



Spring Evaluation: Financial Literacy



Evaluating the Impact of Ubongo's financial Literacy episodes on Learning Outcomes, Financial Literacy, and Well-Being

Read the full study here

Reference Citation: Impact Evaluation Endline Report, Coffey International, October 2019



Objective

To evaluate the impact of Ubongo's financial literacy episodes on learning outcomes, financial literacy, and well-being among adolescent girls in Kenya.



Participants

Number: 420 adolescent girls aged 10-18 from 18 public day schools across three Kenyan counties: Nairobi (urban), Kilifi (peri-urban), and Kwale (rural).
Location: Nairobi, Kilifi, and Kwale regions in Kenya



Methodology



Type: Quasi-Experimental Difference-in-Differences Design

Procedure: Participants were divided into treatment and comparison groups:

- Treatment Group: Exposed to three 20-minute Ubongo financial literacy episodes.
- Comparison Group: Exposed to unrelated Ubongo Kids episodes.

Data was collected at three points: baseline (January 2019), post-episode viewing (January 2019), and endline (May 2019).

18 in-depth interviews were conducted with girls in the treatment group to explore impacts on learning, earning, saving, and well-being.



Assessment

Measured Outcomes:

- Learning outcomes
- Financial literacy
- Well-being

Data Collection Methods:

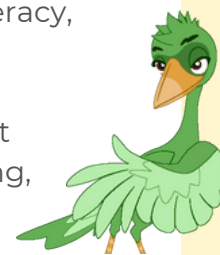
- Baseline, post-episode, and endline surveys
- In-depth interviews with treatment group participants



Results - Improvements in Measured Areas:

Learning Outcomes: Ubongo's programming positively influenced financial literacy, learning outcomes, and well-being among participants.

Targeted Impact: The financial literacy episodes successfully impacted different segments of the target audience, particularly in areas related to learning, earning, saving, and well-being.



Conclusion



Ubongo's financial literacy content is effective in enhancing financial knowledge and well-being among adolescent girls.

Significance: The evaluation validates Ubongo's Theory of Change and supports the continuation and scaling of Ubongo's educational initiatives across Africa.



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