The world’s longest street.
The world’s longest street.
International Social Impact
Our mission is to help kids grow smarter, stronger, and kinder.
OUR PROCESS

- Expansion/Sustainability
- Global Advisory
- Educational Framework
- Identify Local Advisors
- Local Stakeholder Meetings & Country Plans
- Content Prototypes
- Formative Research & Refine Content
- Launch
- Monitoring & Evaluation
- Impact Research
Respect and Understanding
children’s needs + sesame’s unique expertise
Meeting Local Educational Needs

Bangladesh
- Girls’ Education
- Basic Skills
- Financial Empowerment

China
- Science and Math
- Discovery and Exploration

Egypt
- Girls’ Education
- Health and Hygiene
- Financial Empowerment

Indonesia
- Diversity
- Environmental Awareness

India
- Health and Hygiene
- Joyful Learning
- Financial Empowerment

Mexico
- Health, Safety, Nutrition
- Environment
- Financial Empowerment

Nigeria
- Literacy, Math & Science
- WASH and Nutrition
- Socio-Emotional Development

Palestine
- Self Esteem
- Boys’ Empowerment

South Africa/Southern Africa
- Diversity
- HIV/AIDS

Tanzania
- Malaria Education
Our International Impact

- Bangladeshi four year olds who watch *Sisimpur* have literacy scores that are **67%** higher than those who don’t watch.¹

- After watching the local version of Sesame Street, Palestinian children have **18%** higher scores on “cooperation” measure than those who don’t watch.²

- Egyptian six year olds who frequently watch the local version of *Sesame Street* do **2x** as well on gender equity measures than those who watch less.³

- In Kosovo, children who watch Rruga Sesam or Ulica Sezam are **74%** more likely to demonstrate positive attitudes toward children from different ethnic backgrounds than those who don’t watch.⁴

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Our impact is comparable to dedicated preschool interventions, but on a vastly larger scale.

12 percentile points

Kids across the world gain 12 percentile points on learning outcomes.

14%

U.S. kids with access to Sesame Street were 14% less likely to fall behind in school.
Additional Reading about Sesame Workshop and Peace Education
Thank you!

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www.sesameworshop.org

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