Worldreader

Building Resilient Health Systems for Universal Health Coverage: The Evolving Role of Clinical Officers



We get families reading!

Worldreader is a global tech nonprofit that has reached 22M families in 110 countries since 2010. Through our FREE BookSmart app, we spark joyful family reading habits from birth. BookSmart offers culturally appropriate books and reading activites in English and Kiswahili for the early years, along with play based brain building activities that are grounded in brain science to support early childhood development.



Discover BookSmart with Sprouty, a doctor's ally

Reading aloud and early exposure to books boost brain development like nutrition supports growth. BookSmart makes that accessible to every caregiver, right from their phone.

- Supports early brain development (0–5) and emotional bonding
- Develops social and self-awareness, builds confidence, and social emotional skills needed at home and school.
- Promotes school readiness through the development of critical pre-literacy skills.
- Builds a child's vocabulary - *25+ books read = 30K+ new words, 3K unique words*



Download BookSmart!

Scan me!

booksmart.world/free

Reading for Health: Co-Designing Better Child Wellbeing Through BookSmart



Physicians love BookSmart

Simply share BookSmart's QR code during well-child visits, in waiting rooms, and as part of health equity efforts to encourage parents to begin their reading journey early with their child. FREE + variable low bandwidth technology provides access to thousands of books in 6 languages on any type of mobile device. Trusted globally by families, ministries, educators, and NGOs as a member of the Learning Cabinet, a UNICEF-led initiative to curate evidence-backed EdTech solutions.

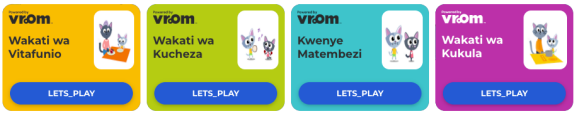
> Parents today need support to ensure they are raising the whole child to their full potential. This includes appropriate parent/child interaction, and nothing fosters this more than stories and brain-building activities provided right on their phone.
>
> - Dr. Osman Warfa Ministry of Health, CDC Liason (Kenya)

BookSmart grows with your patients

From a newborn's first sounds to a preschooler's storytelling adventures, BookSmart provides age-appropriate content that supports key developmental milestones.

By 'prescribing' BookSmart during well-visits, pediatricians are **inspiring lifelong readers** offering families a powerful tool that transforms everyday moments into learning opportunities.













Member of

Learning Cabinet

UNICEF-led initiative to curate evidence-backed EdTech solutions

learningcabinet.org