



**USAID**  
FROM THE AMERICAN PEOPLE

# Kenya Tusome: The Importance of Text

2015 Global Education Summit  
@USAIDEducation

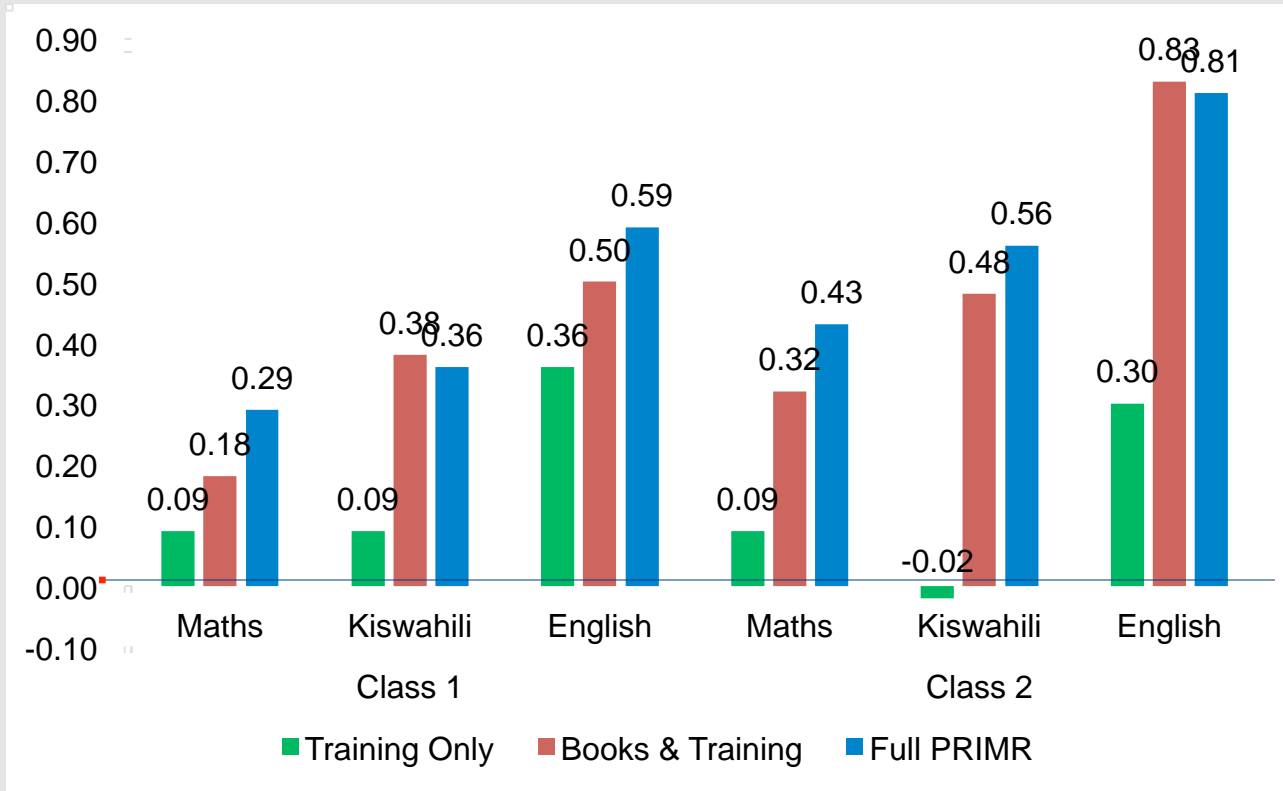
#LetGirlsLearn

#endpoverty

## *At the Beginning....*

- Provide evidence that books make a difference
- Convince everyone that a 1:1 ratio is critical for success
- 
- Design books according to the evidence base

# Training Only vs. Books and Training...



## *Books Had the Largest Impact*

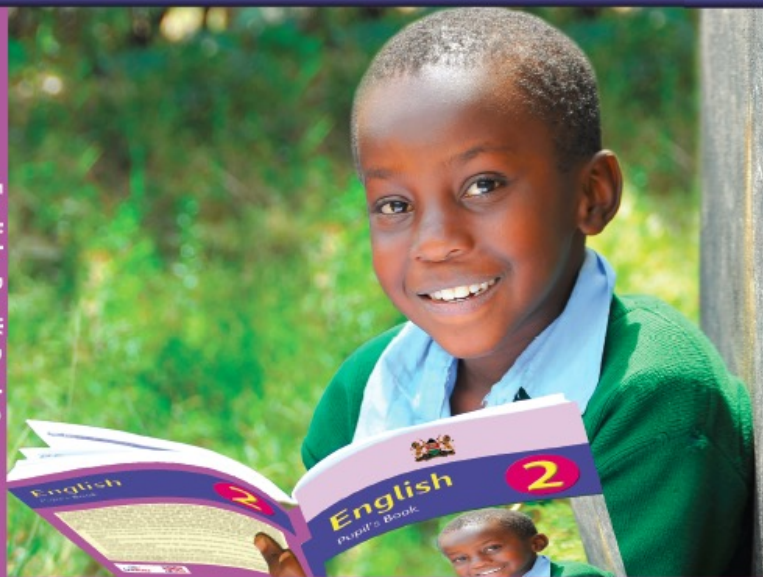
- Teachers in many countries rely heavily on the book as the core teaching tool.
- If the book is good, learning can be improved.
- But, changing the book is not easy.



# English

Pupil's Book

# 2



Tusome Early Literacy Programme

English Pupil's Book 2

Wiki ya 2: Siku ya 5

Teknolojia

Tamka sauti.



th

gh

ng

Tumia silabi katika jedwali kuunda maneno.

Kwa mfano: si mu - simu.



ya	ta	a	hu	fa	ki	mu	li	fa
shi	wa	ru	ba	si	no	ra	nu	vi

Sarufi: Soma sentensi hizi.



Umoja -angu

Wingi -etu

Hii ni simu yangu

- Hizi ni simu zetu.

Hii ni tarakilishi yangu

- Hizi ni tarakilishi zetu.

Hii ni ofisi yangu

- Hizi ni ofisi zetu.

Hii ni runinga yangu

- Hizi ni runinga zetu.

Teknolojia



## *Ensure that Everyone is on Board*

- Many key stakeholders endorsed the program and were actively engaged to implement it.
- Kenya Institute of Curriculum Development (KICD)
- Kenya Association of Publishers (KAP)
- **Would the program be able to launch?**

# *Getting to Yes...*

- USAID, MOE, and IP worked together with KICD and KAP.
- MOE leadership actively reached out to KAP.
- IP provided technical training in textbook development and reading methodology to both KICD and KAP.
- There were opportunities not only to engage, but also to listen, teach, and learn together.
- Early opponents caused significant delays, but ultimately became outspoken champions..

# *Inspecting Tusome Books at Printer*



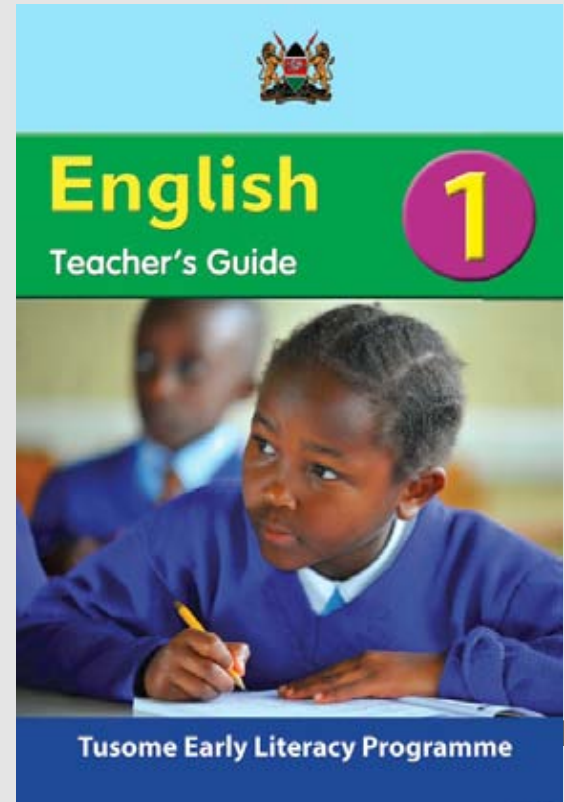


# *Tusome Launch-28 January, 2015*



# Tusome Books-Procurement and Distribution

- **Class I** English & Kiswahili
- **2.7 million** books
- **Packed** per school, delivered at the zone
- Contracted **courier** to deliver at zonal level
- **Delivery notes** signed by appropriate authorities



# *Books-Delivered to 22,500 Public Schools*



# *Long-Term Goals*

- Approximately 12 million books will be distributed to benefit 5.4 million children.
- Future procurement and funding will transition to Ministry in year four.

## *A Few Parting Thoughts...*

- Identify and groom champions.
- Prioritize host country leadership.
- Anticipate and engage opponents.
- Ensure that books are in place before teacher training begins.

## *A Last Thought*

*Timing and sequencing of book development, endorsement, procurement, distribution, and utilization are all critical stages of a methodical process.*



**USAID**  
FROM THE AMERICAN PEOPLE