How We Work

Blue Butterfly

In-country Partners
Hi there
Script
Development

Production
Plan

Sustainability
Plan

Formative
Testing

Funding
Plan

Expert
Advisories

Curriculum
Development

CONCEPT

Script
Review
Collaboration

- Curriculum Development/Educational Messaging
- Production and Formative Research
- Monitoring, Evaluation and Impact Research
- Project Management
Curriculum

- **COGNITIVE**
- **PHYSICAL**
- **PROSOCIAL**
Building A Project

Educational Goal

Production Concept
Character Development
Format Development

First test
Format Development
Formative Research
A Connected Planet
Care Haiti
FOKAL
Fondation TOYA
Kobonal School
Konbit Solèy Leve
Oxfam
Royaume des Enfants
Sainte Rose de Lima
Second Chance Haiti
Results: Literacy

Number of Correct Letters Recited (mean)

- PRE-TEST: 10.7
- POST-TEST: 17

27% more letters after viewing
National and International Recognition
What difference does it make?

High Quality Early Childhood Education

Improved health & well-being
THANK YOU!

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