

mBoost

Mobile messages for parents and teacher to support children's reading

mBoost complements Literacy Boost, Save the Children's innovative, evidence-based program to support reading skills development in young children. Literacy Boost holistically pursues the goal of literacy by: using assessments to identify gaps and measure improvements in the five core reading skills, training teachers to teach national curriculum with an emphasis on reading skills, and mobilizing communities to support children's reading. mBoost builds upon this platform by sending parents and teachers of grade one students text and voice messages encouraging them to actively engage with their children to enhance their reading skills.

2014 Impact study

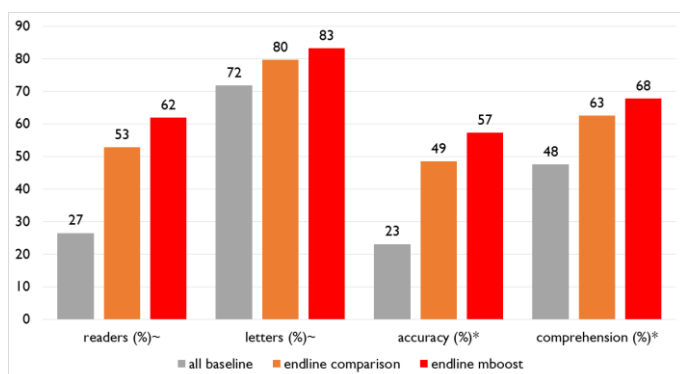
In June 2014, a baseline study was conducted among first grade students in 36 Literacy Boost schools, 18 each in Meherpur and Gagni Upazilas. Nine schools were randomly assigned to receive mBoost in addition to standard LB programming. From each school, 15 grade 1 students with parents attending parental awareness sessions for the first time were assessed on letters, words and reading a grade-level passage. In February 2015, 401 of the original 520 children (77%) were assessed a second time.



"Most of the parents think that it is a shared responsibility of... children's uncles, aunts, elder siblings, grandparents, and other relatives... the neighbors and the elderly people of the community, to teach their children. It leaves us with the scope of using the mobile device not only as a tool to communicate within a household, but also as a device through which a larger community can be reached."

—Sumera Ahsan, SUPER Fellow

Figure 1. Average baseline and endline reading scores by group



While all Literacy Boost students made progress during this period, mBoost students showed stronger gains in accuracy and comprehension, especially.

Next Steps

- To see the comparison between face to face parental sessions and mobile messaging around Literacy-Numeracy Boost awareness messages- an advanced study on cost effectiveness will be rolled out in 2016.
- To scale up this project the BE team will explore opportunities to partnering with

mobile phone service provider's Corporate Social Responsibility (CSR) unit and ministry to integrate it with Educational Management Information System (EMIS) unit.

- Results will be shared in national and international platform.

For more information:

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Save the Children