



Dr. Jeanette Betancourt, MA, MS, EdD

Senior Vice President, US Social Impact



Offering Comfort, Resilience and Hope During Challenging Times



Let us share Sesame Street memories.
Select a favorite Muppet and share why with others nearby.



-our mission is to help children grow-
Smarter, Stronger, and Kinder



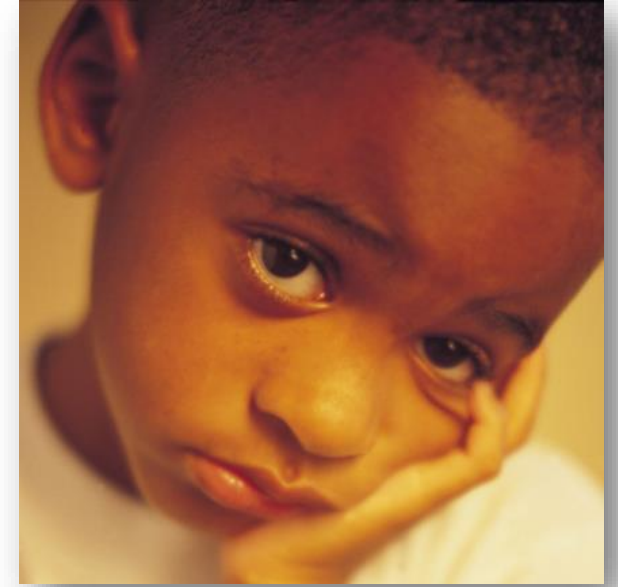


The State of Children



The State of Young Children Today

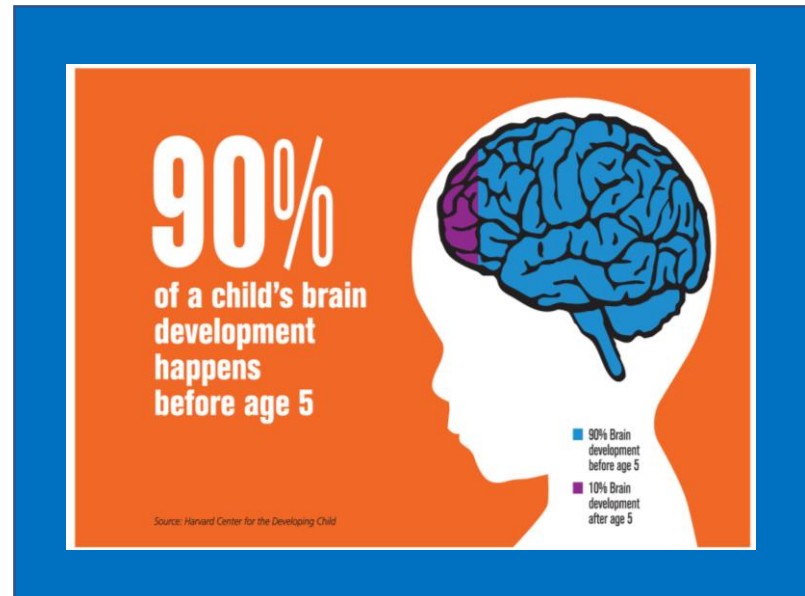
- Pre-pandemic **1 in 6** young children live at or near poverty while stimulus and tax credits have removed 4.6 million children out of poverty
- **43,000** children lost at least one parent to COVID-19, with Black children representing **14%** of that sample
- Children's well-being support is hampered: **40%** decrease in well child visits; **75%** reduction in dental health, and **44%** decrease in outpatient mental health services
- **41%** decrease in reported cases of abuse or neglect
- **1 in 4** children live in food insecure homes



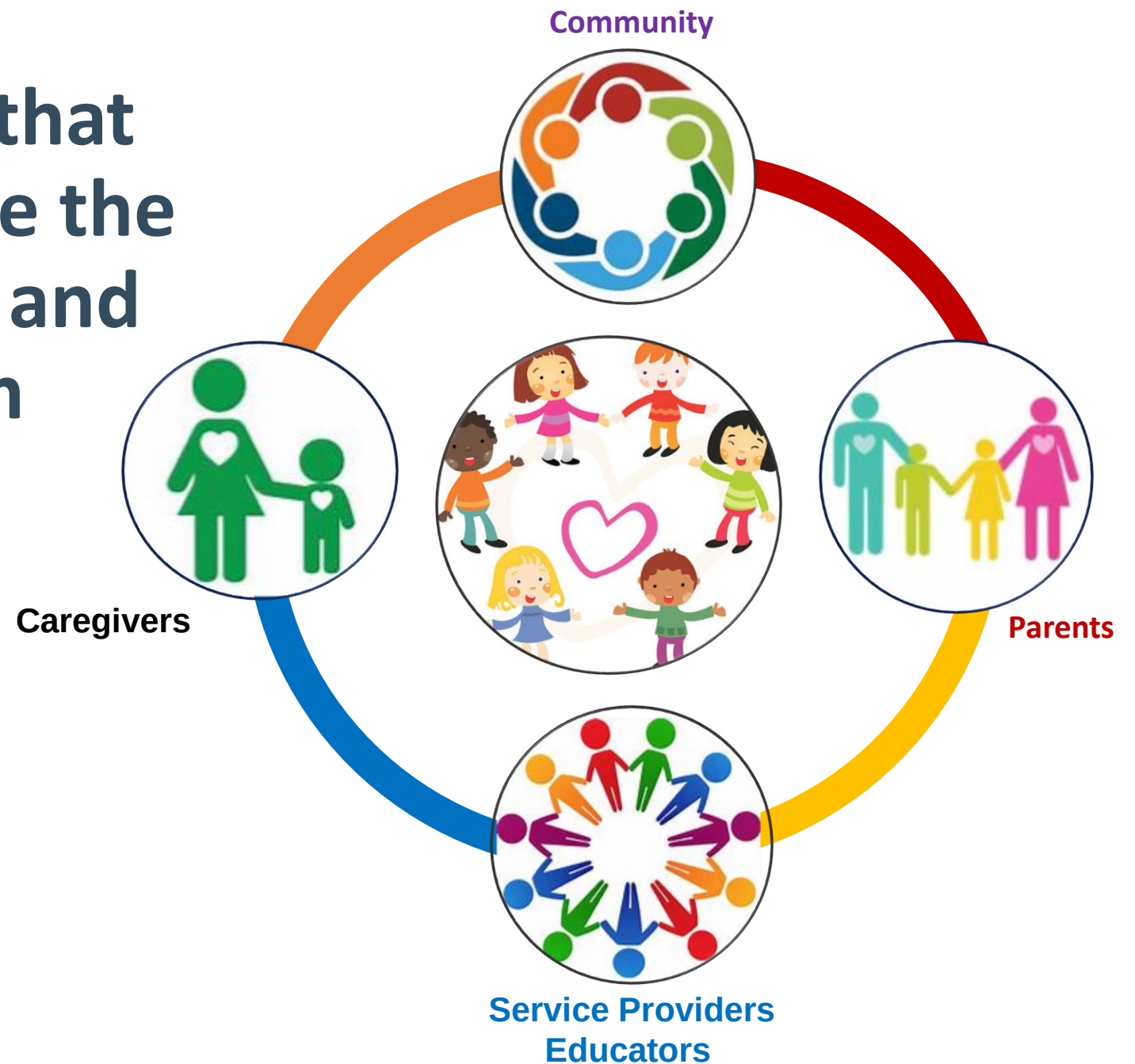
Adversities Can Have Lifetime Effects

Many children are experiencing increased adversity during a critical period of development.

- Almost **2** in every **4** children struggle with more than one traumatic experience
- **14%** decrease in preschool enrollment of 3- and 4- year-olds in 2020 and over **39%** increase in school readiness loss



Evidence indicates that
Circles of Care mitigate the
effects of adversity and
structural racism



U.S. Social Impact



Sesame Street and Autism
see amazing in all children



 **for Military Families**™



 **in Communities**



What is Sesame Street in Communities?

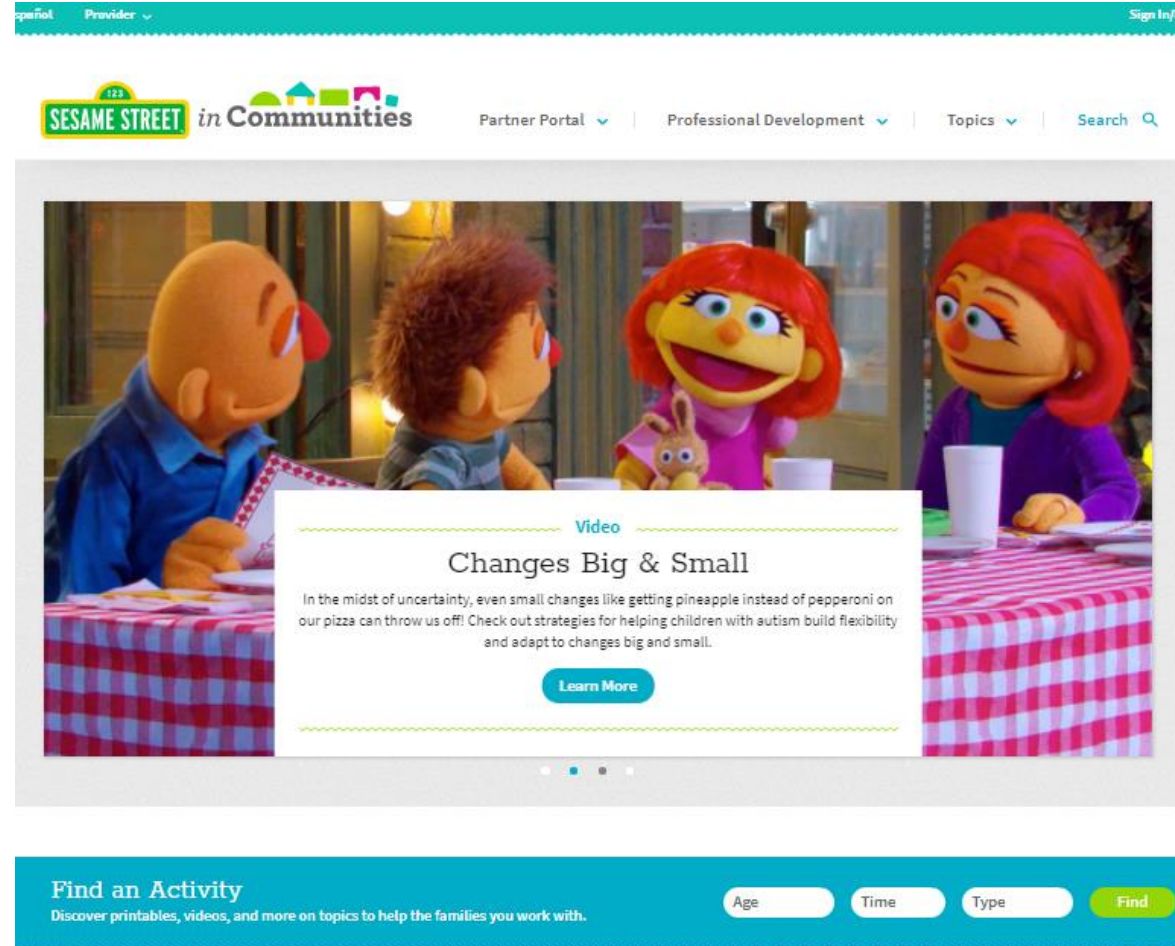
A model that partners with national and local partnerships reaching young children, parents, caregivers, and service providers.

- An online content hub with multiple bilingual resources
- Professional development
- Implementation with partners



SSIC.org

- Parent and provider resources:
 - ABCs, 123s
 - Healthy Bodies, Healthy Minds
 - Difficult Times, Tough Talks
- Content versioned into Spanish
- Professional development



The screenshot shows the SSIC.org website. At the top, there is a teal header with 'Español', 'Provider', and 'Sign In/Log Out' links. Below the header is the 'SESAME STREET in Communities' logo, followed by navigation links for 'Partner Portal', 'Professional Development', 'Topics', and a 'Search' icon. The main content area features a video player with a still image of four Sesame Street characters (Mr. Noodle, Abby Cadabby, Elmo, and Cookie Monster) sitting at a table. The video title is 'Changes Big & Small', and the description reads: 'In the midst of uncertainty, even small changes like getting pineapple instead of pepperoni on our pizza can throw us off! Check out strategies for helping children with autism build flexibility and adapt to changes big and small.' A 'Learn More' button is visible below the description. Below the video player is a 'Find an Activity' section with the text 'Discover printables, videos, and more on topics to help the families you work with.' This section includes filters for 'Age', 'Time', and 'Type', and a 'Find' button. Below the filters are four activity cards: 'Racial Justice: Talking About Race: The Lees', 'Racial Justice: Beautiful Me', 'Learning Through Routines: Learning in the Morning', and 'Learning Through Routines: Inside on a Rainy Day'.

The Pandemic's Impact on Usage

- Greater comfort with a digital transformation
- Increased reliance on readily available content
- Demand for virtual professional development
- Providers tend to more frequently use laptops or tablets
- Parents or caregivers rely more often on mobiles or tablets
- Appeal in having social media links and experiences with shared content



Children's Silent Voices



Children Face Adversity

Family Homelessness

1 in 30 children go to sleep without a home of their own each year and over **61%** in low-income households are “rent burdened”

Foster Care

Nearly **450,000** children are in foster care and now about **35%** are under six

Parental Addiction

5.7 million children under the age of **11** live in a household with a parent who struggles with addiction

Parental Incarceration

More than **5** million children, or one in **14**, have had a parent in state or federal prison at some point in their lives.



Traumatic Experiences



Safety & Security

Helping grown-ups provide attention, comfort, and love for children.



Coping Strategies

Building resiliency through self-expression, breathing exercises, comfort, and safe spaces.



Understanding

Assisting grown-ups in recognizing the impact of trauma on children.

Help, Healing, and Hope

Traumatic experiences are a BIG deal, but Big Bird's a BIG Bird with a big spirit, a big heart, and big dreams for his future.





Professional Development ▾ | Topics ▾ | Search 🔍

Home > Traumatic Experiences

Traumatic Experiences

When a child endures a traumatic experience, the whole family feels the impact. But adults hold the power to help lessen its effects. Several factors can change the course of kids' lives: feeling seen and heard by a caring adult, being patiently taught coping strategies and resilience-building techniques, and being with adults who know about the effects of such experiences. Here are ways to bring these factors to life.

★ ⬆ ⬇



Traumatic Experiences

Find an Activity

Discover printables, videos, and more on topics to help the families you work with.

Age ▾ | Time ▾ | Type ▾ | Find



Using These Resources



Comfy-Cozy Nest



What Are Traumatic Experiences?

Experiencing Trauma



The Big Idea: The more you know about childhood trauma, the more help, hope, and healing is within y

What Is Trauma?

Trauma: Hope & Healing Age 0 to 6 2-3 Min

Trauma is the physical and emotional response to events that threaten one's life, mental health, or physical integrity.

Everyone responds to trauma differently, and traumatic experiences have serious long-term effects on one's well-being. This is especially true when the trauma occurs during early childhood, when kids are forming trusting bonds of attachment which set the stage all of their future relationships.

What Are Adverse Childhood Experiences (ACEs)?



The interactive storybook interface for 'COMFY-COZY NEST' features a large central illustration of Big Bird in his nest. The nest is filled with colorful blankets, a teddy bear, and a small framed picture of Big Bird. The title 'COMFY-COZY NEST' is written in large, stylized letters at the top. Below the main illustration, there are several smaller panels showing different scenes and text boxes. The text boxes contain the following content:

- Big Bird did not look up. "Something scary and confusing happened. I'm feeling really big feelings—and I just don't know what to do!"
- Big Bird imagined his nest. Above was a clear blue sky—and the sun was actually smiling at him!
- Big Bird was having a very tough time. You could tell by looking at his face and his body. "I know you've been having a hard time, Big Bird," Alan said. "What's

The word 'Interactive' is written in large, bold letters at the bottom of the interface.