Jumping for Joy:
Lakou Kajou--A Haitian Creole-Language Children’s Media Initiative to Promote Healthy Habits

Charlotte Cole
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How We Work

Blue Butterfly

In-country Partners
Hi there
Multi-format

Animated Stories

Word Windows

Music Videos

Illustrated Fables

Child Interviews

Documentaries
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
Settings
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
Ok, Lili, are you ready to begin the contest?
What difference does it make?

High Quality Early Childhood Education

Improved health & well-being
THANK YOU!

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