

## SCRIPT UNLIMITED CHILD

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## INTRODUCTION

A small intervention with children at very young age, with huge effects later in their education. That's the aim of the the unlimited child initiative in South Africa. It's about providing educational toys to children up to six years, who spend their days with care-givers in crèches. These toys are used to enhance their chances of being successful in primary and secondary school. The toys are in use in and around the city of Durban, which is located on the on the East coast of South Africa. It started as a social responsibility project of a company called The Unlimited. It has proved successful, and the long term goal is to bring these toys to 25,000 crèches through South Africa and eventually through the rest of Africa.

BETA LENGTH 3'42"

### SHOTS:

- *wide stone building on a hill with crèche inside*
- *interior children seated on a carpet, doing nothing*
- *medium 2 children staring*
- *wide skyscrapers Durban on the beach*

### VOICE OVER

You don't have to go far to find the crèches that are located just outside of Durban City. Makeshift crèches where small children spend most their day just staring into space while their parents go off to work. It is a sad reality in hundreds of crèches in located in low income areas. Not everybody enjoys the wealth which sparks from Durban's skyline on the beach.

### SOUNDBITE MAN SAWING

### SHOTS:

- *lady doing laundry in a bucket*
- *close face lady doing laundry*
- *changing diapers by care giver*
- *close face care giver*
- *other care giver playing with a young child*

VOICE OVER:

Many of the parents survive on low paid jobs, and have no choice than to leave their children in crèches where even a diaper change becomes a direly needed distraction.

QUOTE NTOMPI NGCOBO, care giver

***The children just sit and eat. There's nothing they're going to do than to sleep, stare at the roof, and eventually go back home.***

SOUNDBITE CRYING BABY IN CARE GIVER'S ARMS

SHOTS:

- children seated on carpet
- other children seated on carpet
- signboard company *The Unlimited*
- IAIN BUCHAN standing in front of office building

VOICE OVER

Several studies show that idleness like this prevents a young child's brain to kick off, which makes learning at a later age difficult. This problem got the attention of a local businessman, who was supporting his domestic worker's grandchildren through school, but they still failed.

QUOTE IAIN BUCHAN, chairman of The Unlimited English)

***The sad thing was that after a year of full remedial work both two children failed class one again. As a result of that I knew there was a much bigger problem.***

SHOTS:

- children playing with toys at a table
- medium 2 children playing
- medium 2 other children playing
- close girl playing with toy

VOICE OVER

In working with a retired educationalist Buchan was alerted on the importance of early learning through educational toys. His company started the unlimited child project in 2008, and is now working in 97 crèches.

SOUNDBITE IAN CORBISHLEY PLAYING WITH CHILDREN

SHOTS:

- IAN CORBISHLEY playing with the toys
- medium IAN CORBISHLEY playing

- children sleeping under a blanket on the floor
- close staring child

VOICE OVER

Ian Corbishley is the educationalist who helped with the design of the toys which are used to stimulate the children. If that doesn't happen at young age their potential is stunted, which is the case for many low income families in South Africa.

QUOTE IAN CORBISHLEY, educationalist

***They're immediately disadvantaged because they didn't have the stimulation and the activities that children from advantaged home have had at school.***

SHOTS:

- CINDY BIYASE walking with child from the back
- CINDY BIYASE with child from the front

VOICE OVER

34-years old Cindy Biyase is a mother of two and living in a low income area. Without a crèche she could not go to work.

QUOTE CINDY BIYASE

***If you work you need a place to leave your child.***

SHOTS:

- CINDY BIYASE walking to crèche with many children
- entrance crèche with children
- daughter CINDY BIYASE playing
- close daughter playing
- wide teacher with children in crèche
- children seated at table

VOICE OVER

At least she's happy her youngest child can play and learn, and the toys seem a great success. Some children who have played with them are doing fine on primary school.

QUOTE IAIN BUCHAN

***Where they have moved to schools the teachers have remarked about where these children come from. Because these children simply by going to these crèches are performing better in their first years at school than children who have not gone through the crèche.***

SHOTS:

- babies on sofa kissed by the teacher

- *close baby holding milk bottle*
- *two children playing with tools*

VOICE OVER

Many crèches have shown interest and the unlimited child continues to distribute the educational toys. The goal is to reach 25,000 crèches within South Africa, and ultimately the whole African continent.

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