

Caregiver Engagement

- When asked to rank the usefulness of different edtech products during COVID school closures, **77% of Kenyan parents ranked an Ubongo product as the most useful**
- Parents who've viewed our caregiver PSA's in Tanzania are 12% more likely to read to their children than those who have not.
- **9 out of 10 caregivers in Tanzania saw improvements in their quality of life** from a result of Ubongo programs