Sesame Street and Global Health: Empowering Vulnerable Children with WASH Education

Global Health & Innovation Conference
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Bosun Jang, Sesame Workshop
A little bit about the Sesame Workshop

Sesame Workshop
Nonprofit educational organization making meaningful difference in the lives of children worldwide

Our mission
Help kids grow smarter, stronger, and kinder
WASH UP!

• Promote behavioral changes in sanitation and hygiene by empowering children with the knowledge and skills to teach their friends and family about staying healthy

• Reduce the number of children dying or suffering from preventable and treatable diseases
Meet Raya and Elmo!
WASH UP! around the world

1. Afghanistan
2. Ghana
3. Honduras
4. Kurdish Region of Iraq
5. Jordan
6. Lebanon
7. Malawi
8. Mali
9. Niger
10. Rwanda
11. Zambia
12. Zimbabwe
WASH UP! process

Development
- Content workshop
- Educational framework
- Content development and production

Implementation
- Pilot training and implementation
- Formative research
- Post-mortem meeting and content and production finalization
- Scale-up training and implementation

12-16 months
WASH UP! Syrian Response

- Syrian refugees and host community children of ages 4-12 years
- Primary: WASH learning objectives (water, sanitation, hygiene, and health promotion)
- Secondary: cross-cutting socio-emotional objectives (coping with big feelings, Building resilience, being hopeful, conflict resolution)
Key activities

- July 2018-Spring 2018, reached more than 6,000 children across Psycho-Social Support Centers (Lebanon), elementary schools (Lebanon, Jordan, KRI), World Vision kindergartens in Azraq Camp (Jordan), and Child-Friendly Spaces (KRI).
- Materials used beyond the project upon demand from parents and humanitarian actors on the ground.
Successes and challenges

Successes

• Enriched existing curriculum
• Observable changes in children’s WASH-related behaviors
• The program is attractive to children

Challenges

• Camp closings in KRI mid-program required facilitators to condense the remainder of the lessons into a few short, consecutive days
WASH UP! Syrian Response materials

- Storybook
- Calendar
- Videos
- Training Manual
- Story Mat
- Slides and Ladders game board
Thank you!

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