

**LESSONS FOR EDUCATION – Joint Webinar Series**  
**RESOURCES AND SUMMARY NOTES OF PAST EVENTS**

<b>Education Television during COVID-19</b> <b>Lessons from Mexico and Africa</b>	
<b>Date:</b>	September 14, 2020
<b>Event Description:</b>	<p>Discussion by national and international education practitioners and researchers on lessons from education television initiatives globally, answering questions such as:</p> <ul style="list-style-type: none"> <li>- Can educational television be considered an inclusive solution for remote learning?</li> <li>- How can one assess the success of the implementation of eduTV?</li> <li>- What learning outcomes can be expected?</li> </ul> <p>The webinar introduced the cases of Telesecundaria in Mexico and Ubongo that reaches 33 countries in Africa. It was also explained how and why the national initiative in Mexico has since been quickly adopted in other countries in Latin America, and what can be learned from the versatile approach used by Ubongo in Africa, offering educational contents streamed in multiple ways (e.g. live television, pay per view, on demand, offline and via radio).</p>
<b>Recording:</b>	<a href="#">Video on Facebook</a>
<b>Speakers:</b>	<div style="display: flex;"> <div style="flex: 1;"> <p><b>Dr. Lidia Camacho</b>, Head of the General Directorate of Educational Television and General Coordinator of aprende.mx., Mexico</p> <p><b>Nisha Ligon</b>, Co-founder and CEO of Ubongo, a social enterprise creating edutainment and educational children’s television in Africa</p> <p><b>Stéphan Vincent-Lancrin</b>, Senior Analyst, OECD Centre for Educational, Research and Innovation (CERI).</p> <p><b>Emanuela Di Gropello</b>, Practice Manager, Latin America and the Caribbean Region, Education Global Practice, The World Bank</p> </div> <div style="flex: 1; text-align: right;"> </div> </div>
<b>Background materials:</b>	<p><b>Podcast:</b> <a href="#">World Bank Edtech podcast on Ubongo</a></p> <p><b>Continuity Story:</b> <a href="#">Mexico’s Aprende en Casa, Learning at Home</a></p> <p><b>Knowledge Pack:</b> <a href="#">Education Television</a></p> <p><b>Rapid Response Guidance Note:</b> <a href="#">Educational television and COVID-19</a></p> <p><a href="#">Other continuity stories</a> from across the world.</p>

**Lessons learned:**

**Continued importance of TV.** It has become increasingly clear during the covid-19 crisis that television plays an important role in education and will continue to do so. TV remains the medium through which one can reach most of the population and its role is particularly important for lower socio-economic groups and in more remote areas where there are connectivity issues. (Among the lowest quintile of population in Latin America, less than 5% have internet at home, but 75% have a TV. In Africa, electricity penetration is only 20%, but even the villages without electricity typically still have at least one TV.)

**“Education TV plus”.** TV is most effective as part of a multichannel approach, with other means such as radio, or asynchronous digital solutions (e.g. downloading digital materials, SMS or WhatsApp). This allows for a more engaging learning experience and when possible, two-way communication.

**Creative, high quality content.** Studies show that for the TV education to lead to learning, it must be of high quality and engaging. See e.g. (<https://www.repository.cam.ac.uk/handle/1810/307624>). All types of creative content and engaging exercises that account for variability in the audience improve the learning outcome. Best predictor of how much children learn seems to be how many characters they remember from the program.

**Stakeholder involvement.** It’s important for the program developers to consult with teachers, parents and students early on in the design process to create programs that appeal to children and help them learn.

**Caregiver engagement.** One of the positive developments many education experts have seen coming from the corona crisis is the engagement of caregivers in the education of the children. TV is seen by the program developers as a particularly good tool to involve the whole family as they watch the education content together and engage in the activities.

**About the Series:**

*The Lessons in Education webinar series is organized jointly by the [World Bank Group Education Global Practice](#), [Harvard Global Education Innovation Initiative](#), [HundrED](#), and the [OECD Directorate for Education and Skills](#) as a way to share lessons learned in education during the epidemic.*