Alaa Zaghoul, Pharm.D, Project manager
No Lost Generation Summit,
Jordan, Amman, November 23, 2017
A path to building resilience among refugees
Identify a problem
Problem

Children do not read for pleasure in Jordan

Reading is important
Solution

• Understand why they do not read

• Ways to make them want to read
Lessons...

• Research to identify the core reason

• From the field “Lost in translation”

• Reinventing the wheel
What can I do
Inspiration

Prophet Mohammad (pbuh) said:

“Everyone of you is a protector and guardian”

“Be the change you want to see in the world”

Ghandi
Take action
We Love Reading model
Impact...
Empathy data
Lessons...

• Empowering the child to be the champion..
• Fostering empathy and social inclusion
• Mental health
• Child labour
• Humanitarian conditions
• Multiple displacement
• Identity (culture preservation)
We Love Reading Training..

Training program on:
1. how to read aloud
2. how to start a reading circle in your neighbourhood (a We Love Reading library).
Pay it Forward
Impact...
Lessons...

- Capacity building
- Volunteerism
- Ownership/sustainable
- No victimizing mentality
- Domino effect
- Pride in our culture
- Hope and resilience
Impact on the Community...
Lessons...

- From within the community accepted
- Safety
- Practical
- Financially/logistic Sustainability
Partnership model..

FROM

LINEAR GROWTH:
achieving scale by staffing up

TO

DISPROPORTIONATE IMPACT
achieving scale by empowering partners
Movement Lifecycle

Over time, movements are sustained and fueled by communities, which will lower WLR’s and NGO’s workload.
... A Social movement because it calls upon people who share values to work together to make a difference.
A Social Movement...
Lessons...for International Bodies

• Trust the people...grassroots initiatives
• Foster Freedom not bureaucracy
• Quality not quantity
• Listen to the Stories
• Sincerity and humbleness
• Deployment of programs
Lessons...for Program developers

• Create solutions that build on people and their capacities not materialistic. Solutions that empower people
• The chaos theory
• Unexpected outcomes

• The chaos theory
• Unexpected outcomes
And will you succeed?

Yes! You will. Indeed!    (98 and ¾ percent guaranteed.)
KID, YOU’LL MOVE MOUNTAINS!
We Love Reading in Gambella, Ethiopia
Why we succeeded...

- Grassroots
- Human centered
- Niche focused
- Research based
- Business model
- A movement

www.welovereading.org
Reading session
Questions?
Thank you

www.welovereading.org
Behaviour
Lessons...

• Start small and focused (prototype)

• Develop and refine and reiterate the model/solution (human centered Design)

• Quick results versus long term

• Interdisciplinary approach

• Frugal
The tipping point...

Synergos
Arab World Social Innovators Award

We Love Reading
Organization/Program
Lessons...

• Recognition of individuals....

• Social entrepreneurship

• Credibility is the most important

• Persistence

• Belief
Empathy data
Lessons... for local NGOs

• Local funding
• Recruitment criteria is instrumental
• Teamwork
• Research based
The attitude...
Lesson

- Fun indirect education
Prophet Mohammad (pbuh) said:

“Do not belittle any good deed”
It has been said that something as small as the flutter of a butterfly's wing can ultimately cause a typhoon halfway around the world.

- Chaos Theory
“There is more in us than we know. If we can be made to see it, perhaps for the rest of our lives we will be unwilling to settle for anything less.”

Kurt Hahn