



Care Egypt: Case Study

July 2022

With BookSmart, Care Egypt increases children's daily reading time to 23 minutes

BookSmart gives hundreds of parents in Egypt the books and guidance needed to support children's reading at home.



20,000+

pages read
in total by
all children



23

minutes a day
spent reading
on average



99.6%

parents surveyed said
they read more with
their children



Challenge

Covid-19 related school closures in Egypt created concerns around learning loss.

When Covid-19 forced schools in Egypt to close, Care Egypt was suddenly faced with the task of supporting children's learning outside of the classroom. They needed to find a way to bring learning to children's homes, while encouraging parents and caregivers to be strongly involved in their child's education.

Solution

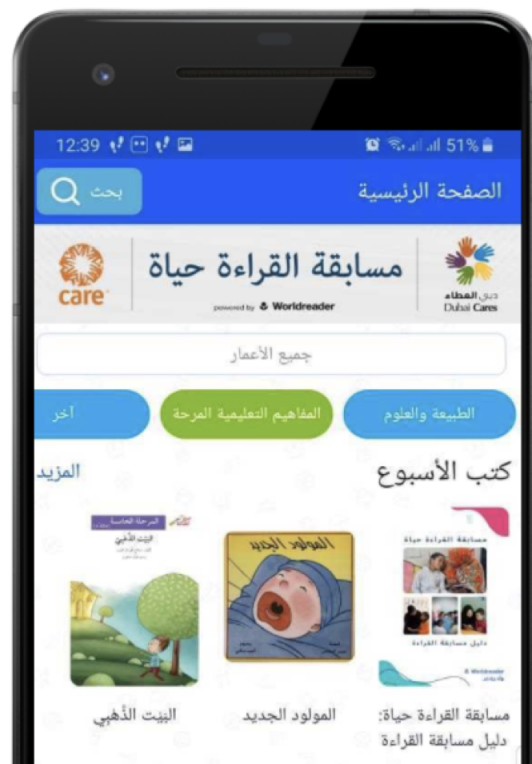
Worldreader gave them an all-in-one solution with BookSmart, including a structured reading competition and a virtual learning community.

With BookSmart, Care Egypt was able to give parents and caregivers the tools and guidance they needed to enable learning in the home.

A library of digital books: BookSmart provided parents with 190 high-quality books in Arabic for children aged 6-12.

A reading competition: The 8-week competition provided weekly books to read along with activities. This made it easy for parents to quickly get involved in their child's learning.

A virtual community: To create a more supportive environment for the children, Worldreader facilitated collaboration between teachers, parents, and Care Egypt volunteers through a Whatsapp group. Here parents received recommendations, support, and could share their children's progress.



Project Goals

The project had short-term and long-term goals, both with the aim of boosting children's learning outcomes and creating a culture of reading.



Short-term goal

Provide an easy and quick way for children to keep learning at home



Long-term goal

Empower parents to become more engaged in their child's reading and learning journey

Results

23 minutes a day spent reading on average, children inspired to learn, children bonding with parents, and parents connecting with teachers.

Reach

The project's reach was significant, supporting children across three governorates in Upper Egypt: Beni Suef, AlMinya, and Asyut. In total, the project reached:

- 712 children
- from 30 schools
- across 26 villages



Reading outcomes

20,000

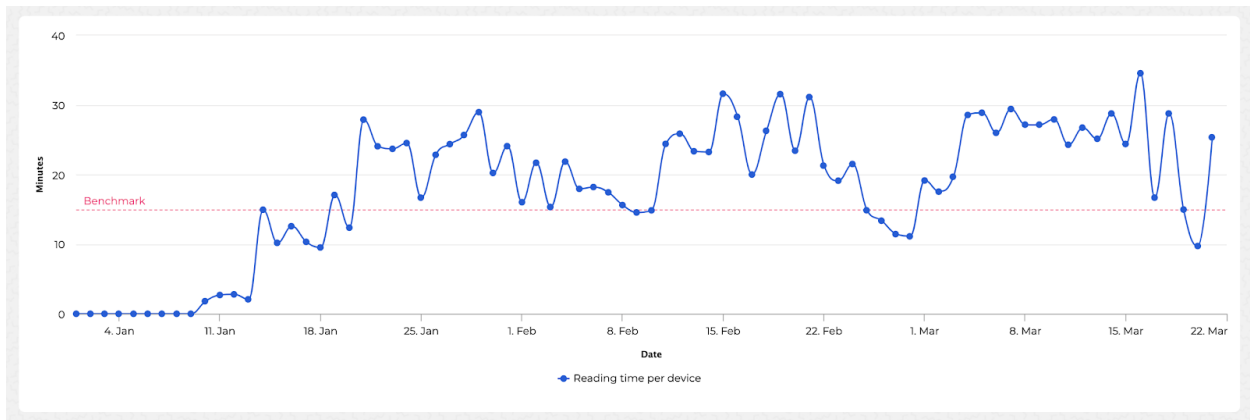
pages were read in total by all families

23

minutes a day were spent reading on average per child

99.6%

of caregivers said they read more with their children



Reading time per device, significantly surpassing the benchmark

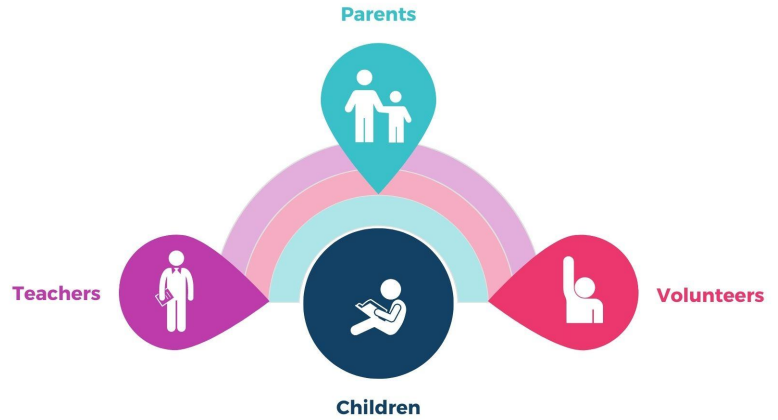
In this picture, Habiba (7 years of age), Alia (8 years of age) and Rihab (4 years of age) listen to their Father reading aloud to them. Both Habiba and Alia participated in the reading challenge. In Egypt it is not very common for fathers to get involved in their children’s learning, which is why one of the things the girls enjoyed most about the competition is that it was the first time their father participated in a learning activity with them. The reading challenge brought something new and fun to the whole family.



Family reading time

A virtual learning community was formed

The reading competition brought parents, teachers and volunteers together via a Whatsapp group, building an engaging and supportive learning environment and boosting participation in the competition.



Parents spent quality time bonding with children

Sama is a 4th grader in Manfalout, Asyut. The reading competition provided an opportunity for Sama and her siblings to have special time with their father – reading and doing the activities together.

Children expanded their social emotional learning

The competition encouraged learning around four life skills: leadership, collaboration, problem solving, and gender. Through weekly activities, the children were able to incorporate these learnings into their daily lives.



Future Plans

Since the success of this project, Care Egypt has teamed up with Worldreader to reach more children across Egypt

As part of the two-year project, Care Egypt will use Booksmart to help refugee children in Egypt access quality learning materials, build essential reading skills, and enhance their development. The project is set to reach 1000 children in the first year, aged 6-12. To implement the project, Worldreader will train facilitators and teachers to promote the reading program in community schools, learning centers and homes across Cairo and Alexandria.

Get in Touch

Partner with Worldreader to bring reading to homes in your community

If you'd like to learn more about partnering with Worldreader, please contact us at info@worldreader.org.

