Worldreader Kids / Tuta Tuta

Mobile Tech Empowering Parents to Read to Children in Crisis Situations

October 2018
People who read improve their earning potential, increase their chance of breaking the cycle of poverty and create inner capacity to build healthier and more equitable societies.

Yet there are 750 million illiterate adults worldwide and 387 primary school aged children are not achieving minimum proficiency levels. (UNESCO)
Everyone can be a reader.

Worldreader

Champions digital reading in underserved communities to create a world where everyone can be a reader
E-READERS IN SCHOOLS AND LIBRARIES

Everyone can be a reader.

- Schools reached: 449
- Libraries impacted: 143
WORLDREADER READING APPS

Countries: 47
Digital Books: 30,000 +
Languages: 43

Countries: India, Jordan
India: 550 Digital Books
Jordan: 250 Digital Books
Hindi, English & Arabic
Pre-Reading Program

Parents and caregivers are a child’s first teacher. With the right tools and support, parents and caregivers can positively change the early learning outcomes of young children.
Read to Kids India

- **Problem:** Lack of a supportive home literacy environment and culture of reading
- **Solution:** A free mobile application with high quality content shared through a combination of on the ground partners and widespread behaviour change campaign
- **Outcome:** 203,000 households reached, 7,000 frequent readers
Everyone can be a reader.

New Geographies
Registered Syrian refugees make up 10% of Jordan's population - government estimates close to 1.4 million

Educated population, literacy rates over 86%

Over 85% of Syrians in Jordan have access to a mobile phone

Extraordinary effort by Government to provide schooling yet numerous barriers to quality education remain for Syrian and Jordanian children alike.

Not a strong culture of reading for pleasure
Worldreader Kids Jordan / Tuta Tuta (توتا توتا)

**Goal:** Improved early learning and socio-emotional development of children aged 0 - 12

---

**Key Program Figures**

- **Project duration:** 2 years (March 2017 - March 2019)
- **Impact:** 50,000 households (refugees & vulnerable Jordanians)
- **Content:** 250 titles, which includes psychosocial and English sub-collections
- **Age range:** Parents with children aged 0-12
- **Location:** Jordan
Everyone can be a reader.
Product: Free Worldreader Kids Mobile App

- Simple, easy to use interface
- Version 3.0 (current version) is the result of a very in depth human centered design process
- Lightweight and downloadable for offline experience in low connectivity areas
- Available for download on the Google Play Store by searching for "tota tota" or Worldreader Kids
- More info at tuta-tuta.org

Everyone can be a reader.
Everyone can be a reader.

Key Program Components

Free Mobile App + Digital Library + On the Ground Partners + Awareness Campaign

Worldreader
Digital Library

- 250 high quality and engaging children's stories on app
- High quality Arabic content acquired from well known publishers in the region
- Stories reviewed by independent consultant as well as on the ground partners
- Psychosocial Sub Collection:
  - High interest from stakeholders & beneficiaries
- English Sub Collection
Key Program Components

1. Free Mobile App
2. Digital Library
3. On the Ground Partners
4. Awareness Campaign

Everyone can be a reader.
Partners & Supporters

Implementation Partners:
- Queen Rania Foundation
- Haya Cultural Center
- 现代文化中心
- حزام النهر
- Jordan River Foundation
- كلامات
- تعلم

Publishing Partners:
- Jabal Amman
- kitabna
- INTEGRATED
- Harih

Supported by:
- STAVROS NIARCHOS FOUNDATION

Telco Partner:
(pending)

Everyone can be a reader.
Implementation Models

- **Customized Model**
  - Approx 240 parents
  - High touch intervention - 8 sessions over 4 months
  - Intervention co-designed with partners
  - CBO’s, Cultural Centers

- **Integrated Model**
  - Approx 550 parents
  - Lighter touch
  - Tuta Tuta is integrated into partners existing program
  - CBO’s, Cultural Centers

- **Distribution Model**
  - Approx 1,000 families
  - Very light touch (one touch point)
  - No related programming
  - Libraries, Museums

- **School Based Model**
  - Approx 1,200 families
  - Using teachers as means to encourage parents to read frequently at home with children
  - Schools
Implementation Partner Snapshot: I Learn
I Learn Impact

Impact

5,043 Community
2,112 Child
3,706 Youth
8 Knowledge spaces
I Learn Tuta Tuta Intervention

Start: September 2018

- 2 cycles
- 20 mothers per cycle
- 4 months each cycle
- Follow up sessions every two weeks.

Mother’s will get a portfolio kit to make artwork related to the stories that they read at home with their children.

*I Learn volunteers receiving a Training of Trainers at the center in Jerash*
Key Program Components

1. Free Mobile App
2. Digital Library
3. On the Ground Partners
4. Awareness Campaign

Everyone can be a reader.
Reaching Beneficiaries: Awareness & User Acquisition Campaign

- User acquisition strategy: Promotion through Facebook and Google Display Network
- TV Commercial promoted on Facebook (https://youtu.be/qqrYUFzltgY)
- Jingle on morning program of main Jordanian radio station
- Main focus was digital, limited print collateral developed
- Targeting refugee population not straightforward
Preliminary Campaign Outcomes

- Over 50,000 app downloads in 2 month period
  - 1 month testing and optimizing, 1 month campaign
  - GDN and Facebook
- Over 200,000 views to date on Youtube of TV commercial
- 900+ reactions/comments on the commercial on FB
- 1 million users reached on FB with the ad
- Cost per download in India = 0.30 USD
- Cost per download in Jordan = 0.45 USD
User Engagement & Retention Strategy

- Plans to run a competition on well known mothering blog
- Will target refugees via Facebook campaigns
- Push Notifications & In App Messages
  - 10 automated campaigns to encourage frequent reading and prevent drop off
- Discussions with Mobile Network Operator to reach new users

Everyone can be a reader.
Measuring Progress

M&E plan developed by local firm Integrated Solutions

Mix of KAP surveys, case studies and focus groups to gain insight into drivers and barriers around reading behaviour

Unique links will allow us to accurately identify acquisition sources and gain insight into reading habits of different user cohorts

Back end data reading data will triangulate with survey data
Challenges

Content: Difficult to digitize Arabic text

Program:
- Content approval
- Internet blocked in camps

Campaign:
- Attributing users to specific acquisition source
- Hard to be sure we were reaching target users

Next Steps:
- Integration with the MOE
- Opening up the app to other geographies
- Whitelisting in able to work in camps
Get Involved:

- Become a partner and use Tuta Tuta in your programming
- Help test the psychosocial collection to determine efficacy of collection & design activities associated with content
- Spread the word among vulnerable populations on social media

Worldreader Info:
development@worldreader.org
Tuta Tuta info: nina@worldreader.org

I Learn:
info@ilearnjo.com
Thank You!!!

Everyone can be a reader.