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October 2010

Dear Tostan Friends and Supporters,

This past month was very exciting for our organization! In late September, I was a panelist at the [Clinton Global Initiative](#) in New York City. The panel was titled, "Mobile Revolution: Transforming Access, Markets, and Development," and for my part, I discussed our [Jokko Initiative](#), which uses mobile phones to promote literacy. I shared how Tostan is using text messaging as a practical means to empower communities in Senegal through literacy, improve communication within social networks, and provide greater access to the outside world. [Click here](#) to watch a webcast of the panel.

At Tostan we always talk about "[community-led successes](#)," and the Jokko Initiative is a perfect example of this. The Jokko Initiative exists because of the community leaders who shared with me their desire to learn how to send text messages to practice their literacy skills and communicate more effectively. This is another example of what we see over and over again: that great things happen when communities are the leaders, rather than the recipients, of development.

Scroll down to read other recent community-led success stories. As always, thank you for your continued support.

Warm regards,

Molly Melching

Molly Melching  
Executive Director, Tostan

## The Solar Sisters Bring Light to Keur Simbara

50 homes and a health center in the Senegalese village of Keur Simbara currently have light thanks to the "solar sisters"--seven amazing women who trained for six months at the [Barefoot College](#) in India to become solar engineers as part of the [Solar Power! Project](#).



[Click here](#) to read an account of the solar panel installation ceremony in Keur Simbara!

## Radio Programs Broadcast Information in National Languages

Radio broadcasts are one of the many interesting [community-led outreach](#) projects managed by community members who participate in Tostan's [Community-Empowerment Program](#) (CEP).



These broadcasts are effective means to expand upon

## Study Shows Promise for "Text Messaging for Literacy" Approach

On September 8, International Literacy Day, Tostan's offices celebrated the release of [UNICEF](#) and the [Center of Evaluation for Global Action's](#) (CEGA) preliminary findings on the [Jokko Initiative](#)--Tostan's innovative approach to improving communication and reinforcing literacy skills through text messaging, especially for women and girls.



[Click here](#) to read the full story about these encouraging findings for empowerment through literacy!

## Follow Tostan Online!

Our Twitter presence is increasing daily--we now have over 350 followers! Check our [twitter feed](#) daily for updates from communities and exciting news from our Tostan offices!





ideas from the CEP and to include isolated communities in the dialogue about health, hygiene, human rights, and democracy.

Broadcasts are also a great way to mobilize communities around social issues and create collective movements for social change!

[Click here](#) to read about an incredible Tostan supervisor, Binta Diao, who broadcasts empowering information three times a week!

Get the latest stories on our [blog](#) and check out our pages on [Facebook](#), [MySpace](#), and [Flickr](#). Don't forget to take a look at our YouTube Channel '[Tostan International](#)' to see films on our work in West and East Africa.

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Tostan is a US 501(c)(3) nongovernmental organization based in Senegal, West Africa.

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