



# Audio Now!

## Responding to COVID-19

For 30 years, EDC has implemented interactive audio instruction (IAI) programs, reaching 24 countries, over 100 million learners, and hundreds of thousands of facilitators—with dramatic learning results. We have an extensive catalog of standards-aligned content, deep implementation expertise, and a strong local presence throughout the world.

**What we need are partners able to join forces with us to meet the current global pandemic.**

Together, we can keep young people learning.

### Why Audio Is a Powerful Tool

IAI is a distance learning technology that benefits children whose educational systems have been disrupted or halted due to the pandemic. EDC has used audio to reach children unserved by conventional programs, in unstable and conflict-affected regions, and where broadband is not widely available. We do this by delivering low-cost, culturally appropriate education via broadcast radio and mobile audio technology.

#### Our IAI programs:

- Help governments, private sector donors, and nongovernmental organizations (NGOs) remain committed to learning goals despite significant COVID-19-related and pre-existing challenges
- Have been shown to dramatically improve the quality of teaching and learning in a range of contexts across subject matter, age, gender, and location

# 90%

of the world's children are out of school due to the pandemic.

Radio can keep this health crisis from becoming an educational crisis.



**EDC** Education Development Center

[edc.org](http://edc.org)

- [twitter.com/edctweets](https://twitter.com/edctweets)
- [facebook.com/edc.worldwide](https://facebook.com/edc.worldwide)
- [go.edc.org/linkedin](https://go.edc.org/linkedin)

*Radio provides a worldwide information distribution system that is instant, reliable, and free. It relies on a mature technology and low-cost, easy-to-operate devices.*

(cont.)

- Meet the educational needs of a wide range of systems, from start-ups in a single community to large-scale expansion across a country
- Use engaging and relevant characters, story lines, songs, and activities to coach untrained parents, teachers, and other adults to lead developmentally appropriate activities
- Are designed to get children interacting with each other, adults, and audio characters, as many as 100 times in a one-hour episode as they play and learn



## What Next?



EDC is in conversation with governments, donors and other stakeholders actively responding to the pandemic, including USAID, World Bank, ministries of education, school districts and nongovernmental organizations. Because radio broadcast is likely the quickest and most effective way to disseminate existing audio education resources widely, we are quickly repurposing our catalog of audio programs.



Because teachers, parents and caregivers will have to facilitate the audio programs, they will need instruction. We are seeing to it that re-purposed audio materials fit with the evolving needs of families, taking into issues related to language, literacy, time limitations and work demands.



Although radio is universally available, the general public may not have familiarity with it as an educational tool. As countries and districts turn to radio, we are ready to assist education leaders to develop outreach and awareness campaigns so that all children can take advantage of the programs.



## WHAT'S IN OUR AUDIO CATALOG

- Thousands of hours of interactive audio instruction
- Content in English, Spanish, French, Malagasy, Chichewa, Bamanankan, Songhai, Kinyarwanda, Kiswahili, and Somali
- Content supporting literacy, math, social studies, science, foreign language instruction, and life skills
- Content produced for learners ranging from young children to young adults
- Content aligned to standards and validated by ministries of education

## Learn More

- Visit [EDC.org/audio-now](https://www.edc.org/audio-now) for articles, videos, and many country-specific resources.
- Listen to [samples](#) of interactive audio instruction programs designed for primary school classrooms.
- Read our [early childhood development audio toolkit](#), developed with the World Bank.
- Learn how EDC's USAID Advancing Youth Project used IAI to respond to the [Ebola crisis in Liberia](#).
- See how radio played a role in [youth development in Sub-Saharan Africa](#), developed with the Mastercard Foundation.
- Consult our [interactive radio toolkit for policymakers and planners](#), developed with the World Bank.



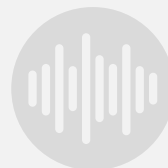
### JOIN OUR EFFORTS

Contact Helen Boyle to discuss partnership opportunities:  
[hboyle@edc.org](mailto:hboyle@edc.org)

## EDUCATIONAL AUDIO SERVICES WE OFFER

EDC has expertise working on all aspects of audio programming, especially in resource-lean settings. We understand all aspects of the supply chain, including content development and distribution, stakeholder roles, hardware and infrastructure, and assessments and evaluation. We are ready to help governments and other partners with the following:

- **Audio program design and development**
- **Capacity building in audio program design and production**
- **Caregiver and teacher training**
- **Materials development**
- **Project planning and design**
- **Research and evaluation**
- **Social marketing**
- **Technology research and integration**



Education Development Center (EDC) is a global nonprofit that advances lasting solutions to improve education, promote health, and expand economic opportunity. Since 1958, we have been a leader in designing, implementing, and evaluating powerful and innovative programs in more than 80 countries around the world.



**EDC** 43 Foundry Avenue Waltham, MA 02453

E-mail: [contact@edc.org](mailto:contact@edc.org)

Phone: 617-969-7100

Boston | Chicago | New York | Washington, D.C.