

UBONGO'S COVID 19 RESPONSE: WHAT ARE WE DOING?

Infographic by Ubongo

1,268,164,088 learners have been affected by school closures worldwide due to the COVID 19 pandemic.

At Ubongo, we've been working to equip kids in Africa to learn at home during this challenging time, and empower caregivers (parents, older siblings, grandparents, caretakers) to be learning-coaches.



WHAT HAVE WE DONE SO FAR?

Since March we've expanded the reach of our TV and radio educational shows by offering our content for free to broadcasters and launching in new markets. We've also been sharing handwashing, health, and COVID 19 related public service announcements (PSAs) for families.

WHAT HAVE WE DONE SO FAR?

Our TV shows, Ubongo Kids and Akili and Me are now available in:

- Tanzania: TBC1, EATV, Azam 1, Azam 2
- Kenya: NTV, KTN, K24, Switch TV, Pillar TV, Akili Kids, EATV, KICD Edu-Channel
- Uganda: NTV Uganda
- Rwanda: RTV (RBA)
- Democratic Republic of Congo: Couleurs Television
- Zimbabwe: ZBC
- Ghana: TV3, Arewa24 (satellite)
- Nigeria: NTA Network, AIT, Arewa24 (across Northern Nigeria and Sahel region), Wazobia TV
- Malawi: Zodiak TV, Timveni TV, Times TV
- Eswatini: Eswatini TV
- South Africa: SABC 2
- Namibia: One Africa TV
- Zambia: ZNBC
- U.S.A: The Africa Channel
- Cameroon: CRTV
- Côte D'Ivoire: RTI2
- Senegal: Télé École



We are launching soon on free TV in: Gambia | Botswana | Benin

We are also available on pay TV stations Gulli Afrique, VoxAfrica Anglophone, VoxAfrica Francophone and Showmax across Francophone and sub-Saharan Africa. And on over **20 radio stations** in Tanzania, Kenya, Malawi, Uganda and Zambia.

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WHAT ABOUT DIGITAL?

As more families go online to search for learning resources, we've been sharing more content than ever before across our digital platforms.

We now have a total of 6 active YouTube learning channels:

Ubongo Kids English | Ubongo Kids Kiswahili | Shiri Domin Yara (Ubongo Kids in Hausa) | Ubongo Kids French | Akili and Me English | Akili and Me Kiswahili



Our YouTube channels that teach literacy, numeracy, social emotional skills, STEM, life-skills and health-hygiene to 3 to 14 year olds have received over

28,314,000 views

over the past 2 months. Our YouTube audience has more than doubled in Kenya and Uganda, and increased by over 70% in Rwanda! In April, there were 78% more views from our Tanzanian audience than in February of this year.



We've also been sharing daily lessons on our verified Facebook and Instagram channels, which include at-home science experiments, play-based learning games, and other educational activities that are relevant to kids in Africa. The posts have reached over **2,600,000** people in the past month.

We are currently developing WhatsApp chatbots in English, Kiswahili and Hausa, which will help parents and kids easily find the educational content and learning support they need.

There's also been an increase in usage of our Toolkits platform, where we offer learning materials for 0 to 14 year olds for FREE. Our weekly users have GROWN BY 1025% in the past 2 months!

Sign up at: toolkits.ubongo.org

AND, our IVR (interactive voice response) content is now available in Tanzania, Nigeria and Uganda!

Nigeria - Dial 321 on Airtel | Uganda - Dial 161 on Airtel | Tanzania - Dial 0901760321 on Vodacom



WHAT'S NEXT?

- We are producing a new radio show for the whole family that will focus on learning at home through a play-based learning curriculum!
- We will be creating more PSAs covering topics like mental health and well-being, online safety, nutrition, and parenting during a pandemic.
- We will continue to launch in new countries on TV, radio and IVR. And increase our digital reach by promoting our YouTube channels, social media pages and learning apps.
- We are working with partners to create learning materials and resources for high-risk communities including refugee and last-mile populations.

So, how are you supporting learners and families at this time? Partner with us to amplify your impact!

Contact: partnerships@ubongo.org

We thank our funders and partners for their unwavering support and commitment to impact at this time!

