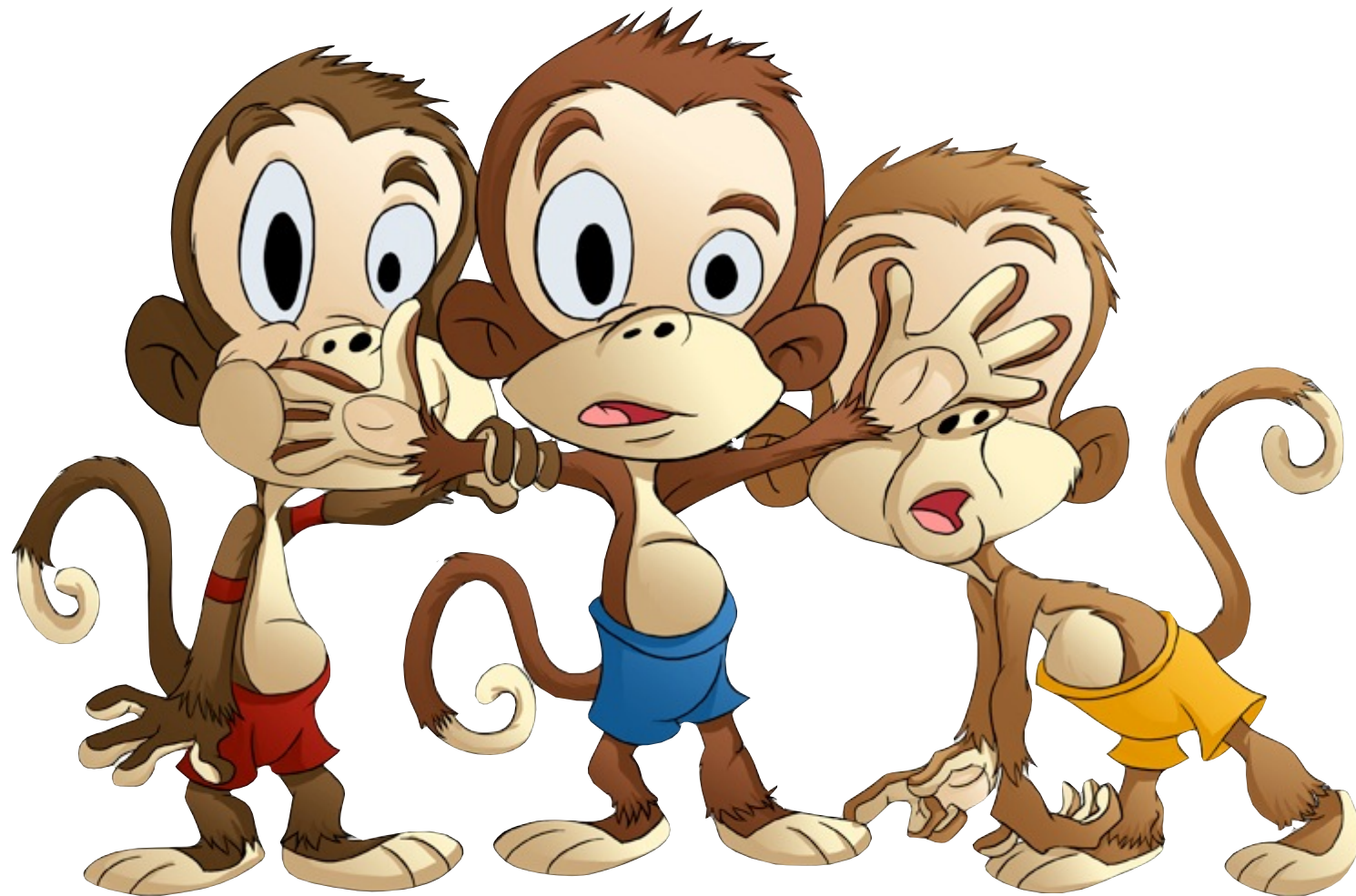




*1001
nights.*



LIFE SKILLS AND CIVIC EDUCATION PROGRAM

IMPACT OVERVIEW

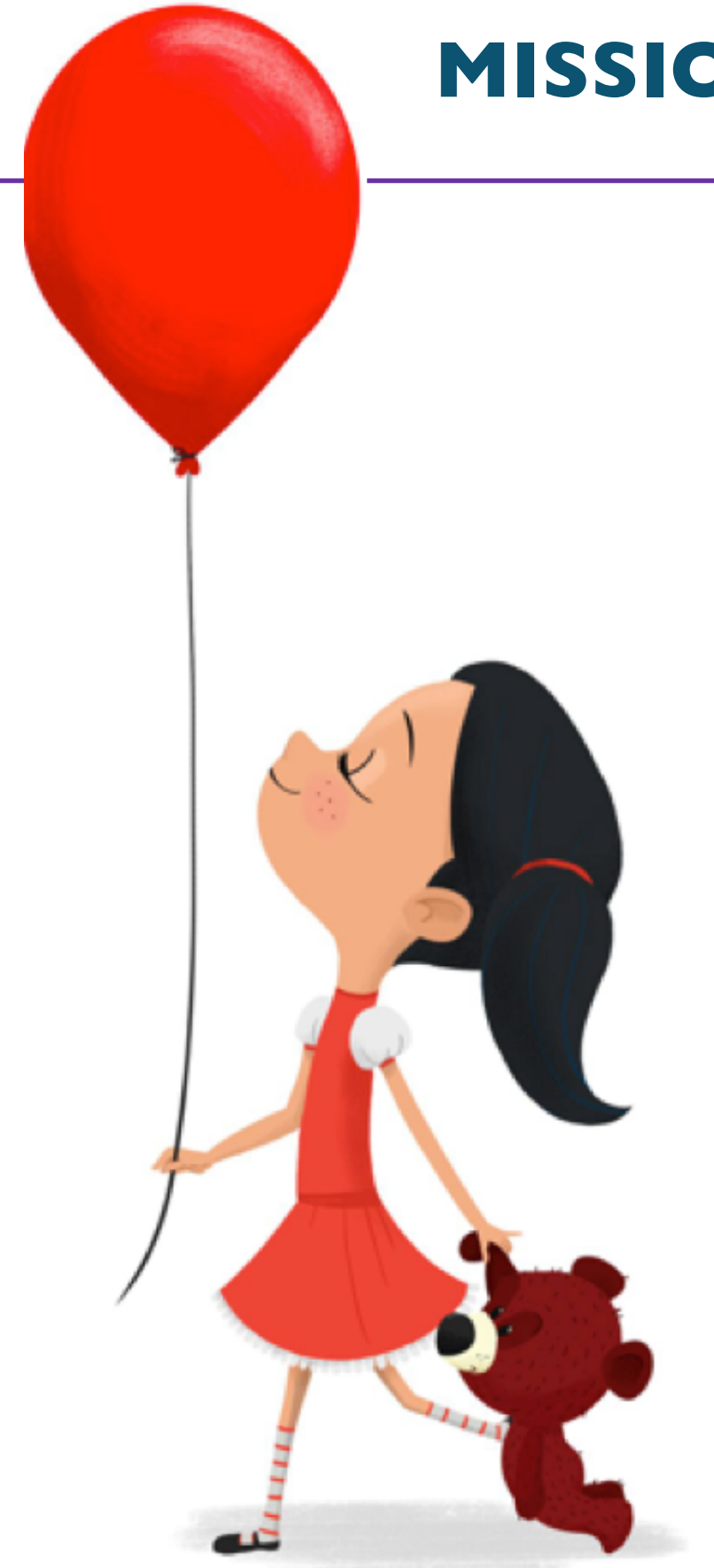
December 2018

- Founded in 2005
 - ▶ Civic Education, Diversity, Inclusion, Gender Equality
- Multi-platform communications
 - ▶ Animated Cartoons, Comic Books, Games and Academic Curricula
- 2 Divisions
 - ▶ Commercial content
 - ▶ International Development
- Media
 - ▶ Entertainers
 - ▶ Subject Matter Experts
 - ▶ Local Teams



Big Bad Boo was founded with one simple objective...
to reach every child in the world and let them know
that whatever their shape, color or size...whatever their
gender, sexual orientation or religious affiliation, they
have the right to aspire, to dream and to be respected.

And to do this while making them laugh!





ASTRA'S WORLD



The
Bravest
KNIGHT
WHO EVER LIVED



GALAPAGOS X

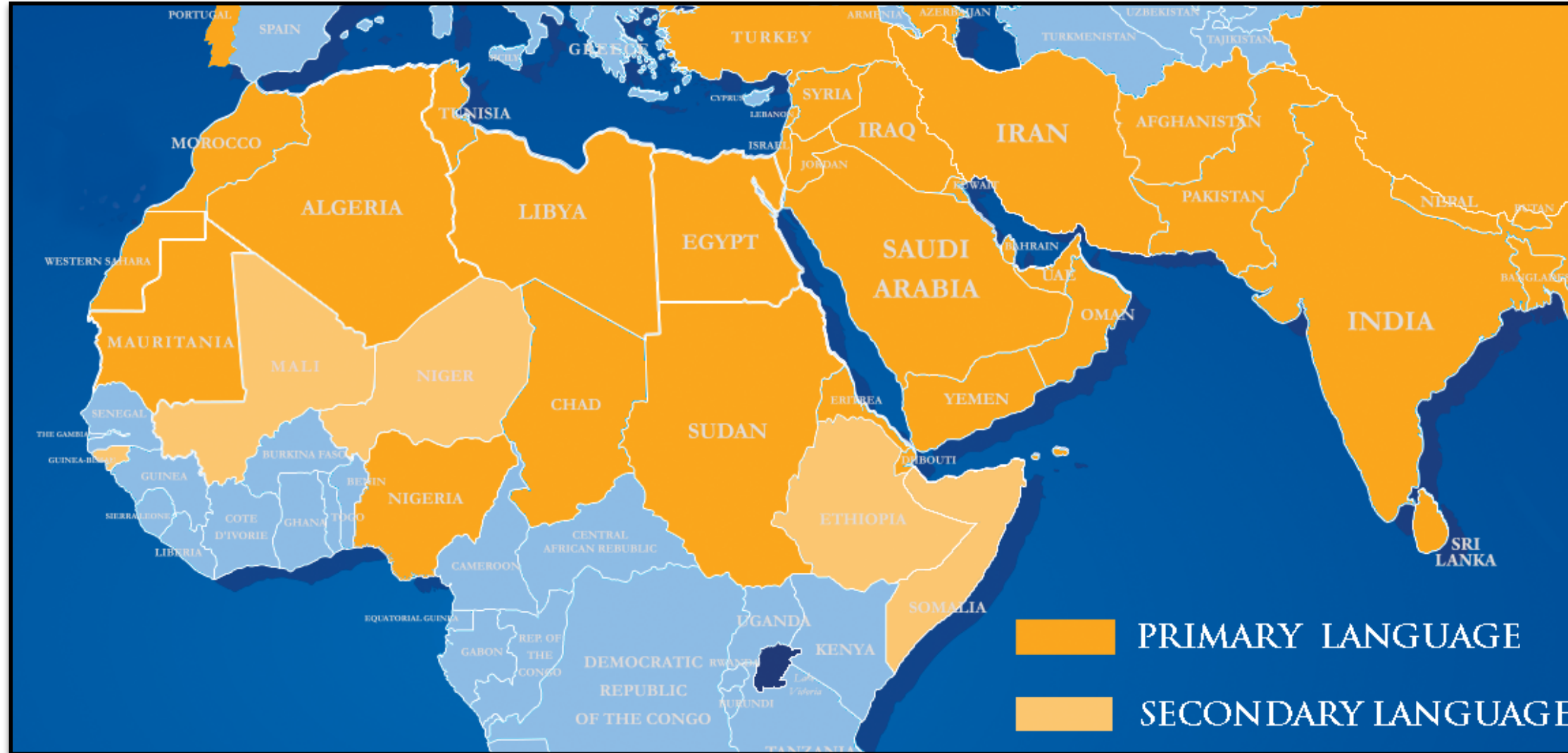
MIXED
NUTZ



Big Bad Boo's Life Skills and Civic Education Program consists of (1) an animated television series that airs on commercial television stations and distributed online; and (2) an academic curriculum for use in formal and informal learning environments. All assets are currently based on the animated cartoon series 1001 Nights and target children between the ages of 9 and 12.



As an animated television series, 1001 Nights airs in 70 countries to a global audience of over 100 million people in 26 languages on premier networks including Disney, Cartoon Network, Discovery Kids, PBS and Al Jazeera Children's Channel. In 50 of those countries, it is one of the top 3 programs on television for children and their families.



ASIA MIDDLE EAST AFRICA BROADCAST PARTNERS



- 40 Lesson Plans (Grades 5 & 6)
- Each teaches specific civic value
- Scripted Lesson Plans:
 1. Watch an animated episode
 2. Engage in discussions
 3. Do activities in the classroom
 4. Take activities home to do with parents/siblings



- Teaches life skills
- Teaches civic values
- Stimulates critical thinking



The Curriculum, which is being implemented or piloted by UNICEF and/or Ministries of Education in over 10 countries, was named a winner of the World Innovation Summit for Education in 2018, which honors the most innovative education programs in the world at the UNGA.

• MINISTRIES OF EDUCATION

Current

- Pakistan
- Afghanistan
- Tunisia
- Iraq
- Netherlands
- Philippines

Planned for 2019

- Morocco
- Jamaica
- Maldives
- Indonesia
- El Salvador

• UNICEF & INTERNATIONAL ORGS

- Syria
- Jordan
- Iraq
- Lebanon
- Greece
- Serbia
- Macedonia
- Bulgaria
- Philippines
- Somalia
- Kenya



Syrian children watch 1001 Nights episode/story teaching non-violent dispute resolution



Program impact is measured using a robust M&E protocol that has 3 main components. The instruments were developed by Dr. Sholly Fisch (the former head of research for Sesame Workshop) and Dr. Hammad Sheikh, a data scientist and development psychologist from Oxford University.

1. Pre and Post Questionnaires of Children

- Measures (1) Civic Values & (2) Inner Health

2. Teacher's Focus Groups

- Focus Groups and Questionnaires

3. Parents Focus Groups & Questionnaires

- Focus Groups and Questionnaires

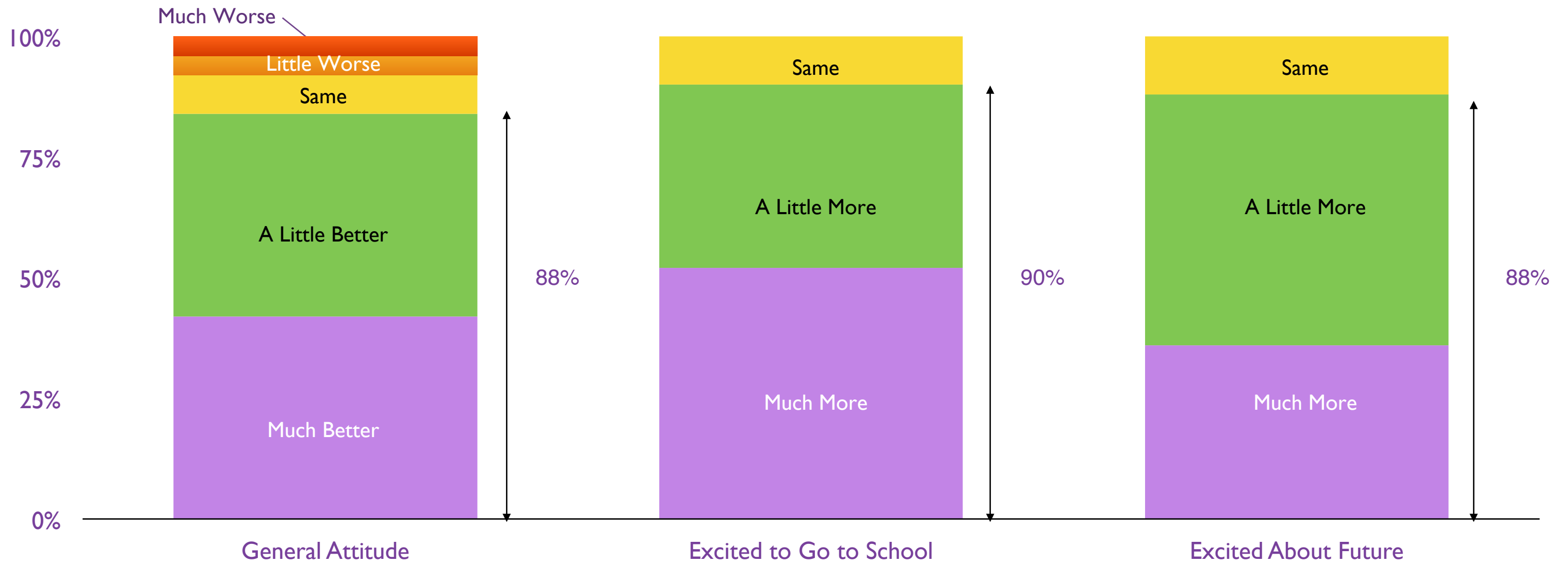




PARENTS PERCEPTION OF CHILDREN

TUNISIA MOE

When asked about their children's attitudinal changes over the 4 month period of 1001 Nights, the vast majority of parents found improvement.



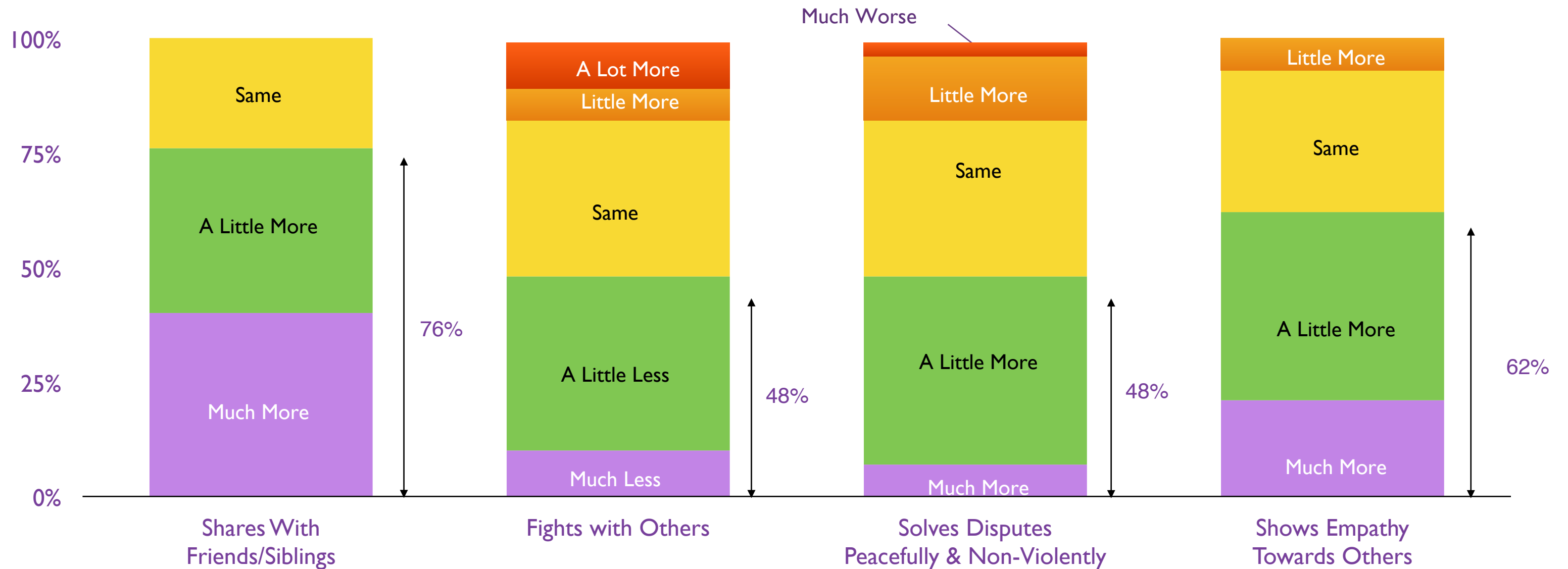
N=29



PARENTS PERCEPTION OF CHILDREN

TUNISIA MOE

More importantly, the majority of parents noted significant behavioral changes as a result of the program.



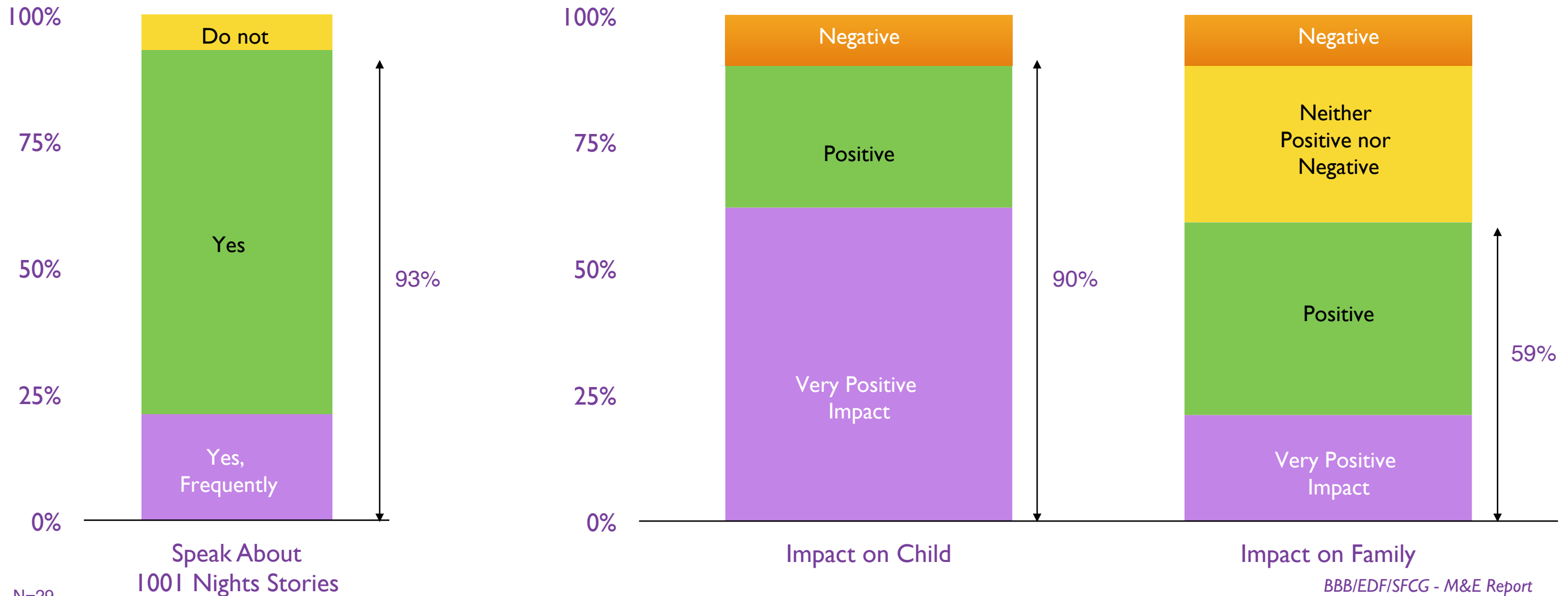
N=29



PARENTS PERCEPTION OF CHILDREN

TUNISIA MOE

Parents reported speaking to their children about the stories and felt the program benefited not only their children, but their entire families.

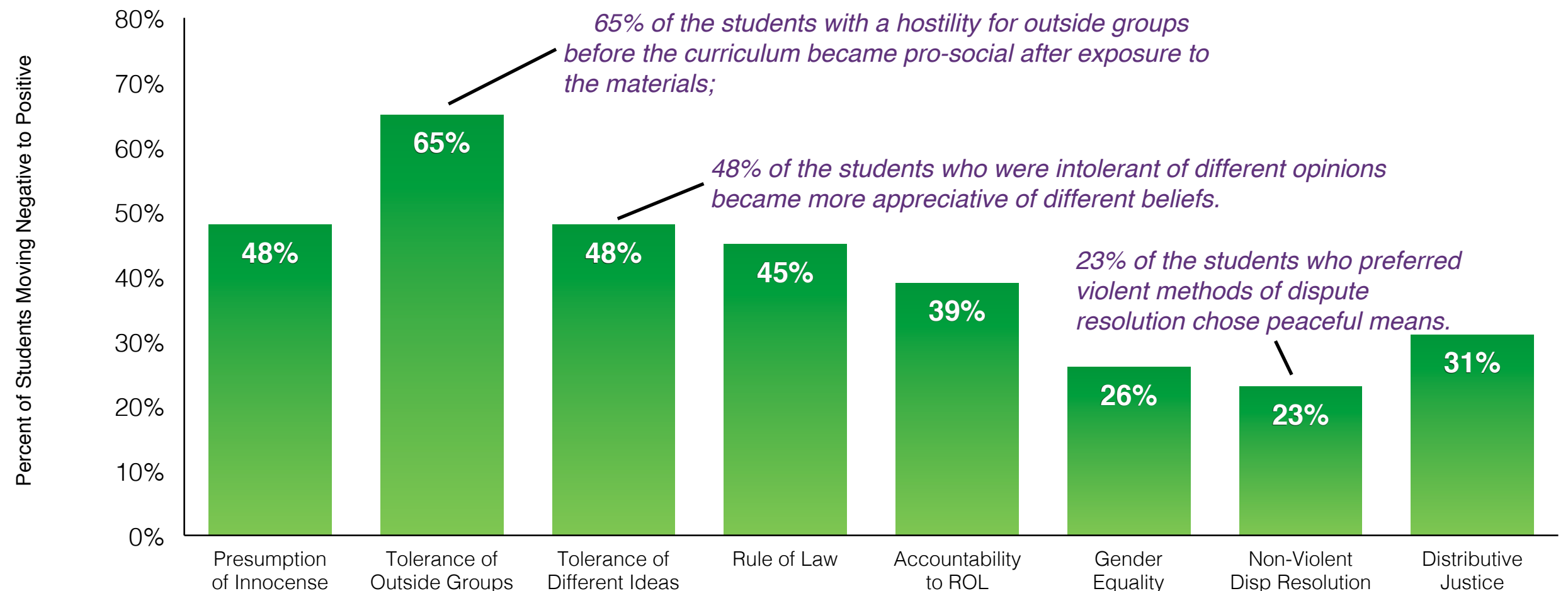


N=29

Pre and post values tests in Pakistan indicate that the curriculum successfully engages and teaches children key civic values.

PAKISTAN MOE

1001 NIGHTS - PRE AND POST VALUES TESTS Movement of Key Ideas - Negative to Positive



N = 1,809

BBB/EDF - Pakistan, 2015 - M&E Report

AFGHANISTAN TV

And these results were similar to those found in an implementation in Afghanistan

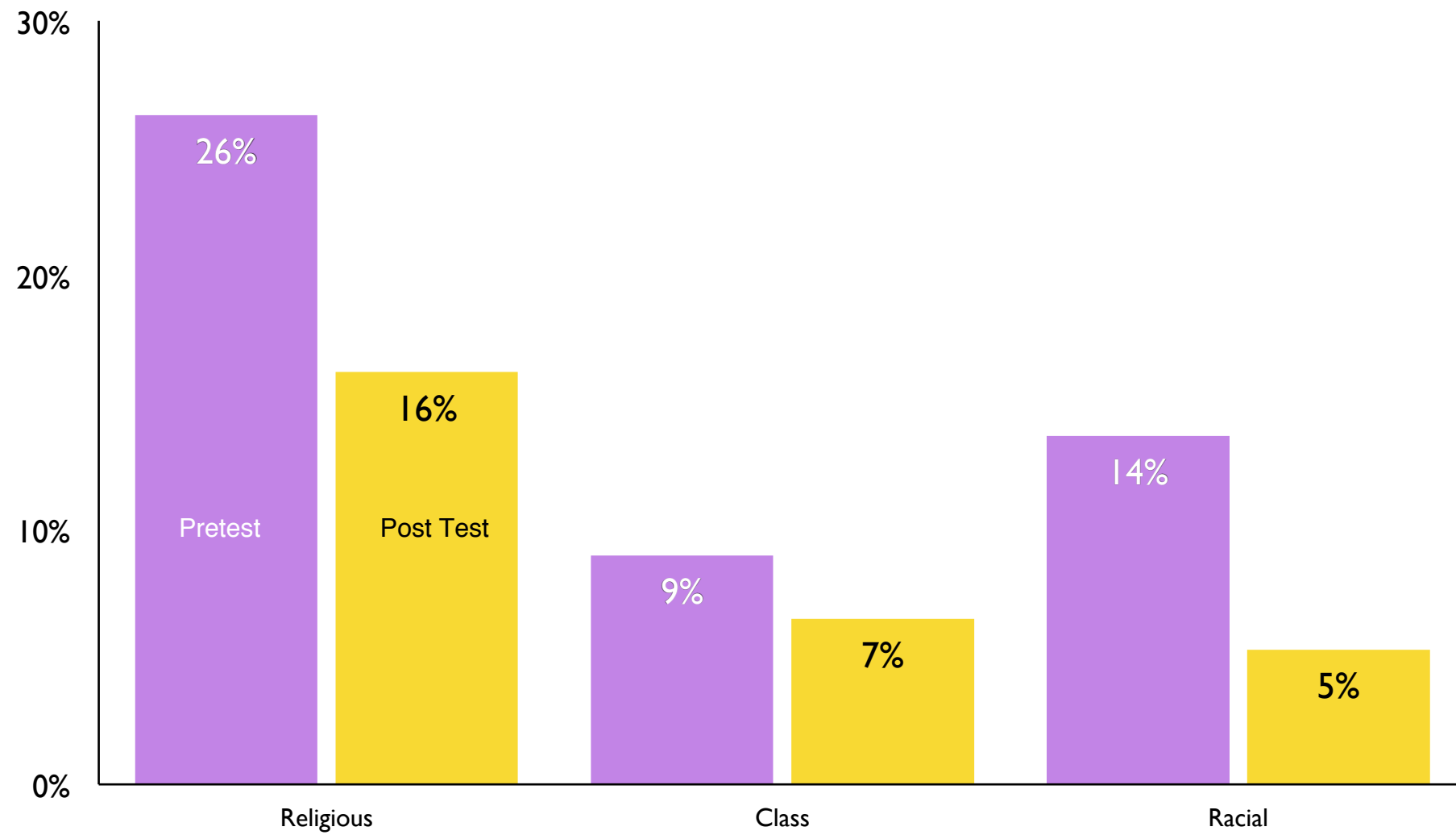
1001 NIGHTS - PRE AND POST VALUES TESTS Movement of Key Ideas - Negative to Positive



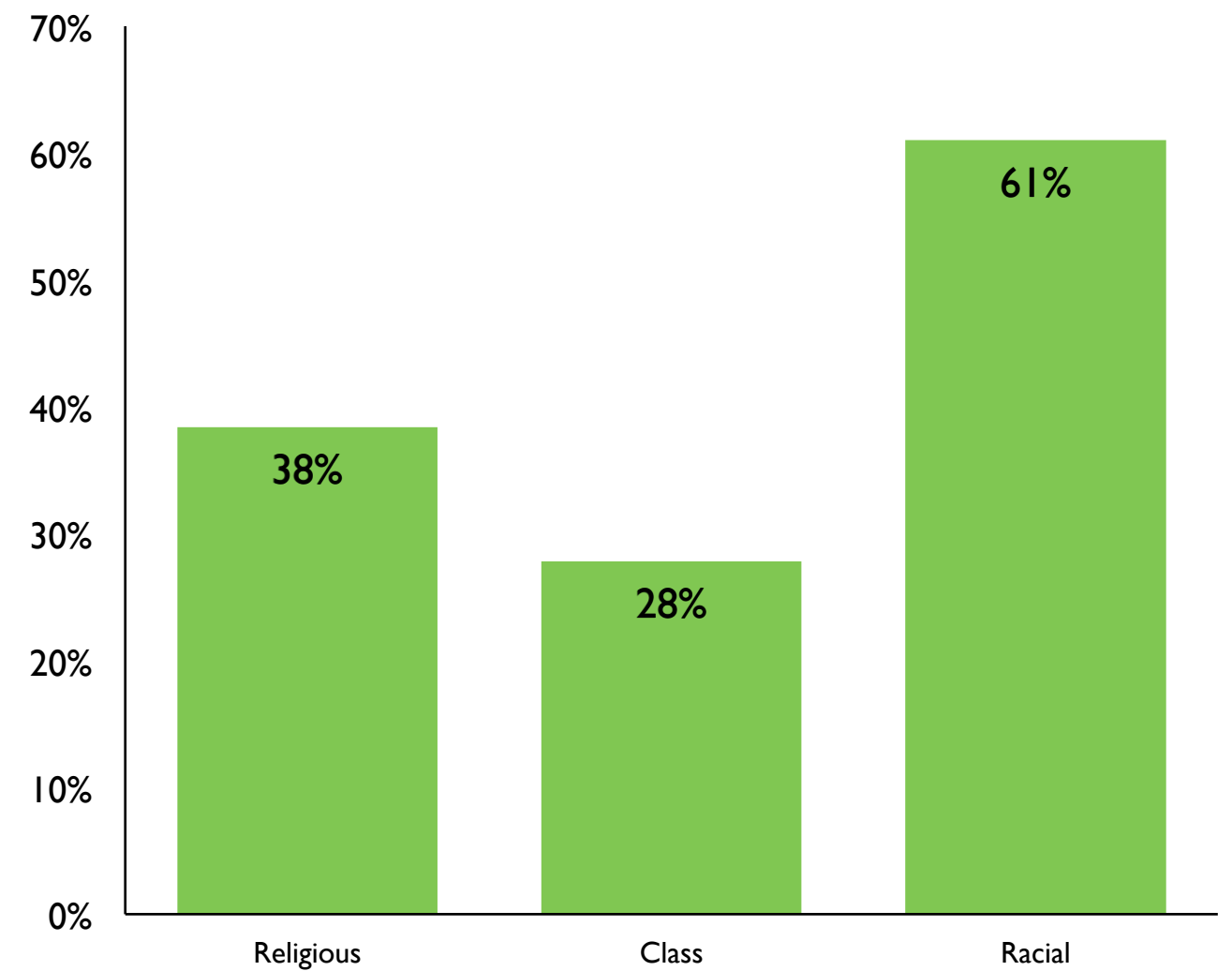
N = 302

EDF - M&E Report - Afghanistan
Pre and Post Values Tests
2017 - Impassion Media

Pre and Post Answers



Reduction/Impact





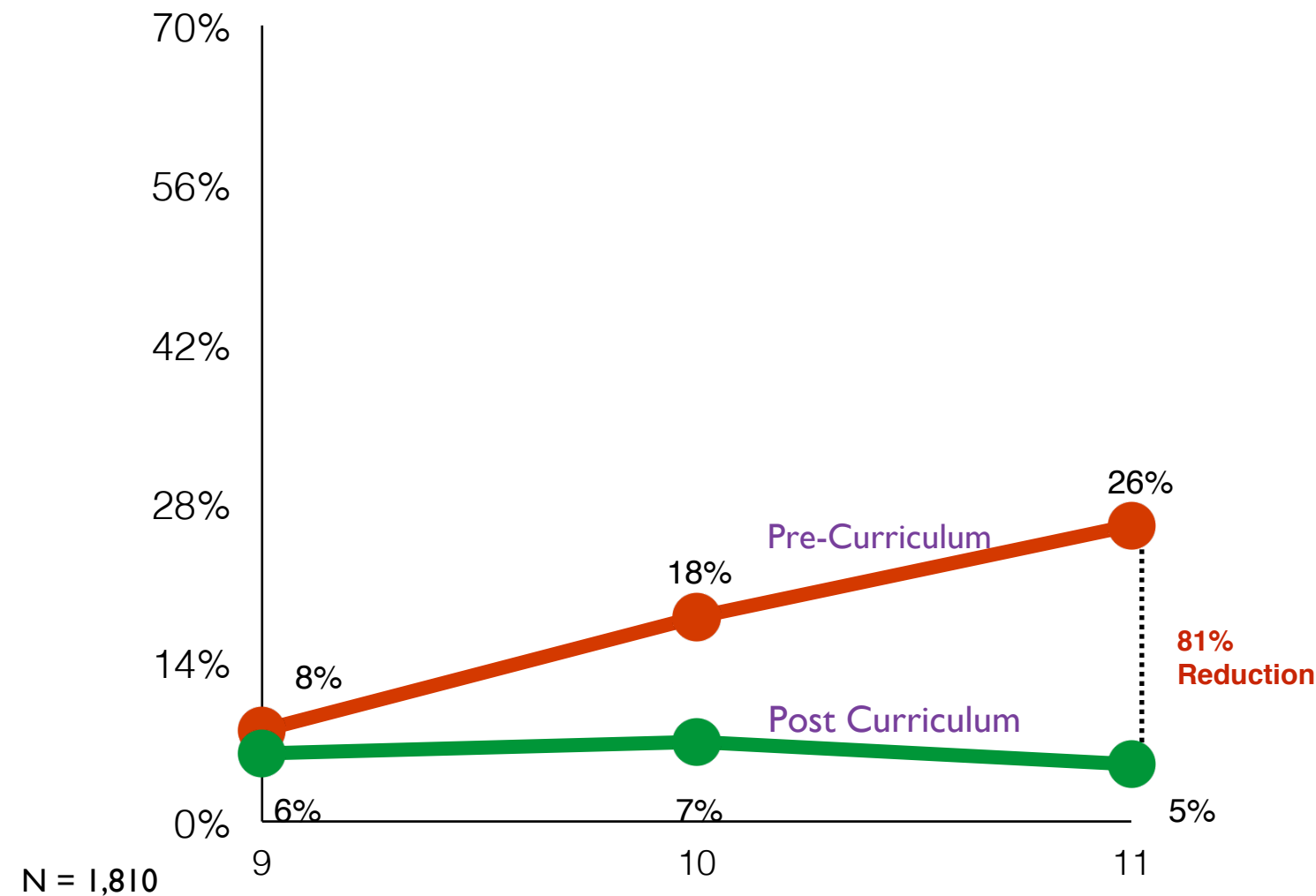
Big Bad Boo's LSCE Program Pakistan Pre and Post Test

INTOLERANCE & GENDER INEQUALITY

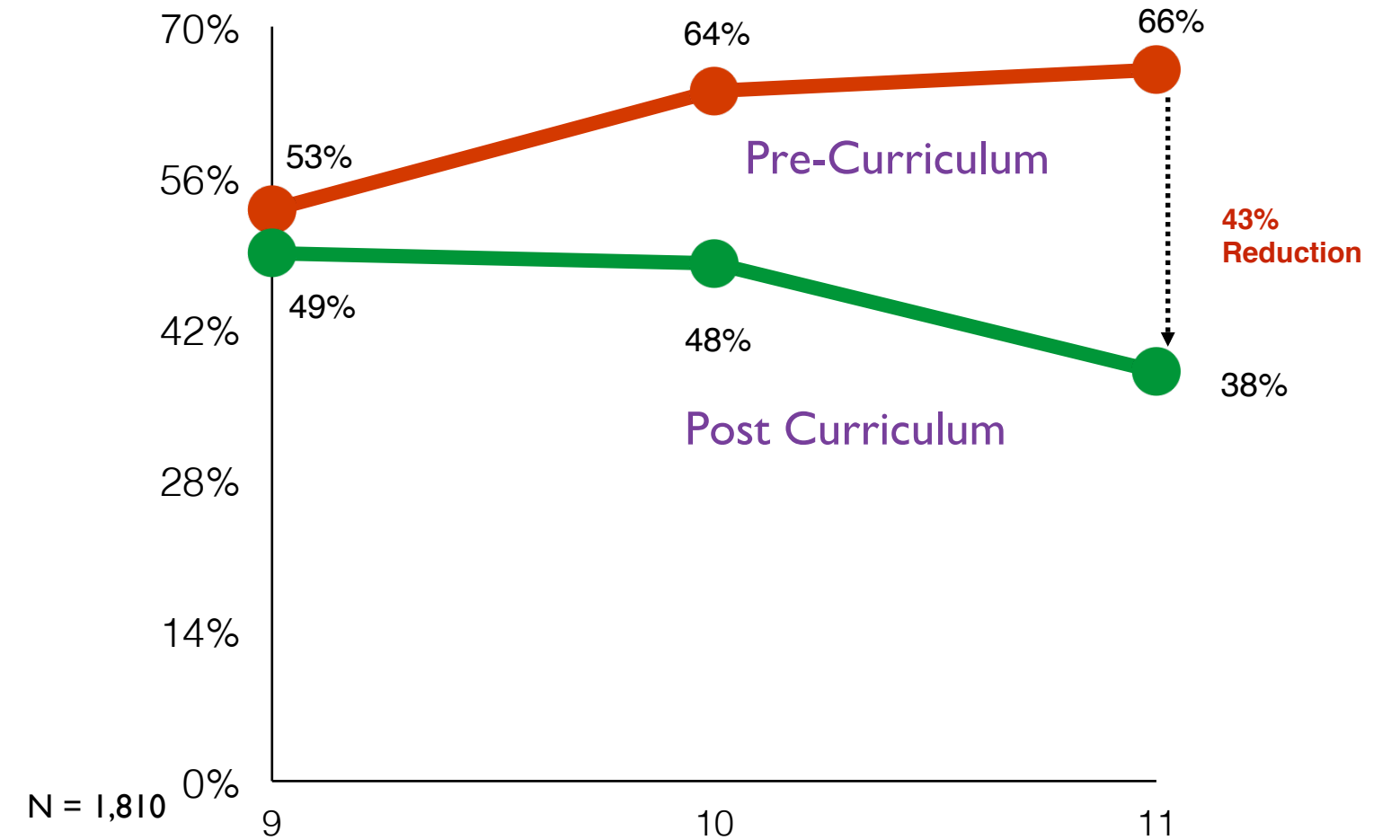
Big Bad Boo's LSCE Program Pakistan Pre and Post Test

Children developed notions of intolerance for outside groups between the ages of 8 and 10. During this period, the baseline of those that were intolerant grew from 8% to 26% in 3 years. After exposure to the LSCE Curriculum, only 5% of 10 year olds were intolerant, a 81% reduction. By starting early, the LSCE Program was able to prevent racial and religious intolerance from taking root. The same was not true for gender inequality. While the BBB LSCE Program was able to significantly reduce notions of gender inequality, by the time children entered grade 3 and 4, negative gender stereotypes were already entrenched by 53% of the children.

Hostility Toward Outside Groups



Notions of Gender Inequality

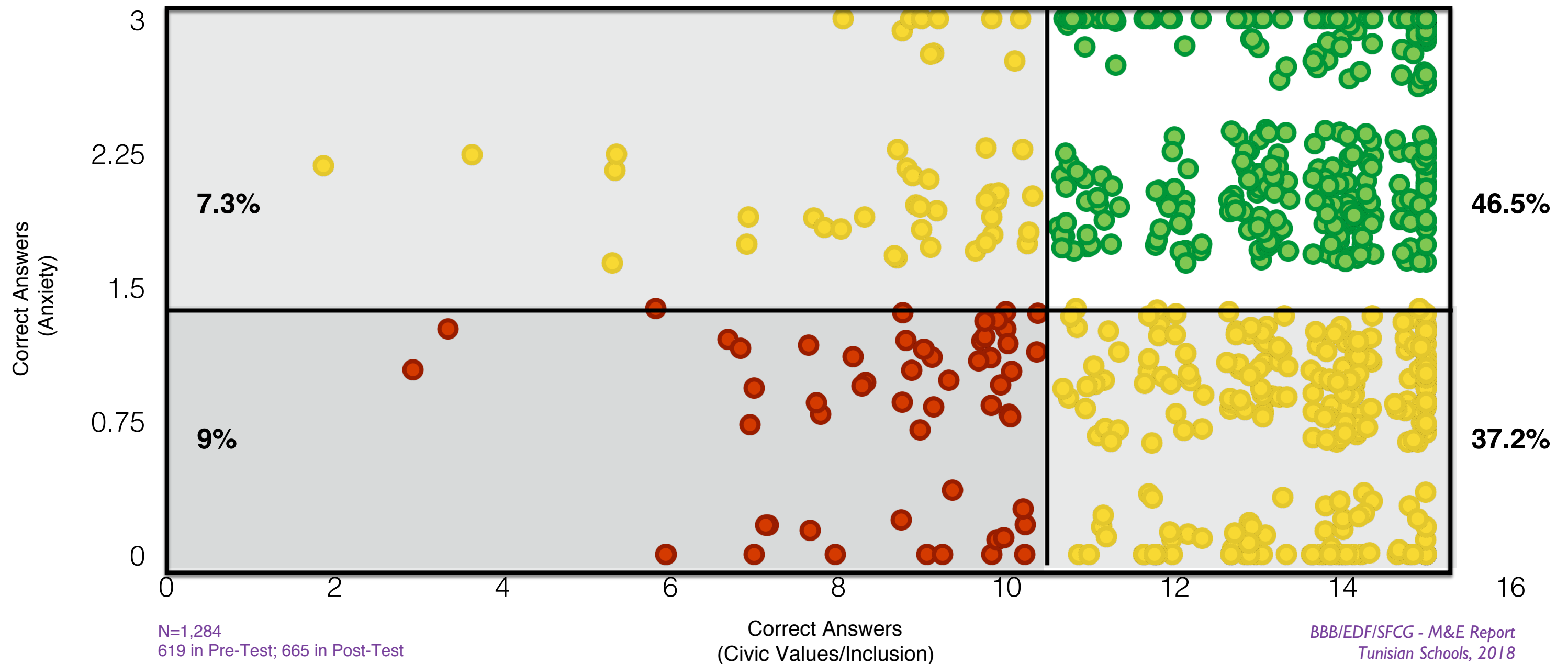




AT RISK YOUTH PRE-TEST

TUNISIA

For its implementation in Tunisia (2018), BBB revised its M&E tools (pre and post tests) to include an assessment of vulnerability. The measure includes two parameters, (1) children's appreciation of key civic values (ie: appreciation of the rule of law, inclusion, gender equality, non-violent dispute resolution) on the X-Axis; and (2) internal well-being (levels of anxiety, sadness and ability to cope and speak to someone) on the Y-Axis. Prior to the program 9% of the children were deemed vulnerable (low appreciation of civic values and anxious, isolated and in need of companionship).

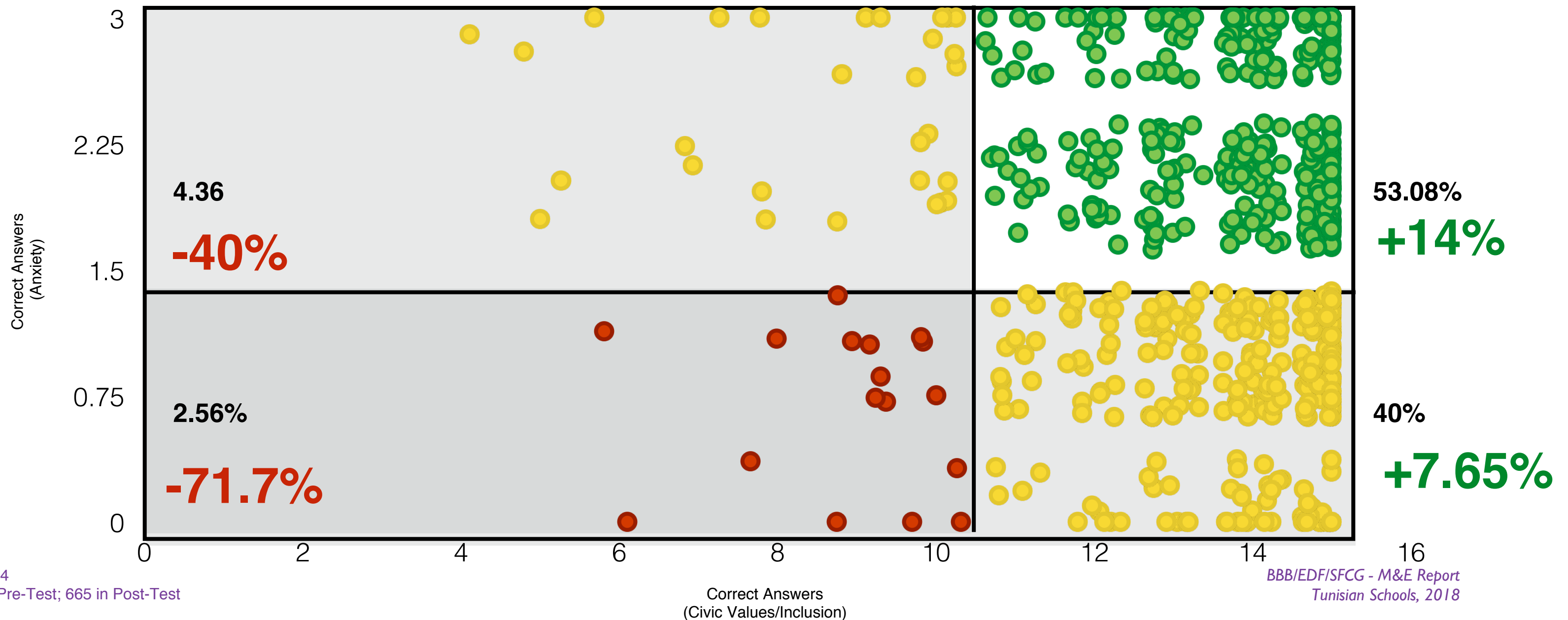




AT RISK YOUTH POST-TEST

After 4 months of 1001 Nights, the number of vulnerable and “at risk” children dropped to 2.56% amounting to a 72% reduction in vulnerability.

TUNISIA

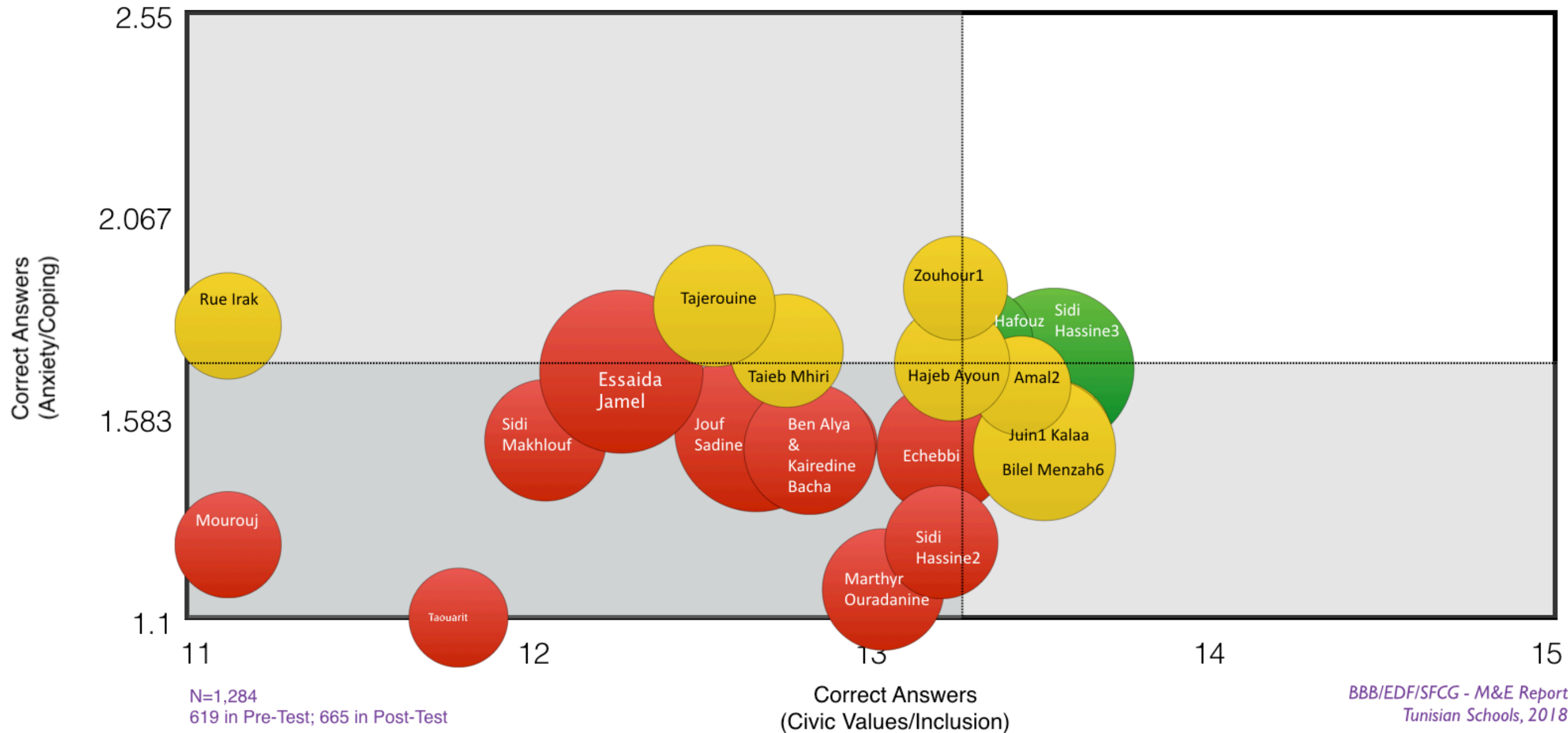




AT RISK YOUTH SCHOOLS

PRE-TEST TUNISIA

Looking at the average score per child per school, only 2 schools were deemed “not vulnerable” in the pre-test.

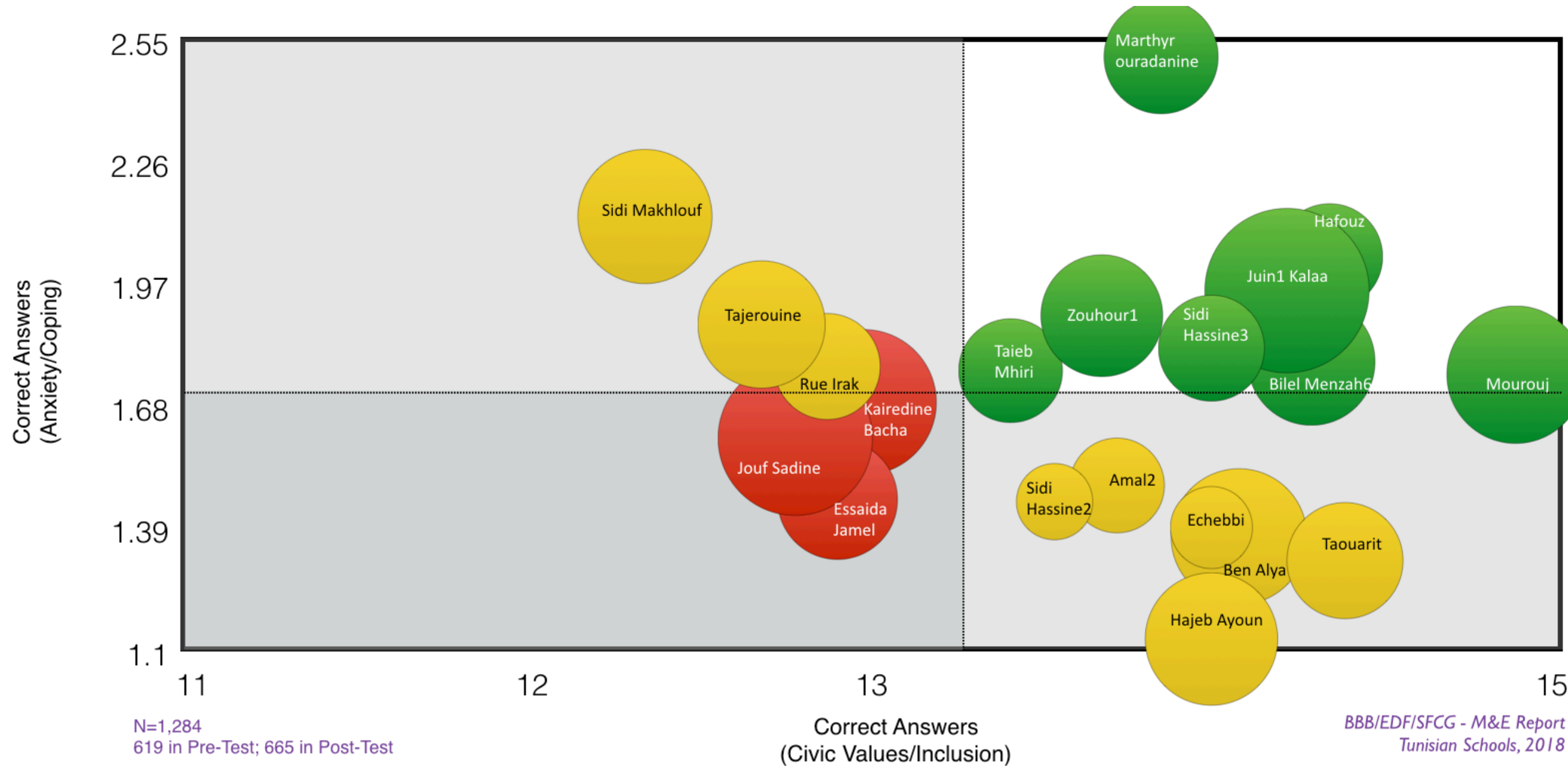




AT RISK YOUTH SCHOOLS

POST-TEST TUNISIA

Post-test data indicates that the majority of schools saw improvements in children's appreciation of civic values and had happier, more optimistic and less vulnerable students.



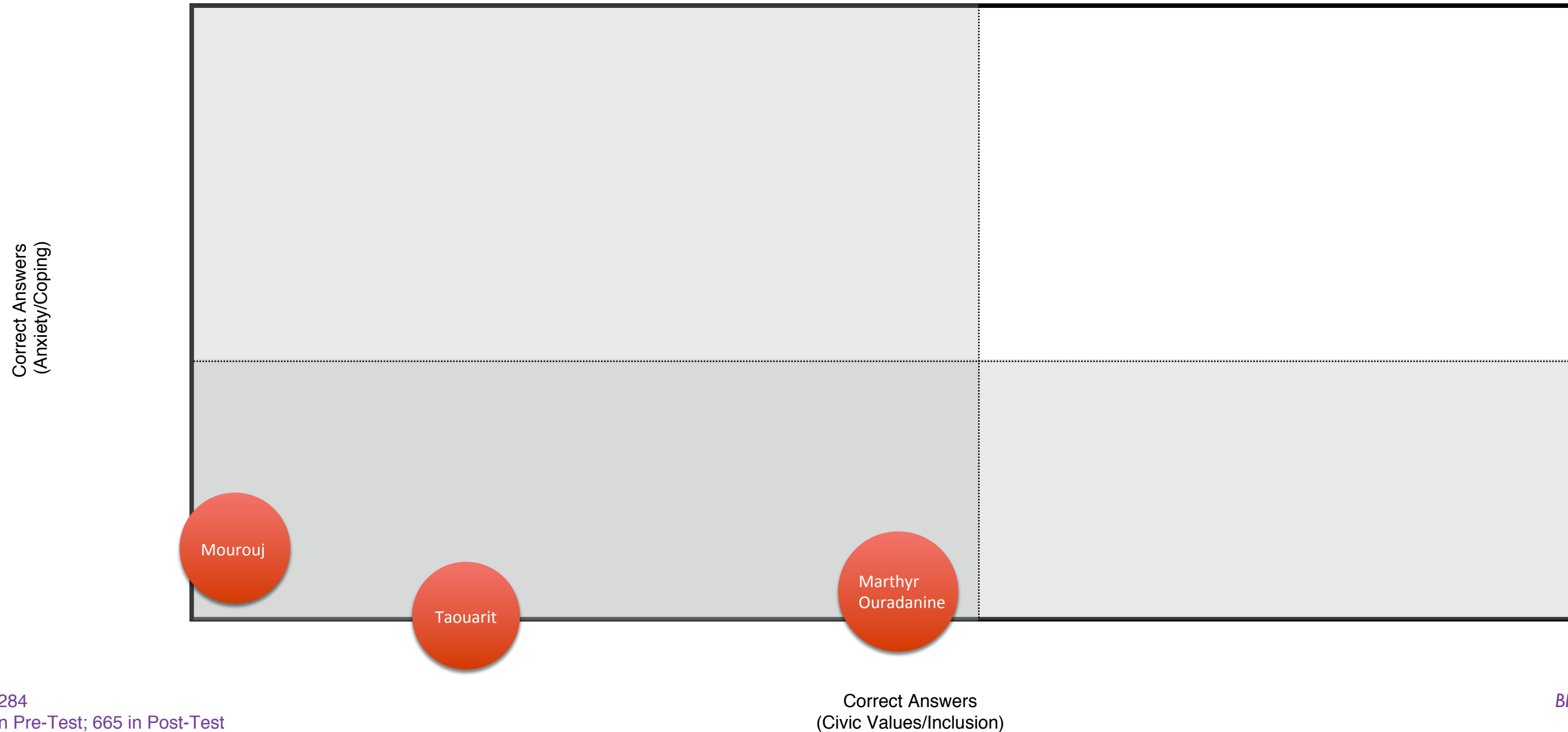
N=1,284
619 in Pre-Test; 665 in Post-Test

BBB/EDF/SFCG - M&E Report
Tunisian Schools, 2018



AT RISK YOUTH SCHOOLS PRE-TEST

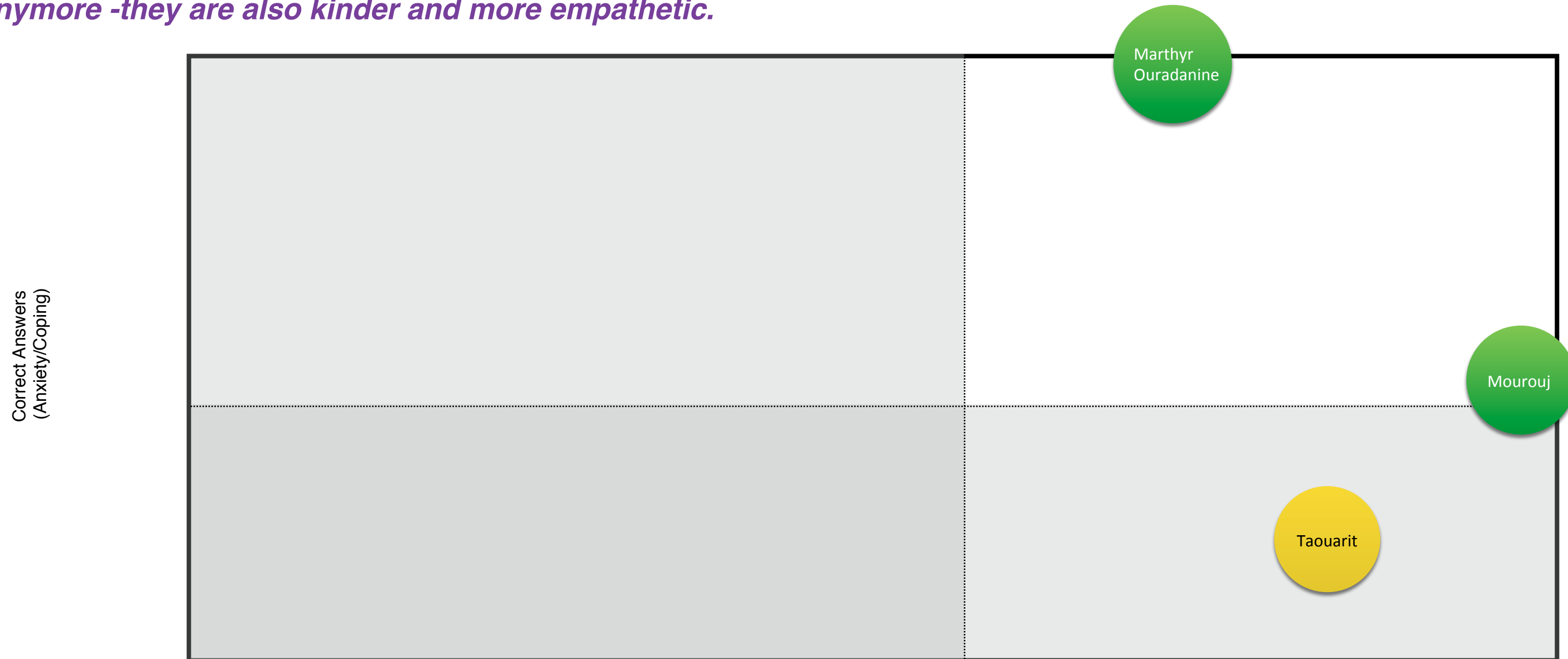
The journey of 3 schools from the pre-test to the post.





AT RISK YOUTH SCHOOLS POST-TEST

Interestingly, Mourouj is in one of the most vulnerable parts of Tunisia plagued with immigration, economic, unemployment, migrant and radicalization problems. Teachers from Mourouj told us that fights used to break out between students 4-5 times a day; since implementing 1001 Nights, no students taking the program are involved in fights anymore -they are also kinder and more empathetic.





1001 Nights Civic Education Program in Afghanistan



Using 1001 Nights, Big Bad Boo's Life Skills and Civic Education Program reaches children between the ages of 9 and 12 (grades 5&6). At the behest of many Ministries of Education and UNICEF, BBB will be expanding the 1001 Nights Curriculum by 20 new animated episodes and lesson plans that will target 6-9 year old children in grades 3&4. Judge Jodhi will focus heavily on advancing Gender Equality, the rule of law and critical thinking skills.

- 10 year old girl who holds court in her backyards to solve neighborhood disputes
- Diverse cast
- 20 animated episodes & 20 lesson plans targeting 6-9 year olds (on television)
- Curriculum for grades 3&4
- Format:
 - Plaintiffs and defendants please their cases
 - The kids debate the issues
 - The judge renders her verdict
 - The disputants accept the verdict



- Gender Equality & Diversity
- Life Skills & Civic Education
- Rule of Law

