

# The Impact of an Educational Media Intervention to Support Children's Early Learning in Rwanda



## Investigating the Effects of "Akili and Me" on Children's Learning Outcomes

[Read the full study here](#)

Reference citation: Borzekowski et al. (2019)



### Objective

To assess the impact of an educational media intervention on early learning skills among primary school students in Rwanda.

### Participants

**Number:** Primary school students  
**Location:** Rwanda  
**Mean Age:** 7.1 years

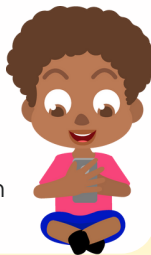
### Methodology

**Type:**  
Randomized Controlled Trial

**Comparison:**  
Students assigned to watch "Akili and Me" vs. other local popular programs.

**Duration:**  
Two weeks

**Adaptation:**  
Content and language tailored for use in Rwanda (Kinyarwanda)

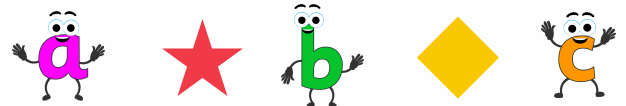


### Assessment

**Tool:** International Development & Early Learning Assessment (IDELA)

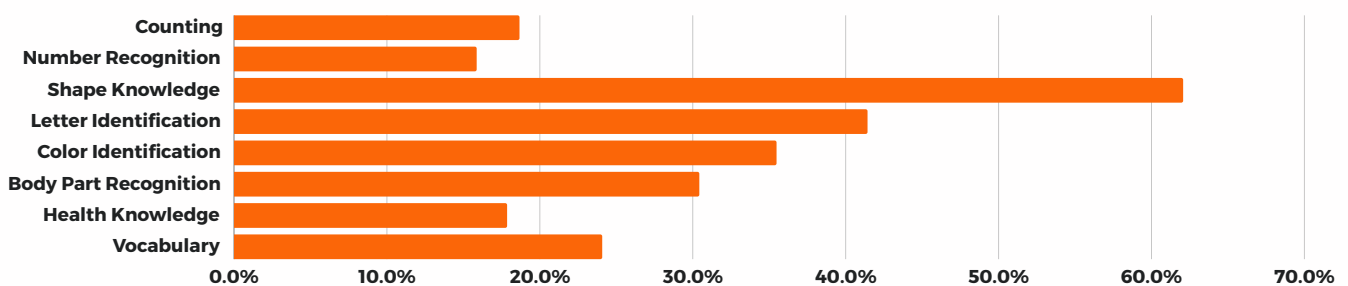
**Measured Outcomes:**

- Counting
- Color Identification
- Number Recognition
- Body Part Recognition
- Shape Knowledge
- Health Knowledge
- Letter Identification
- Vocabulary



### Results - Improvements in Measured Areas:

Duration: Two Weeks



### Conclusion

1. The study provides promising evidence that **locally produced educational media interventions like Akili and Me can positively impact early learning skills, even in resource-poor communities.**
2. There is **a high potential for educational media programs to enhance early learning outcomes** in developing countries.



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