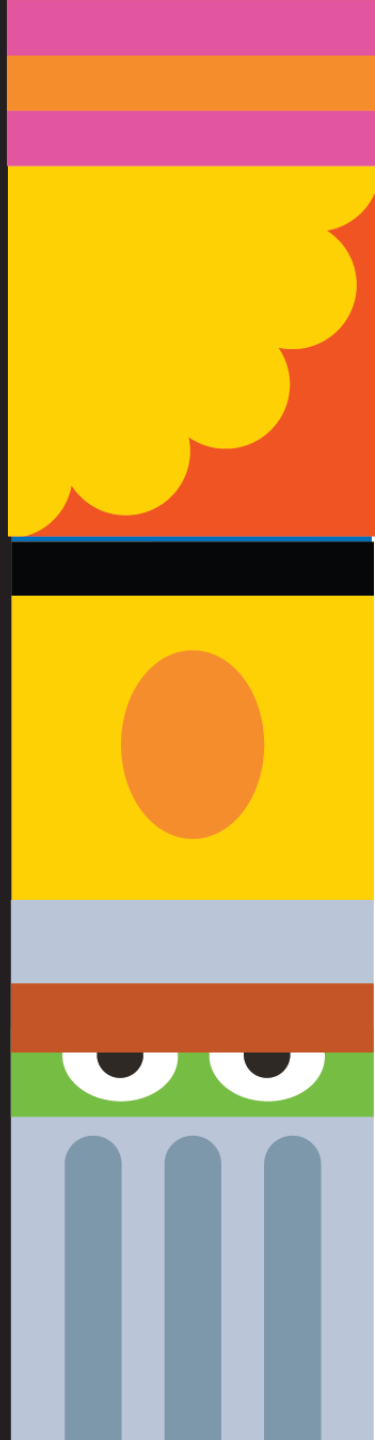


SESAME WORKSHOP

Welcome Sesame

Digital Solutions for Young
Learners on the Move

Lessons from #JuntosEsMejor
a learning project in Perú





Plata que los hijos que han estado sobre el COVID-19

Pregúntale cómo se siente al respecto

Explicale que el COVID-19 es un virus como de la gripe y el resfriado

Manera de protegernos cubriéndose ojos, nariz y boca

Invítale a hacer SALUDARSE

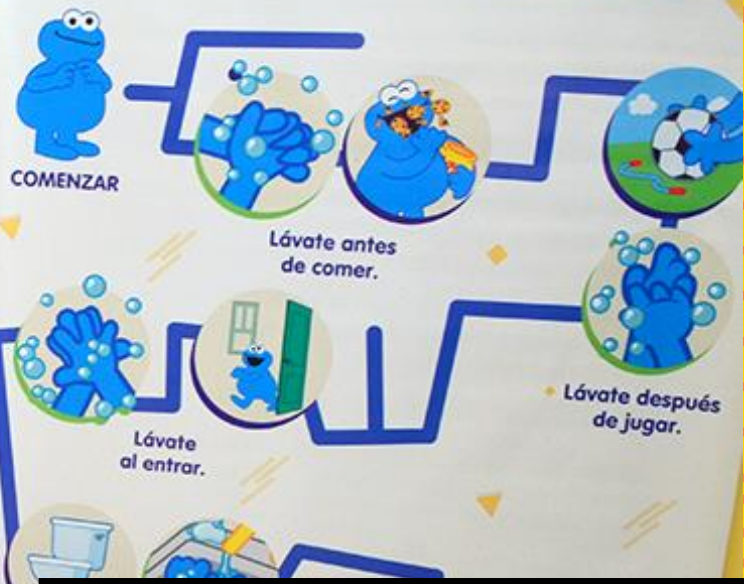
Séase todo hasta sentirse seguro y protegido

Mantente informado

Recuerda que los amigos siempre se cubren la boca y la nariz cuando tosen o estornudan



Lavar nuestras manos mantiene alejados a los gérmenes.
¡Acompaña a Comegalletas a lo largo de su día y asegúrate de que se lave las manos durante 20 segundos!



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**

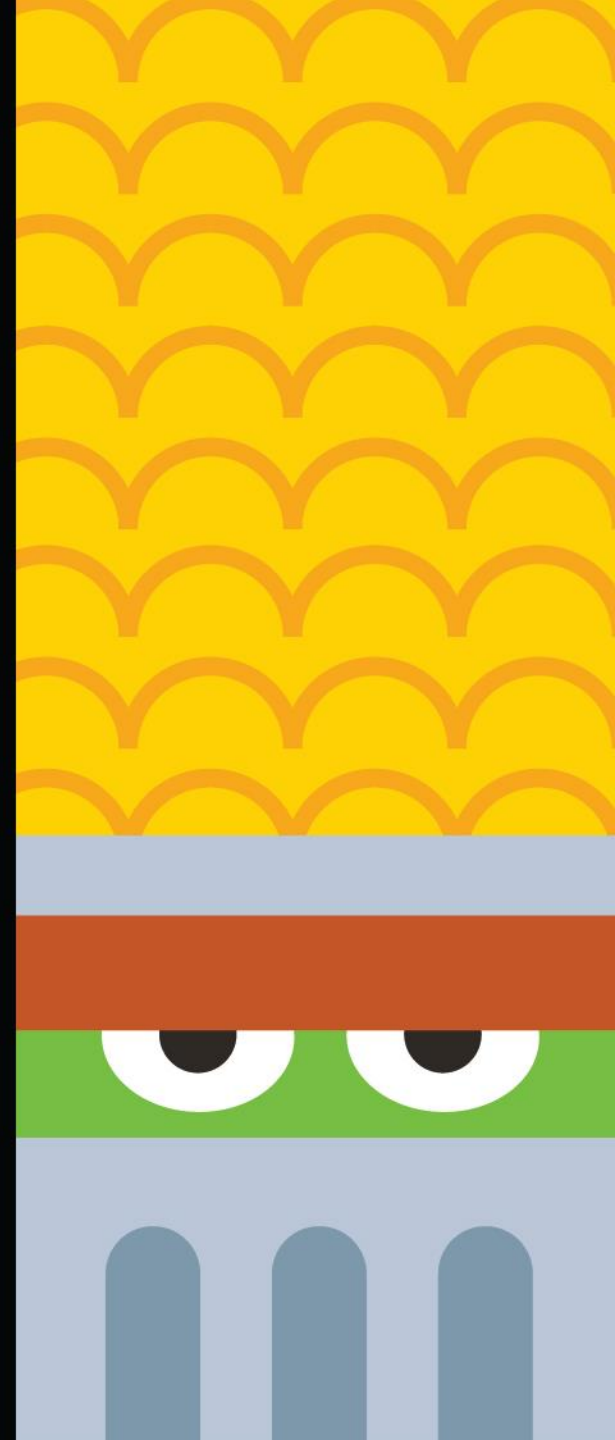
VISION: Young children affected by displacement and other adverse experiences are supported to sustain learning, develop a positive identity, and acquire critical skills for socioemotional wellbeing and lifelong learning



Proximal Outcome 2: Increase service-provider capacity to address family early learning needs



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



EMOTIONS

Developing emotional vocabulary in children and strategies to manage 'big emotions' in challenging times.

LEARNING EVERYWHERE

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

COMMUNITY

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

HEALTH

Fostering hygiene practices and healthy habits.



Leveraging our extensive library of content

JARDÍN SÉSAMO

- 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.



Jardín



¿CÓMO CONECTARME ?



1 Desactiva los datos de tu celular o tableta



2 Conéctate gratuitamente al WIFI jardinesesamo



3 Abre tu navegador y escribe jardinesesamo.com



4 Ayuda y comparte la experiencia con otros

NO OLVIDES ACTIVAR TUS DATOS AL FINALIZAR LA EXPERIENCIA.

HEE HEE HEE..

Encuétranos en:
   
SÉSAMO

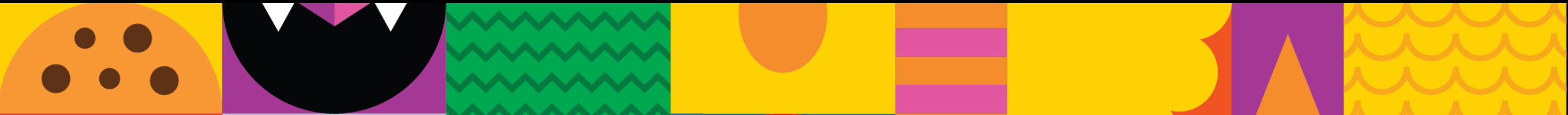




SÉSAMO CHATBOT

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 I: 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 grassroots 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

The background of the slide is a solid green color with a repeating pattern of darker green zigzag lines. A black horizontal bar is positioned in the lower-middle section of the slide, containing the text.

WHAT HAVE WE LEARNED?

CONNECTIVITY

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

INTEGRATION

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

UPTAKE FOR LEARNING

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

USER PREFERENCES

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



- 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.

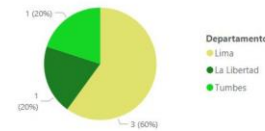
Some lessons around tech use

Program indicator M&E Report: Jardín Sésamo devices Analysis

Ayudando a los niños en movimiento a alcanzar su máximo potencial



Count of devices per Municipality

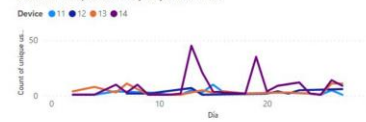


238
Count of Device-IP

Count of unique users by Type of Content



Count of unique users by day and device



Count of unique users by hour



Jardín Sésamo Devices

TecSalud August 2021

Program indicator M&E Report: Perception Analysis

Ayudando a los niños en movimiento a alcanzar su máximo potencial



Why haven't you used WhatsApp Sésamo? Count of responses

Se me olvidó utilizarlo	21
No tengo tiempo de usarlo	12
No entiendo cómo usarlo	5
Cortaron plan de celular por retraso en pago	1
Es más accesible la página	1
Lo eliminé de sus contactos de forma casual	1
no cuenta con muchos datos	1
No he logrado acceder correctamente.	1
No lo ha necesitado, usa la página.	1
Total	55

Score of Materials for Children



Type of content

- Juegos
- Libros
- Otro Material
- Videos

Type of User

- Local
- Migrante

Child's Age

- 2
- 3
- 4
- 5
- 6
- 7

Departamento

- (Sin blanco)
- La Libertad
- Lima
- Tumbes

Average score per type of content - Weekly



User Perception - Beneficiaries Form

TecSalud August 2021