

# mediacoach

**Media & Learning: Teacher Education in Digital & Media  
Literacy – effective Continuing Professional Development**

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## I am Jeroen Herman

### **Project officer at Mediawijs**

- Online learning environment of Mediacoach training
- Facts4All - *schools tackling disinformation* (EU project)
- Digital Destiny - *A project about education for sustainable development* (EU project)
- Policy tool Media Literacy for schools



# What's on the menu?

- 01 Mediawijs in short
- 02 Mediacoach training
- 03 Questions





# Media Literacy Concept paper Flemish Government (2012)

**'(...) the whole of knowledge, skills and attitudes that allows citizens to deal with the complex, changing and mediatised world in a conscious and critical way.**

**It is the ability to use media in an active and creative way, aimed at societal participation'**

**(Lieten & Smet, 2012)**



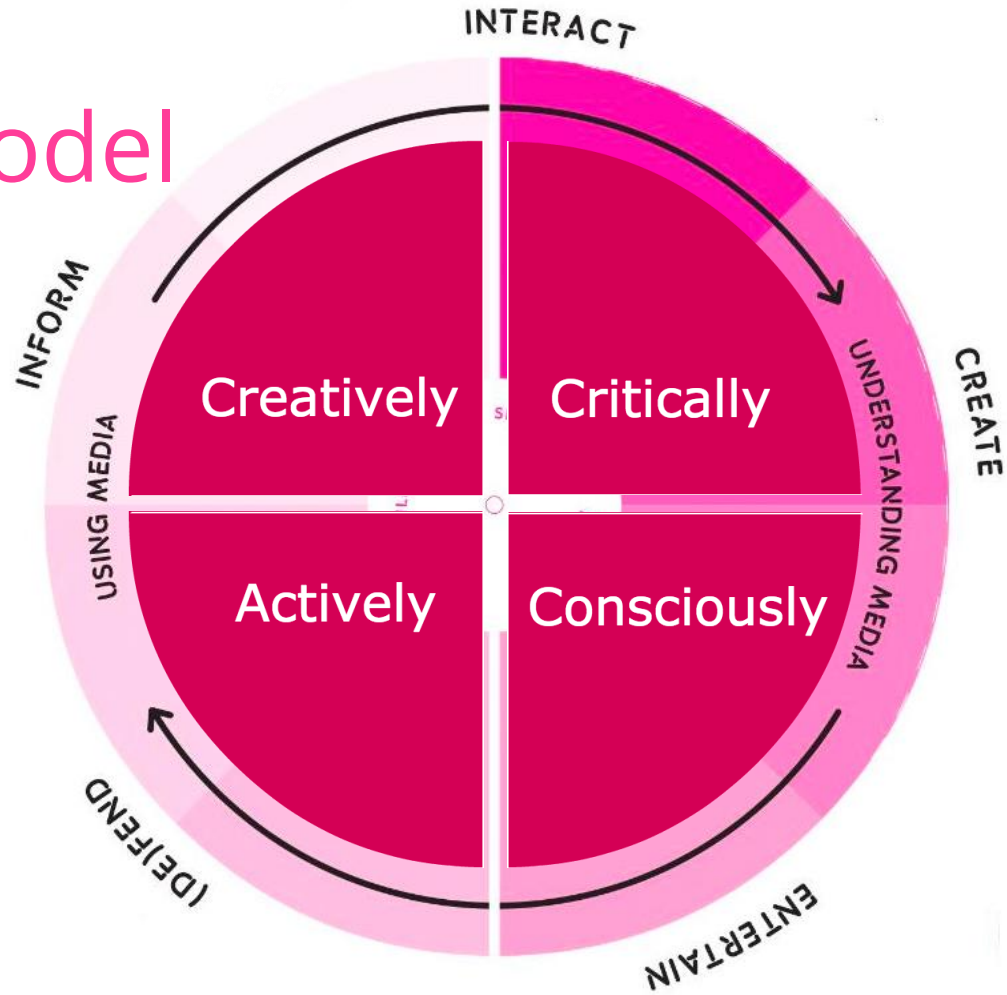
# Mediawijs, Flemish Knowledge Centre for Digital and Media Literacy

“Mediawijs helps residents of Flanders and Brussels to use and understand digital technology and media actively, creatively, critically and consciously to participate in our society.”

- Flemish: northern half of Belgium, government funded
- Knowledge Centre: research and best practice based supporting the field in reaching the public
- Digital and Media Literacy: two sides of the same coin



# Media literacy Competence Model





# mediacoach?

A mediacoach is the central point of contact in the school or organisation regarding media literacy and the educational use of (digital) media. The mediacoach inspires and supports their colleagues.

- **a coach**
- **a central point of contact**
- **an inspirator**



# mediacoach?

- One year training of 9/10 sessions in one school year
- 30 people in four locations
- For professionals

**Four sectors (expanding from April 2022)**





# Four sectors

**Education**

**Youth  
work  
&  
libraries**

**Youth  
support**

**Local  
authorities**

## Additional:

- Deep dives for Mediacoach alumni
  - coaching
  - computational thinking
- Teacher training framework



# Structure of training

## 1. Online learning

- Blended learning on theory and coaching skills

## 2. From online to offline : plenary part + sessions of choice

- Sharing practice and hands-on working methods with networking moments
- Central theme per sessions

## 3. Your project



# Themes

- Media literacy and mediacoach(ing)
- Media use by kids
- Media, news, advertising, data literacy & privacy
- Media literacy policy
- Media production
- Online relations & relationships
- Balancing use of media
- Computational thinking
- Media and play





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## 3. Your project

With all the knowledge you can **get straight to work**

- You set up a **project in your school**
  - From a need in your school
- Mentorship for the Mediacoaches their journey
- Jury moment at the end of the project

**With the ultimate goal:**

“A central point of contact to support colleagues in building a digitally inclusive operation. The Mediacoach helps build the local vision and a structural plan for this.”



# The added value

- A media coach is **media savvy**
- A media coach can **keep an overview**
- A media coach helps to **develop a vision**
- We challenge you with **new and fresh insights**
- **Unique combination** of theory, practice and coaching tools
- Thanks to the roll-out of a project, it can be **used immediately at a school level**



**"I felt that the training, a course of several varying sessions and the juried event for my final product, was tremendously enriching! Highly recommended for those wishing to discover the motivating power of digital media."**

**Kristel Vanden Borre**



**Any questions?**

# Thank you!

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