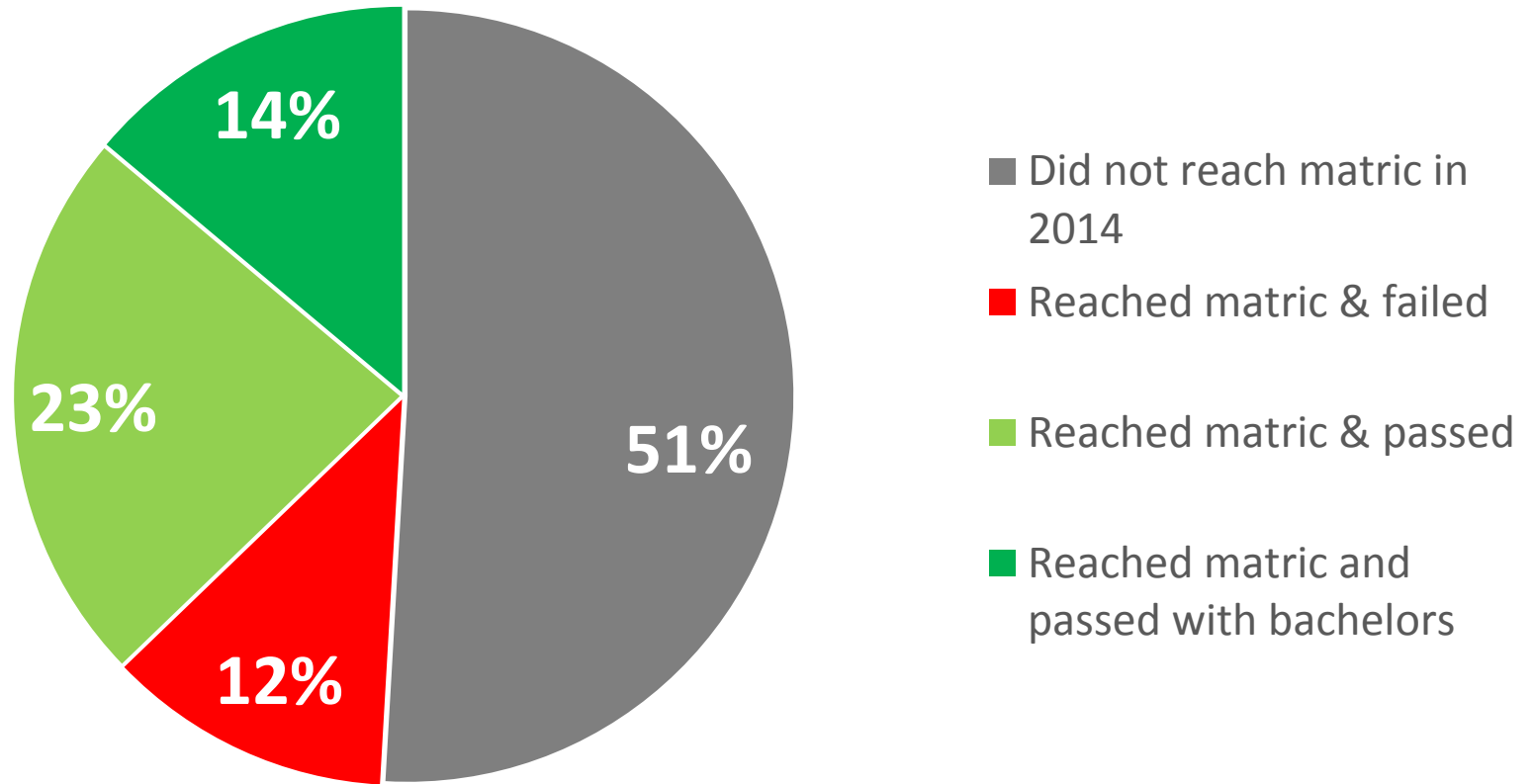


THE REACH TRUST 

Matric 2014 (relative to Gr 1 in 2003)



The System is Broken

58%

of South African
children

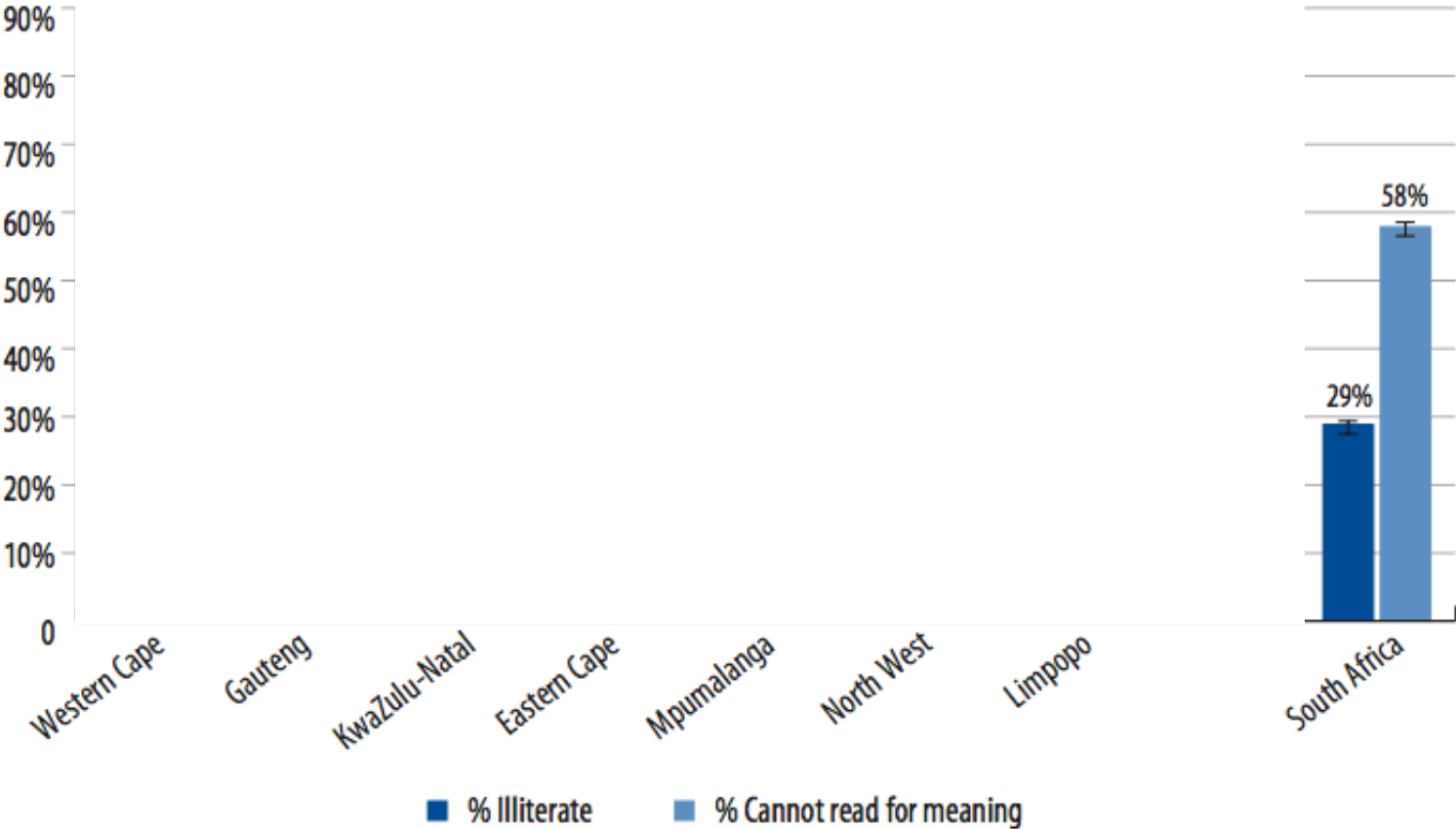
do not learn
to read for
meaning

in any language by
the end of Grade 4



The National Reading Crisis

Figure 2: Grade 4 students who are illiterate and cannot read for meaning, 2011



Source: Dr Nic Spaull (2016a)

A practical example

An average Grade 4 learner from
Scandinavia reads at this pace

An average Grade 4 learner from
South Africa reads at this pace

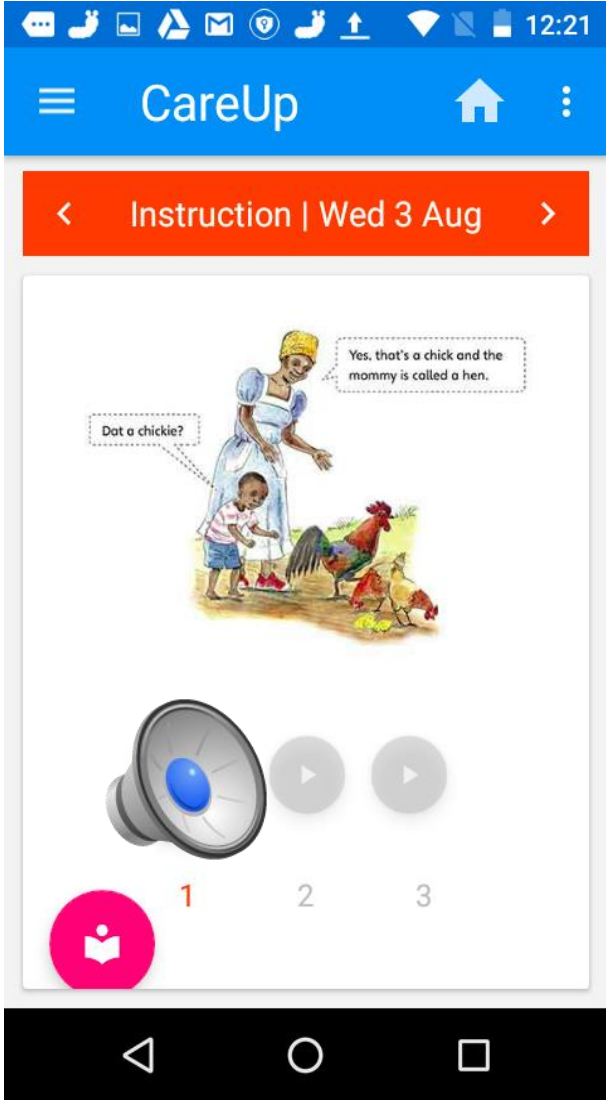
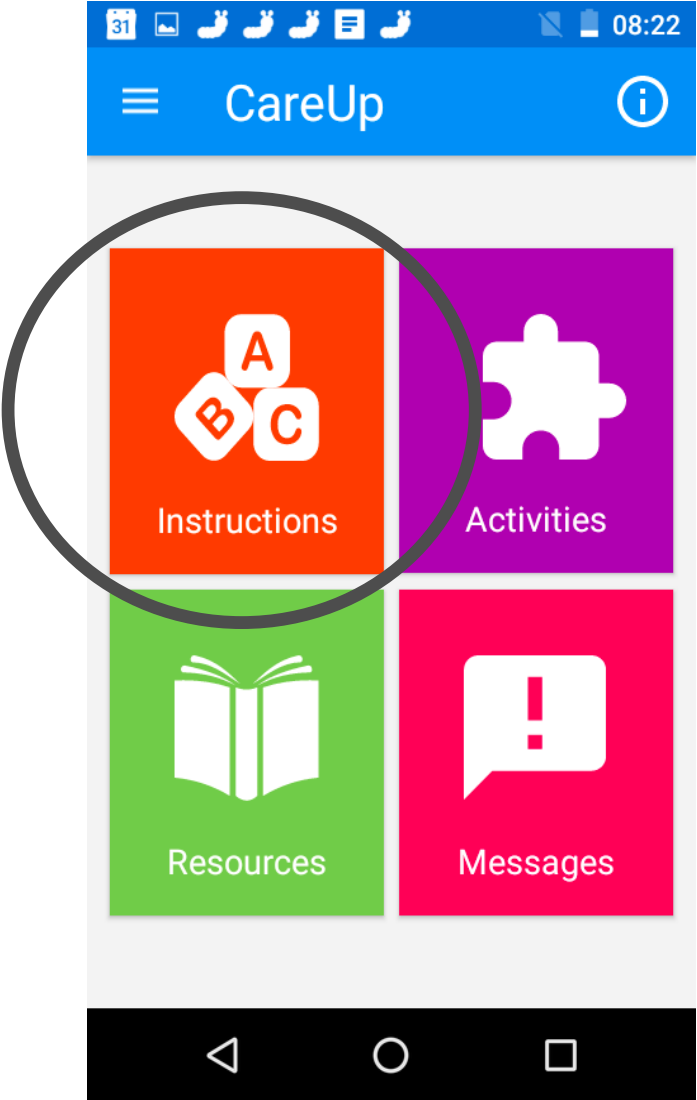
Learning to read is a continuum

- Reading does not begin at school (Grade 1)
- Literacy Foundations should be put in place at a very young age
- Age 4 to 5 is a critical time for laying literacy foundations

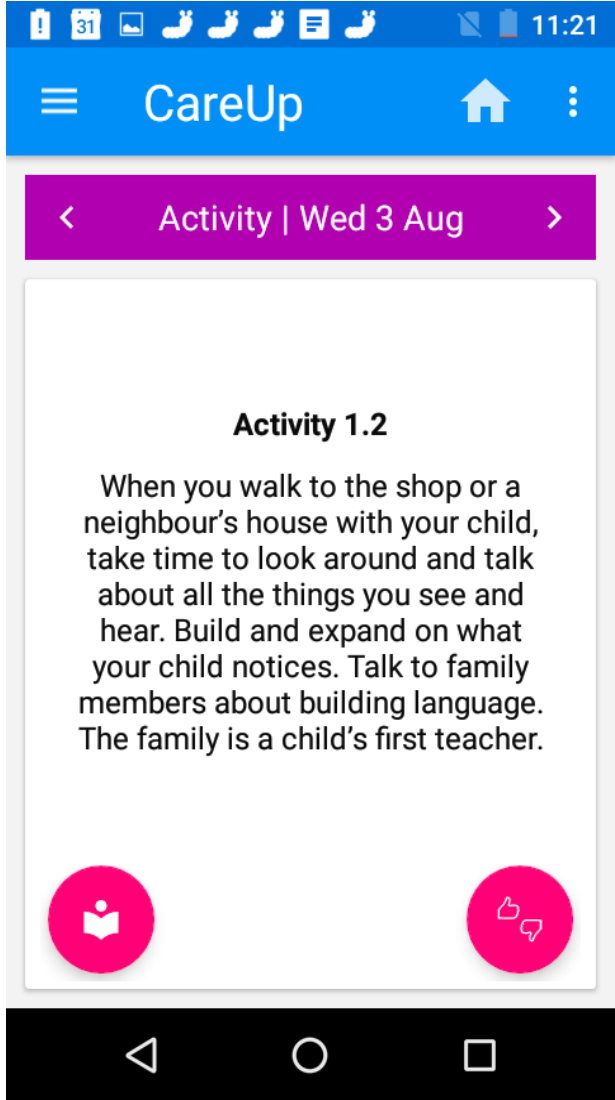
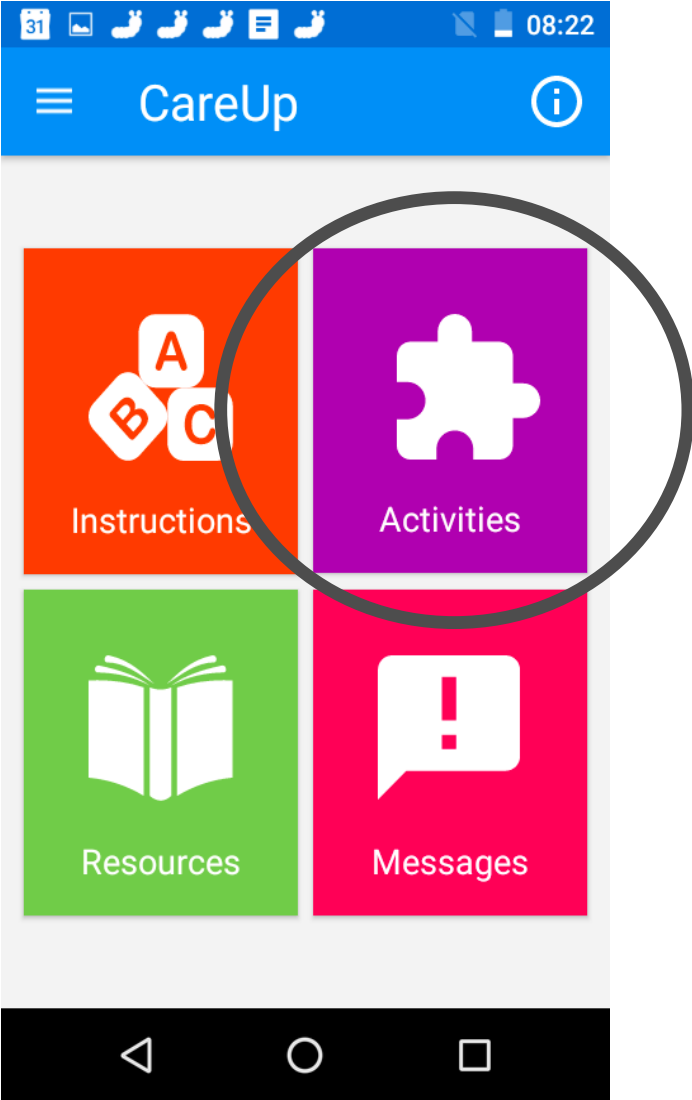
Introducing CareUp

- An application targeted at practitioners and parents of 4 to 5 year old children (pre-R)
- A 15 week “mini-curriculum”, ensuring children are exposed to key literacy foundations over the course of 15 weeks
- Available in isiXhosa, Afrikaans and English
- Emphasis on empowering practitioners and parents (as good relationships are key)
- NOT an application for children!

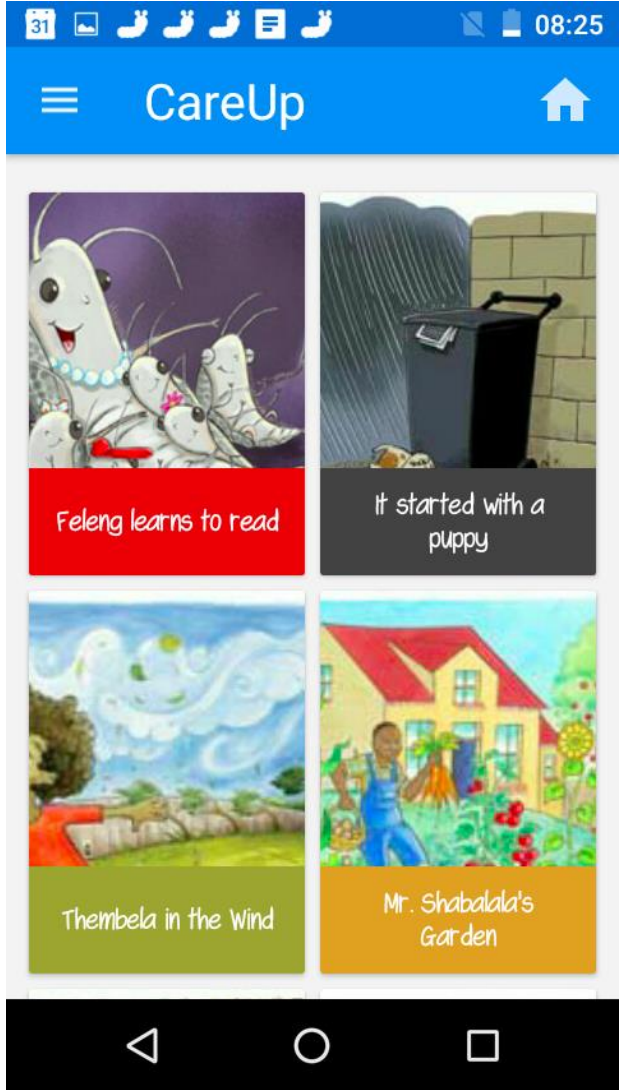
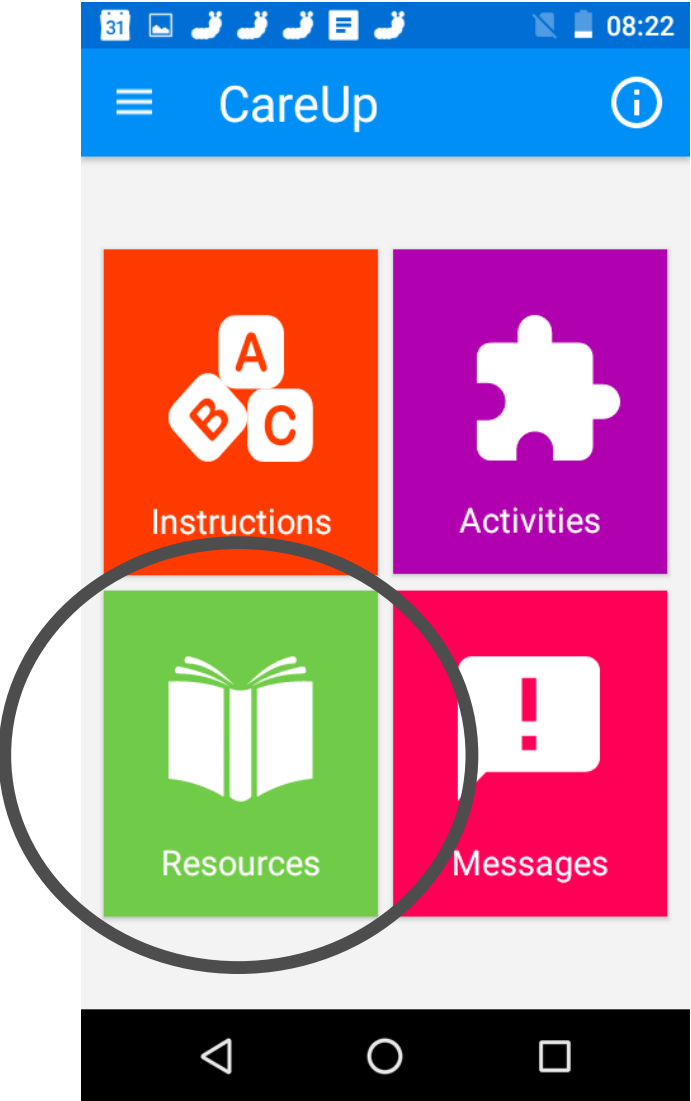
Available on Android and Mobi



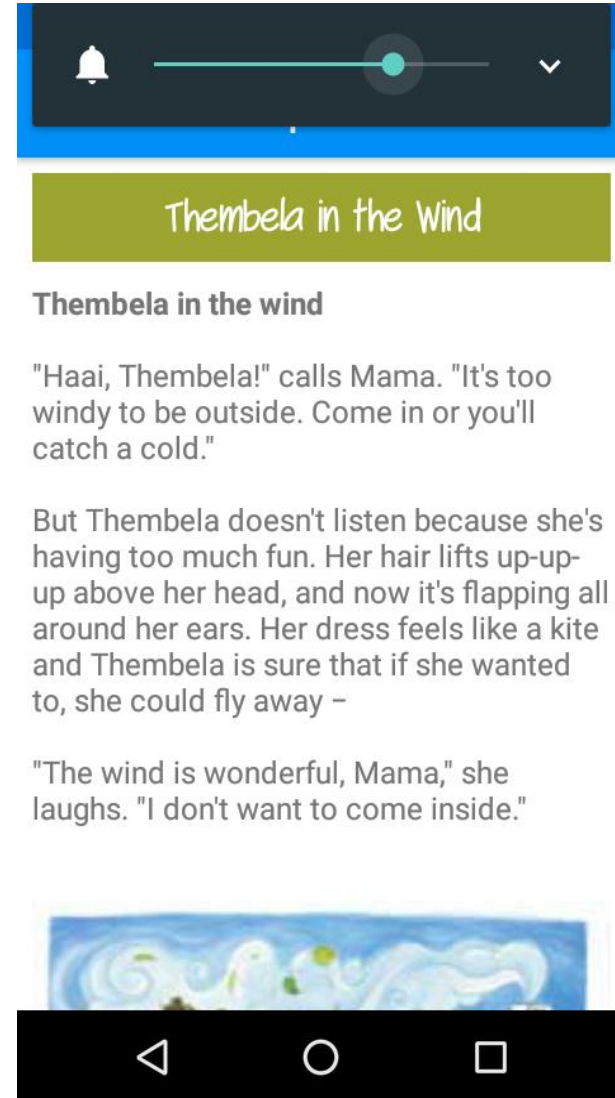
Available on Android and Mobi



Available on Android and Mobi



Available on Android and Mobi



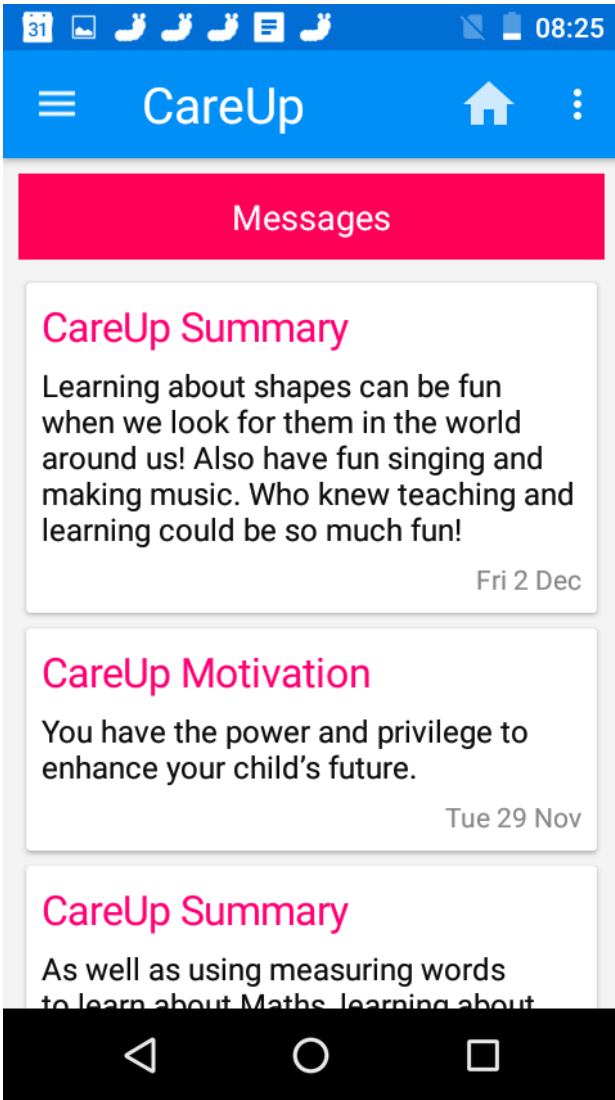
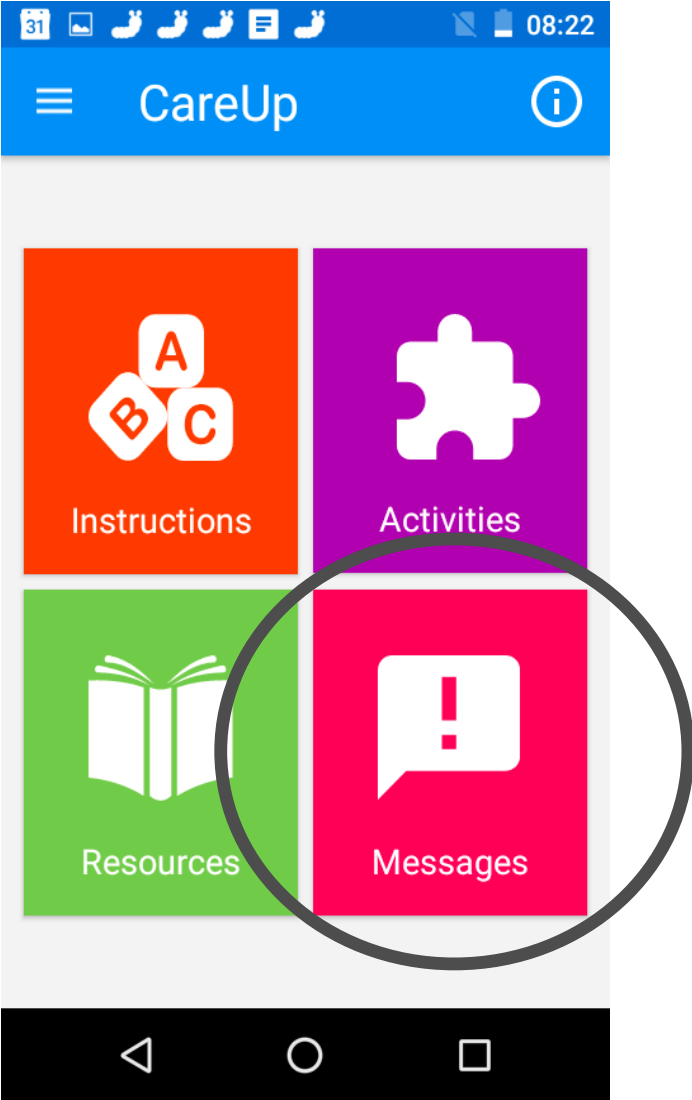
Thembela in the wind

"Haai, Thembela!" calls Mama. "It's too windy to be outside. Come in or you'll catch a cold."

But Thembela doesn't listen because she's having too much fun. Her hair lifts up-up-up above her head, and now it's flapping all around her ears. Her dress feels like a kite and Thembela is sure that if she wanted to, she could fly away -

"The wind is wonderful, Mama," she laughs. "I don't want to come inside."

Available on Android and Mobi



Qualitative Feedback from Practitioners

‘CareUp messages have improved my knowledge of how to support language development because in most cases we read to the kids instead of giving them a chance to read to us using pictures and telling us a story of what they see in the picture. When you give the kids a chance to read, you find out what they are telling or saying about the picture, what the story is all about.’

‘CareUp messages have improved my knowledge of how to support language development in the class by reading to the kids - they must pay attention when reading to them and showing pictures to the kids when reading a story.’

Quotes from parents

“I’ve learnt that **I’m the first teacher** and the school teacher is the second teacher”

Quotes from parents

‘The small books that they make are very helpful. The pictures have Xhosa captions and they remember the picture and the word. The Xhosa in the books is proper Xhosa which we don’t even use and this is important as it teaches them the right words.’

‘It’s made me aware of my own Xhosa usage because I’ve come to realise that I mix a lot of English words when I speak and this has led to me consciously teaching my child the correct vocab.’

Opinion of Independent Evaluators

“Looking across all the data sources it is clear that this intervention has been well conceptualised, well managed – in a complex web of interrelated partnerships. The feedback from beneficiaries – both ECD practitioners and parents - **is overwhelmingly positive**. This is supported by excellent uptake and use data from practitioners, and encouraging uptake and use data from parents. In our view CareUp is a stable enough offering, which has shown potential at a small scale to meet its goals, and as such ought to move into a second design cycle of roll out at a larger scale.”

Kellelo Consulting

Key observations from pilot

- Great shift in parent awareness of ECD
- Increases in reading measured and observed
- But can't assume that parents know how to read to children!
- Improvement in teaching practice
- Improved practitioner and parent interaction

Surprising findings!

- Parents were the top users!
- Evidence of parents practicing reading (while children are at creche)
- Practical tutorials may be better than traditional training material

Where to from here?

- More languages
 - isiZulu version to be launched in May
- Instructional content
 - especially how to read to children
- Increased range of content
 - numeracy
 - emotional intelligence
- Entry training modules (NQF 1 equivalent)

Thank You

Andrew Rudge
CEO

andrew@thereachtrust.org

+27 71 241 1325

