

Makhalidwe Athu

Creative's mStories Model





Problems we identified

Lack of reading materials in local languages

Lack of reading materials outside school

Children are not reading at grade level

Lack of mechanisms to engage communities



Assets we identified

Most adults have basic cell phones

SMS reading materials beginning to show promise

Interest in communities to help in education

Oral tradition of storytelling

Makhalidwe athu

STORYTELLING VIA



OUTCOMES:



Increased use of ICT for improved reading



Improvements in students' attitudes



Increased time spent by family members supporting students' reading



Increased time reading at home

Community Awareness and Engagement:

1

Crowdsourcing



Stories and folktales submitted:



Via SMS



Via Interactive Voice Response



Via Web

2

Editing



Submissions edited by literacy experts and project coordinators for:



SMS format



Age-Appropriate Content

abc

Appropriate Reading levels

3

Publishing



SMS!

Stories distributed:



Stories distributed in a sequence of SMS messages to parents. Early grade students read the stories and answer discussion questions



Sample mStory:

Old Woman Dances,
by Kabwe Tembo. An
old woman lived in a
hut. She did not have
friends. She was sad.
One day a band came
to the village.



Sample mStory:

Why was she sad?



Sample mStory:

One day a band came
to the village. The
men played drums.
The girls sang. The
old woman danced.
She was happy.
Everyone was happy.



Sample mStory:

Why was everyone
happy?



Fosters a culture of reading

- Building on the rich tradition of storytelling
- Sharing and preservation of traditional stories
- Giving children stories that are relevant to their lives
- Leading to a digital repository of mother tongue, early grade reading materials that can be reused and repurposed by schools and other NGOs





Pilot Details

- Funding provided by the All Children Reading Grand Challenge Partners: USAID, Australian Aid, World Vision
- Working in Zambia's Eastern Province
- Developing stories in Chinyanja
- Working with children who are receiving mother tongue literacy instruction in school and are reached by our Read to Succeed Program
- Partnerships for local ownership
 - Local Radio stations: BreezeFM
 - Local Technology hubs: BongoHive
 - Local Universities: University of Zambia
 - Libraries: Lubuto Library Project
 - Local Children's authors



Seeking partnerships for scaling

- **Mobile Network Operators:** Those interested in partnering for advertising and making the mStories service available to their subscribers
- **Local Organizations:** Support in crowdsourcing and developing content; ideas for expanding the reach of mStories
- **Foundations:** Support for scaling the model in Zambia or for reaching other countries
- **Private sector:** Exploring opportunities to create shared value



Contacts

Ayan Kishore

Senior Associate, Technology for Development

AyanK@Creativedc.com

Jacqui Deelstra

Technology for Development Associate

JacquiD@Creativedc.com