



EdData II

Measurement and Research Support to Education Strategy Goal 1 Senegal and Behavior Change Communications Research: Poster Campaign Materials

Education Data for Decision Making (EdData II)
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Social and Behavior Change Communication Campaign: Posters

Purpose: The following poster images were designed for the Social and Behavior Change Communications (SBCC) campaign in the Senegalese school communities of Kaolack and Rufisque. SBCC, a strategy originally used to support public health initiatives, utilizes a series of communication techniques to bring about changes in family members' knowledge, attitudes, and behaviors related to their children learning to read. The five posters found in this document were placed in public spaces in Kaolack and Rufisque and served as one of the many forms of campaign material designed to influence families' attitudes toward their children's reading.

Background: A three-month campaign in Kaolack included radio broadcasts, community meetings, community theater, and posters reinforcing a common set of messages regarding what parents and family members could do to help their children learn to read. The objectives of the campaign were to enhance families' perception of the value of reading, promote reading and literacy of children as a pleasure and a shared responsibility, and strengthen the confidence of parents in their ability to improve children's success in reading. The campaign also helped overcome the lack of reading materials in the community by providing stocks of books that children and families could borrow.

Goal: The ultimate success of the campaign would lead to children spending time every day reading and/or practicing their literacy skills, families providing an environment that supports those activities, and family members engaging in reading-related activities with their children.

Figure 1

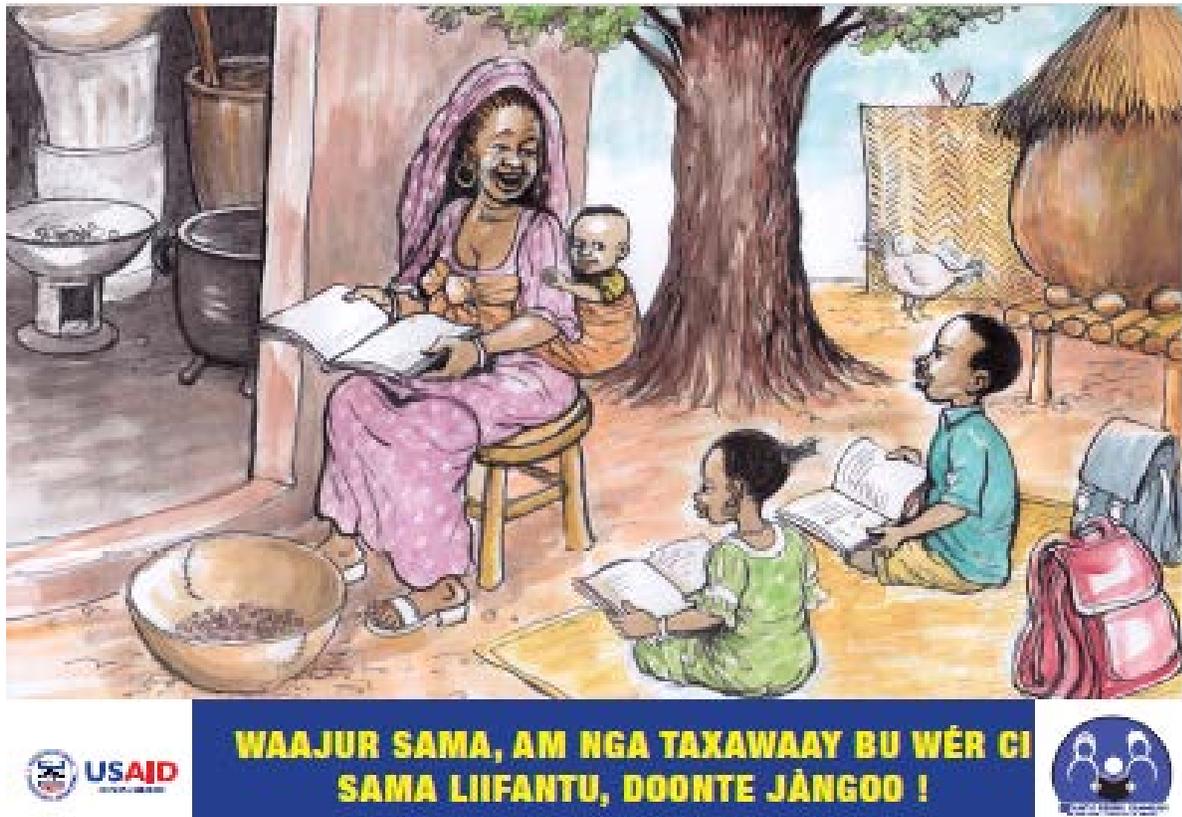


Figure 1. This poster says: "My dear parent, even though you are not educated, you are interested in my reading!"

Figure 2



Figure 2. This poster says: “Household chores should not be an obstacle to a child’s learning to read.”

Figure 3

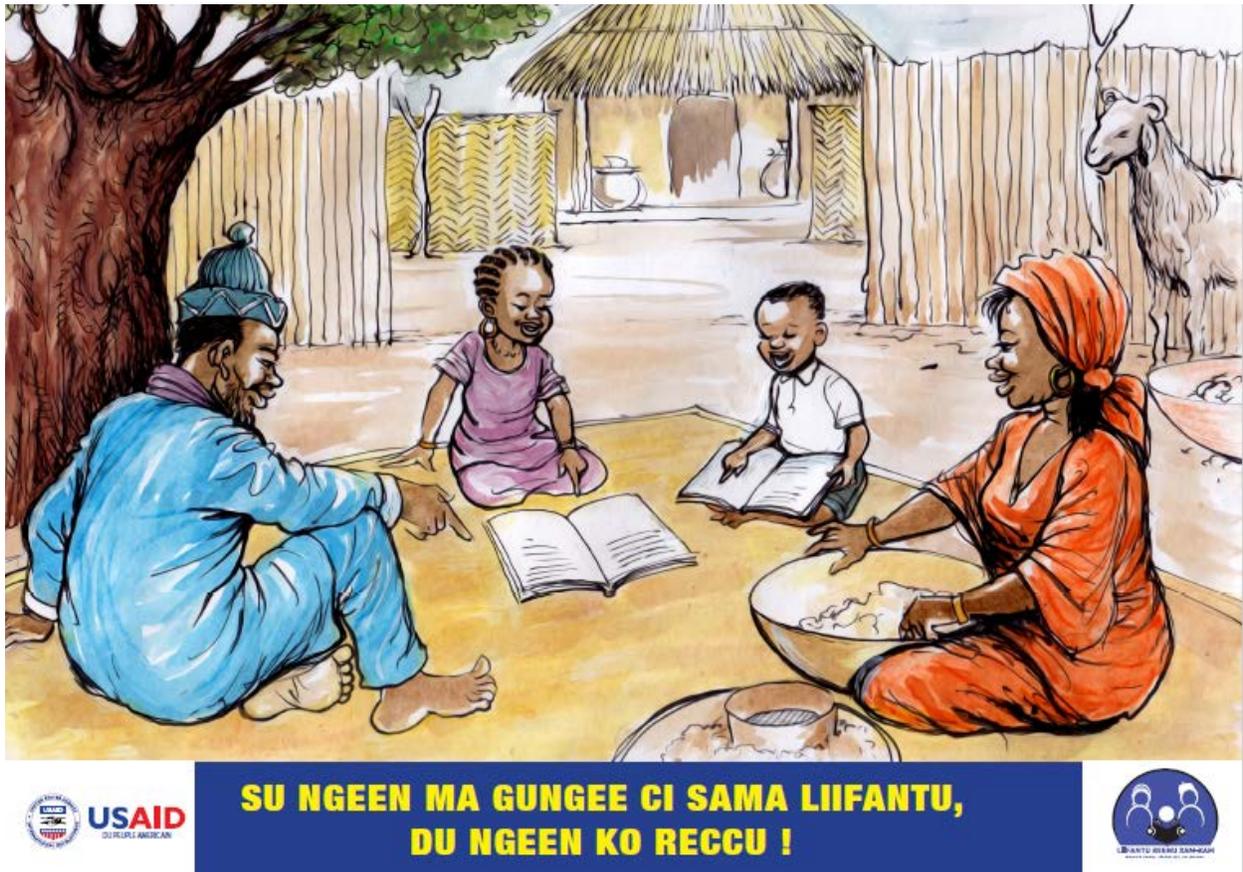


Figure 3. This poster says: "If you read with me, you won't regret it!"

Figure 4



Figure 4. This poster says: "The time that you give me will create my success."

Figure 5

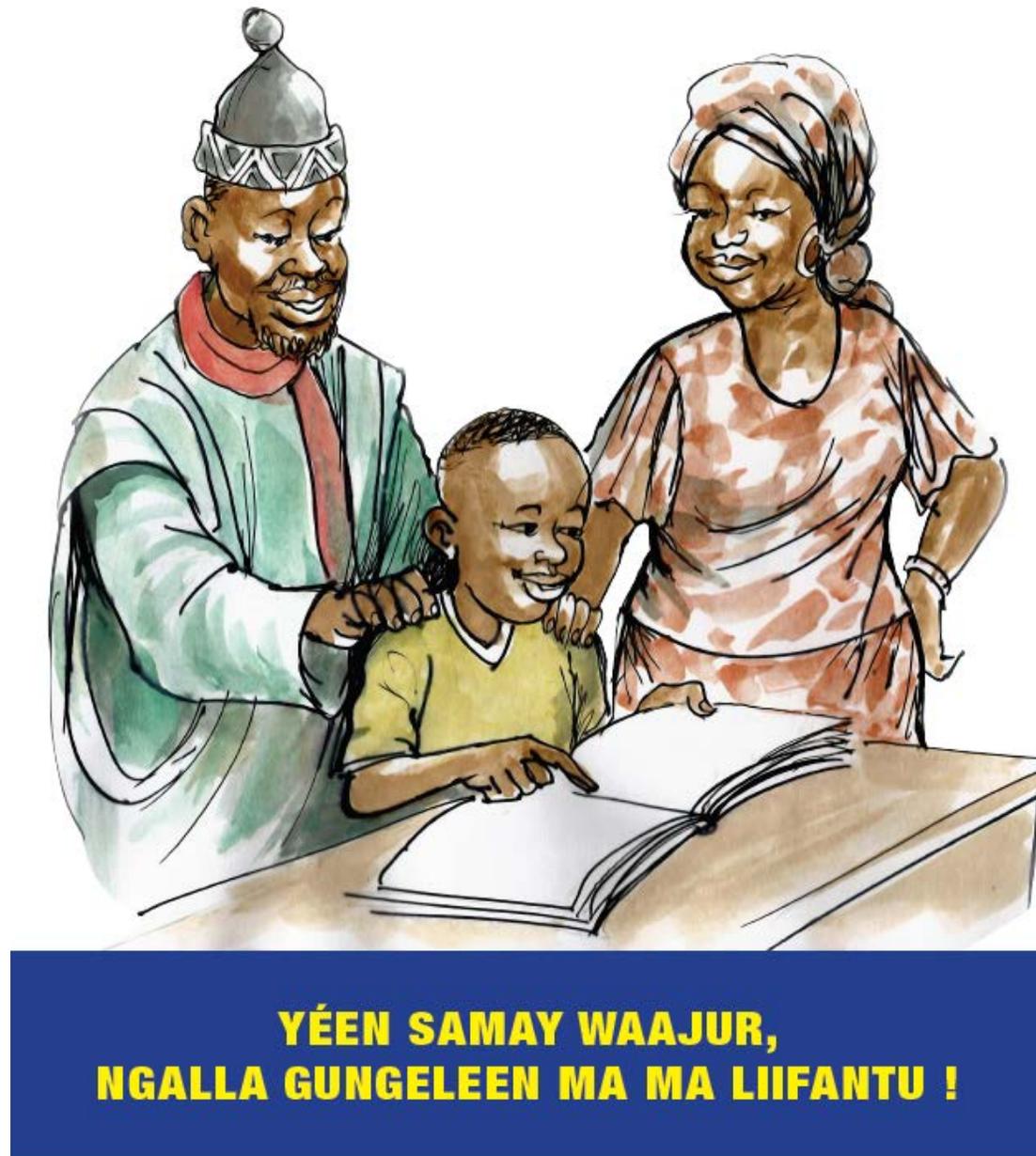


Figure 5. This poster says: “Parents, please read along with me!”



**WAAJUR SAMA, AM NGA TAXAWAAY BU WÉR CI
SAMA LIIFANTU, DOONTE JÀNGOO !**



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LIIFANTU REENU XAM-XAM
WAAJUR SAMA, JÀPPAEL SA DOOMI



**LIGGÉEYI KÈR GI DUÑU TERE NJABOOT GI
DUGAL SEEN LOXO CI LIIFANTU.**



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WAAJUR SAMA, JAPPAALEEL SA DOOMI



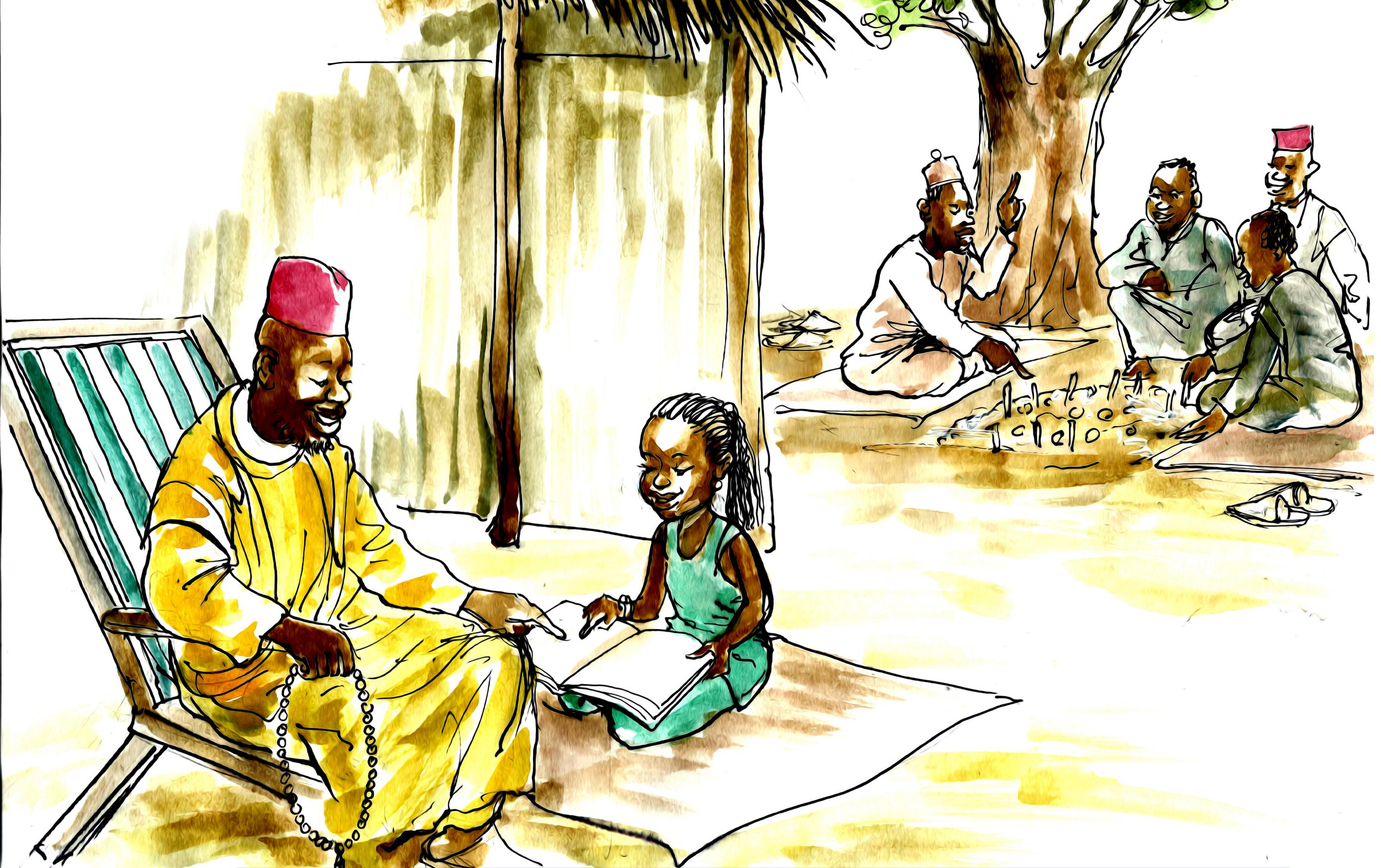
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DU NGEEN KO RECCU !**



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LIIFANTU REENU XAM-XAM
WAJIUR SAMA, JÄPPALEEL SA DOOMI



**SA JOT BI NGA MAY JAGLEEL
CI SAMA LIIFANTU DINA JUR SAMA TEKKI.**



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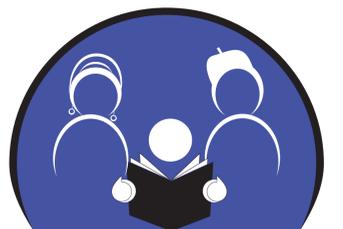




**YÉEN SAMAY WAAJUR,
NGALLA GUNGELEEN MA MA LIIFANTU !**



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