



مؤسسة الملكة رانيا

QUEEN RANIA FOUNDATION

***PILOTING BOOK GIFTING
THROUGH THE NATIONAL
VACCINATION PROGRAM
IN JORDAN.***



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QUEEN RANIA FOUNDATION

OUR VISION FOR THE EARLY YEARS IS FOR...



**EVERY CHILD IS
READY TO BECOME
A FLUENT READER IN
ARABIC**

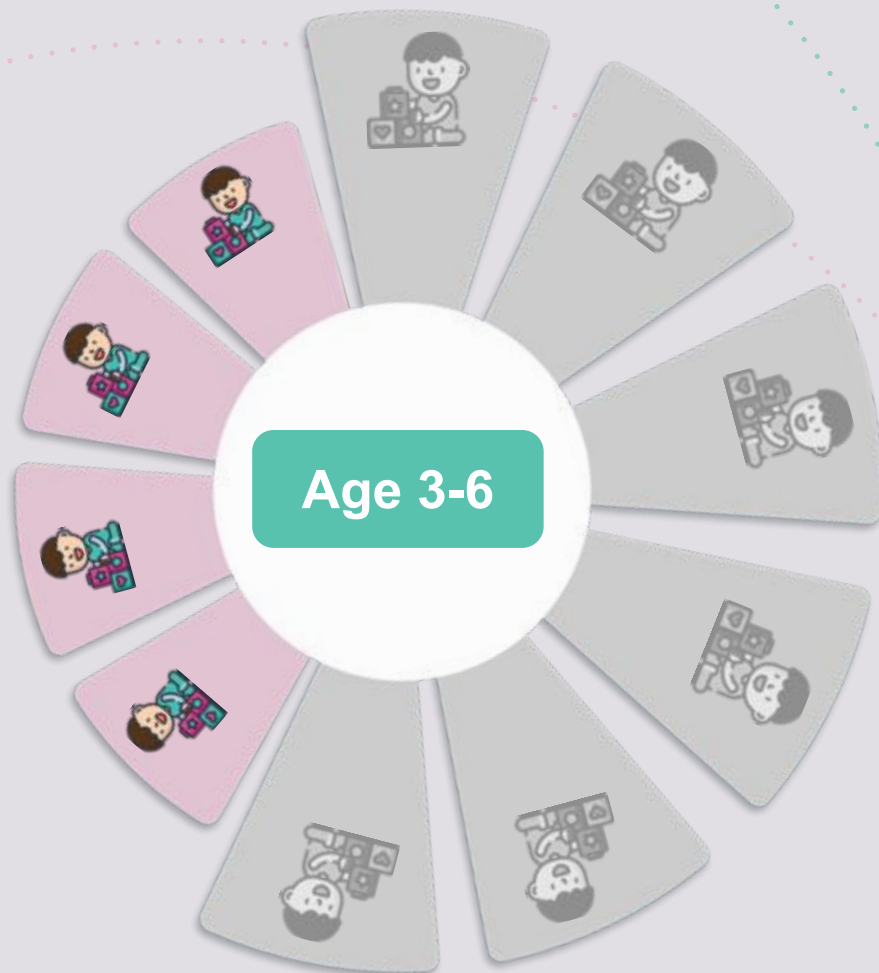


OUR APPROACH FOR EARLY YEARS IS

*Read with children
from birth*



MAJORITY OF 3-6 YEARS OLDS ARE NOT DEVELOPMENTALLY ON TRACK FOR LITERACY AND NUMERACY



- **6 in 10 children** are not developmentally on track for literacy and numeracy

CHILDREN IN JORDAN SPEND MOST DAYS AT HOME WITH THEIR MOMS



88% of children under 6 spend most of their day with their mother

IQRALI: A NATIONAL BEHAVIOR CHANGE PROGRAM



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WHAT WE'VE DONE SO FAR AND WHERE WE'RE HEADED



Audience insights research

2020
2022



2023

Co-design
Program Design
Partnerships



Testing & refining design
Partnerships cont'd

2024
2025



2026
2029



Scaling
Running at scale

CONSORTIUM PARTNERS



TECHNICAL PARTNERS (SOME MORE ACTIVE THAN OTHERS)



Ministry of Islamic Affairs



Ministry of Health



Ministry of Education



Ministry of Culture



Ministry of Social Development



اقراء لي

*PROGRAM
COMPONENTS*

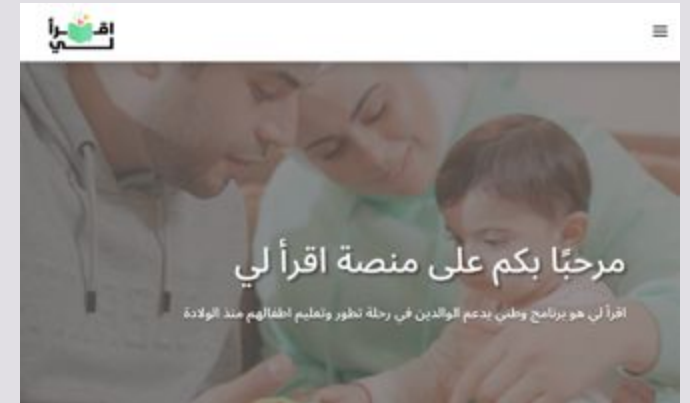
PROGRAM COMPONENTS



Social behavior change communications



On-ground Interventions



Parenting Platform



INTERVENTIONS

- ON-GROUND INTERVENTIONS

National Vaccination Program >92%



بعد
الولادة



الافتتاحية

القراءة للطفل من الولادة مهمة جدًا لتطور الدماغ. برنامج اقرأ لي عم بوزع كتب مجانية ليشجع الأهل على القراءة مع أطفالهم. (مع إعطاء الكتاب للأهل).

النشاط

- اقرأوا لطفلكم الكتب "عالية التباين" زي هاي. (مع فتح كتاب).
- عشان نظر الطفل عم بتطور وبشوف الأشكال بالألوان المتباينة بشكل أفضل (ومثلاً احكي: هاي تفاحة طعمها زاكي).

رسالة تذكيرية

اقرأوا له كل يوم وإبدوا اليوم.



iqrالي.jo

امسحوا الكود لتفوتوا على موقع اقرأ لي وتشوفوا أنشطة متنوعة عن القراءة. (مع الإشارة على الكود)

عمر 3 أشهر



عمر شهرين



أقرب وقت بعد الولادة



عمر 18 أشهر



PLATFORM

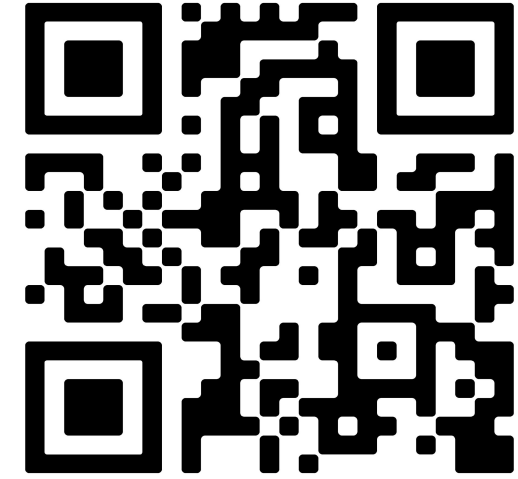


اقرأ لي

الصفحة الرئيسية عن اقرأ لي لماذا نقرأ؟ كيف نقرأ مصادر مجانية للقراءة مصادر دعم إضافية من أين احصل على كتب اشترك

مرحبًا بكم على منصة اقرأ لي

اقرأ لي هو برنامج وطني يدعم الوالدين في رحلة تطور وتعليم اطفالهم منذ الولادة





القراءة للأطفال تساعد على تطور دماغهم



في الأيام التي تكونوا فيها مشغولين،
اقرؤوا لطفلكم لمدة 5 دقائق قبل النوم

تحديد أهداف القراءة مع طفلك سيساعدك على جعلها عادة.

حدد هدفك اليوم

هذا الأسبوع سأقرأ لـ _____ عند/قبل/بعد _____ في _____
(إسم الطفل) (عدد المرات) (مثال النوم أو وجبة العشاء) (مكان محدد)

الأسبوع الرابع	الأسبوع الثالث	الأسبوع الثاني	الأسبوع الأول



المجموع: _____

CHATBOT INTEGRATION-NUDGE MESSAGING

Design

DAY	TEXT	PURPOSE
Sunday	FACT	designed to inform and motivate parents
Tuesday	TIP	designed to - minimize the cognitive, emotional, and time burdens of engaged parenting - include short, simple, and highly-specific activities
Thursday	GROWTH	provides encouragement, reinforcement and extends the TIP texts



CHATBOT INTEGRATION-NUDGE MESSAGING

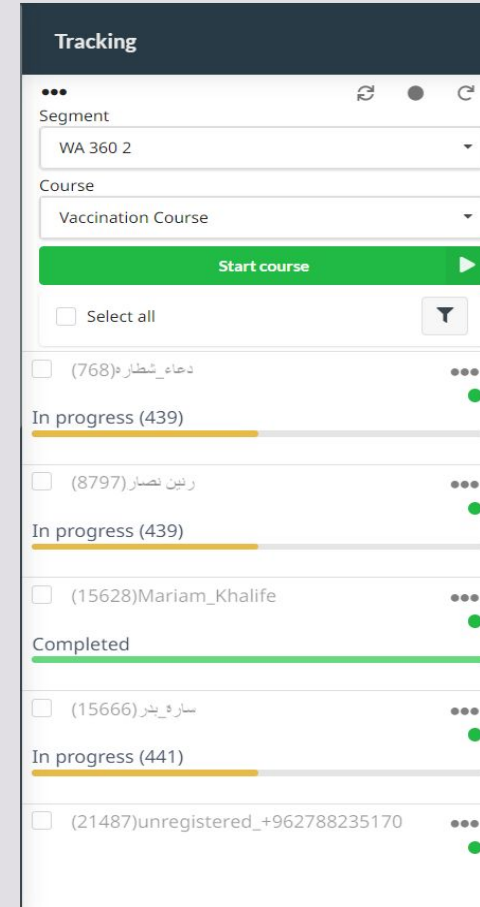
Implementation



Vaccination
Centre



Collect information





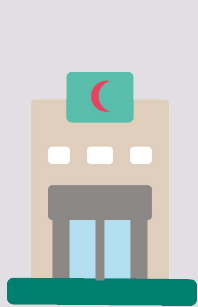
Feasibility Study

FEASIBILITY OVERVIEW- METHODS AND SAMPLING

Sample

Quantitative

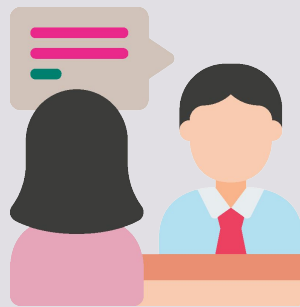
Qualitative



1 rural/ small
center in Balqa
(Center)



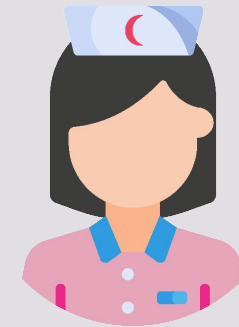
1 urban/ large
center in Irbid
(North)



Field Observations- pre-
and -post interaction
surveys



50 phone surveys with
mothers and fathers
(one month later)



Interviews with midwives

KEY FINDINGS FROM THE FEASIBILITY STUDY AND IMPLEMENTATION

Fidelity of implementation:

- High level of compliance in delivering age-appropriate books to caregivers: **72%** parents in the **urban** center and **100%** in the **rural** center receiving books (n=880).
- Key reading messages were always effectively communicated through midwives.

Evidence of promise:

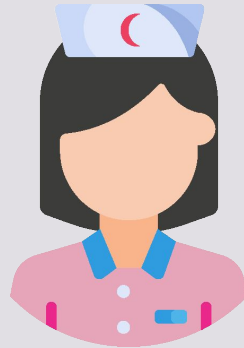
- One month after the intervention, around **1 in 3 parents reported reading to their child** the day before the endline survey, indicating early adoption of reading habits.
- **10%** went on to **purchase or borrow more books**.
- **Goal setting** behavior was reported by **35%** of the parents



KEY DESIGN UPDATES AT PILOT STAGE: BASED ON THE FEASIBILITY STUDY AND IMPLEMENTATION



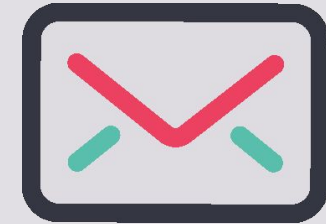
Magent



Coaching



Test early



Personalized messages



PILOT DESIGN



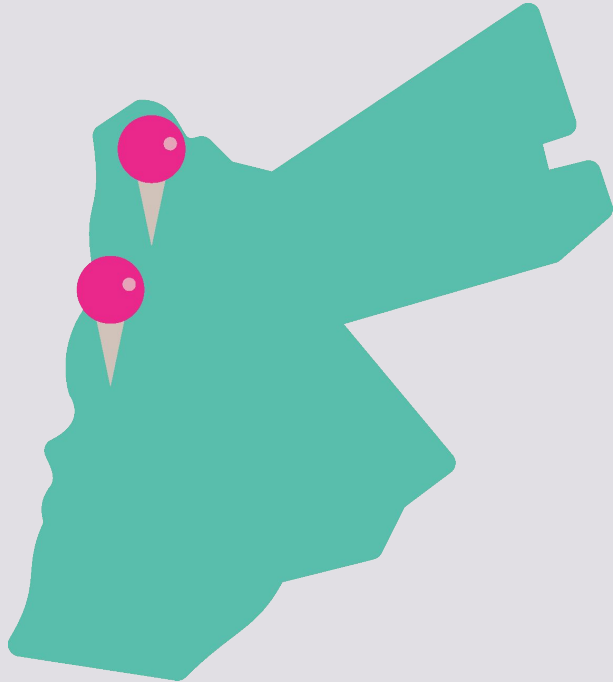
TIMELINE FOR FEASIBILITY & PRE-PILOT 2024-2025



- ***May- June- Feasibility***
 - ***July- Preparation and Training***
 - ***August-November- Implementation***
 - ***December- February - Evaluation Data collection***
 - ***March- April Reporting***
 - ***Incorporate updates based on findings***
- 

***EVALUATION GOAL:
DOES THE INTERVENTION INCREASE PARENTAL
READING WITH THEIR CHILDREN (FROM BIRTH TO-18
MONTHS)?***

INTERVENTION TOOK PLACE IN BALQA AND IRBID

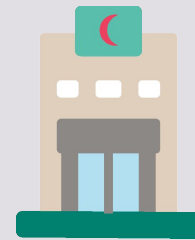


Two pre-pilot governorates:

Irbid and Balqa

The Pre-pilot RCT design

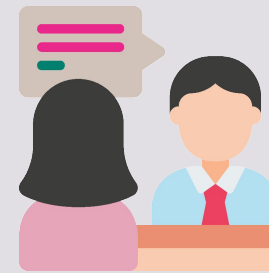
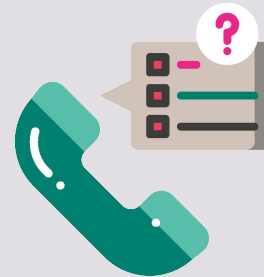
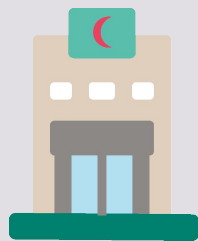
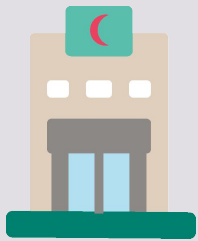
- **Unit of randomization:** **12** health center (clusters)
50% Urban/**50%** rural
- **Unit of assignment & measurement:**
Caregivers



METHODS AND SAMPLING

Quantitative

Qualitative



6 Control Health Centers

6 Treatment Health Centers

1,080 phone surveys with mothers and fathers (540 from each T+C)

24 in-person interviews with mothers and fathers

observation visits, tracking tools



in-person interviews with midwives

IMPLEMENTATION TRACKING

84% of parents receiving intervention in the **6** treatment centers

Total number of books distributed **3,016**

Baseline: **12%** of parents who previously read with their child (aged from birth to 18 months)

Lessons learnt from the pilot:

- Clarify role of the volunteer data collectors and limit visits
- Provision of MiFi and tablets to the midwives

FIDELITY OF IMPLEMENTATION


99% of midwives deliver the messages, while **93%** deliver the message as needed
98% of parents enrolling in chatbot

Issues with implementation of the intervention:


- Midwives' stress and lack of time
- Lack of buy-in (for some)
- Some technical issues with the tracking tool and the chatbot



NEXT STEPS



Based on endline findings and available funding: we will tweak the design and make decisions for next iterations:

- Different models for different centers
 - Experiment with less cost
 - Scale in one governorate
 - Reflect on and compare with findings from the other interventions targeting different sub-groups (Mosques, CBOs)
- 



QUESTIONS?





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