



USAID
FROM THE AMERICAN PEOPLE

See more alliances at www.usaid.gov/gda

SESAME STREET ALLIANCE

EDUCATING CHILDREN AND PARENTS AROUND THE WORLD

THE CHALLENGE

As many as 114 million primary-school-aged children are not enrolled in school. Large disparities also persist in the ratio of girls to boys in school, especially when community attitudes toward girls' education range from ambivalence to opposition. Current development practice suggests that girls' education is the single biggest factor in a country's economic and social development and that early interventions yield the most lasting results. But while preschool attendance is under 20 percent in many developing countries, a much greater percentage have access to television, an educational vehicle of great potential.



THE APPROACH

The Sesame Street Alliance brings USAID together with in-country education experts and the creative legacy of Sesame Workshop to co-produce local adaptations of the long-running classic *Sesame Street*. Each series focuses on basic literacy and math skills, while encouraging girls' education, positive health and hygiene practices, mutual respect and understanding among individuals and cultures, and other issues relevant to each country. *Sesame Street* teaches such concepts to parents as well as children, reinforcing the learned behavior in the home. Together, the Sesame Workshop and USAID are advancing positive cross-cultural linkages while laying the foundation for sustained social development within the countries producing the *Sesame Street* series.

RESULTS

- 90 percent of Egyptian children aged 2-8 watch the program, as do 70 percent of female caregivers
- The South African character Kami is HIV-Positive and teaches over 6 million children how she copes with the loss of her mother
- Since 2005, the Bangladesh program has been teaching critical thinking, appreciation for religious diversity, and health
- Programming in India explores gender equality, environment, and diversity for 157 million children under the age of 6

PARTNERS

National Ministries of Education, Sesame Workshop, Unilever, Nestle, Sanlam Insurance

