

Making a Difference, One Child at a Time, Millions of Children the World Over

Little did we know: What began as a simple yet revolutionary idea in the United States — to teach kids through television — would grow into a worldwide educational phenomenon seen in more than 150 countries.

Today Sesame Street reaches 156 million children from all walks of life; children who laugh and learn with Sesame's furry characters while experiencing lessons that set them up for success in school and life. It's what makes Sesame Street the world's largest informal educator of young children — or, as some would say, the world's longest street.

In many countries Sesame Street's programs are created with the help of local educators, advisors, and producers and are tailored to meet the unique educational needs of children in each country. This often results in a coproduction: a fully local Sesame Street with its own name, language, curriculum, and Muppets.

Substantial research shows that Sesame Workshop's international coproductions are effective across the spectrum of critical learning areas, from literacy and math to health and social skills.

These remarkable findings validate our signature approach: bringing delightful and relatable learning opportunities to children wherever they learn — through TV, radio, print, and online, and in the classroom.

In an analysis that examined 21 research reports on the impact of Sesame Street's international coproductions, researchers found a positive effect on almost all outcomes examined.¹ The overall effect size is 0.29, which translates to a gain of almost 12 percentile points. That means that out of

a hypothetical class of 100, an average child who has watched Sesame Street would be ranked 12 places higher than a typical child who has not watched.

This is a remarkable gain, though in and of itself not unique. Other early childhood interventions outside the U.S. have been able to achieve similar results.² What is exceptional is the scale of the impact: Sesame Street reaches millions.

Positive Impact of Sesame Street Across the World (Effect Sizes)

Across learning outcomes:

Average for All Learning Domains 0.29

By specific learning domain:

Learning About the World 0.34

Cognitive Outcomes 0.28

Social Reasoning / Attitudes 0.19

12 PERCENTILE GAIN

in learning outcomes among children who watch a Sesame Street coproduction.¹





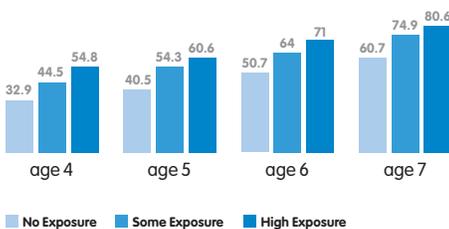
Literacy, Math, and Science

Every day around the world, Sesame Street is delivering the academic building blocks children need at a young age: literacy, math, and science skills. As recent studies bear out, our efforts are having a measurable impact on learning in both the short- and long- term.

Bangladesh

Our Sisimpur program in Bangladesh brings lessons in literacy, health, and cultural awareness to nearly 7 million young learners. A study of more than 6,000 of these children revealed that those who had some exposure to Sisimpur (at least a few times a month) demonstrated literacy skills equivalent to those of a child one year older who had no exposure.³

Literacy Gains of Bangladeshi Viewers by Age



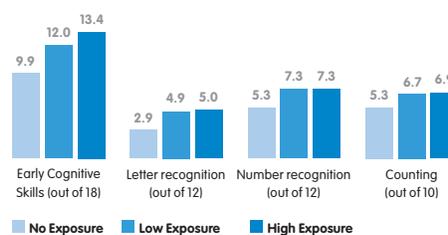
Similarly, children who viewed twice a week or more showed math skills at levels equal to those of a child one year older who had no exposure. What's more, the greatest benefits of watching Sisimpur were felt by children in greatest need: those in rural areas and lower-income urban households.

Indonesia

Jalan Sesama debuted in Indonesia in 2008 to promote literacy and other essential skills. Today, 2 out of 3 Indonesian children have watched the program — 7.5 million children across the nation.

An experimental study of the show's impact indicated that children who had high exposure (watched three to four times a week) performed better on tests of early cognitive skills, letter recognition, number recognition, and counting compared with those who had no exposure.⁴

Learning Gains of Indonesian Viewers



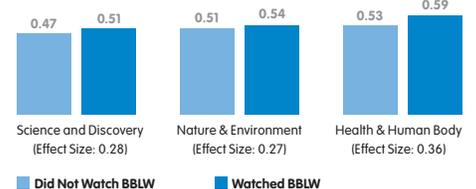
What's more, these effects were over and above those of the child's gender, age, baseline score, and parent education.

China

Big Bird Looks at the World (BBLW), our Mandarin-language program for China, began in December 2010. Its premise: Fun, everyday, hands-on encounters with science and nature can give children much-needed skills to engage with their world.

Researchers examined children's learning of science content from the show.⁵ Using an experimental design with more than 1,900 children, they found that children who watched BBLW scored higher on all three domains tested than children who did not watch.

Science Gains of Chinese Viewers





Health and Wellness

Many of our coproductions teach children to adopt healthy everyday behaviors, such as hand washing, physical activity, and good eating habits. Other projects target knowledge about specific diseases, including malaria, HIV/AIDS, and heart disease. Research shows that watching these programs may be just the right prescription for a healthy start in life.

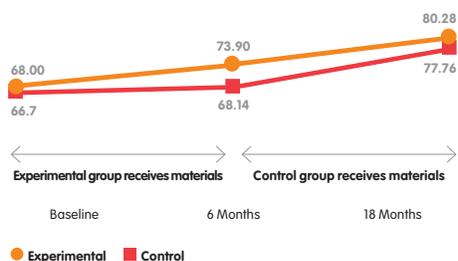


Colombia

Plaza Sésamo reaches millions of children across Latin America, including more than 2 million in Colombia through an initiative that emphasizes nutrition and physical activity. Colombia's "Healthy Habits" initiative focuses on improving knowledge, attitudes, and habits (KAH) among children, parents, and teachers regarding healthy eating and living an active lifestyle.

In a comprehensive study, researchers assessed children's KAH in three areas: body and heart health, nutrition, and physical activity.⁶ They found that children in the intervention group showed a greater increase in their overall score compared with those in the control group, over and above the effects of preschool, gender, age, weight, and teachers' education levels.

Long-Term Gains in Health Knowledge, Attitudes, and Habits Among Children Participating in Our Colombian Health Initiative



When children in the control group received materials, they showed a significant increase in their overall score one year later. The program also produced positive outcomes for parents and teachers: Parents had greater gains in knowledge and attitudes, and teachers had more positive attitudes compared with the control group.

Tanzania

Kilimani Sesame is delivering life-saving health messages to millions of Tanzanian preschoolers through radio, television, outreach materials, and teacher mediation.

Compared to children with less exposure, those who had more exposure to Kilimani Sesame knew more about malaria transmission and prevention, knew more about HIV/AIDS, and had more positive attitudes towards people with HIV/AIDS.⁷



Mutual Respect and Understanding

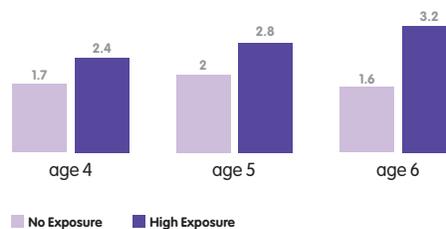
Since its inception, Sesame Street has brought together children from all walks of life and promoted the values of sharing and getting along with others. These efforts have focused on race relations, religious differences, gender attitudes, language diversity, and other cultural contrasts. In places with a history of conflict and division, studies show that our international coproductions help children find common ground.

Egypt

Alam Simsim, our Egyptian version of Sesame Street, was among the top five most-watched children's television shows in Egypt, reaching nearly 12 million children. An assessment of Alam Simsim's effects revealed that greater exposure to the show was related to more gender-equitable attitudes.

Children were more likely to indicate that both girls and boys could have various responsibilities, personality characteristics, and career possibilities.⁸

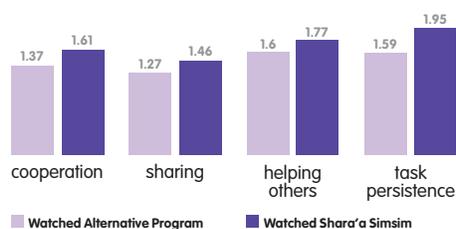
Gains in Gender Equity Attitudes Among Egyptian Viewers by Age (Average Scores)



West Bank /Gaza

Shara'a Simsim, the Palestinian adaptation of Sesame Street, is an essential source of learning for girls and boys in Gaza and the West Bank. An experimental study revealed that the Shara'a Simsim series effectively promotes learning across a range of socioemotional skills. Children who watched Shara'a Simsim performed better on measures of cooperation, sharing, helping others, and task persistence than children who viewed an alternate program.⁹

Gains in Socioemotional Skills Among Palestinian Viewers



Israel

Rechov Sumsum in Israel encourages mutual respect and understanding among the country's culturally and religiously diverse communities. An experimental study among Israeli Jewish preschoolers found that children who viewed Rechov Sumsum showed greater gains in knowledge and attitudes across a range of domains, as compared to those who did not watch. Viewers demonstrated advances in prosocial reasoning (especially regarding taking others' perspectives), linguistic diversity (especially in recognizing Arabic language), and understanding the varied abilities of people in wheelchairs.¹⁰





Helping kids learn, grow, and reach their full potential

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. The Workshop's mission 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.

To learn more about our research and impact around the world, please contact Dr. June Lee, Assistant Vice President, Sesame Workshop, at june.lee@sesame.org or +1 212 875 6252.

For more information, visit us at www.sesameworkshop.org.

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