



What is Healthy Habits for Life?

In response to the growing childhood obesity epidemic, Sesame Workshop has launched a multi-year, content-driven initiative to help young children and their caregivers establish an early foundation of healthy habits that can last a lifetime. We will harness the power and reach of *Sesame Street* to make overall health and well-being crucial to the development of young children in much the same way it has done with learning to read and write.

The Sesame Difference:

- Reaching an underserved target: preschoolers (ages 2-5) and their caregivers
- Emphasis on prevention vs. intervention
- Multi-media platform
- The fun, fur and friendly inspiration of *Sesame Street*
- Efforts grounded in our mission of meeting critical needs of children

Education and Research

- Advisory Board comprised of leading experts in the fields of Pediatric Obesity and Endocrinology, Pediatric Gastroenterology, Disease Prevention and Health Promotion, Pediatric Nutrition Education and Health and Physical Education
- Curriculum: Nutrition, Physical Health, Hygiene and Rest
- Research with Children, Parents and Caregivers

Distribution

- Coalition members include: US Dept. of Health and Human Services, PBS, The Parenting Group, YMCA of USA, The Ad Council, and the National Association for the Education of Young Children (NAEYC).

Content

- TV: Season 36 of *Sesame Street* (premiered April '05 on PBS Kids)
- PSAs: Featuring Muppets and US Senators distributed to public, network and cable TV stations
- Home Video/DVD: "Happy Healthy Monsters" debuted February '05
- Books: "Happy Healthy Monsters" titles released Summer '05
- Magazine: Continuing feature in *Sesame Street* Magazine through 2005
- Themed Entertainment: "The Body", a traveling interactive museum exhibit debuting May '05
- Outreach: Bi-lingual materials for caregivers and families
- Online: www.sesameworkshop.org/healthyhabits

Licensing

- Produce for Better Health Foundation retail program featuring *Sesame Street* Muppets as part of the "5 A Day" Campaign
- Hain-Celestial: co-branded healthy snack alternatives
- New Business Opportunities: Del Monte Foods, Foxy Produce, Sunkist Growers