

SESAME WORKSHOP

Welcome Sesame



Partnering with Sesame Workshop to support young children affected by crises

For over 50 years, Sesame Workshop has harnessed the power of educational media and Muppets to reach millions of children in more than 150 countries.

Over the last decade, we have expanded the scope of our programs to focus on supporting children and families affected by crises and displacement around the world, including in the United States. Through a diverse set of programs united by the same vision, *Welcome Sesame* is expanding access to high-quality, playful, inclusive, and context-appropriate early learning and nurturing care for young children affected by crisis globally.



Learn more

For more information please visit:
sesame.org/refugees



Welcome Sesame's content and impact

Welcome Sesame reaches families with educational media through broadcast and digital platforms, as well as through programs directly serving communities in partnership with local organizations, governments, and humanitarian actors. Our programs target outcome areas including emotional well-being, self and belonging, foundational skills, creativity and playful problem solving, and healthy habits. These outcomes cut across traditional humanitarian sectors including education, child protection, health, livelihoods, WASH, and more. *Welcome Sesame* content can directly contribute to positive child outcomes, deepen the impact of services, expand reach, and offer children playful educational content that reflects their own cultures and experiences.

Partnership Opportunities

If your organization is interested in integrating resources from *Welcome Sesame* into your services, the first step is identifying the needs, challenges, and opportunities the content will help you address. **Do you operate Child Friendly Spaces that would benefit from educational media content? Are you serving caregivers and teachers who would benefit from new and engaging resources? Would your program's waiting room be a good place to introduce playful child-facing media?** We offer several starting points for partnership models—each of which can be tailored in collaboration with your organization. Once we understand your context and goals, we can discuss how to customize an approach to match your needs, including using our [Technology Decision Roadmap](#) to identify the right media distribution channels and determining resources required to support the partnership.

We have several examples of types of partnerships leveraging our educational media content:



Plug and Play

This program approach leverages existing content (including animated videos currently available in 19 languages) that can be rapidly integrated into partner programming or distributed via mass media (broadcast or digital channels). This model is typically most appropriate for an acute crisis situation or where speed and cost are key factors.



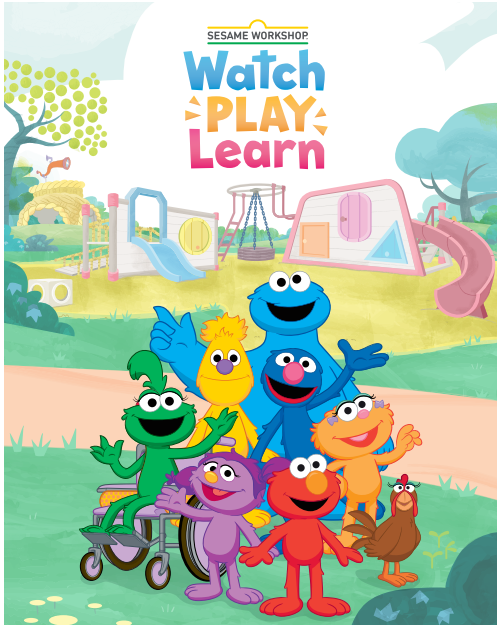
Tailored Content and Training

This program approach includes selection of video content from offerings such as *Watch, Play, Learn*; possible dubbing of content; facilitator guides; facilitator trainings; and ongoing support. Implementation channels include mass media and/or integration of content into direct services run by implementing organizations. Our *Watch, Play, Learn* Toolkit is available to support implementers with practical guidance on integrating our videos into your programming.



Custom Full-Scale Programming

This program approach includes a needs assessment, program co-design, formative research, new content creation, new facilitator guides, and summative research in partnership with service providers and communities. Implementation approaches could include broadcast and digital channels with strong promotional support as well as program integration through a long-term partnership model. This approach is typically suited for responses with multi-year implementation timelines.



Globally Tested Educational Media Content: Spotlight on *Watch, Play, Learn*

4 content areas

Math; science; social-emotional learning; child protection, health, and safety



**140 5-minute
animated
segments**

**Designed
for children
ages 3-8**



**Dubbed into
19+ languages**

English, Rohingya, Spanish, Levantine Arabic, Modern Standard Arabic, Afrikaans, Ndebele, Zulu, Sesotho, South African English, Somali, Swahili, Urdu, Ukrainian, Russian, Bangla, Hausa, Hindi, and Telugu

Examples of *Welcome Sesame* content integrated into programs around the world

Education Programming in Kenya

We partnered with Save the Children to integrate Somali language videos into schools in the Dadaab refugee camps in Kenya, including related lessons before and after the videos facilitated by teachers. Children used tablets to watch math and social-emotional learning videos during formal lessons and in unstructured time.

Mental Health Programming in Colombia

We partnered with Universidad de los Andes to integrate videos, dubbed into Spanish, into their Semillas de Apego program. Caregivers viewed social-emotional learning videos with trained facilitators, then viewed the content at home on their personal devices with their children to reinforce positive coping strategies in children and parents.





Child Protection Programming in Bangladesh

We partnered with BRAC to integrate print and video content in Rohingya into BRAC's Humanitarian Play Labs in refugee camps in Cox's Bazar. Videos were integrated using low-tech solutions, alongside lessons reinforcing the videos' curricular focus, complementary print materials, and additional live action Muppet videos.

Parenting Programming in Ukraine

In response to needs expressed by parents in a Rapid Needs Assessment conducted by Sesame Workshop in Ukraine in March 2023, we partnered with IREX and the US Department of State to create a hybrid parenting program called Care and Connect, with videos and facilitator guides focused on self-care, psychosocial support, early learning, and social cohesion.

WASH Programming around the world

We partnered with World Vision to launch the WASH UP! Initiative in 2015, which provides access to meaningful sanitation and hygiene education. The program uses print and video resources to empower children with the knowledge and skills they need to teach their friends and family about staying safe and healthy. The program has reached 18 countries, including Afghanistan, Mali, Rwanda, Syria, and more.

To start the conversation about how your organization can get involved with *Welcome Sesame*, please contact ISIOperations@sesame.org.



Sesame Workshop is the global impact nonprofit behind *Sesame Street* and so much more. For over 50 years, it has worked at the intersection of education, media, and research, creating joyful experiences that enrich minds and expand hearts, all in service of empowering each generation to build a better world. Our beloved characters, iconic shows, and outreach in communities bring playful early learning to families in more than 150 countries and advance our mission to help children everywhere grow smarter, stronger, and kinder.