

ARGENTINOS

por la **educación**



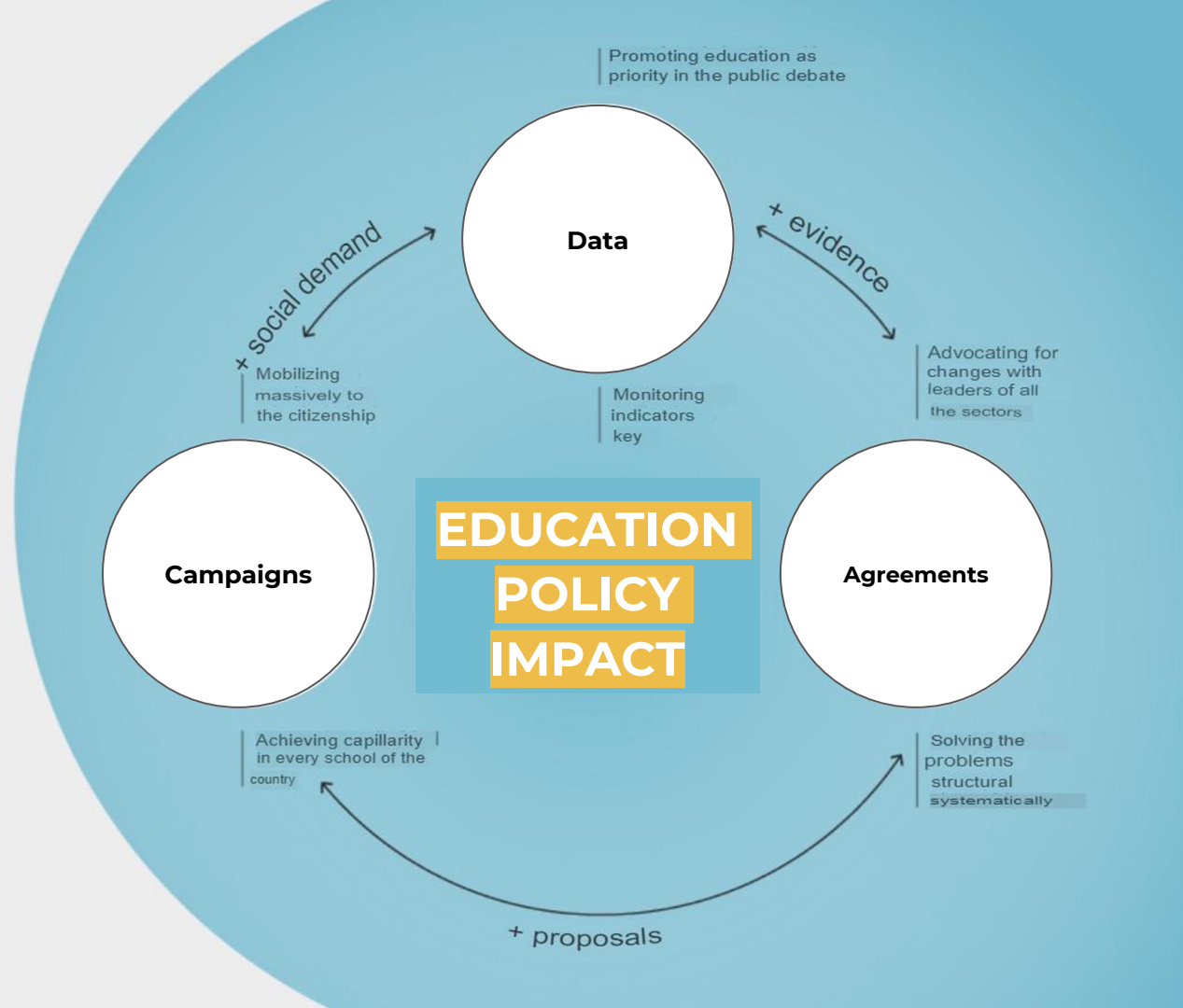
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Introduction

National Literacy Campaign:

- Why?
- What?
- How?



Why? The stories

Whispers

(Absence of data)



Lack of strategy

(A federal country drifting)



The need to

**Reimagine literacy
policy in Argentina**



Why? The data



The is particularly challenging in Argentina.
Three reasons why:

1. Index of School Results:

In Argentina, only 13 out of 100 students that begin elementary school reach the end of high school in the expected time achieving satisfactory results in Language and Math

2. UNESCO ERCE Evaluation 2019 – Last results:

In Argentina 46% of 3rd grade elementary school students rank at the lowest level of reading comprehension

3. UNESCO ERCE Evaluation 1997-2019 – Ev (in) olution:

Argentina moved from 2nd place in 1997 to 10th place today, below the regional average
Countries with lower GDP per capita perform better, such as Ecuador and El Salvador

National Literacy Campaign

Our purpose

That all children in Argentina understand what they read in 3rd grade.

What are we asking for?

All Argentinesans

Sign and share the petition

Presidential Candidates

Elected governors

1. A plan: priority
2. Investment
3. 3rd grade tests



Campaign stages

Awareness

Through social networks, traditional media and billboards

Commitments

From presidential candidates and elected governors, through a national tour

Implementation

Led by national and state governments, with the support and control of civic society

Foundational period

January

May

2023

May

August

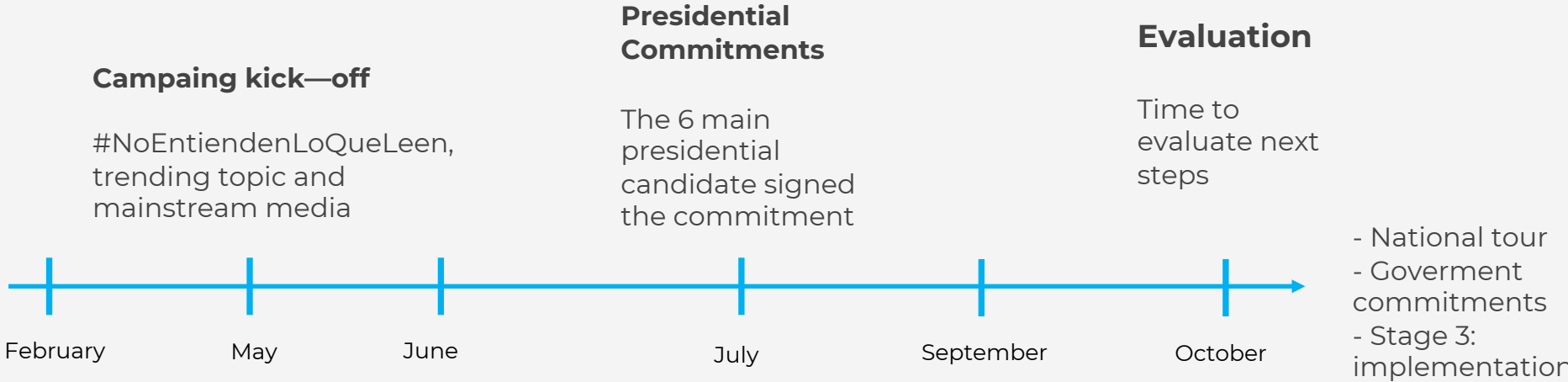
2024

2025

Que Entiendan
Lo Que Lean



Campaign timeline 2024



Foundational Meeting

30 leaders from non-profit, academic, media, and political sectors

National tour

The tour began. 12 states visited so far, 12 more to go



Elected governors Commitments

9 governors signed the commitment

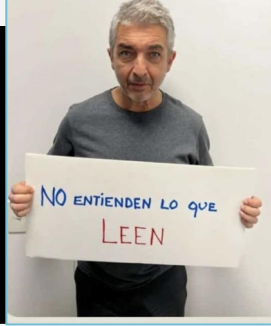
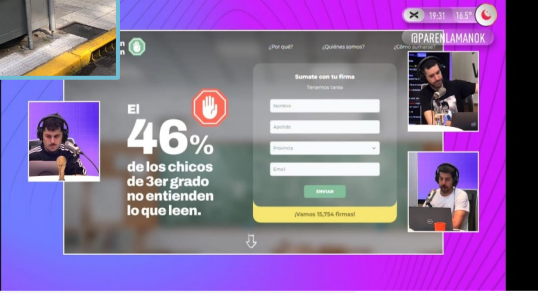
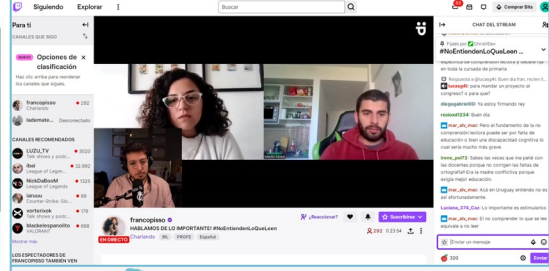
Stage 1 - Awareness

In Argentina 1 out of 2 third graders don't understand what they read
#NoEntiendenLoQueLeen



Cien organizaciones y famosos piden políticas para que los chicos entiendan lo que leen

También reclamaron que los candidatos a Presidente digan que van a hacer para mejorar la educación en el país.



Que Entiendan Lo Que Lean



Stage 2 – Commitments – National level

Presidential candidates



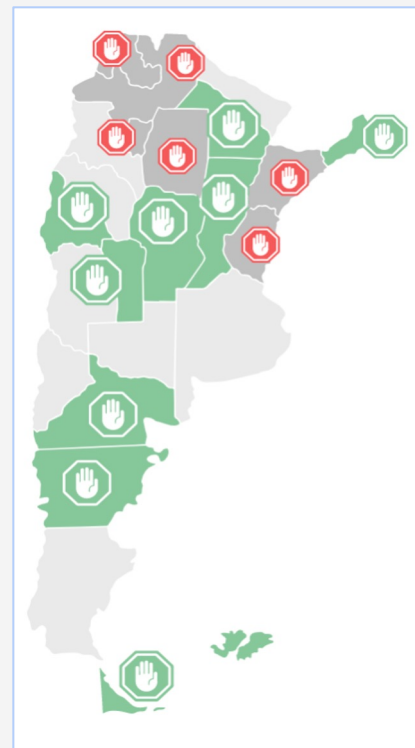
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Stage 2 – Commitments – State level Governors

Already 9 provinces have signed the commitment:

- Tierra del Fuego
- Chubut
- Río Negro
- San Luis
- San Juan
- Córdoba
- Santa Fe
- Misiones
- Chaco



Stage 2- National Tour

We are travelling across Argentina with a threefold purpose: create awareness, articulate efforts, get governors to sign.



National University of the Litoral



Jujuy community



National University of the northeast



National University of Misiones



Corrientes community



Entre Ríos community



Misiones community



Santa Fe community



Chaco community



Salta community

Stage 3 – Implementation

The goal is to get as many state governments as possible to implement effective policies.

Challenges:

1. How to create implementation coalitions – support governments
2. How to effectively monitor implementation from governments
3. How to incentive best policies to be replicated

Thank you!

<https://www.youtube.com/watch?v=HxTEBxufTac>

www.queentiendanloquelean.org