

# Evaluating the effectiveness of the Nal'ibali reading-for-enjoyment newspaper supplements



## About Nal'ibali

Nal'ibali is a national campaign that promotes reading for enjoyment and reading in African languages. Nal'ibali produces a bilingual reading supplement, which is inserted into selected Tiso Blackstar newspapers and distributed directly to subscribing organisations (reading clubs, schools, preschools, libraries and NGO partners). The supplement is produced in English AND one of the following seven languages: Afrikaans, isiXhosa, isiZulu, Sepedi, Sesotho, Setswana or Xitsonga.

## About the study

JET Education Services (JET) conducted an evaluation of the supplement which investigated:

- Targeting and access • Use • Appropriateness • Quality • Messaging • Cost-effectiveness

The main methodology was a survey conducted with **organisations** that regularly receive the supplement, **newspaper subscribers**, and **ad-hoc newspaper purchasers**. Reading clubs that do not receive supplements were also surveyed as a comparison group.

## ACCESSIBILITY & DEMAND:

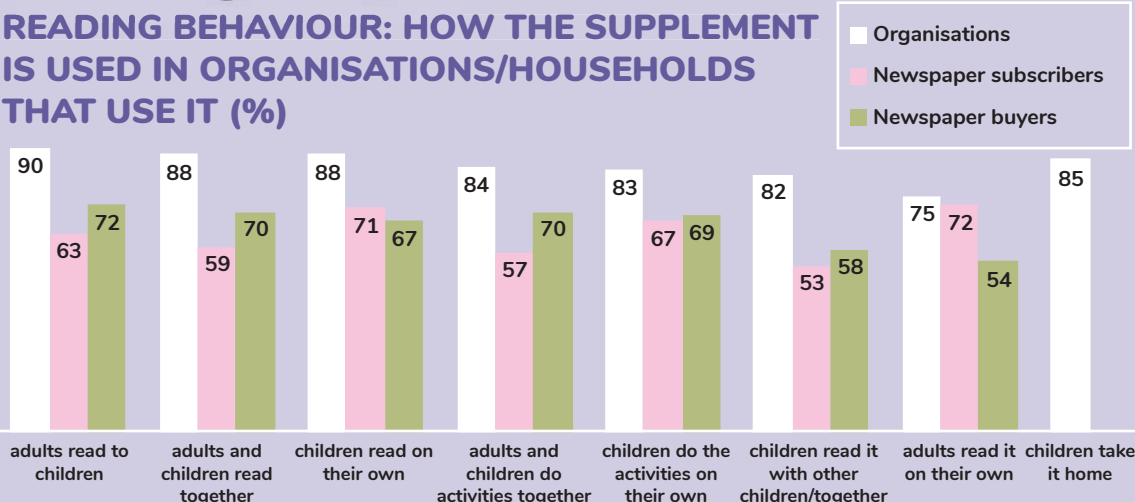
**97%** of reading clubs that don't receive supplements regularly would like to.

## FOR EVERY 100 SUPPLEMENTS DELIVERED:

	USED	GIVEN AWAY
Newspaper subscribers	19 (by 41 people)	31
Newspaper buyers	18 (by 47 people)	10
Organisations	95	12

Supplements can be both used and given away.

## READING BEHAVIOUR: HOW THE SUPPLEMENT IS USED IN ORGANISATIONS/HOUSEHOLDS THAT USE IT (%)



## ADDITIONAL FINDINGS

The supplement is predominantly used in English. It is used more extensively in African languages by organisations and when adults read to children.

All sections of the supplement are appreciated and used (except to a lesser extent the article on the first page).

The 'cut-out-and-keep' books are the most used supplement section, followed by the 'Story Corner' stories.

## KEY MESSAGES

### ADOPTED BY RESPONDENTS

**95%** agree that adults reading aloud to children is important

**94%** agree that reading stories aloud to children will help them do better at school

### LIMITED UPTAKE BY RESPONDENTS

The value of learning to read in home languages:

**55%** agree and **43%** disagree that it is more important for children to learn to read in English than in their home language.

Organisational respondents were more likely to disagree (54%) that English matters more.



## CONCLUSION AND RECOMMENDATIONS

The supplement fulfils an important need: the majority of South Africans (58%) live in a household with no books, and reading materials in African languages are scarce. There is high demand for the supplement amongst organisations, and it is well used in organisations and households that use it. It is reaching a diverse group of people via the current distribution channels. However, it is not reaching all organisations and households most in need of reading materials and hearing the campaign messages.

**We recommend that Nal'ibali:**

- ✓ Clarifies how organisations can subscribe to the supplement, and prioritises the most in-need and deserving organisations.
- ✓ Identifies suitable newspapers that are cheaper and newspapers published in African languages as potential new distribution channels.

## COST ANALYSIS

Delivery via	Development	Management	Printing	Distribution	Total cost	Total cost (US\$*)
Newspaper	R0.47	R0.11	R0.97	R0.06	R1.61	\$0.12
Post office	R0.47	R0.11	R0.97	R0.56	R2.11	\$0.15
Tiso Blackstar driver	R0.47	R0.11	R0.97	R1.47	R3.02	\$0.22
Courier	R0.47	R0.11	R0.97	R2.45	R4.00	\$0.29

\*1 US\$ = R13.86, 6/11/2018