Act With Her

Use of Amplio's Talking Book to support adolescent health & wellbeing

Act With Her is a 5-year program implemented by CARE Ethiopia and Pathfinder International aiming to improve adolescent health and wellbeing through engagement of young adolescents, their parents, and their communities. The program struggled to reach adolescents in the Afar region due to the migratory pastoralist setting. To allow community members to access program curriculum on demand and regardless of location, the program deployed Amplio's Talking Book.

Implementation Data

The program deployed content specific for boys or girls to a total of 34 Talking Books. These messages mimicked the group-based curriculum and were organized into listening sessions.

19 Sessions
- Health
- Communication
- Education
- Financial
- Safety
- Joint Sessions
- Goals

Boys

17 Boys' groups

39 Sessions
- Health
- Communication
- Education Safety
- Goals
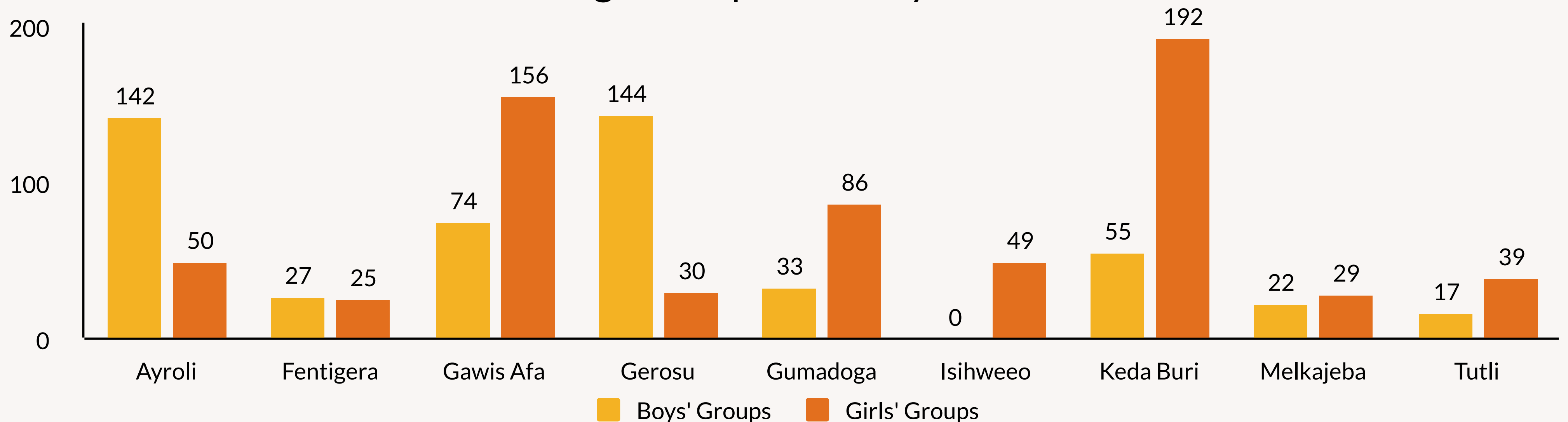- Financial Empowerment
- Joint Sessions
- Closing

Girls

16 Girls' groups

Usage Statistics

1058 Message Completions
85.2 hours of playing
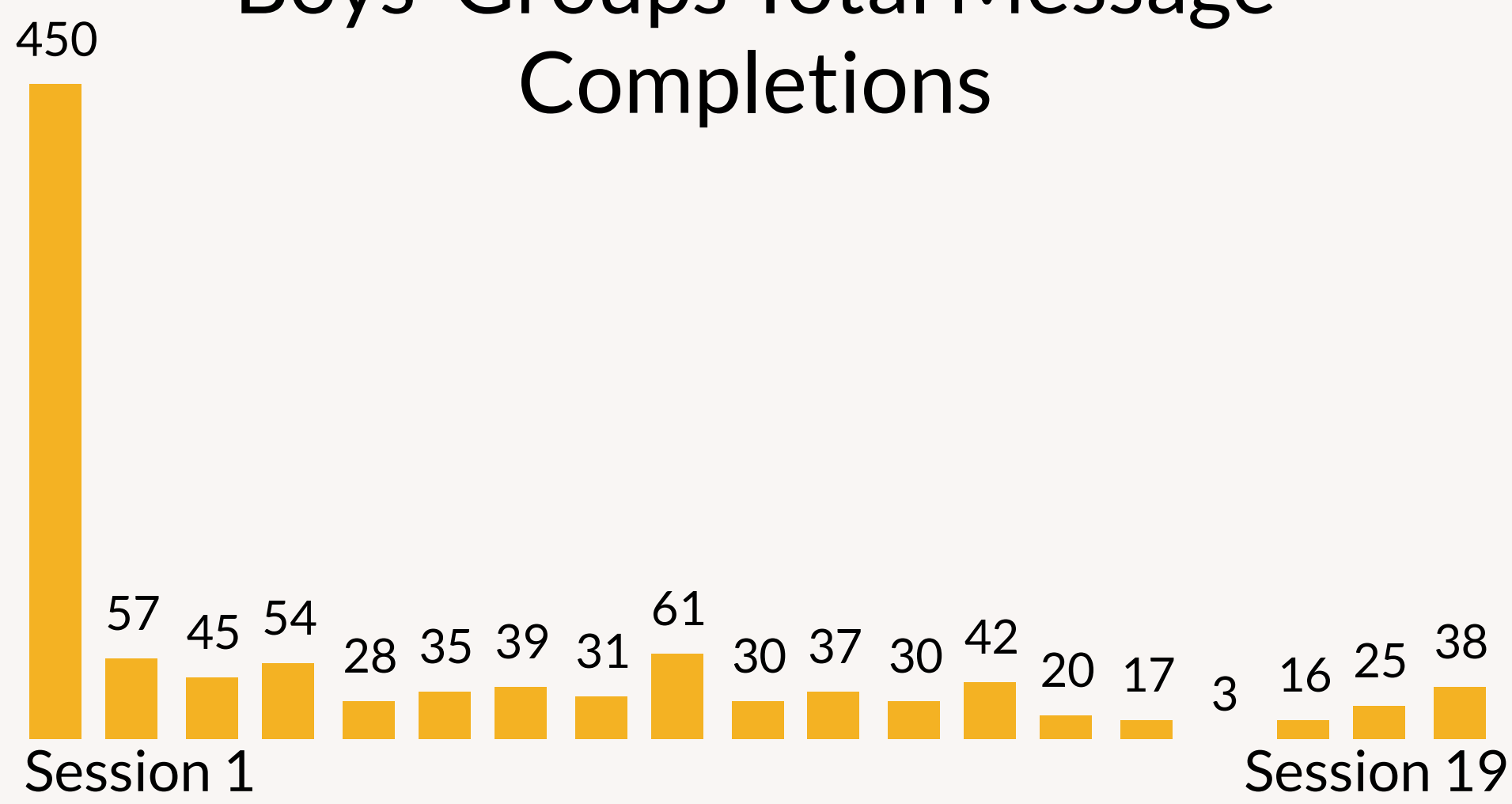62 average completions per Talking Book

1100 Message Completions
149.6 hours of playing
69 average completions per Talking Book

Message Completions by Location

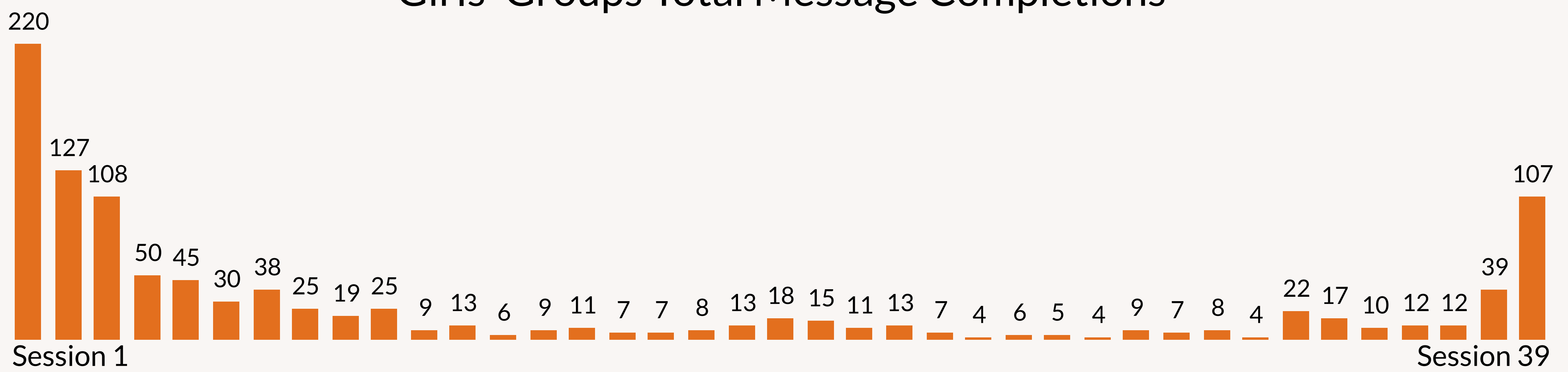| Location	Boys' Groups	Girls' Groups
Ayroli	142	50
Fentigera	27	25
Gawis Afa	74	156
Gerosu	144	30
Gumadoga	33	86
Isihweeo	0	49
Keda Buri	55	192
Melkajeba	22	29
Tutli	17	39

Boys' Groups Total Message Completions

450 · 57 · 45 · 54 · 28 · 35 · 39 · 31 · 61 · 30 · 37 · 30 · 42 · 20 · 17 · 3 · 16 · 25 · 38

Session 1 ... Session 19

34 Talking Books deployed

Girls' Groups Total Message Completions

220 · 127 · 108 · 50 · 45 · 30 · 38 · 25 · 19 · 25 · 9 · 13 · 6 · 9 · 11 · 7 · 7 · 8 · 13 · 18 · 15 · 11 · 13 · 7 · 4 · 6 · 5 · 4 · 9 · 7 · 8 · 4 · 22 · 17 · 10 · 12 · 12 · 39 · 107

Session 1 ... Session 39

User Feedback

Program staff and facilitators used the Talking Book's user feedback feature to record audio messages describing attendance at group sessions, as well as their thoughts on the program.

228 messages recorded 144 categorized as 'Feedback'

"Confirming that it is good learning and we will keep learning."

Adolescents discussed how they can transfer to friends & parents at home.

"I like the reading session. Appreciate CARE Ethiopia for the helpful message and effort to reach for mothers."

Adolescents discussed what they should take away from sessions & do moving forward

Most messages categorized as 'endorsements' of the project or content

Summary

Engagement high for boys and girls

Exceptions include 'dip' in engagement on sessions 24-32 for girls; session 16 not listened to often for boys.

Engagement varied significantly by topic

Girls' engagement was greatest among health and nutrition messages. Boys' engagement was highest for messages on communication, puberty, education, & finances.

Engagement varied significantly by group

Group-level usage statistics were used to identify groups not actively using the Talking Book, enabling the program to provide further targeted support.

User Feedback was primarily used to discuss attendance & provide endorsements