



EdData II

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

**Education Data for Decision Making (EdData II)
Technical and Managerial Assistance, RTI Task Order 20, Activity 4
Period of Performance: 10/1/2012 – 11/30/2016
Contract Number AID-OAA-BC-12-00003
RTI Project No. 0209354.020**

Social and Behavior Change Communication Campaign: Memory Cards

Purpose of Memory Cards: Social and Behavior Change Communications (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. Memory cards served as a useful tool during the SBCC campaign. Since many parents said they did not know how they could help their children with reading, especially if they were not literate, the intervention included development and dissemination of a series of literacy activities. Facilitators from RTI International's subcontractor, Associates in Research and Education for Development (ARED), demonstrated and taught the activities to parents during *causeries*, or community meetings. To help parents remember the activities, pictorial memory cards were developed that showed the steps of each activity; these were distributed at *causeries*.

Background: Under the Education Data for Decision Making (EdData II) task order titled "Measurement and Research Support to Education Strategy Goal 1," RTI International implemented a three-month SBCC campaign in the Senegalese communities of Kaolack and Rufisque. This campaign 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 children's reading and literacy as a pleasure and a shared responsibility, and strengthen parents' confidence in their ability to improve their children's success in reading. The campaign also helped overcome a 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 to support those activities, and family members engaging in reading-related activities with their children.

Translation of Memory Cards

Memory Card 1



Figure 1. This card is titled: "The ritual."

Memory Card 2

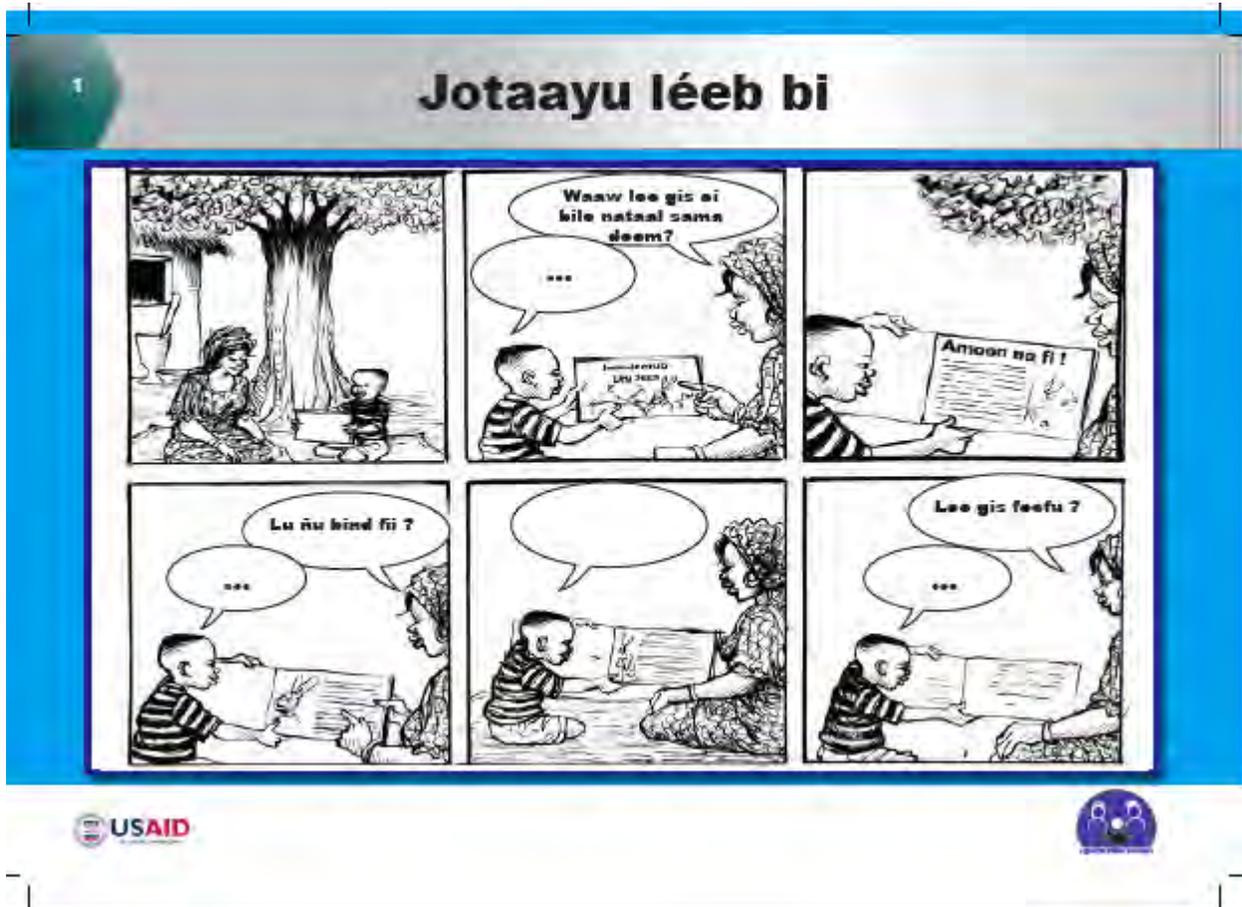


Figure 2. This card is titled: "Story time."

Memory Card 3

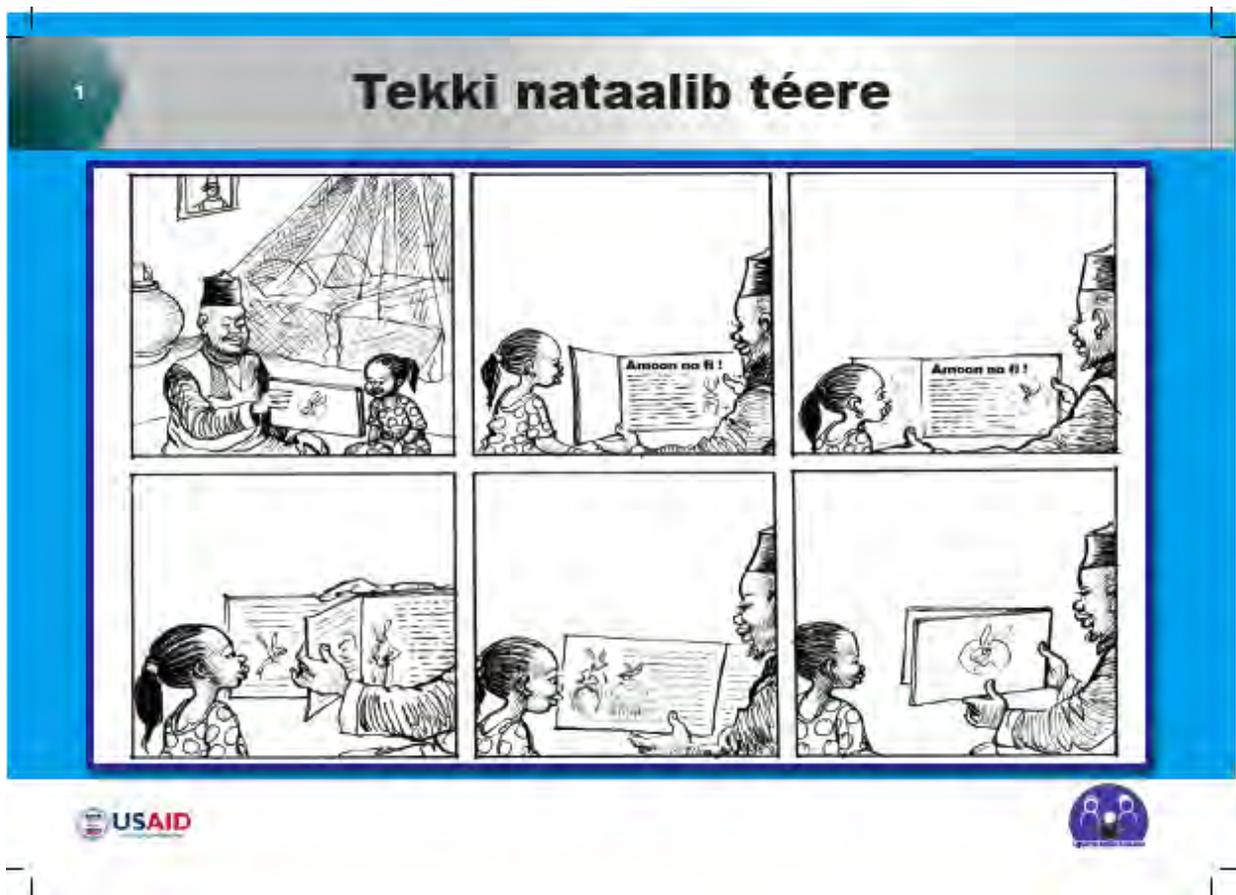


Figure 3. This card is titled: "Look at the pictures in a book."

Memory Card 4

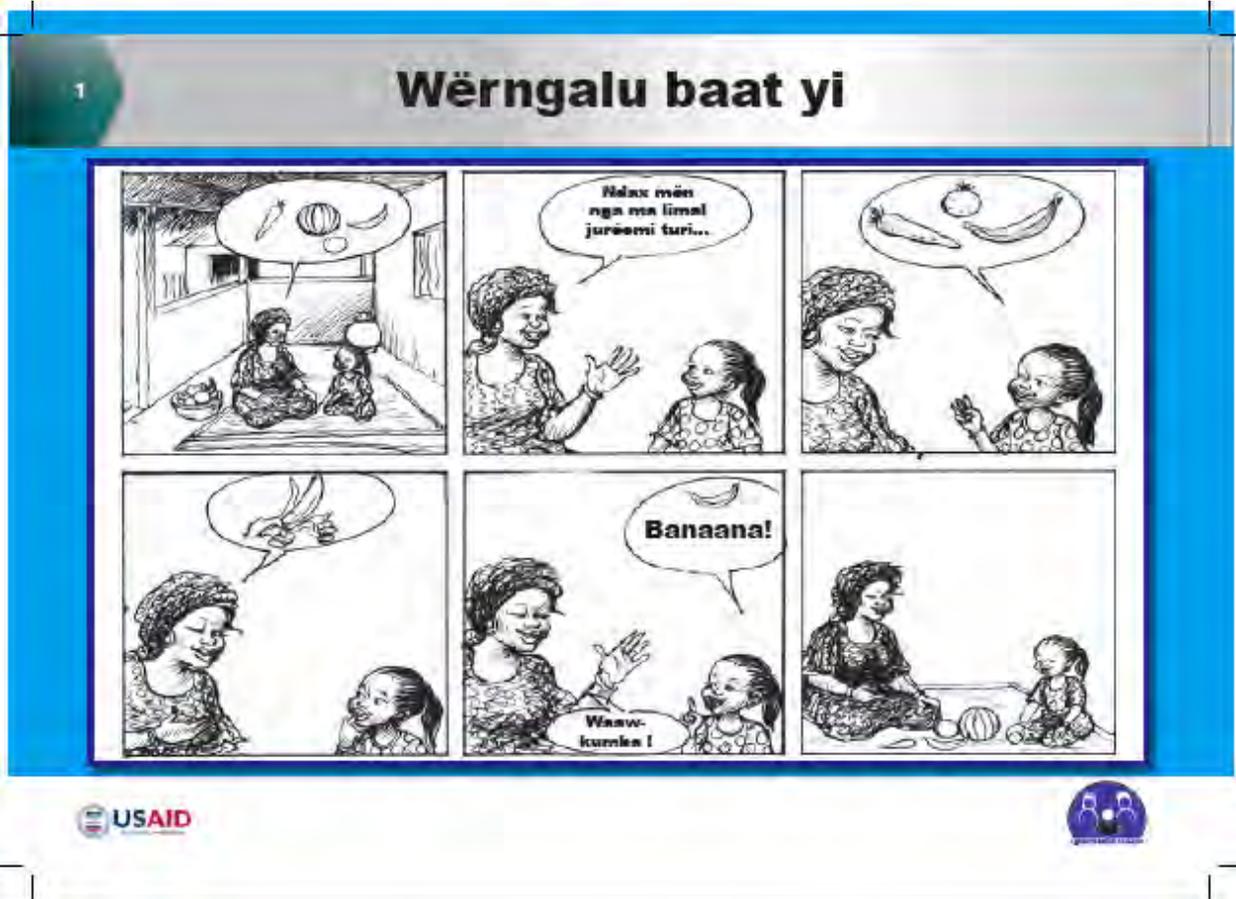


Figure 4. This card is titled: "Word game."

Memory Card 5

Baat yi niroo

The comic consists of six panels arranged in a 2x3 grid. Each panel shows a man in traditional attire speaking to children. The speech bubbles contain the following text and illustrations:

- Top Left:** A speech bubble with a crown and a king. Text: "Buur dafay maye deemam ju jigéen... Kaali indi na xaal j".
- Top Middle:** A speech bubble with a bed. Text: "Lamin indi na lal".
- Top Right:** A speech bubble with a horse. Text: "Follu iruli na fas".
- Bottom Left:** A speech bubble with a banana. Text: "Aana indi na banaana". Below it, a speech bubble with a bowl. Text: "Beela indi na bal".
- Bottom Middle:** A speech bubble with a chair. Text: "Njeegu indi na teegu".
- Bottom Right:** A speech bubble with a dress. Text: "Rama iruli na ...".

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Figure 5. This card is titled: "Words that are similar."

Memory Card 6



Figure 6. This card is titled: "Who am I?"

Memory Card 7



Figure 7. This card is titled: "Words and sentences."

Memory Card 8



Figure 8. This card is titled: "Memory game."

Memory Card 9

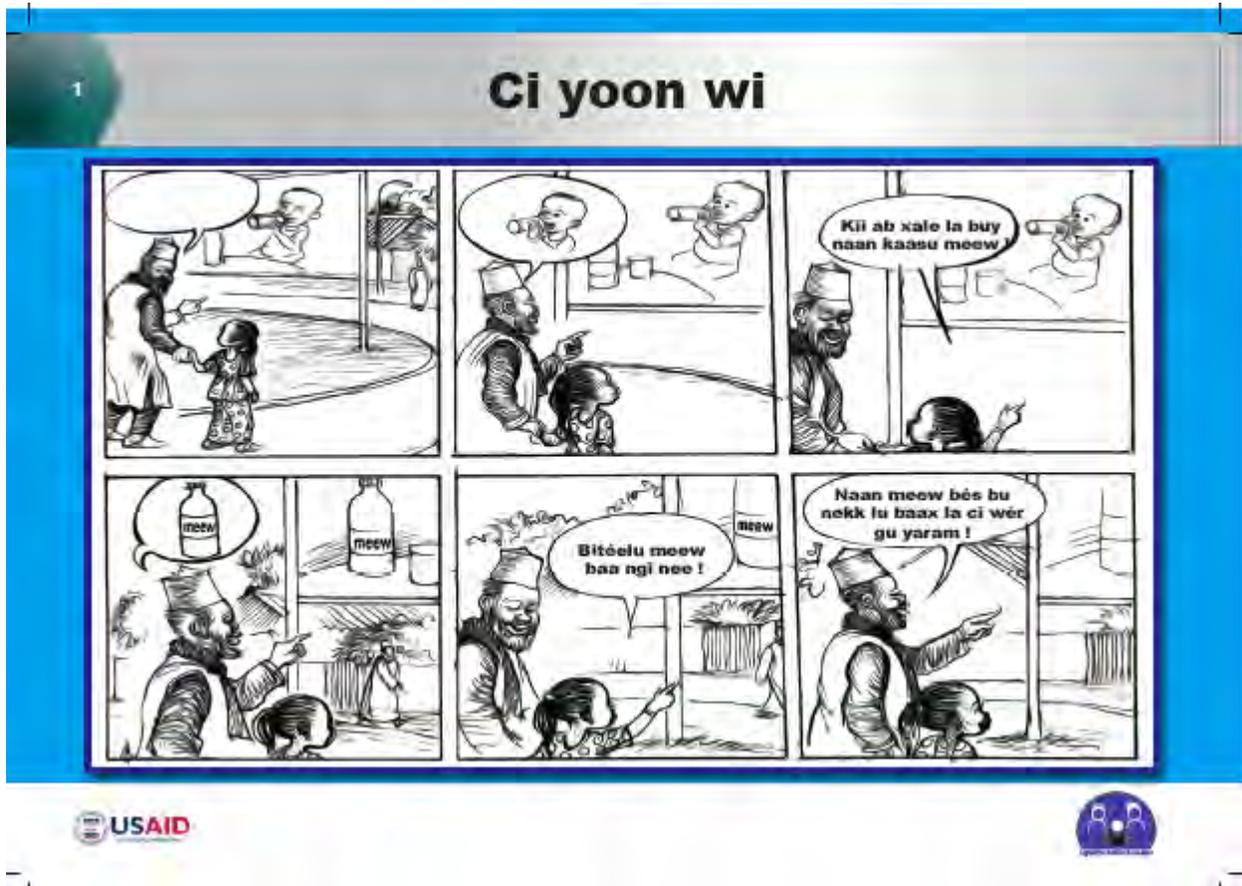


Figure 9. This card is titled: "On the road."

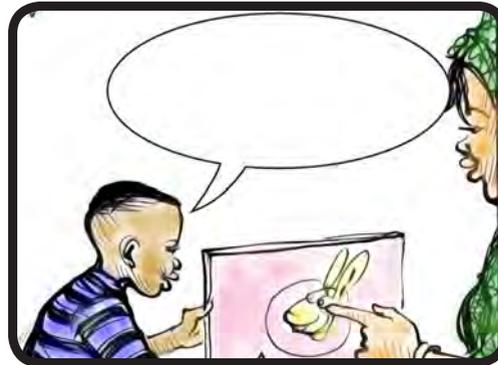
Memory Card 10



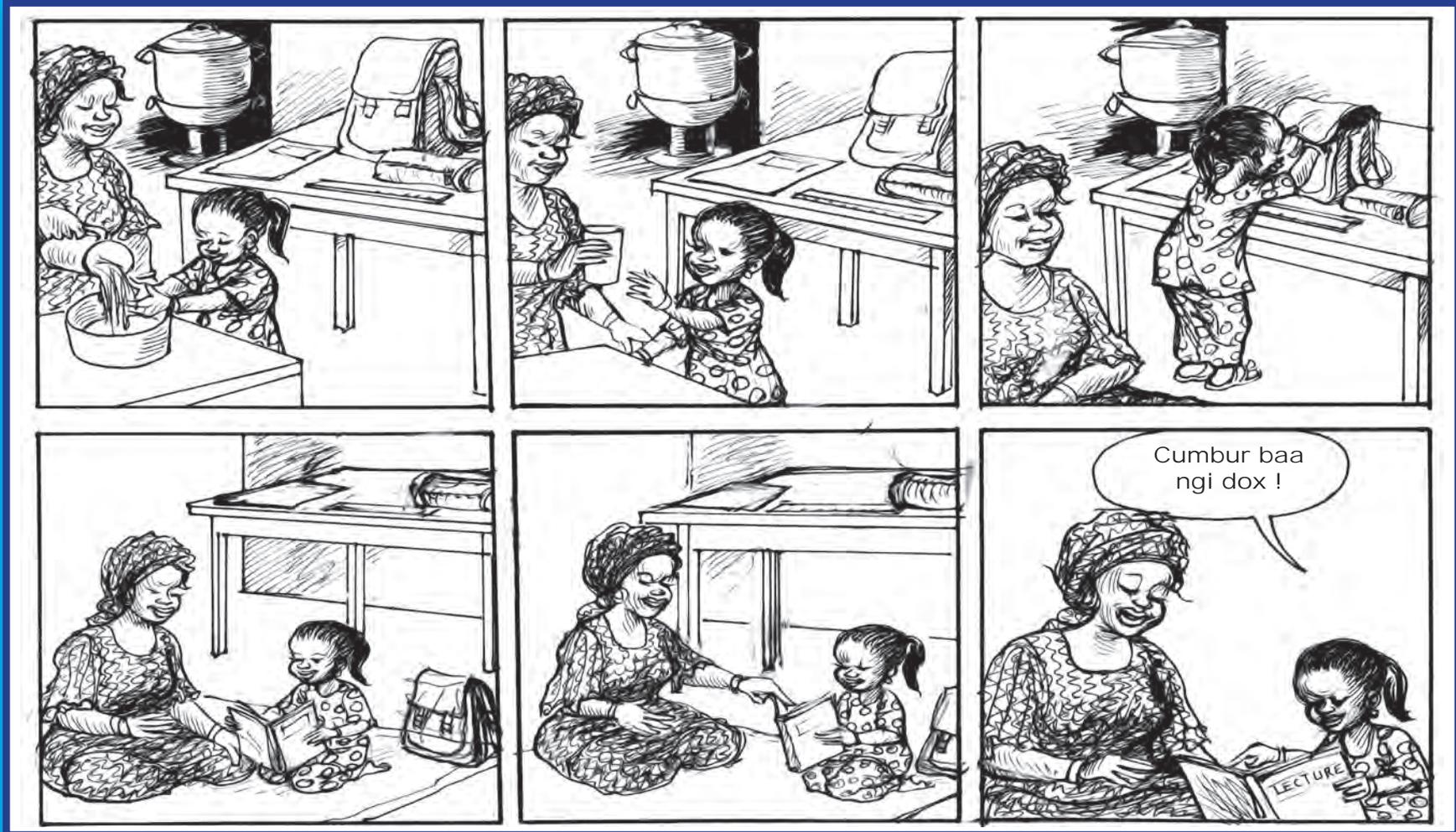
Figure 10. This card is titled: "Reviewing school materials and putting them away."

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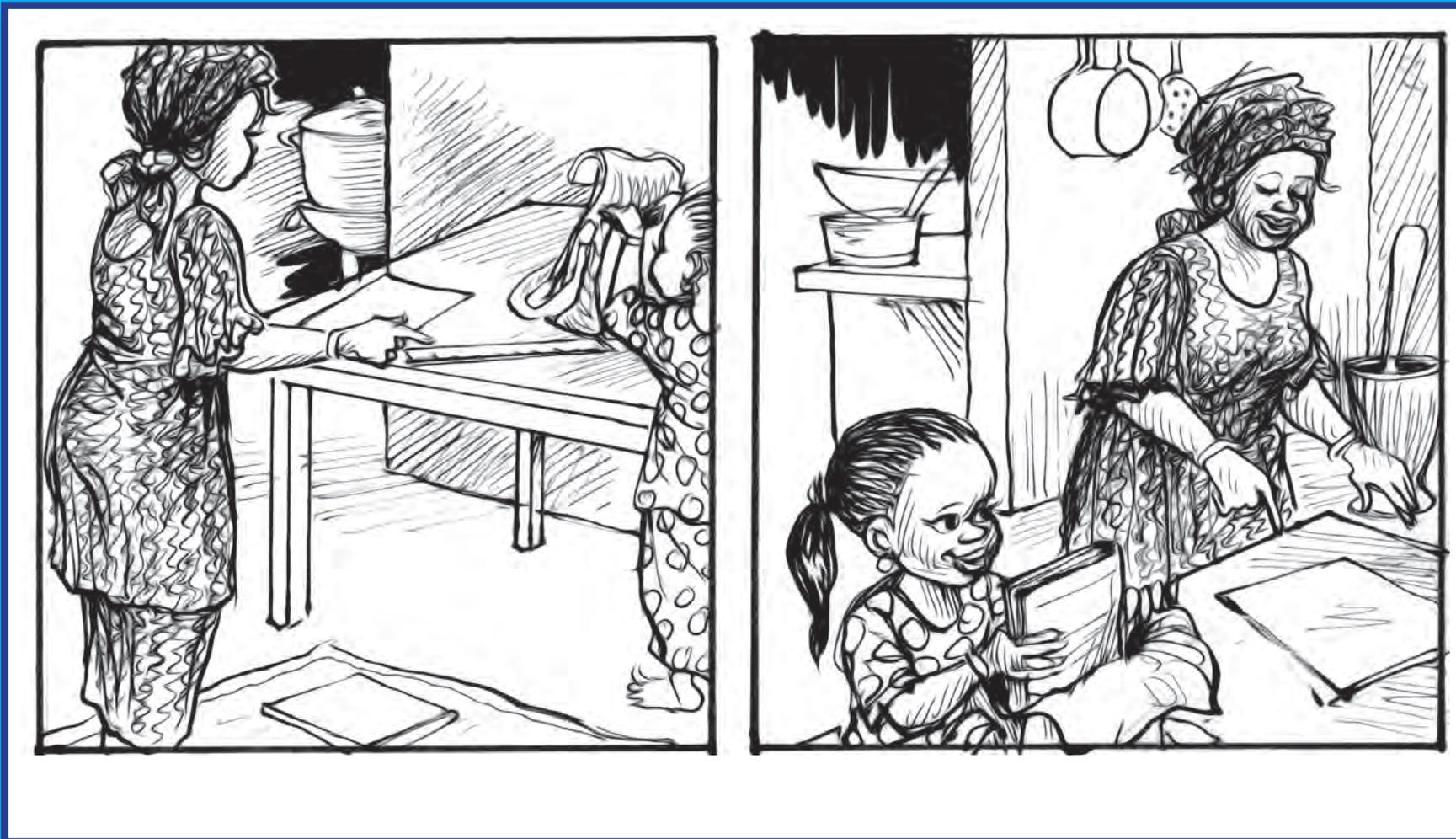
WAAJUR SAMA, JÀPPALEEL SA DOOM!



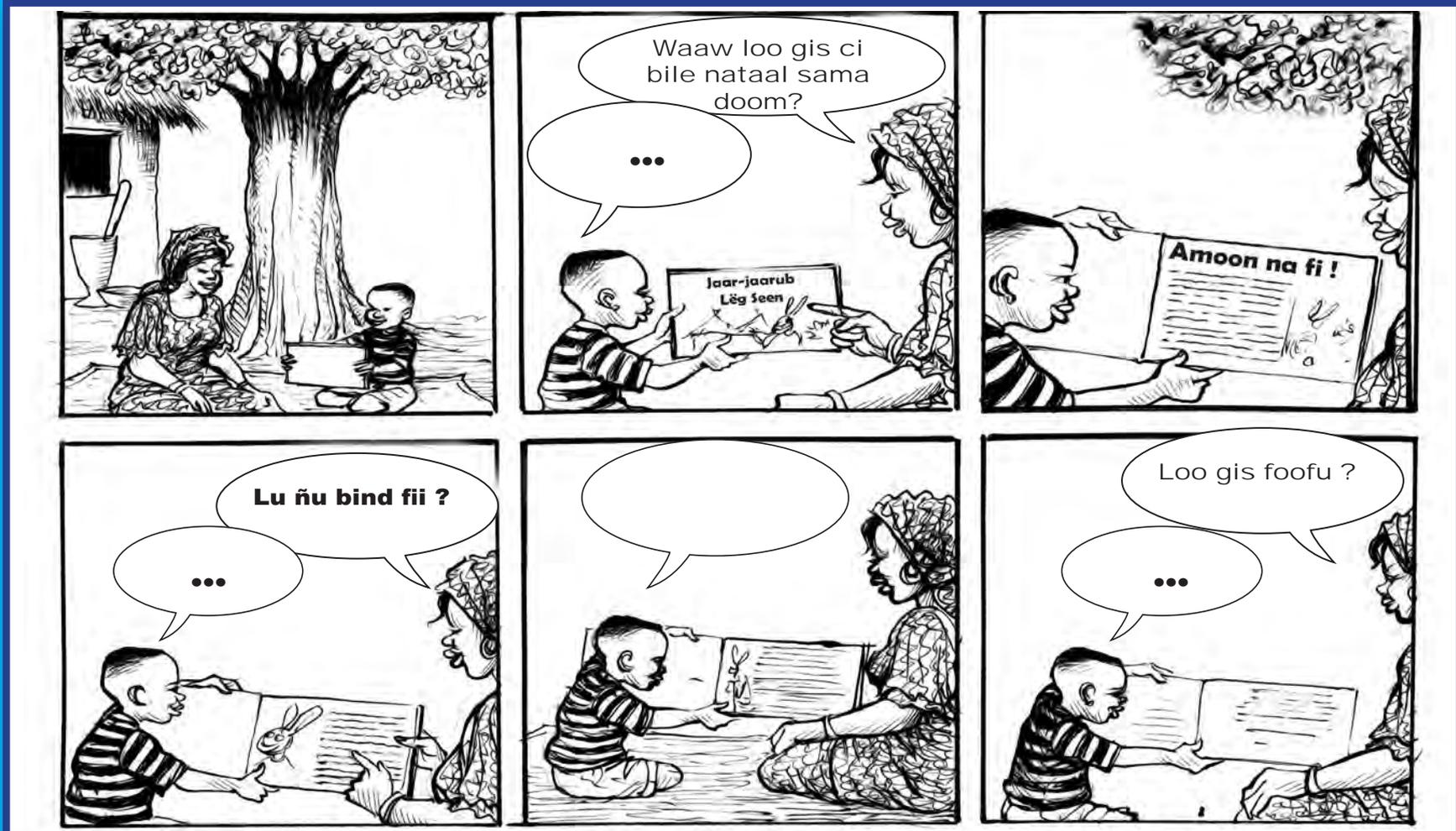
Jëf ji sax



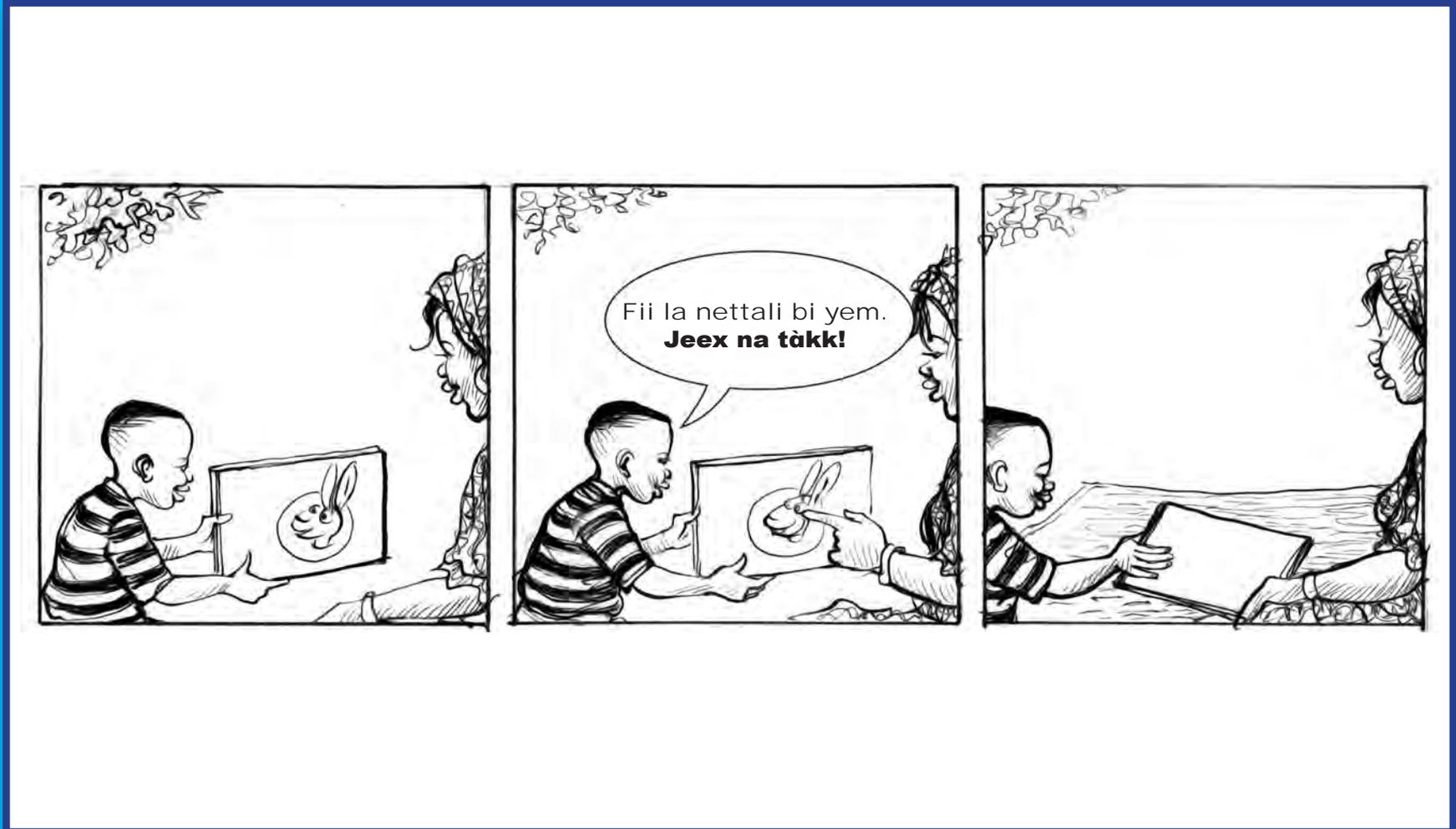
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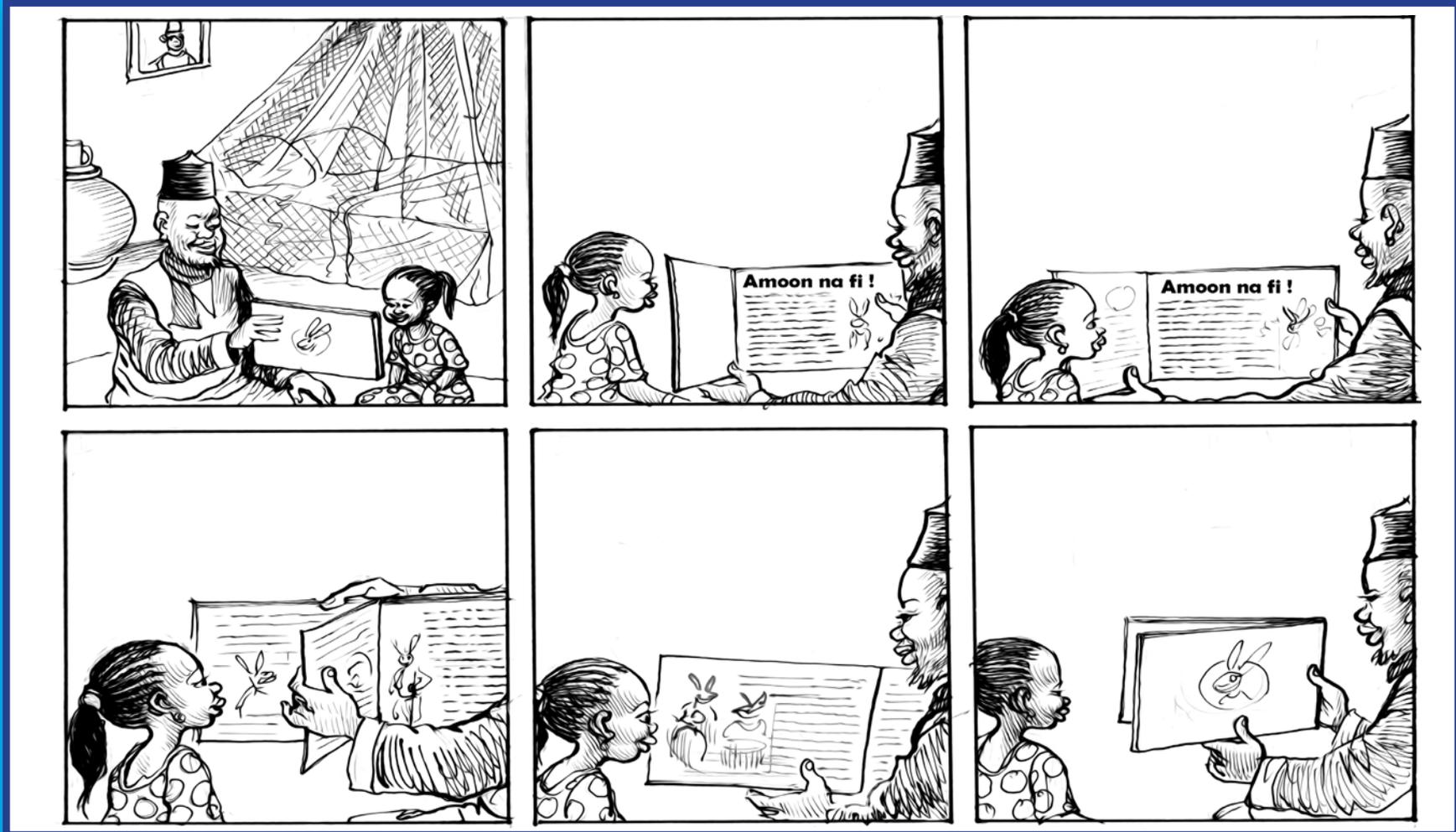
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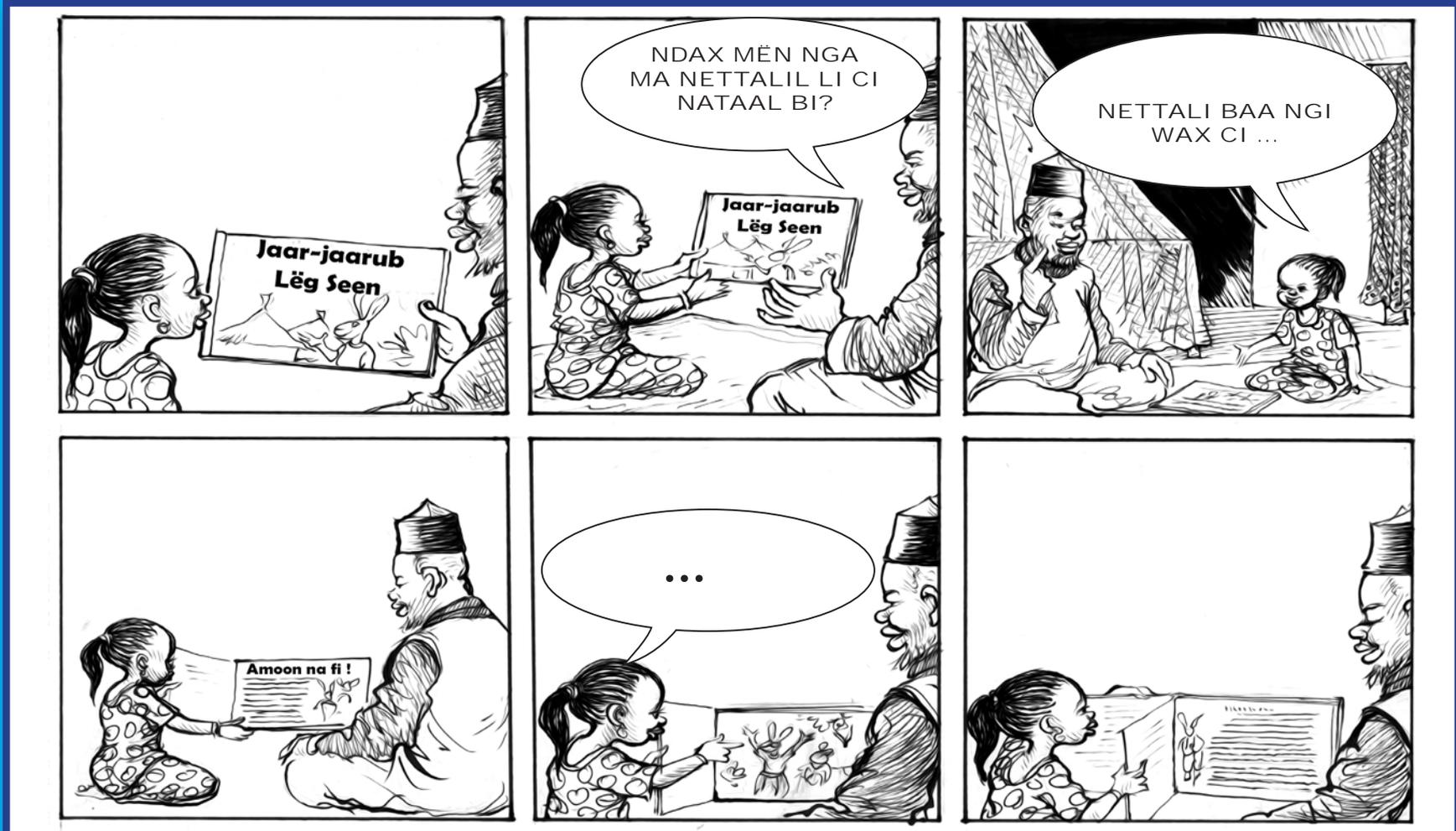
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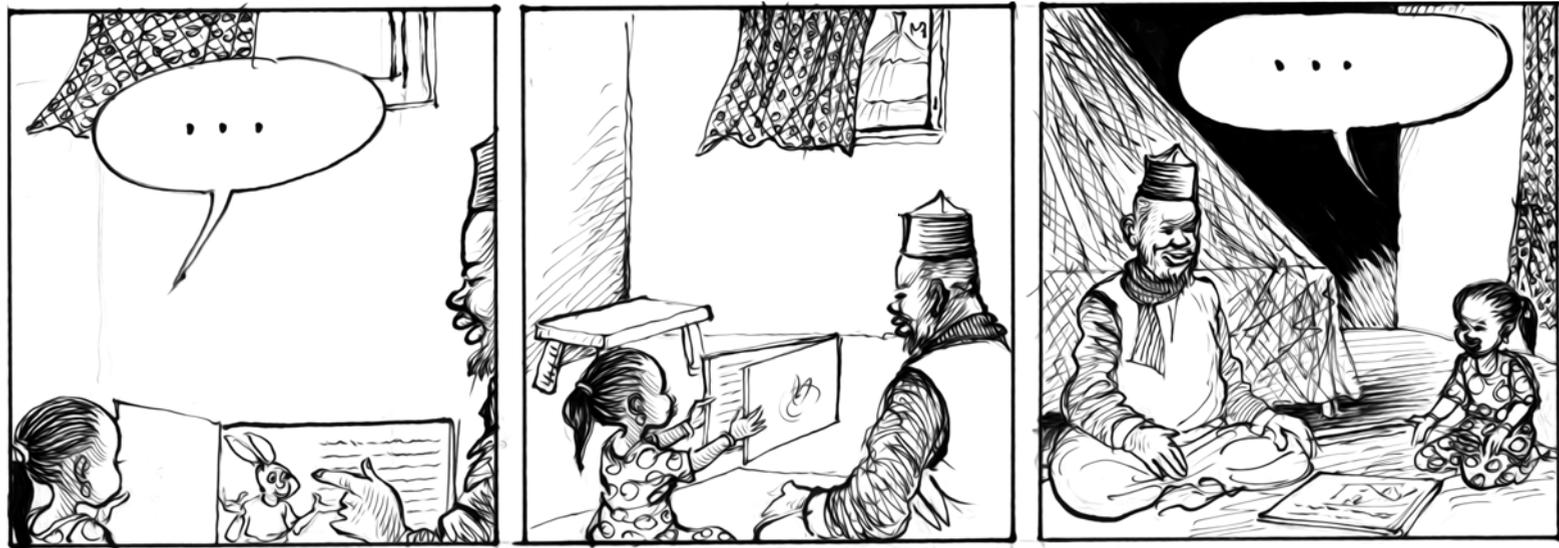
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Tekki nataalib téere



Tekki nataalib téere



Tekki nataalib téere

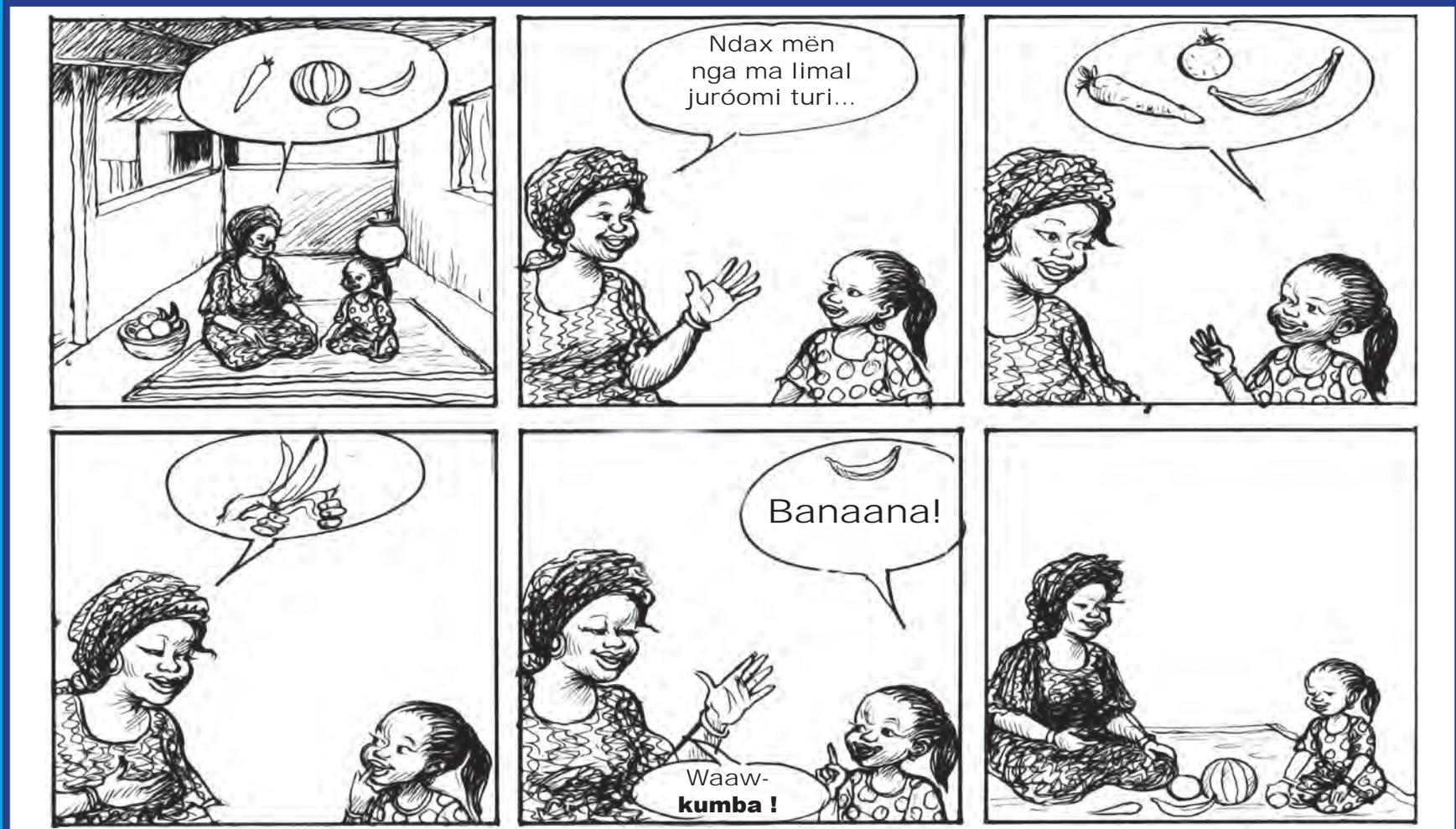


Jeex na !

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Wërngalu baat yi



Wërngalu baat yi



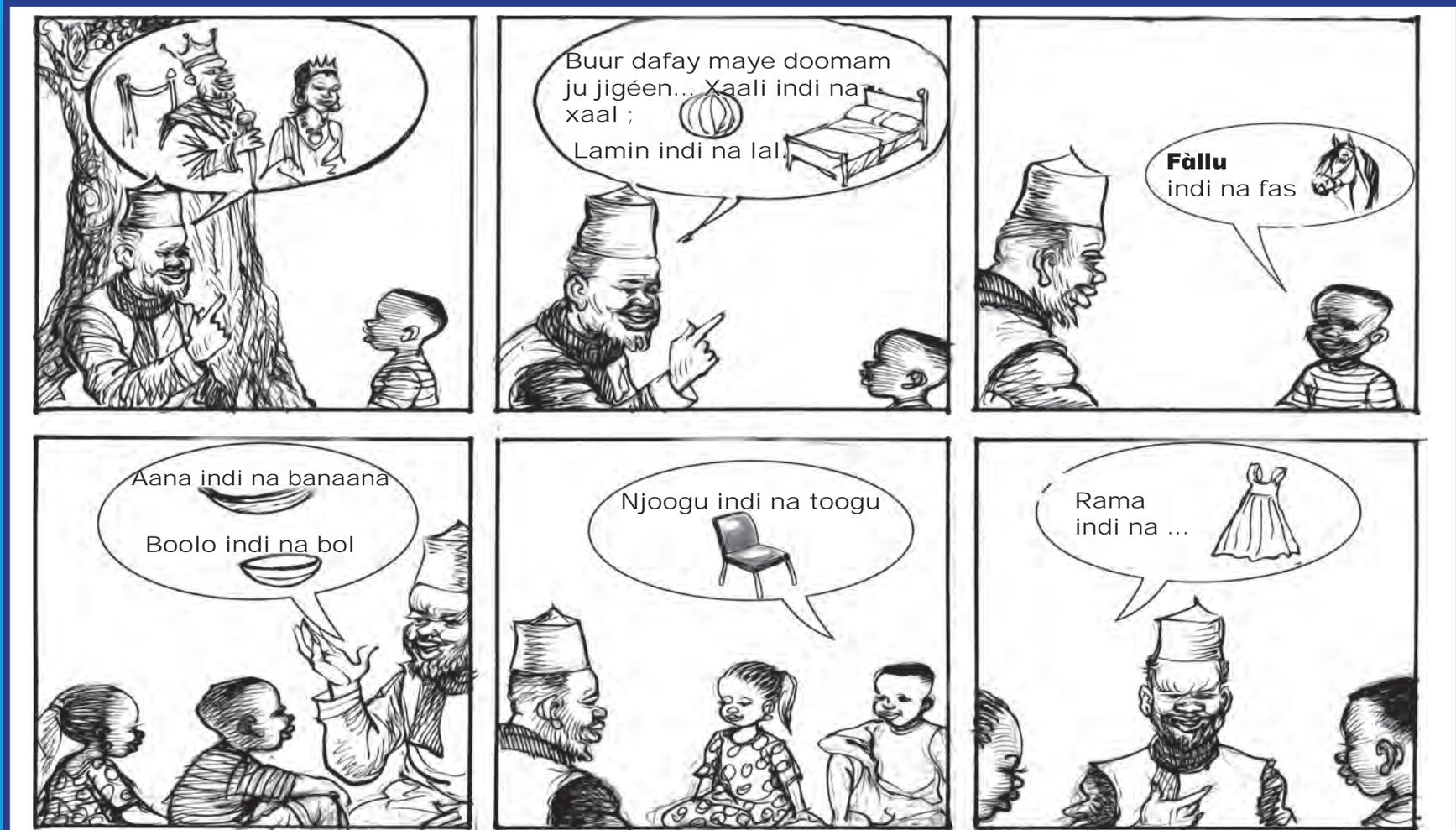
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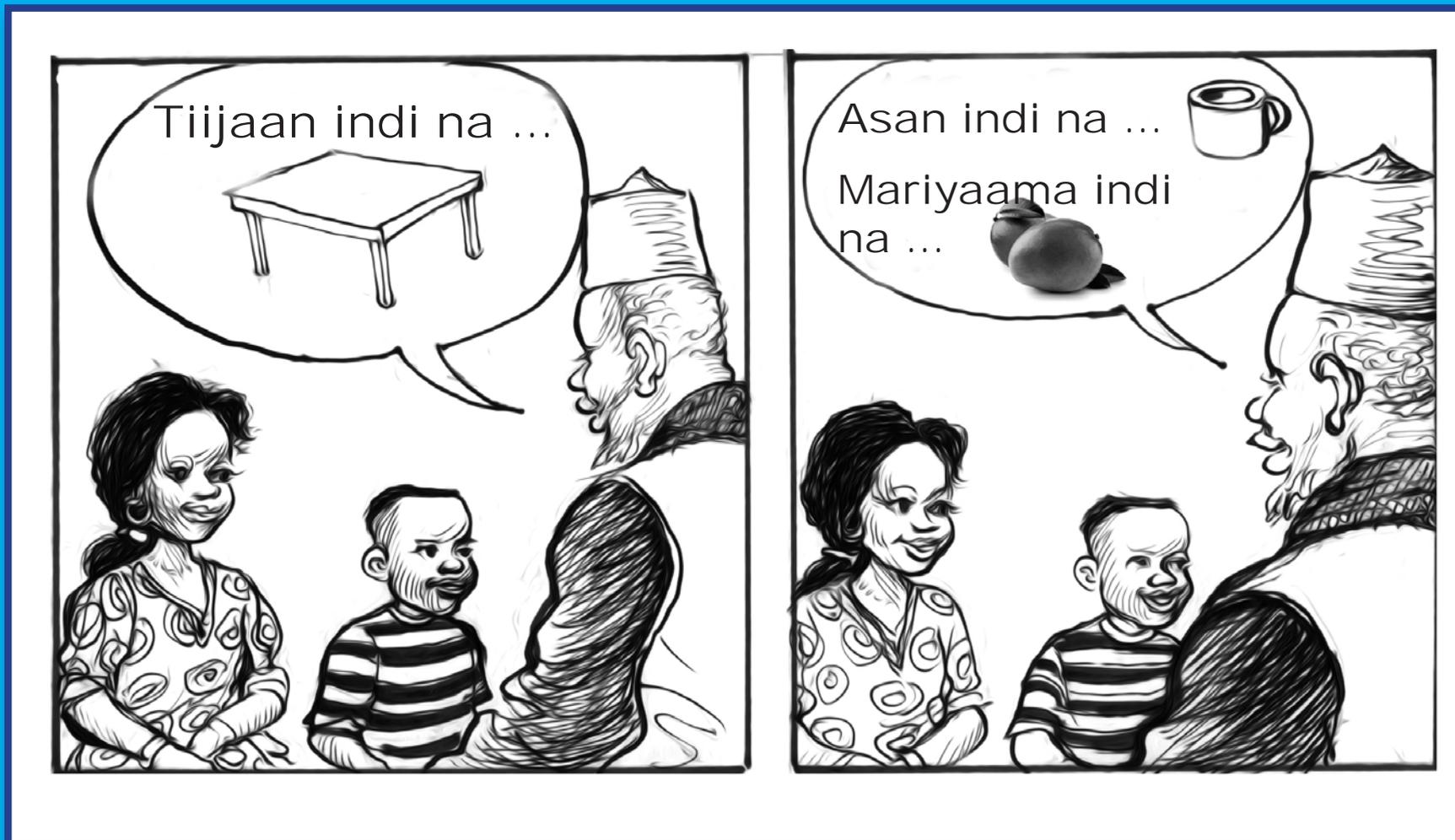
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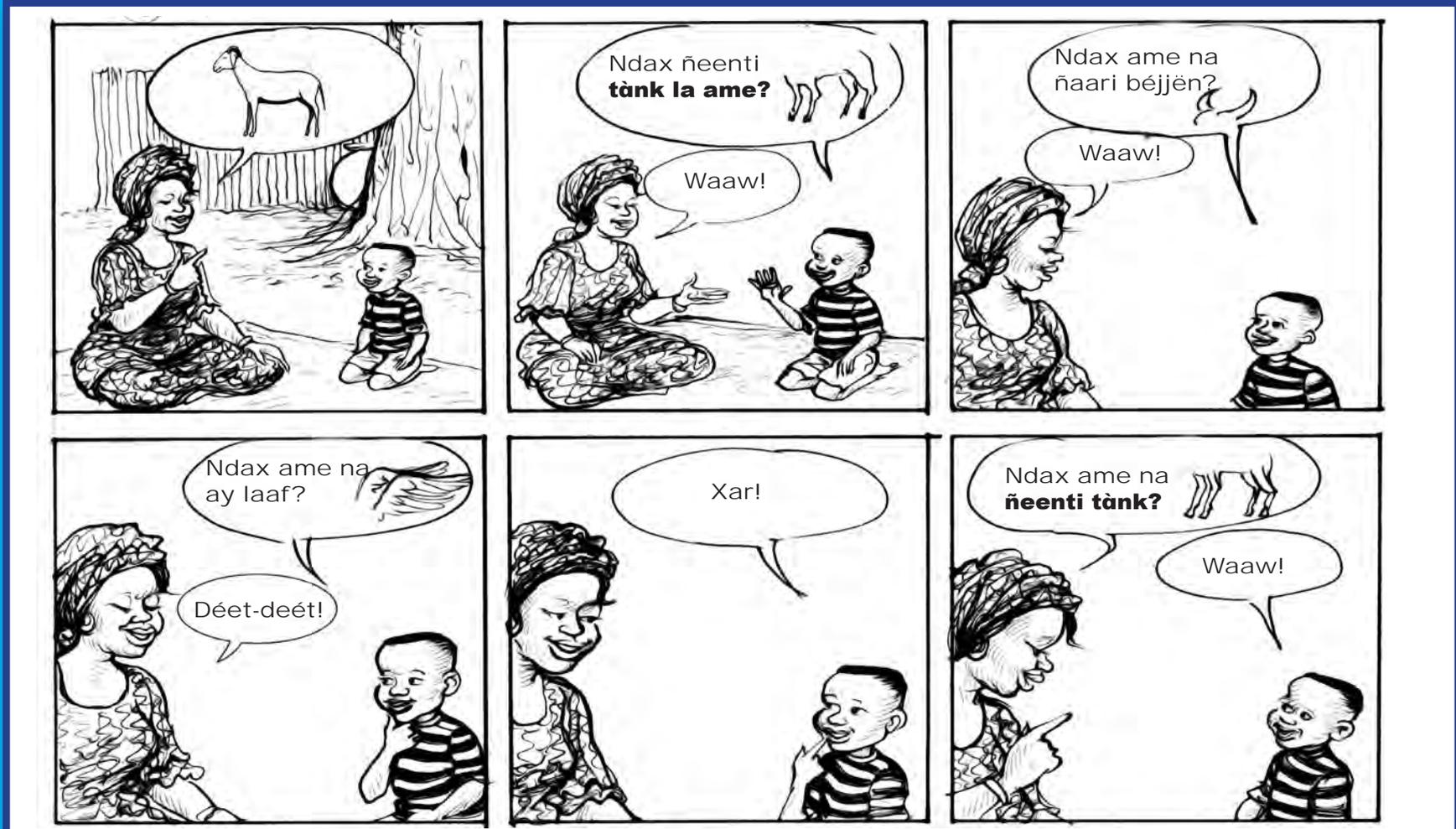
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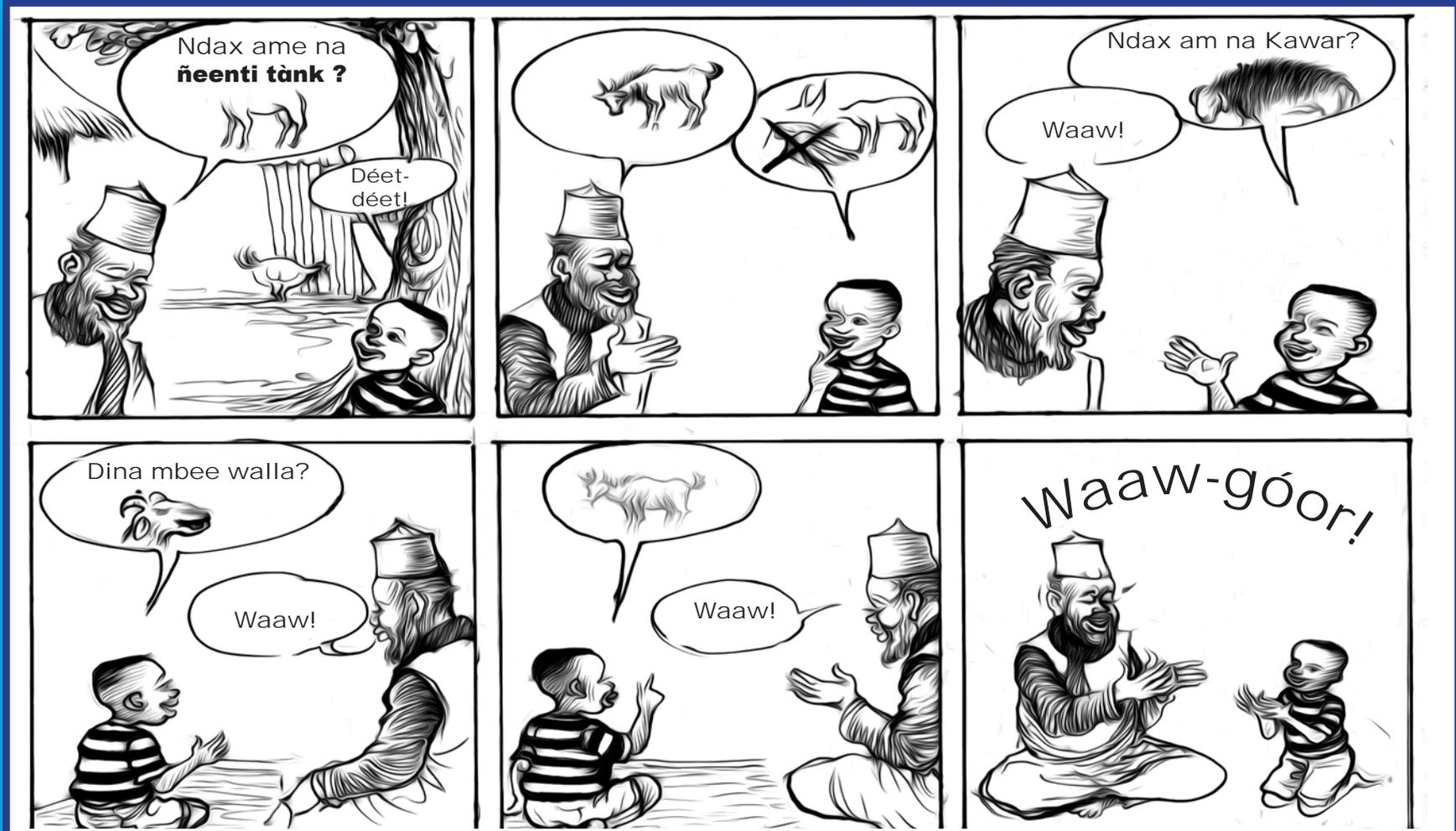
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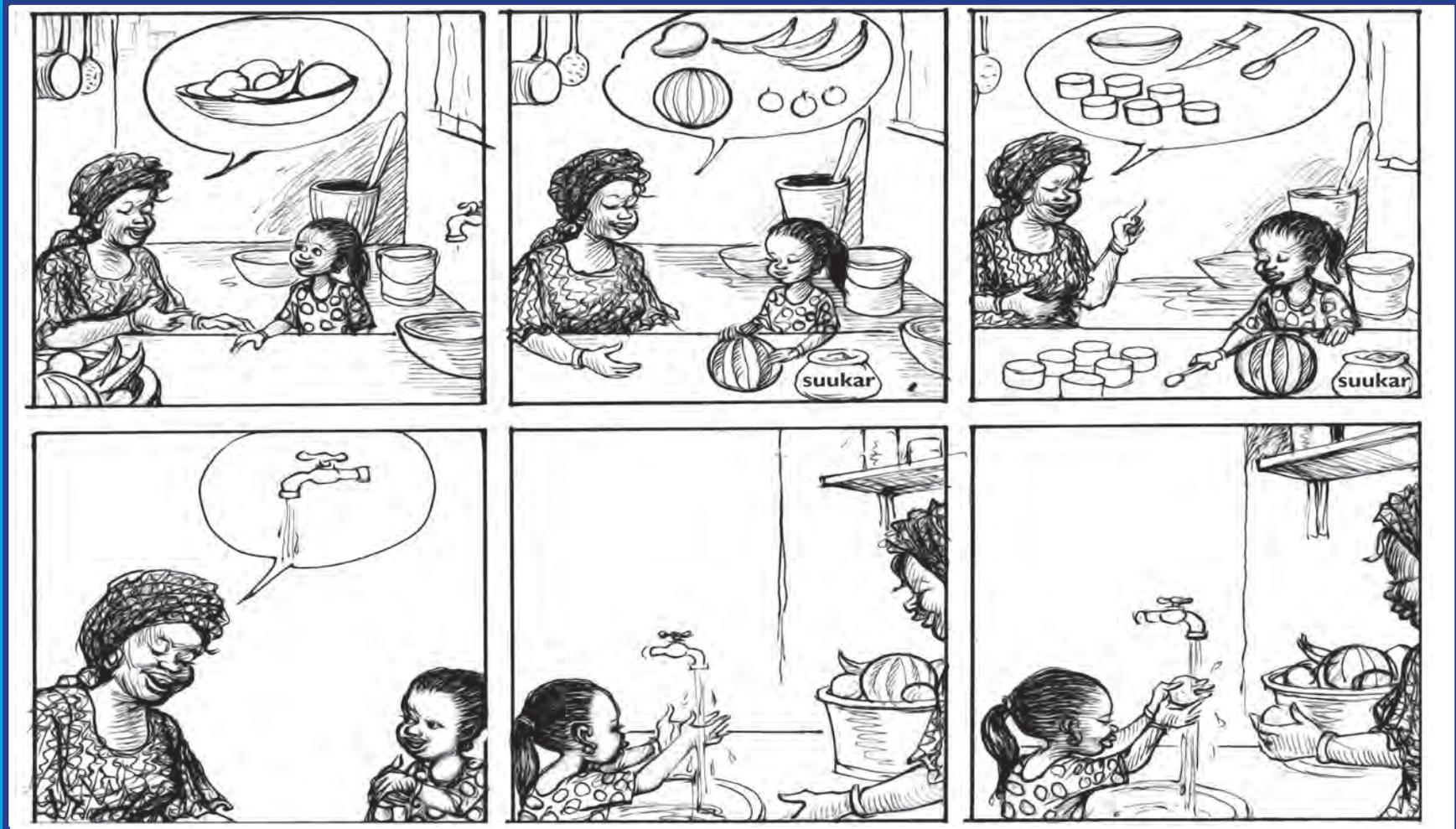
Maa di kan?



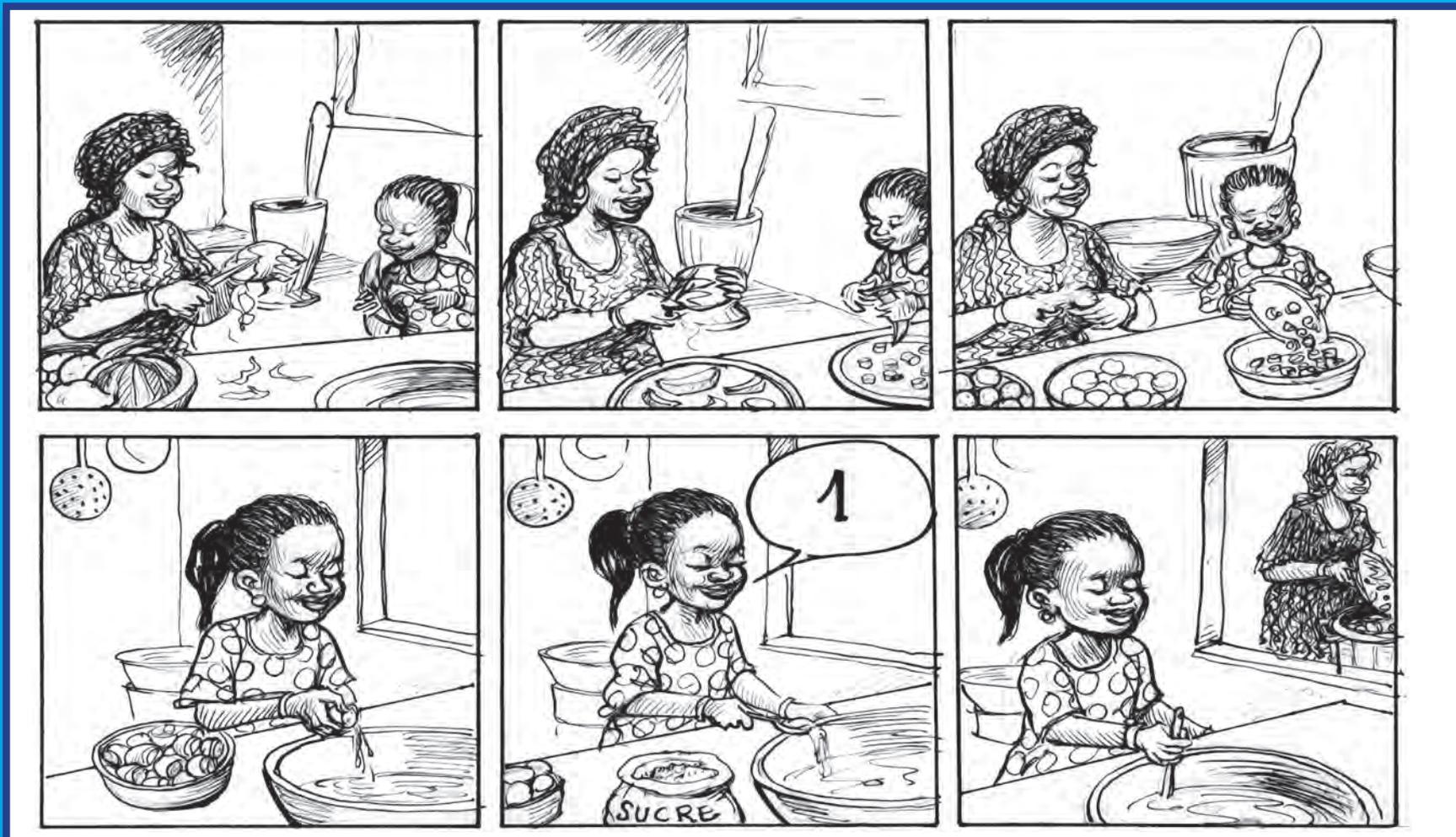
Maa di kan?



Ay baat ak i kàddu



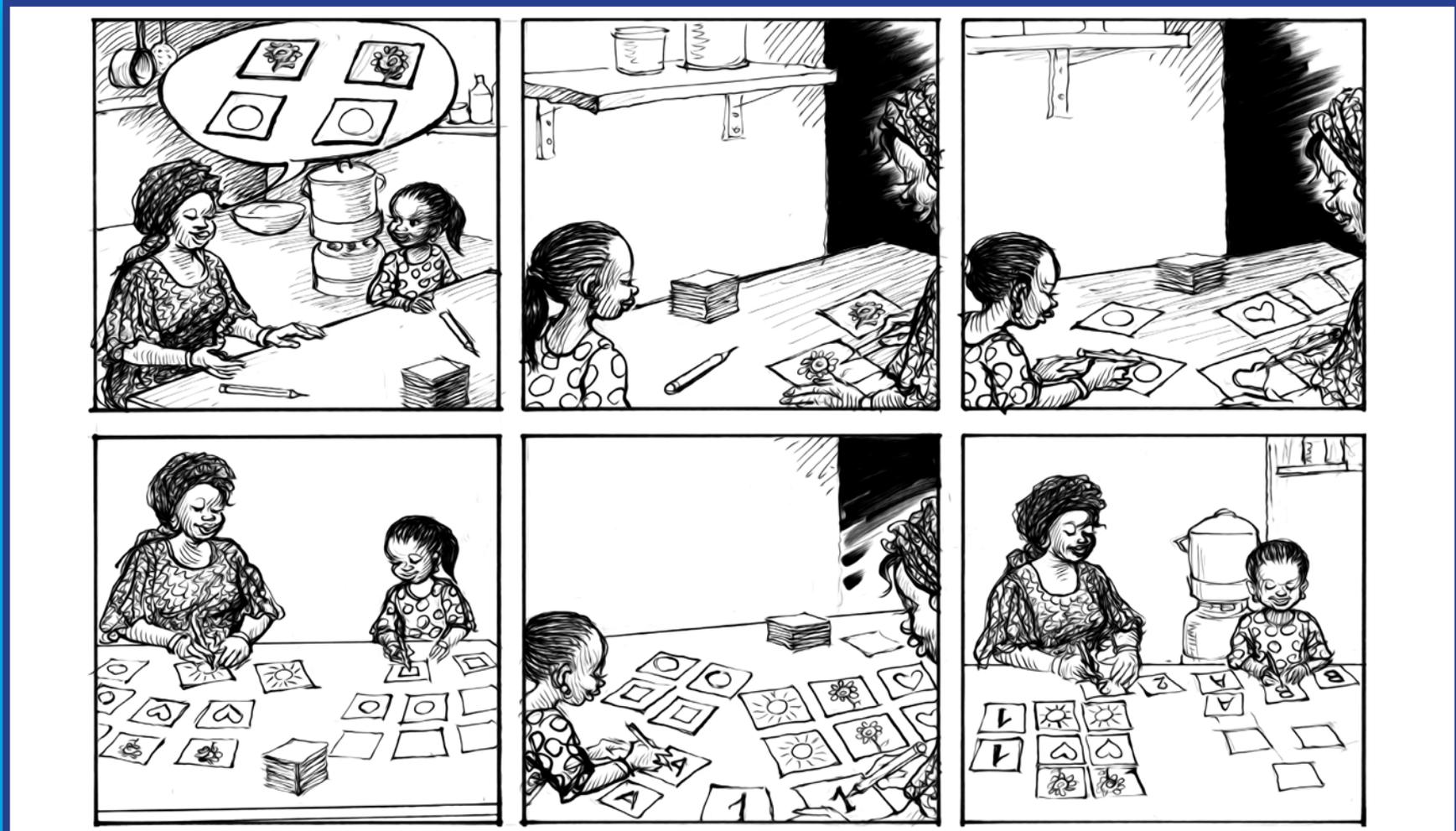
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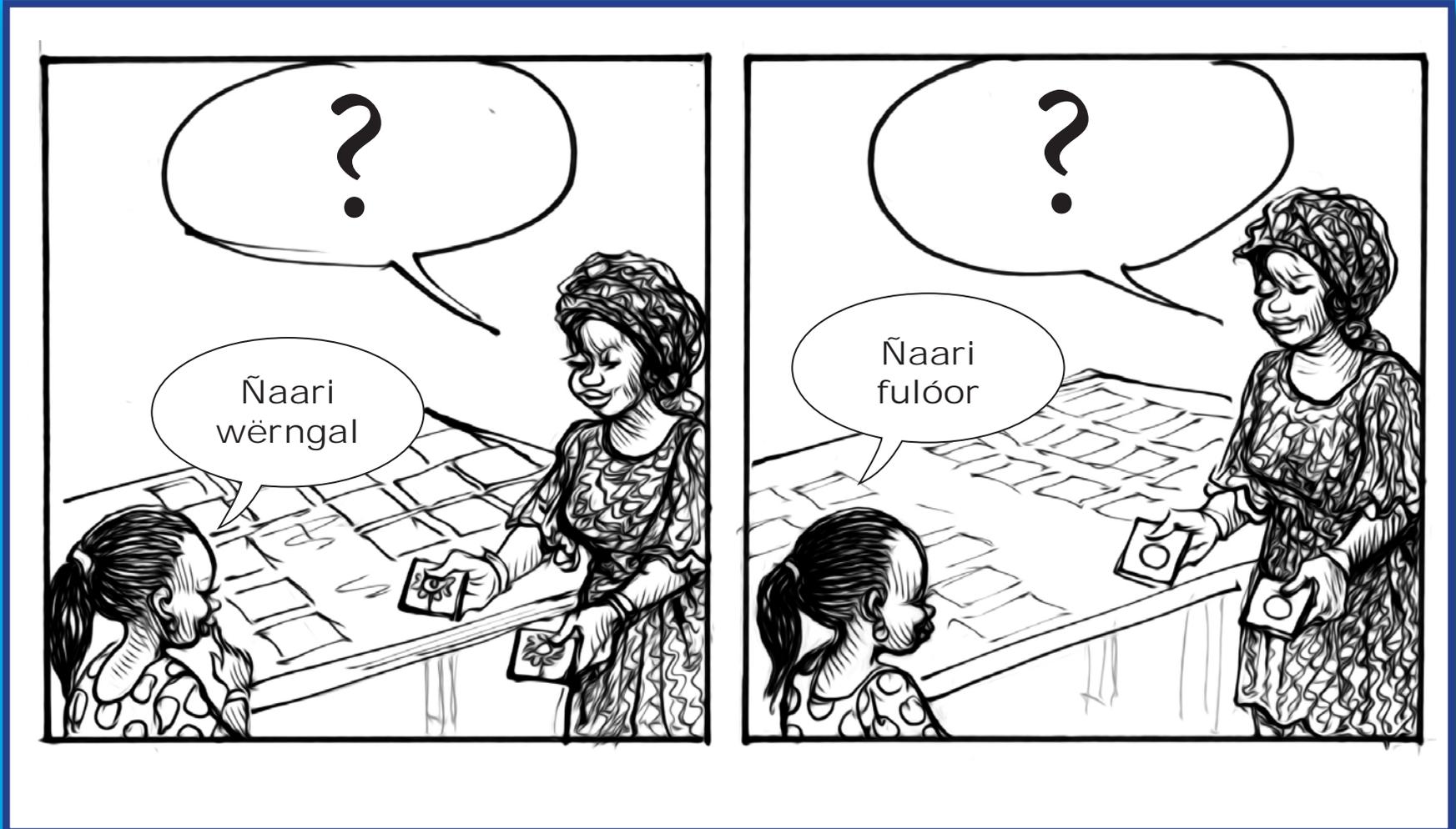
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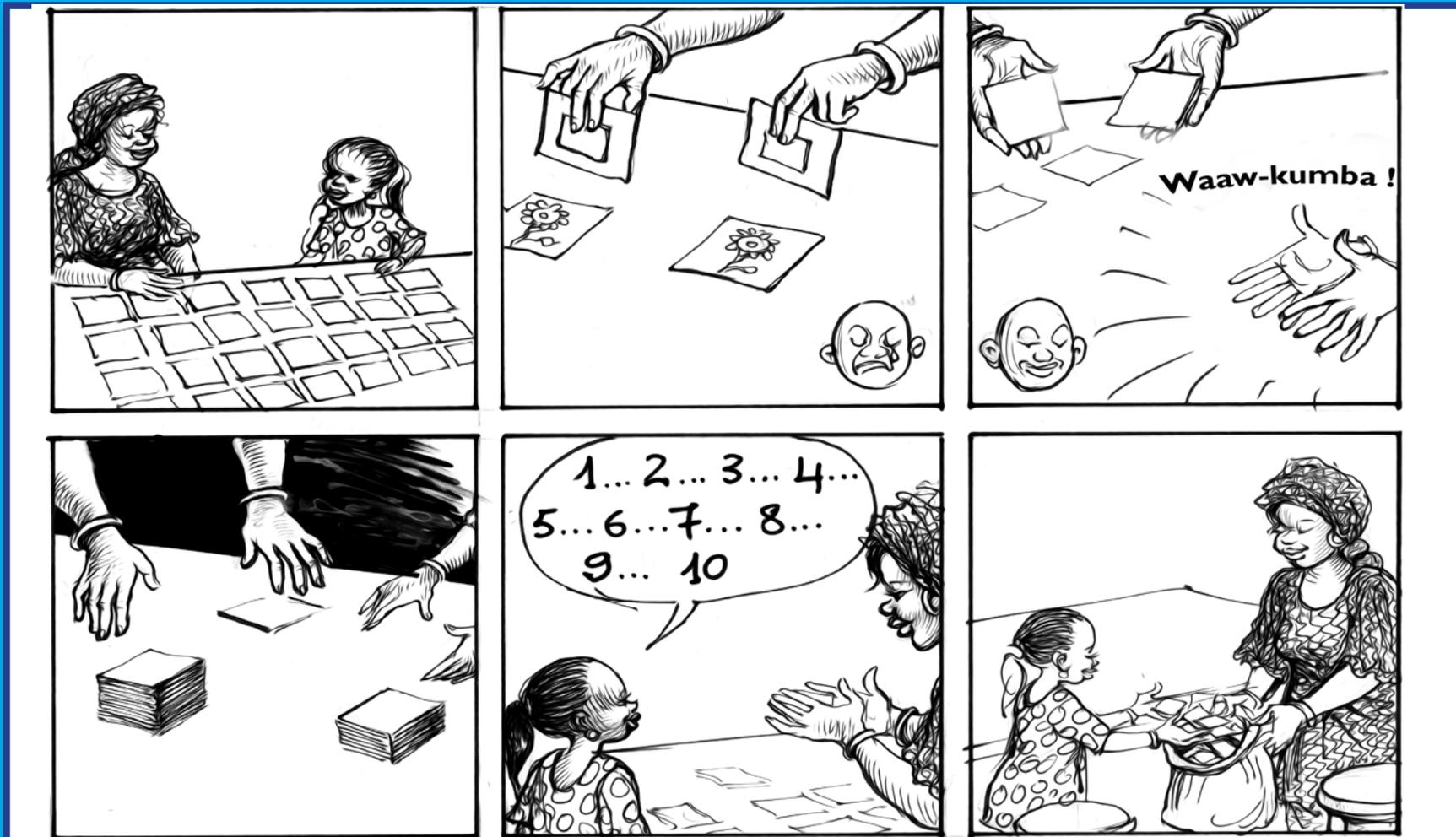
Powum ñaar-ñaar



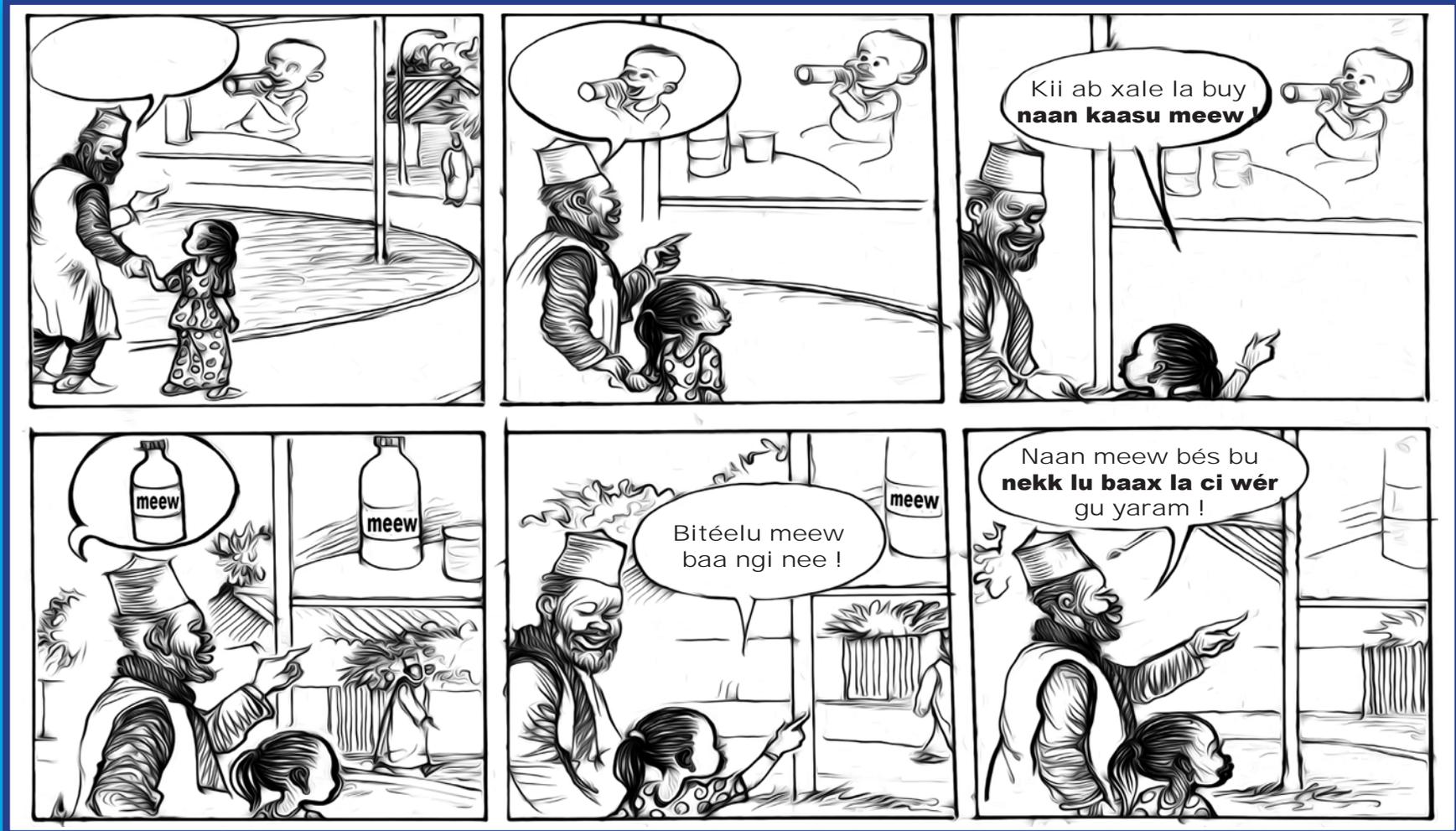
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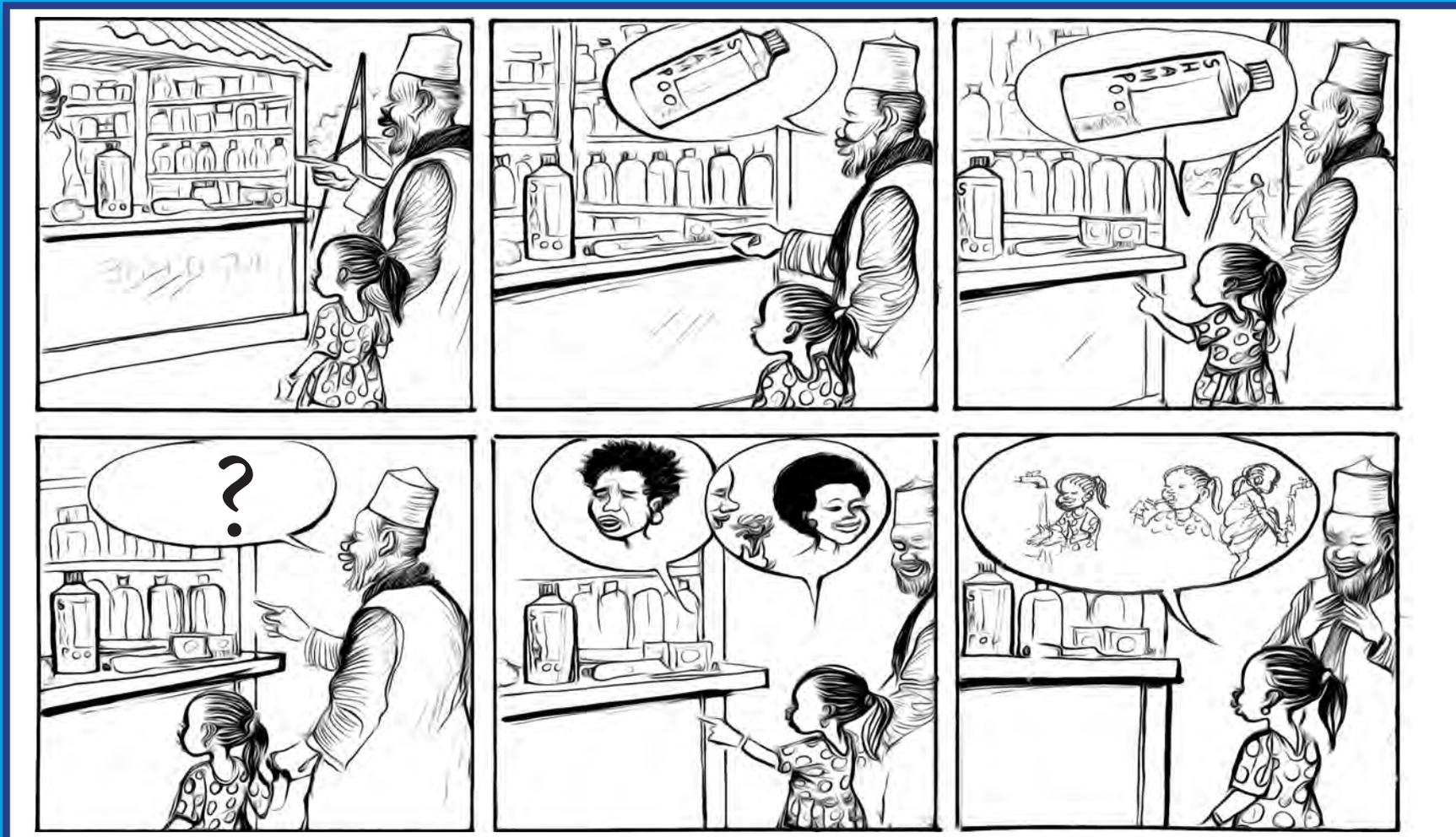
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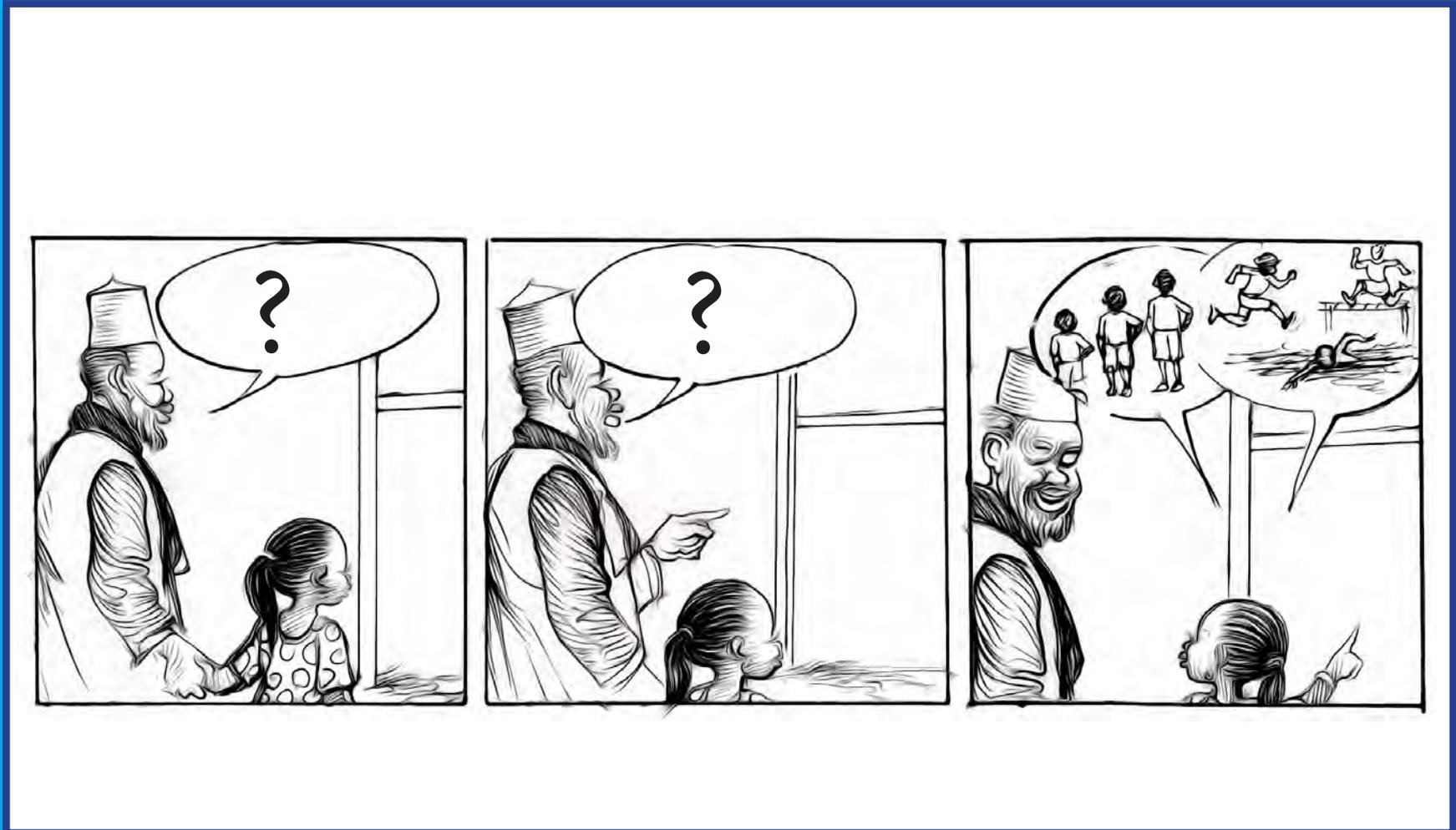
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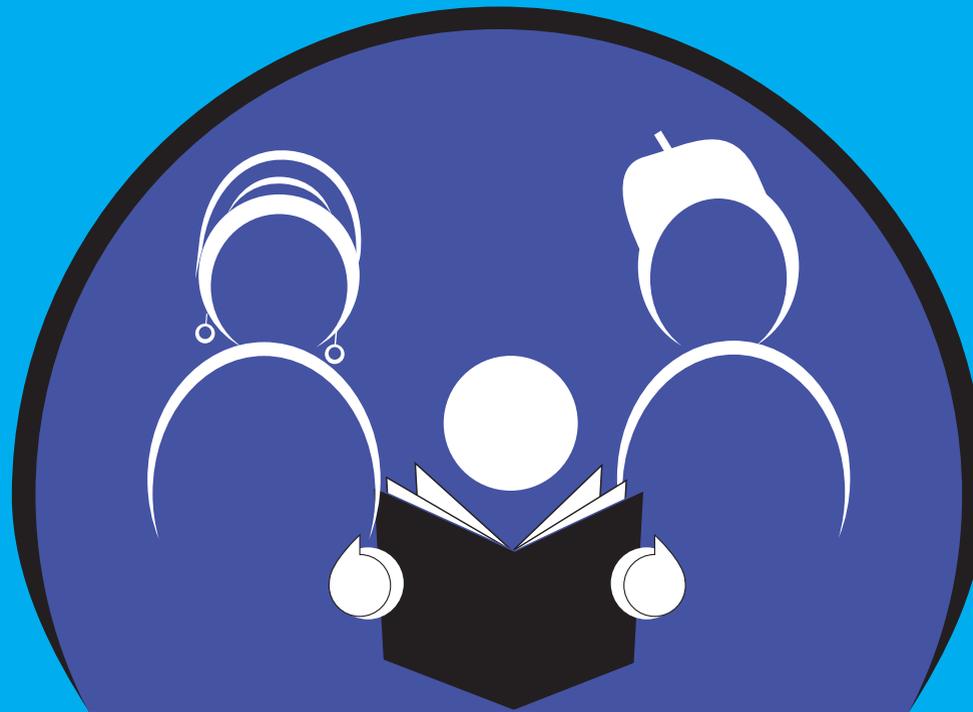


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Gis-gisi njeexital - dencub jumtukaay yi





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WAAJUR SAMA, JÄPPALEEL SA DOOM!