



Thematic Qualitative Data Report on the "Lula and the Flame" Children's Illustrated Book Project

Project Overview: The "Lula and the Flame" children's illustrated book project, delivered by Petra Publishing on behalf of the South Wales Fire and Rescue Service, aimed to raise awareness about the causes and consequences of wildfires in South Wales. The project involved collaboration with six primary schools: Cwmclydach Primary School, Llwynypia Primary School, Maerdy Primary School, Parc Primary School, and Penrhys Primary School. A unique aspect of this project was its trilingual approach, incorporating English (British English), Welsh, and BSL (British Sign Language). All three languages were used in the animations and talking books, ensuring accessibility and inclusivity for a diverse audience.

Project Aim: The primary goal was to educate children and, by extension, their communities about the dangers of wildfires, whether started intentionally or accidentally, and to ultimately reduce the high incidence of such fires in the region.

Methodology: Community Storywork filmed, edited, and produced a variety of media that supported the project. These include a documentary, an animation film, and a "talking book" version, all of which have become valuable teaching tools for the South Wales Fire and Rescue Service. These resources are now utilized in schools to educate more students about wildfire prevention and safety.

Thematic Analysis

- 1. Awareness and Education:** The project successfully raised awareness among children about the importance of fire safety and the environmental impact of wildfires. Through engaging storytelling and illustrations, the book "Lula and the Flame" helped demystify the causes of wildfires and the serious repercussions they have on the community and natural habitats.

- **Key Insights:**
 - Children demonstrated a clear understanding of how wildfires can start both accidentally and intentionally.
 - Educators observed increased engagement and curiosity among students regarding fire safety and environmental conservation.



2. **Community Engagement:** The involvement of local primary schools created a strong sense of community ownership and participation. By integrating the project into the school curriculum, it fostered a collaborative learning environment where students, teachers, and firefighters could interact and learn from each other.

- **Key Insights:**
 - Schools reported heightened interest and active participation from students in fire safety drills and discussions.
 - Parents and community members became more aware of fire safety practices through their children's involvement in the project.

3. **Creative Expression:** The project allowed children to express their understanding and thoughts creatively. The process of illustrating and narrating the book provided an outlet for students to engage with the subject matter on a deeper level, making the educational content more relatable and memorable.

- **Key Insights:**
 - Students showed enthusiasm in contributing to the book's illustrations and narratives, which reinforced their learning.
 - Teachers noted that the creative approach helped in retaining the children's attention and interest in the topic.

4. **Social Connectivity and Collaboration:** The project fostered increased social connectivity among staff from different schools. This collaborative environment not only enhanced professional relationships but also laid the groundwork for future joint initiatives.

- **Key Insights:**
 - Staff from different schools became more socially connected, sharing resources and best practices.
 - The positive collaborative experience made staff more likely to plan and work together on future projects.

- Teaching Assistant staff from all the schools created their own WhatsApp group, through which they now keep in touch and share updates. They reported looking forward to Fridays, when they would see other staff and children in the different school environments.



5. **Transition to Comprehensive School:** Children's participation in the project helped them form friendships with peers from other schools, easing their transition to comprehensive school by creating a sense of familiarity and comfort.
 - **Key Insights:**
 - Students reported feeling more at ease about moving to comprehensive school, knowing they would see familiar faces.
 - The project provided a platform for children to build confidence in social settings.
6. **Benefits to Parents, Carers, and Grandparents:** The project had a broader impact on families, fostering greater community ties and enhancing the overall support system for children.
 - **Key Insights:**
 - Parents, carers, and grandparents gained valuable insights into fire safety, which they could reinforce at home.
 - Families appreciated the project's community-building aspect, which brought them closer to school staff and other families.
7. **Confidence and Relational Links:** The project contributed to the confidence of not only students but also staff, particularly teaching assistants, by involving them in meaningful, impactful work.
 - **Key Insights:**
 - Teaching assistants and other staff members reported increased confidence and a sense of accomplishment from their involvement in the project.
 - The collaborative nature of the project fostered strong relational links among staff, students, and the broader community.



Media Created by Community Storywork In addition to the printed illustrated book created by Petra Publishing, Community Storywork produced several multimedia resources that have become instrumental teaching tools for the South Wales Fire and Rescue Service:

1. Documentary:

- The documentary, which has formed the basis for this thematic qualitative data report, provides an in-depth look at the project, capturing interviews, classroom activities, and community events.

2. Animation Film:

- Using the artwork from the printed book, along with audio narration, music, and foley sounds, an animation film was created in English, Welsh, and BSL versions. This dynamic medium has been particularly effective in engaging students and conveying the fire safety message.

3. 'Talking Book' Version:

- A 'talking book' version with static pages and the same soundtrack as the animation film was produced in English, Welsh,



and BSL. This version serves as a versatile resource for both classroom use and home learning, ensuring that the message reaches a wider audience.

Impact of Media Resources Teaching Tools: The media created by Community Storywork have significantly enhanced the educational reach of the project. These resources are now regularly used by the South Wales Fire and Rescue Service in schools to educate children about wildfire prevention and safety, reinforcing the project's objectives through various engaging formats.

- **Documentary:** Provides a comprehensive overview and serves as a reflective tool for educators and participants.
- **Animation Film:** Captivates students' attention and makes the fire safety message more memorable through visual storytelling.
- **'Talking Book':** Offers an accessible and repeatable learning tool that can be used independently by students and families.

Conclusion The "Lula and the Flame" children's illustrated book project effectively raised awareness about the dangers of wildfires in South Wales through a collaborative and creative

approach. By engaging primary school children and their communities, the project fostered a greater understanding of fire safety and promoted positive behavioral changes. Additionally, the project enhanced social connectivity among school staff, facilitated smoother transitions for students to comprehensive school, and strengthened community ties. The multimedia resources created by Community Storywork, including the trilingual aspects, have become invaluable teaching tools, ensuring the project's message continues to reach and educate more people.

Recommendations

1. **Sustain Engagement:** Develop ongoing activities and programs to keep the fire safety message alive within schools and communities.
2. **Expand Reach:** Include more schools and community organizations in future iterations of the project to widen its impact.
3. **Regular Monitoring:** Implement regular follow-ups to assess the long-term impact of the project and adapt strategies as needed.
4. **Resource Development:** Create additional educational materials and resources to support continuous learning and engagement on fire safety.
5. **Foster Collaboration:** Encourage continued collaboration among school staff for future projects to build on the established social connections and teamwork.

By continuing to build on the foundations laid by the "Lula and the Flame" project, South Wales Fire and Rescue Service can further reduce the incidence of wildfires and enhance community safety and awareness, while also fostering stronger community ties and improving the confidence and collaborative spirit of both students and staff.