

The Educational Impact of Galli Galli Sim Sim Mobile Community Viewing in Mumbai



What was the goal of the study?

The main purpose of the Mobile Community Viewing intervention held in Mumbai in 2009 was to improve children's and caregivers' knowledge of good nutrition.

The study conducted in 2010 assessed the following key objectives:

- Improved knowledge of the nutritional value of foods among children;
- Improved knowledge of which foods contain milk among children;
- Improved knowledge of the nutritional value of foods among caregivers.

Who participated in the research?

The research consisted of 183 and 254 households for treatment and control group respectively, including children of the age group between 3-6 years and their caregivers of which 135 were exposed and 302 were not exposed to the intervention.

How was the study conducted?

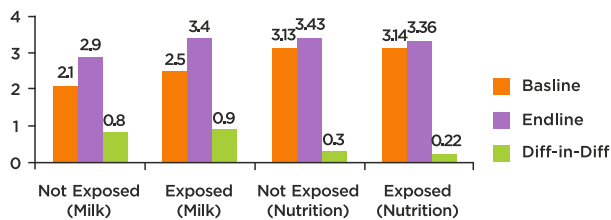
Two groups, demographically similar although not formed by random assignment were measured both before and after one of the groups was exposed to the intervention. The treatment group was matched with the control group based on demographic characteristics such as gender, age, SEC, and other observables.

What did the study find?

Child: Results showed that exposure to the MCV had a positive and significant effect on the child's knowledge to identify milk

products and caregiver's knowledge of nutrition at highly significant levels (0.001 and 0.1). The average gains were in the range of 56% for populations exposed to the intervention.

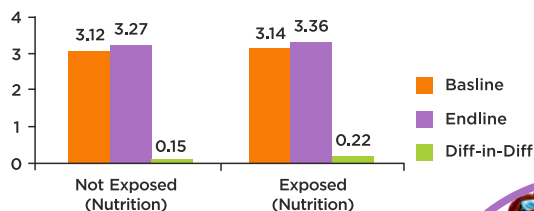
Note: Chart shows improvements from baseline to endline and difference-in-difference improvements out of a total possible score of four on composite questions assessing improvements in the identification of foods containing milk and what constitutes healthy foods. This study was conducted by a third party research agency (Policy Innovations) in 2010.



Caregivers: Results showed higher improvements amongst the exposed group for awareness of what constitutes healthy food in caregivers with an average improvement of 22% amongst the exposed group when compared to a 15% improvement in populations unexposed. The percentage gains made was at 7%.

What's The Takeaway?

Children and caregivers who participated in the MCV activity showed greater gains in their ability to identify foods made of milk and their knowledge of what constitutes healthy and nutritious foods. The ability to make healthy food choices is a critical factor in the development of children and the ability to identify healthy foods is a critical skill for caregivers from marginalized populations to create better futures for their children.



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