“Begin with the Children”: How Sesame Street is Working to Change our World
We believe...

In the **value** of every child, and that each and every child should be able to reach his or her full potential.

That early childhood education is **critical** in helping children reach their full potential.

That the promise of the next generation can bring people **together** and fuel burgeoning social **change**.
Where We Stand

We aim to...

Provide **access** to early childhood education

Give **special attention** to young children who have the least access to educational advantages needed to help them reach their full potential

Use the power of mass media and its ability to **reach** and **engage** children
Academic, emotional, and social capabilities are inextricably intertwined...
The Four Questions

1. What are the needs of children and how can media address them?

2. On which media platforms will children learn now and in the future?

3. How do we devise engaging content for those platforms?

4. How do we consistently market this work to provide resources to pay for it?
Our MISSION
Harness the educational power of media to help all children reach their highest potential.
Education + Media + Muppets

Everything we do shows our commitment to education, and uses mass media and Muppets to make the learning fun.
The Beginning - The 1960s
The Longest Street in the World...
Sesame Workshop Process

Assessment of Need

Formative Research

Set Educational Objectives

Educational Content Seminar

Distribution (Broadcast, Materials’ Dissemination, etc.)

Summative Evaluation

Production (Workshops, Script Review Material Review, Taping, etc.)
Global Brand- Local

Child Development/Educational Specialists

- Country-specific educational framework
- Culturally and socially-relevant content

Production Experts

- Local sets
- Local Muppets
- Local Language (s)
- Multiple platform: TV, radio, print, digital media, etc.
Content Areas

**HEALTH**
- healthy habits
- disease-specific content (of regional significance)

**SOCIO-EMOTIONAL**
- self-regulation/executive function
- cooperation
- conflict resolution strategies

**FAMILY & COMMUNITY**
- environment
- civic responsibility
- arts and culture
- diversity (MRU, disability, gender equity)

**ACADEMIC**
- literacy
- math
- STEM
- cognitive reasoning
I’m Kami and I am South African.

Humph! You all know me. Oscar, remember? Now, scram.

I’m Khokha, from Egypt.

I’m from India. My name is Chamki.

I’m Sivan from Israel.

We’re Haneen and Kareem from Palestine!
Set Example: Alam Simsim Egypt
Achieving Maximum Reach and Impact
Afghanistan
Mobile, Web and other digital content

India

Radiophone project (Gurgoan)

Healthy Habits for Life project (Gujarat)

A range of capabilities on mobile phones, from text to multimedia
India Mobile Project
Measuring Impact

The most widely researched program in television history!
Partnerships

Key to sustainability: establishing consortium of partners vested in project’s educational mission; building local capacity and engendering partnership to carry the project forward

- basic education
- SABC
- IDP Foundation, Inc.
- Sanlam
- MACMILLAN
- USAID
- AVUSA
- CN
- World Bank
- UNICEF
- Ford Foundation
- Pago
- Michael & Susan Dell Foundation
- Wireless Reach
- Batswana and Americans in Partnership to Fight HIV/AIDS
- Mobinil
- Turner
Build Positive Public Relations