Sesame Street Anti-Bullying Show:
The Good Bird’s Club

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Sesame Workshop

Who We Are
- A nonprofit educational organization making a meaningful difference in the lives of children worldwide by addressing their critical developmental needs.

What We Do
- Develop innovative and engaging educational content delivered across all media platforms to effectively and efficiently reach millions of children, parents, caregivers, and educators – locally, nationally, and globally.

Why We Do it
- The Workshop is committed to the principle that all children deserve a chance to:
  - be prepared for school
  - better understand the world and each other
  - think, dream and discover
  - help children grow Smarter, Stronger, & Kinder
Helping Children Grow Smarter, Stronger, & Kinder

**Smarter:**
- Academic Skills
  - (Language, Literacy, Mathematics, Science, STEM)
- Executive Function Skills
  - (Self-Control, Working Memory, Focused Attention/Attention/Shifting, Critical Thinking, Planning)

**Stronger:**
- Healthy Habits for Life
  - (Nutrition, Physical Movement, Hygiene & Rest)
- Resiliency
  - (Regulating & Managing Emotions, Persistence, Cognitive Flexibility, Self-Confidence)

**Kinder:**
- Mutual Respect & Understanding
  - (Perspective-taking, Empathy)
- Conflict Resolution
  - (Self-Regulation, Self-Control)
Sesame Workshop Model in Action

Assessment of Need

Curriculum Seminar/Educational Advisors

Set Educational Objectives

Distribution (broadcast, materials’ dissemination, etc.)

Summative Evaluation

Production (Workshops, Script Review, Material Review, Taping, etc.)

Formative Research

Content

Sesame Workshop Model

Research

Production
The Need: Does Bullying Occur in Preschool?
Advisors

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Trudy Ludwig
Children’s Advocate and Author
My Secret Bully and Confessions of a Former Bully
What is Bullying?

- A specific type of aggressive behavior in which a child or group of children with more power (e.g. if they are bigger, older, or have more friends) harms another child.
- Bullying is usually repeated.
- Bullying behaviors are intentional and take many forms, including hitting, kicking, name-calling and social exclusion.
Questions to Consider for Story Development

- What is the difference between teasing and bullying? Is teasing bullying?
- Is name calling a form of bullying?
- What is the distinction between reporting and tattling?
- How to empower the bystander/upstander?
- How to build self-confidence and self-esteem and be proud of who you are.
- How to build empathy and acceptance of others to build healthy friendships.
The Good Bird’s Club
The Good Bird’s Club
Formative Research Results

- Children understood the basic premise of the show.
- About 40% of the children were able to articulate what bullying meant in the context of this story.
- Very few children understood the concept of a tattletale.
- Children had mixed emotional responses.
As a Parent, What Do I Do?
Questions for Parents to Consider

- Is bullying a ‘rite-of-passage’?
- Is teasing/name-calling a form of bullying?
- How do I know if my child is being bullied?
- How do I know if my child is bullying other children?
- What behaviors should parents lookout for?
- Has there been an explosion of bullying and are we dealing with an epidemic?
- What is the overall impact of bullying on the family?

http://www.sesamestreet.org/parents/topicsandactivities/topics/bullying
Sesame Workshop’s multimedia outreach initiatives use the power of the beloved Sesame Street characters to help families cope with a range of issues.

sesamestreet.org/toolkits
Overview of Resources

http://sesamestreet.org/challenges
(All available in both English and Spanish)

Family Guide

Video Content Library

Educator Activity Guide

Community Guide

Activity Printables

Breathe, Think, Do App

Big Moving Adventure App
Family Guide

sesamestreet.org/challenges

PDF available for download in English and Spanish
What pro-social skills can children be taught to prevent bullying?
Thank You!