



# big results, immense rewards

EDUCATIONAL OUTREACH:

~~in General Educational Development~~  
Research results



## MAKING A MEASURABLE DIFFERENCE

Through educational outreach,  
**Sesame Street is able to go beyond  
the power of television and directly impact  
particularly vulnerable communities.**

Tailored to these communities' specific needs, our outreach programs bring lessons about ABCs and 123s, health, and emotional wellbeing into the homes and hands of families and preschoolers.

Our multimedia materials, full of Muppets, laughter, and learning, reach children across the country—in English as well as Spanish—with the skills and support they need. **As numerous studies tell us, the impact is impressive.**

## LITERACY & NUMERACY

**When our number, letter, and vocabulary materials land in children's hands, they have a measurable impact on learning.**



### Word on the Street

To build on the show's successful *Word on the Street* vocabulary lessons, we created outreach materials to bring the power of words into childcare settings. With powerful results: Using the *Word on the Street* materials increases the number of words children know by 78%.<sup>1</sup> The materials were also shown to significantly increase word-related activities in the classroom, such as

asking children to use new words to describe a personal experience. Childcare providers agree enthusiastically with the program's efficacy: Two out of three providers (68%) who use the materials say they help children learn and expand vocabulary.<sup>2</sup>

### Math Is Everywhere

Another area showing strong impact numbers, is, well...numbers. Our *Math Is Everywhere* outreach kit nurtures early math skills

in several ways. Almost all parents (97%) using the kit say it increases the time their child spends on math-related activities, and over 90% of parents report a positive change in their children's interest in counting, sorting, and matching. Children aren't the only ones making a change: Over half of teachers using *Math Is Everywhere* say they will teach math differently as a result.<sup>3</sup>

\* Increase based on words measured.

# 90%

Over 90% of parents see a positive change in their children's interest in counting, sorting, and matching after participating in the *Math Is Everywhere* program.<sup>3</sup>

# 68%

of caregivers using *Word on the Street* materials say they help children learn and expand vocabulary.\*<sup>1</sup>

# 97%

Almost all parents (97%) say the *Math Is Everywhere* program increases the time their child spends on math-related activities.<sup>3</sup>

## EMOTIONAL WELLBEING

### Sesame is stepping in to help children and caregivers facing difficult challenges, from disasters to deployments.

82%

of parents feel our *Families Stand Together* kit helps their family cope better with the tough economic times.<sup>4</sup>

2<sup>out</sup>  
of 3

parents feel more comfortable helping their child deal with stress after using our *You Can Ask* outreach materials.<sup>8</sup>

71%

of caregivers say our Military Families outreach materials help their child cope with an injured family member.<sup>6</sup>

#### Families Stand Together

In the recent economic downturn, many affected families found it hard to explain their change in circumstances to their young children. But after using our *Families Stand Together* kit, 82% of parents felt it helped their family cope better. The kit's messages really hit home, helping families take positive steps such as directly involving their child in dealing with the changes caused by economic hardship (up from 63% to 81%). They also spent more time on what truly matters and costs nothing—nurturing and playing with their child, which increased to 91%.<sup>4</sup>

#### Talk, Listen, Connect

As military families know all too well, children face real emotional hardship when a parent leaves or

comes back injured. But as several studies have shown, our *Talk, Listen, Connect* outreach kits have made these stressful situations a little easier to cope with. 80% of parents felt our kit on deployments helped their children better handle future deployments. After using the kit, children exhibited fewer negative behaviors, such as being demanding and impatient.<sup>5</sup>







Families reported similar improvements after using the kit designed for children with an injured family member: 71% of caregivers felt the kit helped their child cope.<sup>6</sup>

### When Families Grieve

The death of a parent is one of the toughest experiences a child can face. While nothing can fully shelter a child from the impact of such a loss, research shows that our *When Families Grieve* materials help to provide some comfort. 83% of caregivers using the multimedia kit feel they “have more appropriate

language to better discuss death with my child.” Just as remarkable, 95% of those who received the kits used them, with 91% of caregivers rating them “Good” or “Excellent.”<sup>7</sup>

### You Can Ask

In the wake of tragedy, children are often hit hardest by feelings of stress. Our *You Can Ask* kit, designed after 9/11 to address such events, has proven a powerful ally to parents and children struggling to cope. After using the kit, two out of three parents (63%) feel more comfortable helping their child handle stress.<sup>8</sup>

### Let’s Get Ready!

And before emergencies happen, Sesame’s there, too. Parents and teachers using our *Let’s Get Ready!* materials to prepare for disasters particularly appreciated the kit’s role-playing, songs, and other shared activities. The kit also made it clear to families that they were currently unprepared, and drove home how important it is to have an emergency plan that involves their preschooler.<sup>9</sup>



## HEALTH & WELLNESS

### Our health-focused outreach programs are having a healthy impact.



#### Healthy Habits for Life

Our wide-ranging *Healthy Habits for Life* program has reached families nationwide with easy-to-consume messages about eating right and living healthy through Sesame's television show, outreach materials, and much, much

98%

of childcare providers report that children improve their food choices while participating in the *Healthy Habits for Life* program.<sup>10</sup>

62%

of caregivers using *Food for Thought* materials rate them a 10, the highest possible mark.<sup>12</sup>

more. Almost 5 million families and childcare centers received a Sesame Street outreach kit. When using our kits, almost all (98%) of childcare providers report that children improve their food choices. Thanks to the program, caregivers and parents spontaneously mention making better food choices as an example to their children.<sup>10</sup>

As part of the *Healthy Habits for Life* initiative, kits were also distributed to families that are nutritionally at-risk in collaboration with the National Women, Infants, and Children Association. The results in this group are just as striking. After using the kit, families show significantly better health awareness, such as knowing the importance of eating "a rainbow" of fruits

and vegetables (increased by 26%). Plus, families report a much greater willingness to incorporate healthy foods in their diet—products such as fruits, vegetables, whole grains, and lower-fat milk (increases as high as 18%).<sup>11</sup>

#### Food for Thought: Eating Well on a Budget

For millions of American families struggling to afford healthy food, our *Food for Thought* outreach kits come as a welcome relief. The kits significantly increase caregivers' knowledge of how to eat healthy on a budget, with specific areas of knowledge up as much as 75%. A remarkable 99% of caregivers using the kit find it helpful, while 3 out of 4 families report that they are doing new things as a result, such as serving healthier meals.<sup>12</sup>

## OUR OUTREACH STUDIES

— Sesame Workshop Publications —

- Schiffman, J., Cohen, D., Kotler, J. & Truglio, R. (2008). *The Word on Sesame Street Is Vocabulary!* Paper presented at the annual conference for the International Communication Association, Montreal, QC, Canada.<sup>1</sup>
- Brooks, M.K. & Cohen, D.I. (2009). *Word on the Street Outreach Kit Use Study*. New York: Sesame Workshop.<sup>2</sup>
- KidPoint, LLC. (2011, March). *Math Is Everywhere* Evaluation Report.<sup>3</sup>
- Fluent Research. (2010). *Families Stand Together* Impact Assessment Report.<sup>4</sup>
- Russell Research. (2006). *Talk, Listen, Connect* Kit Evaluation.<sup>5</sup>
- Military Families Research Institute. (2009). *Talk, Listen, Connect* (TLC II-MD) Kit Evaluation. Findings from the *Talk, Listen, Connect* (TLC II – Changes) Kit Evaluation.<sup>6</sup>
- Center for the Study of Traumatic Stress, Uniformed Services University. (2011). Preliminary Findings from the *Talk, Listen, Connect III: When Families Grieve* Kit Evaluation.<sup>7</sup>
- Russell Research. (2004). Findings from a Study of Project Liberty's *You Can Ask!* Materials.<sup>8</sup>
- Summary of Findings for Bear Stearns Focus Groups on Emergency Preparedness. (2008). Internal Report. New York: Sesame Workshop.<sup>9</sup>
- KidPoint, LLC. (2009). *Healthy Habits for Life* Child Care Resource Kit Evaluation Report. Unpublished report.<sup>10</sup>
- First 5 LA. (2010). *Sesame Street Healthy Habits for Life* Resource Kit Provides Benefits for Child Care Providers and Young Children. [Research brief].
- Ritchie, L.D., Whaley, S.D., Spector, P., Gomez, J. & Crawford, P.B. (2010). Favorable Impact of Nutrition Education on California WIC Families. *Journal of Nutrition Education & Behavior*, 42(3S).<sup>11</sup>
- Field Research Corporation. (2011). An Evaluation of *Food for Thought: Eating Well on a Budget* – Topline Findings.<sup>12</sup>

**Sesame Workshop is the nonprofit educational organization behind Sesame Street.**

**To learn more about our outreach projects and their results, email [outreach@sesameworkshop.org](mailto:outreach@sesameworkshop.org) or visit [sesameworkshop.org/results](http://sesameworkshop.org/results).**



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