives direct access to a team of qualified teachers, education and parenting experts.  
[www.starline.org.uk](http://www.starline.org.uk)



Image: StarLine\_Twitter\_Graphic\_Proud\_to\_support.png

#StarLine is a national home learning helpline that gives parents and carers direct access to a team of qualified teachers, education and parenting experts who can provide free one-to-one advice, support and reassurance.  
[www.starline.org.uk](http://www.starline.org.uk) [@StarLineSupport](#)



Image: StarLine\_Twitter\_Graphic\_Generic.png

## COMMUNICATIONS RESOURCES



### Facebook posts

We're proud to support the team behind StarLine – a new telephone helpline to support parents and carers with their children's home learning. StarLine gives direct access to a team of qualified teachers, education and parenting experts who can provide free one-to-one advice, support and reassurance. Phone StarLine on [0330 313 9162](tel:03303139162) or visit [www.starline.org.uk](http://www.starline.org.uk) to find out more.



StarLine\_Facebook\_Graphic\_Proud\_to\_support.png

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StarLine\_Facebook\_Graphic\_Generic.png

Are you a parent grappling with the demands of home learning? StarLine's team of qualified teachers, education and parenting experts are here to offer free advice, ideas, reassurance and practical solutions to help you and your children. Phone StarLine on [0330 313 9162](tel:03303139162) or visit [www.starline.org.uk](http://www.starline.org.uk) to find out more.

Not sure how best to support your child's home learning? Don't worry. There's a new, free service giving direct access to a team of qualified teachers, education and parenting experts. The StarLine team will give you one-to-one advice, support and reassurance. Speak to the home learning experts on [0330 313 9162](tel:03303139162) or visit [www.starline.org.uk](http://www.starline.org.uk) to find out more.

## COMMUNICATIONS RESOURCES

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### Copy for eshots, enewsletters and newsletters

StarLine is a national home learning helpline that gives parents and carers direct access to a team of qualified teachers, education and parenting experts who can provide free one-to-one advice, support and reassurance.

StarLine, which is backed by the Department for Education, leading academy trusts and parenting experts, has been established to support parents and carers with their children's home learning whilst schools are closed.

The helpline provides tips, techniques and resources for home learning, as well as support on wellbeing, behaviour and special educational needs and disability. Parents and carers will be able to talk to experts in English, including reading and phonics, mathematics, science, history, geography, modern foreign languages and PE, as well as Early Years specialists and primary school teachers.

#### StarLine aims to:

- Provide ideas for home-based learning that parents might not have considered and are practical and easy to deliver.
- Save parents time – there's an increasing amount of information out there, but not all of it is helpful.
- Help parents to find answers to specific curriculum-related questions and navigate to quality resources.
- Make parents feel reassured and good about their role in home-based learning.
- Support the wellbeing of pupils and families.

StarLine is available to parents and carers of pupils nationwide by phoning **0330 313 9162** (calls charged at local rate) or visiting [www.starline.org.uk](http://www.starline.org.uk).



Logo



Attached in JPG and PNG format

## COMMUNICATIONS CONTACTS

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For StarLine communications enquiries, please contact:

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If you receive any media enquiries relating to StarLine

Please refer them to the Star Academies press team on [0330 313 9894](tel:03303139894) or [communications@staracademies.org](mailto:communications@staracademies.org)

