

**SESAME WORKSHOP FOCUSES ON THE FOURTH R: RESILIENCE**

*Helping kids to overcome adversity and thrive*

**December 10, 2013 (New York, NY) –** Finding fun and engaging ways to help young children learn about reading, writing and ‘rithmetic has always been central to the mission of [Sesame Workshop](http://www.sesameworkshop.org), the nonprofit educational organization behind [*Sesame Street*](http://www.sesamestreet.org).Throughout the years, Sesame Workshop has also looked at another important “r”: Resilience. Today, the Workshop is launching an initiative that continues to support this very important component of a child’s healthy development by turning everyday challenges into learning moments.

***[Little Children, Big Challenges](http://www.sesamestreet.org/challenges)****,* the newest installment of a multiyear, bilingual community engagement initiative, seeks to help children ages 2-5 in military, veteran and general public families build important resilience and perseverance skills that allow them to overcome challenges large and small. One of the most important factors in building these skills is the presence of a caring, supportive adult. This is why this new initiative is providing tools for adults to use with children to empower them to transform everyday challenges into opportunities of supporting children’s development and growth, and thrive.

“For more than 40 years, the Workshop has been focused on building resilience skills in children to help them achieve their highest potential,” said Dr. Jeanette Betancourt, Senior Vice President for Community and Family Engagement at Sesame Workshop. “We’ve tackled tough subjects like incarceration and divorce. Today we continue our efforts by tackling essential skills that can help children as they encounter everyday challenges like sibling rivalry or beating the bedtime blues. These new resources not only help children to learn and grow from these situations; they also provide the adults in their lives with habitual activities to help young children build these crucial skills in a way that only Sesame Workshop can – with the help of the Muppets.”

*Little Children, Big Challenges* is designed to:

* Introduce the skills and strategies young children (ages 2-5) need to build resilience and persevere through
  + day-to-day challenges, such as: beating the bedtime blues, trying new things, learning from mistakes, making new friends, not being able to do something yet, and resolving problems between friends; and
  + significant transitions and situations, such as: mean or aggressive behavior, sibling rivalry, and relocation.
* Provide parents, caregivers and educators with activities and positive routines to help foster young children’s resilience on a daily basis.

Sesame Workshop is working closely with project advisors and partners to develop a comprehensive dissemination strategy to ensure these bilingual multimedia resources reach all families across the country. Distribution networks include parenting groups, childcare professionals, social workers and mental health professionals, among others. All partners and networks will be guided through training webinars as they integrate the materials into their existing programs in an effort to make the most significant impact possible in their communities.

*Little Children, Big Challenges* components include:

* Bilingual (English/Spanish) multimedia resource kits featuring:
  + A *Sesame Street* DVD featuring a Muppet story and music videos with real children and families
  + A Family Guide with tips and strategies
  + An Educator Activity Guide to be used in classrooms with children
* The *Breathe, Think, Do with Sesame* Mobile App to help children learn problem solving strategies and provide parents with tips and activities they can use to help children navigate challenges. The app is available for tablet and smartphone on Google Play™, the App StoreSM and Amazon for Kindle Fire.
* [SesameStreet.org/Challenges](http://www.sesamestreet.org/Challenges), an online toolkit with streaming video, downloadable Family Guide and an Educator Activity Guide, printable activity sheets, and tips for parents and caregivers
* [Youtube.com/SesameInCommunities](http://www.Youtube.com/SesameInCommunities) featuring video playlists
* [Facebook.com/SesameStreetInCommunities](http://www.Facebook.com/SesameStreetInCommunities) for sharing free educational resources with adults
* Full length video podcasts available for download at [itunes.apple.com/us/podcast/Sesame-in-Communities](http://itunes.apple.com/us/podcast/Sesame-in-Communities)
* [SesameWorkshop.org/Challenges/Partners](http://www.SesameWorkshop.org/Challenges/Partners) with project language and downloadable assets partners can use to promote these resources

**Major support** for *Little Children, Big Challenges* was provided by BAE Systems. **Generous support** was provided by The Prudential Foundation, the Department of Veterans Affairs, the Robert R. McCormick Foundation, the USO and the Military Child Education Coalition.

**About Sesame Workshop:**

Sesame Workshop is the nonprofit educational organization behind *Sesame Street,* the landmark television program that reaches millions of children every day in [more than 150 countries](http://www.sesameworkshop.org/where-we-work/). The Workshop’s [mission](http://www.sesameworkshop.org/what-we-do/our-mission.html) is to use the educational power of media to help children everywhere reach their highest potential. Delivered through a variety of platforms, Sesame Workshop develops research-based content – including television programs, books, games, mobile apps and community engagement initiatives – that supports early childhood learning, helps prepare children for school, and addresses developmental needs. The Workshop’s programs are tailored to the needs of specific regions and focus on topics that help young children and families develop critical skills for lifelong learning. For more information, visit us at [www.sesameworkshop.org](http://www.sesameworkshop.org/).

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**Learn more about *Sesame Street’s* Military Family Initiative:**

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