

Offering Help, Hope, and Healing



International Bullying
Prevention Association 16th
Annual Conference

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SVP, U.S. Social Impact
Sesame Workshop



123
SESAME STREET
30
YEARS
AND COUNTING

it all started with a

BIG IDEA

and our iconic TV show.



CTW
SESAME STREET

Our mission is to help kids grow
smarter, stronger, and kinder.



U.S. Social Impact



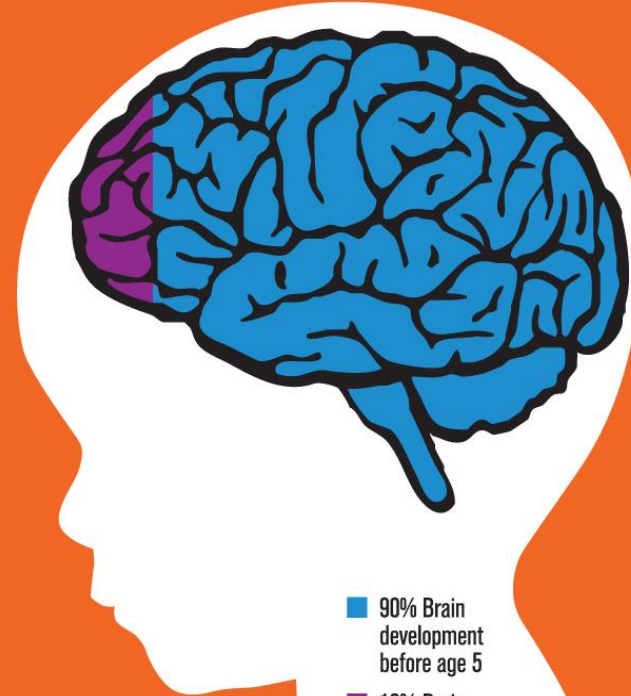
 *in*  Communities

 **for Military Families™**

Sesame Street and Autism
see amazing in all children

90%

**of a child's brain
development
happens
before age 5**



- 90% Brain development before age 5
- 10% Brain development after age 5

Source: Harvard Center for the Developing Child

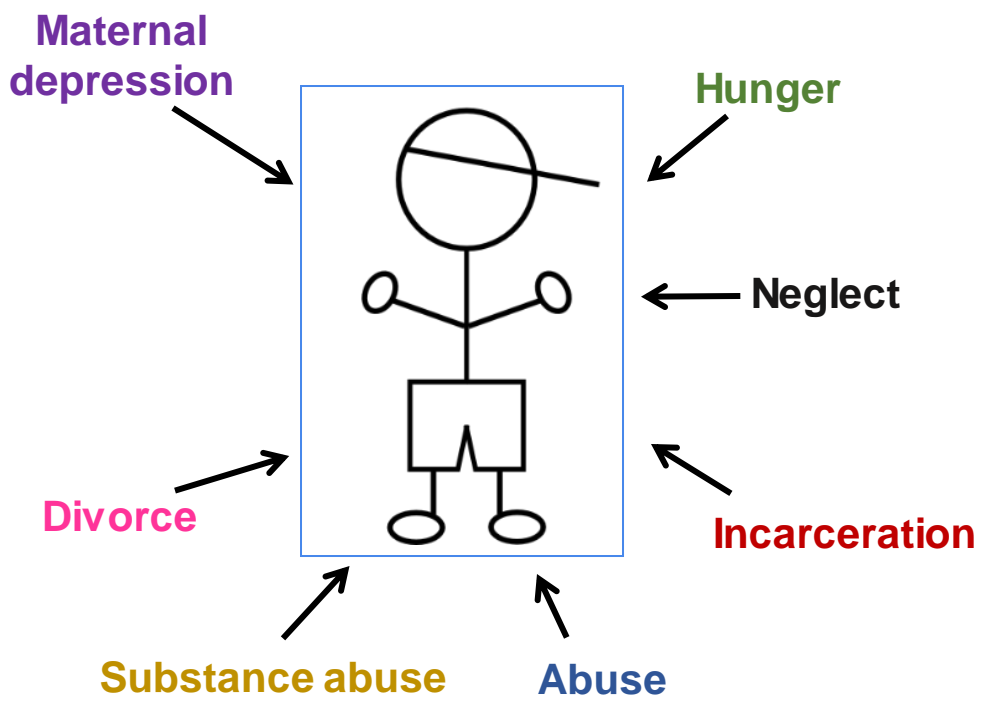
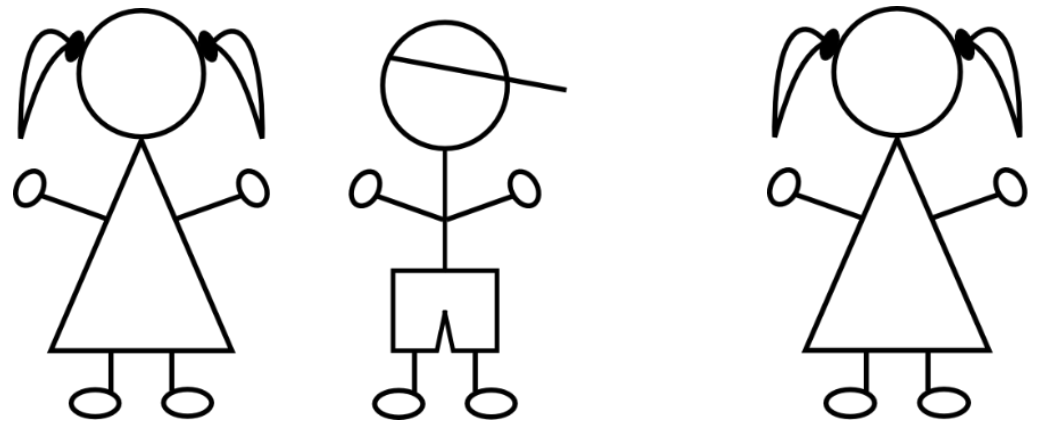
The State of Today's Children

There are 73 million children in our nation

- Slightly below **half** of children under six live at or near poverty
- **1.2 million** young children are homeless
- **13 million** children live in food insecure homes
- Each day **1,854** children are identified as abused or neglected
- Over **430,000** children entered the Child Welfare system
- Each day **7** children or teens commit suicide



One in four children under six struggles with at least one traumatic experience



Potential for a Lifetime of Impact

- It affects children's ability to **learn**, creating obstacles to becoming **smarter**.
- It affects their **physical** and **mental health**, so they are less likely to grow up **stronger**.
- It changes the way they **interact** with the world, making it difficult to be **kinder**.



Circle of Care

Mitigating the Effects of Trauma

Bolstering Nurturing Connections





That's Where Sesame Street in Communities Comes In

A model that reaches vulnerable children and families through:

- Implementation with national and community partners
- An online resource content hub
- Professional development tools

**Sesametizing
Communities**



Text
SSIC
to
44144



ABC's & 123's



Healthy Bodies, Healthy Minds



Difficult Times & Tough Talks

Welcome Providers!

We never stop learning

We teach our kids to follow their curiosity, explore the big wide world around them, and grow from every experience—and as grownups, we do that too. Join us as we share what we've learned from experts, families—and you—all presented the Sesame way.

From our community to yours, we're so happy you're here.

Time: 10 min

Time: 1 hr

Time: 3+ Hours

Watch a Training Video

Participate in a Webinar

Take a Course

español Provider Sign In/Up

123 SESAME STREET in Communities

Home > Explore Topics

Explore Topics

Click on a topic for tons of resources that help kids (and parents!) with what matters most in young lives: health and wellness, social-emotional skills, and school readiness. All are critical to children's healthy development...and together they build the foundation for a happy, healthy life.

Difficult Times & Tough Talks

Coping With Incarceration
With adults' love and support, kids can cope with the incarceration of a loved one.

Dealing With Divorce
Separation or divorce mean lots of changes, but love, comfort, and care can help children adjust and cope.

Helping Kids Grieve
Coping with the loss of a loved one brings enormous challenges. With love and support, children can start to heal.

Offering Comfort
In the face of challenges big and small, little ones need lots of help from caring adults to grow and thrive. Comforting, nurturing touch is actually necessary for healthy brain development!

Healthy Bodies, Healthy Minds



SSIC is at the forefront of identifying the most significant issues impacting young children today

Homelessness

1 in 30 children in the U.S. go to sleep without a home of their own each year

Foster Care

In 2017 alone, nearly **443,000** children spent time in foster care

And in 2016, over **40%** of all children in foster care were under the age of **6**

Parental Addiction

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



Family Homelessness

The perception of homelessness omits the impact on children. Lily, our 7-year-old Muppet, brings silent voices to life.



Foster Care

Karli, a 6-year-old Muppet who is in foster care and helping grownups understand the trauma children experience



Parental Addiction

Revealing Karli's story: She was in foster care due to her mother's addiction, bringing attention to the silent voices of young children



Parental Addiction





Sesame Street and Autism
see amazing in all children

Our Friend Julia!



From storybook,
to animation, to
Sesame Street
story, and more!



Julia Raises Awareness and Acceptance

We brought Julia's family to life along with her companion dog

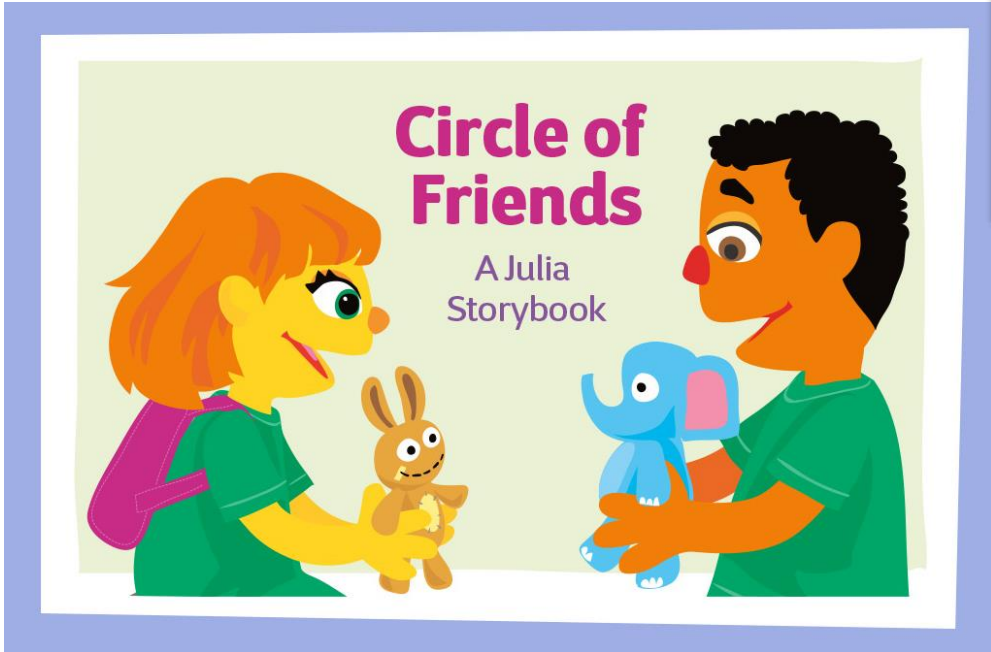
- Mom, Elana
- Dad, Daniel
- Older brother, Samuel,
- Rose, the family's companion dog

www.sesamestreet.org/autism



5 Times More Likely to be Bullied

New book on Julia and her being an upstander



Awareness of the Impact of Vulnerability

Children facing traumatic experiences

Children can reflect behaviors whereby they are more vulnerable to bullying

- Are at times silent voices
- Are at times aggressive



Consider asking what is happening before making assumptions

- Is their silence or isolation causing them to be more vulnerable?
- Is their aggressive (verbal or nonverbal) behavior a way of reflecting their hidden feelings or situation?



Thank you!



www.sesamestreet.org/autism

Text SSIC to 44144
SesameStreetinCommunities.org