

National Numeracy Day

Homegrown Heroes

Step-by-step guide

As an employee of an organisation that supports National Numeracy Day you are invited to take part in our **Homegrown Heroes** activity.

Take some time to think about your own number skills and confidence and share your own Numeracy Day stories. Follow the steps below to join thousands of 'Homegrown Heroes' working across our supporting organisations, and help us inspire even more people to improve their numeracy and unlock new opportunities for them and their families.

1

Take the Challenge

Using the unique link provided by your organisation, sign up and try the National Numeracy Challenge. Don't worry if you feel anxious about numbers or hated maths at school. This is not a test. The National Numeracy Challenge is a free and easy-to-use website for improving your number confidence and skills. It is all about everyday maths, helping you be better equipped to get on at work, make your money go further, or support your children with maths.

2

Think about your own experience

Struggling with numbers can make people more vulnerable to debt, unemployment, poor health and fraud – all of which are exacerbated by the Covid-19 crisis. Improving our number confidence can help open new opportunities at work, help us better manage our finances and help give our children a great start to their own learning. What has having improved number confidence meant for you? Or what changes can you imagine coming now that you are thinking differently about numbers?

3

Record your own Numeracy Day video or photo

Use our new campaign social media filter to record your own video about how numbers and improved number confidence have helped you, and encourage other people to think differently about numbers.

You might like to tell them to 'search Numeracy Day to find out more'.



4

Share your videos and photos

- Post your videos/photos to your own social media channels
- Tag your organisation as appropriate
- Make sure you include #NationalNumeracyDay

We will re-share as many as we can on our channels.

You can also download your videos/photos to share in other ways, e.g. by email or with your comms team.

National Numeracy Day



Instagram

Step-by-step guide

- 1 Download the Instagram app**
- 2 Click on this link to access the filter >**
<https://www.instagram.com/ar/266061895164393/>
- 3 Instagram app opens the front camera**
- 4 Filter becomes effective on front camera**
- 5 Tap on the screen to switch between a variety of available filters**
- 6 Take picture**
- 7 Once your picture has been taken it will be visible on your screen**
- 8 Tag your organisation as appropriate**
- 9 Click the 'send to' button in the bottom right corner**
- 10 Select your 'own story' or type in National Numeracy to send it directly to us.**

National Numeracy Day



Facebook

Step-by-step guide

- 1** Download the Facebook app
- 2** Click on this link to access the filter >
<https://www.facebook.com/fbcameraeffects/tryit/266061895164393/>
- 3** Facebook app opens the front camera
- 4** Filter becomes effective on front camera
- 5** Tap on the screen to switch between a variety of available filters
- 6** Take picture
- 7** Once your picture has been taken it will be visible on your screen
- 8** Tag your organisation as appropriate
- 9** Click the 'save' button in the bottom left corner to save to your phone's camera roll - from here you can share it via email etc.
- 10** Click on 'settings' in the bottom left corner to allow everyone to be able to view your story
- 11** Share to your story or feed.