

Inclusion

- Among parents whose children had watched Ubongo Kids episodes including characters with disabilities, **65% said their children's perception of disabilities changed**
- A study on access to educational materials during the COVID pandemic by the Busara Centre in Kenya showed that boys were more likely than girls to get access to academic books, but that **Ubongo's programs were equally accessible to children of both genders**, with slightly higher engagement among girls
- Female characters in Ubongo programs have 60% of screen and speaking time