

HOW HAVE FAMILIES IN TANZANIA KEPT LEARNING WITH UBONGO DURING COVID-19?

Infographic by **ubongo**



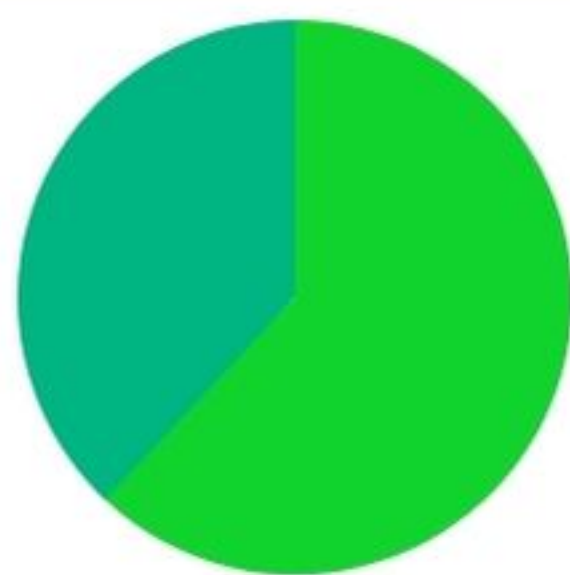
17 million kids across Africa learn with with Ubongo's TV & radio edutainment each month



2.9 million of them are in Tanzania, where Ubongo was founded & our headquarters are based.



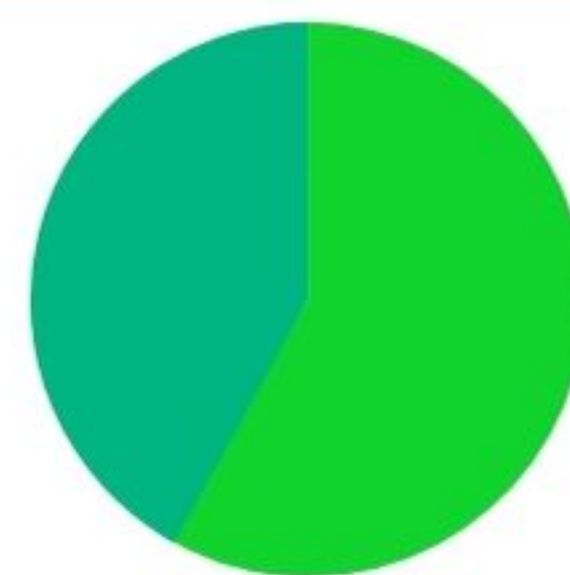
WHO ARE THEY?



62% live below the poverty line (less than \$1.90/day)



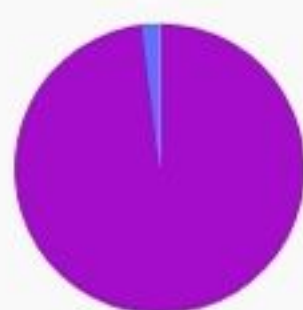
Average household size of 6



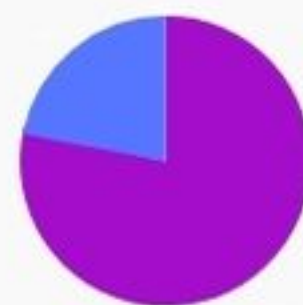
58% are female

EDU-CARTOONS HAVE HELPED THEM LEARN!

"I am very happy and really like to see my kids are copying / play the things he (character in the show) does while they were watching. This helped them understand things like counting numbers, reading letters."
- Tanzanian Parent



98% of parents say their kids quality of life improved from Ubongo edutainment



78% of parents say their life had improved from Ubongo edutainment



95% said they can't find any alternative product or service to Ubongo edutainment

Parents highlighted several outcomes in their kids as a result of our content:

- improvements in reading
- improvements in counting
- improved academic performance
- improved intellectual ability
- better ability to teach child
- health improvements



Akili and Me teaches 3 to 6-year-olds numeracy, pre-literacy, English as a second language, art, and socio-emotional skills for holistic early childhood education.

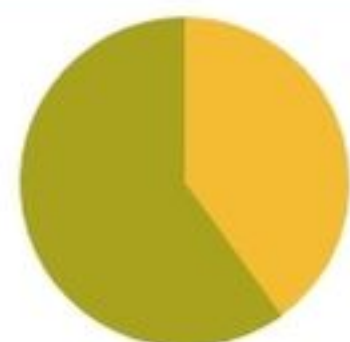


Ubongo Kids helps 7 to 14-year-olds learn STEM and life skills through fun, animated stories and catchy original songs.

Families access our content through:



EDU-CARTOONS HAVE HELPED THEM STAY HEALTHY!



40% of parents had seen Ubongo's COVID-19 content



86% say Ubongo's content is very important for their kids' education



92% say Ubongo's content helped them stay safe!



95% say Ubongo's content has increased in importance in the past 2 months



Children who watch Ubongo's programs showed 19% gains in health knowledge

"I feel more proud; my friends and relatives congratulate me for my children on the great improvement that came from watching these TV programs. They said I have had very intelligent children."
-Tanzanian Parent

Give to Ubongo: www.ubongo.org/donate

Partner to support our work: partnerships@ubongo.org

Sources: 60 decibels Ubongo Tanzania Report 2020, Examining the Impact of Akili and Me's New Content on Tanzanian Children, July 2020 (Borzekowski et al)