Digital Solutions for Young Learners on the Move

Lessons from #JuntosEsMejor
a learning project in Perú
Project Overview
HELPING CHILDREN ON THE MOVE COPE WITH DISRUPTIONS TO LEARNING

WHY: Mass migration from Venezuela has overburdened public systems in Peru to address the needs of displaced learners. Migrant young children are missing out on rich learning opportunities, and caregivers and service providers lack adequate materials and training to support their early learning.

WHAT: Validate two alternative delivery channels to facilitate access to quality educational resources for vulnerable families in Peru with partner World Vision:

• *Jardín Sésamo* plug-in devices that broadcast it over free local Wi-Fi access in selected spaces
• *Sésamo* Chatbot which distributes it to caregivers via WhatsApp

WHO: 4,000 migrant caregivers and children (2-7 years old) accessing Sesame content through digital solutions.

WHERE: WV services for migrant and host community families in Lima, Trujillo, and Tumbes.*

WHEN: 01/25/2021 – 11/30/2021**
**VISION:** Young children affected by displacement and other adverse experiences are supported to sustain learning, develop a positive identity, and acquire critical skills for socioemotional wellbeing and lifelong learning.

Proximal Outcome 1: Increase family access to and use of early education materials

Proximal Outcome 2: Increase service-provider capacity to address family early learning needs
EMOTIONS
Developing emotional vocabulary in children and strategies to manage 'big emotions' in challenging times.

COMMUNITY
Recognizing the social, cultural, and productive capacity of all members of a group.

LEARNING EVERYWHERE
Practicing language and communication skills, mathematical and scientific thinking, artistic and creative expression.

HEALTH
Fostering hygiene practices and healthy habits.

Leveraging our extensive library of content
• Plug-in device generating its own WiFi signal to overcome access barriers and enhance migrant services at fixed or itinerant points.

• Content can be used in facilitated sessions or viewed and downloaded when facilitation is not available.

• Devices are delivered with promotional signage, remote training to facilitators, digital monitoring tools, and tech support.
WhatsApp is ubiquitous, accessible, and the preferred mode of communication for migrant and displaced families in Latin America.

- An automated response system allows families to navigate content according to their interests.
- Assets selected with migrant needs in mind.
- User onboarding can occur on and offsite.
- Automated data on reach and engagement helps caregivers drive operation.
TRY IT!

Scan this QR code with your phone. It will open in WhatsApp.

After registering, type JUNTOS to access our content for families on the move.
Implementation & Results
Promotion
- Convened sessions in relevant public venues to onboard new users to our digital solutions
- Use of social media and instant messaging for target beneficiaries, as well as word of mouth via partner diaspora organizations.

Training
- Trained community and faith-based organizations in the use of our platforms and content to better tend to young children’s needs and interests.

Data-driven decision-making
- Align onboarding messages with participants’ expectations
- Offer printed resources to families
- Simplify chatbot navigation
- Respond to user format preferences
- Devise an incentives plan for chatbot uptake
- Promote platforms offsite
- Include reminders for chatbot use
Proximal Outcome 1: Increase family access to and use of early education materials

**REACH**

- **5,888** direct beneficiaries reached
  - 1,757 caregivers onsite JS
  - 2,195 children onsite JS (printed content)
  - 1,936 remote chatbot users

- **520,915** interactions with JS content
- **30,013** Sésamo Chatbot interactions

- **87.6%** of caregiver-survey respondents indicating increased access to education content

**ENGAGEMENT**

- **96.8%** of caregiver respondents indicating using Sesame content at home once a week
- **55.4%** of caregiver respondents perceiving value in sharing Sesame content and solutions with others
- **4.8 / 5.0** avg score given to Sesame’s early learning materials *(Independent perception study findings)*
Proximal Outcome 2: Increase service-provider capacity to address family early learning needs

**REACH**

39 service providers for migrant and displaced populations trained
11 grassroot organizations strengthened
56 sites where Sesame content was delivered to intended families

**ENGAGEMENT**

- 100% of provider-survey respondents perceiving value in using Sesame content and digital solutions
- 3 local partners that continue including Sesame content and distribution tools in family-facing activities after project wrap.
- Interviewed representatives reported **feeling better equipped ‘to serve their own community’** by integrating Sesame content into their initiatives.
“[Sesame Workshop’s innovation] helps my children’s learning…you see their change. They identify colors and now [my child] she is beginning to identify the numbers…and that’s thanks to this project…it excites me… because she is learning, and it helps her. I see it is possible to learn with technology, especially children.”

— Oswaldo (participating caregiver), October 2021
WHAT HAVE WE LEARNED?
Understanding conditions and intended use at each site can improve singular device engineering.

Offering digital inclusion alternatives for migrants - with mobile and Internet providers.

Generating automated data from devices & website to lower MEL costs.

Involving partners’ education experts.

Meeting regularly with frontline educators/staff to encourage and follow-up on their support for family learning with Sesame content.

Listing assets consistently across platforms.

Providing greater support for family learning with readily available assets.

Modelling the types of activities adults can engage in with their children at home using Sesame’s early learning materials.

Counteracting the perception that using the chatbot involves a lot of time.

Offering audiovisual content and printed materials.

Interactions happening with and without caregiver participation.

Positive appraisal of Sesame materials and the safety of its distribution channels.

Implications for sustainability.
Some lessons around tech use

- Tech is useful for more than distribution!
- Alternating remote and in-person activities supports uptake over time
- Content needs to be updated regularly based on analytics to sustain engagement
- Never waste an opportunity to collect data. Invest in making it usable.
- Identifying and securing local tech providers is critical for sustainability and relevance.