

Play Every Day with Sesame Workshop

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Overview of Sesame Workshop



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





Through **mass media** and **beyond**, our social impact efforts reach – and empower – the world's most vulnerable children.



A blue, furry Cookie Monster is peeking over a white, tilted rectangular sign against a solid green background. The sign features the 'play every day' logo. The word 'play' is in white lowercase letters inside a blue cloud-like shape. Below it, 'every' is in white lowercase letters on a green rectangular background, and 'day' is in white lowercase letters on a red rectangular background.

play
every day



The LEGO Foundation

Project Overview

Objectives:

- Shift caregiver's perceptions around play and its relationship to child development and learning
- Empower caregivers to effectively guide children in learning through play
- Reach and inspire children and caregivers with guided play-based activities and complementary learning materials
- Contribute to global knowledge of best practices for promoting playful learning



Project Overview

Who?

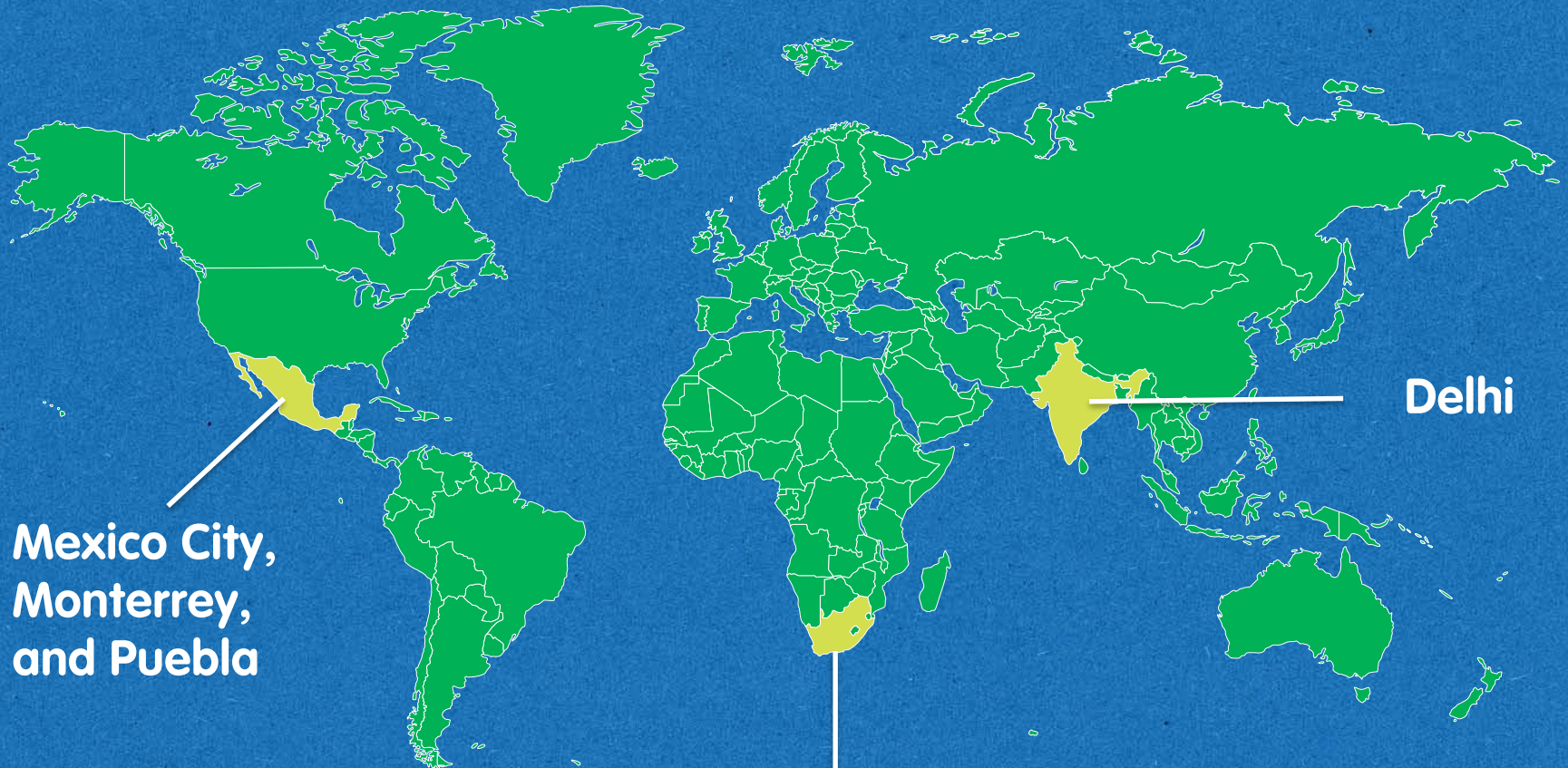
- Multi-country project team: India, Mexico, and South Africa
- Partners for on-the-ground implementation
- Children, caregivers, and communities.

What?

- Iterative program development through play workshops
- Curriculum and multimedia content design
- Ongoing research



Project Sites



Mexico City,
Monterrey,
and Puebla

Delhi

Gauteng and KwaZulu-
Natal provinces

Our Iterative Process

Milestone	2017				2018											
	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12
Alpha Play Workshops																
Alpha formative research reports																
Beta materials development & facilitator training																
Beta Play Workshops																
Beta formative research reports																
Intervention																

Key Findings: Needs Assessment

- Many but not all families have access to books and arts and crafts; other learning materials are more variable.
 - Majority of families have access to arts, crafts, and children's books.
 - High access to other materials in Mexico, with limited access to other materials in India and South Africa.
- Children are aligned around play with objects, but higher rates of imaginative play are found in Mexico and South Africa.
 - Preferred play objects: Scarves, marbles, stones, dolls (girls), car toys (boys), hide and seek, soccer, and general play with a ball.
- Caregivers see varying value in play, but most did not have a holistic understanding of its benefits.
- Resources, time, energy, and knowledge remain as barriers of play.

Guiding Research Questions

- How can future workshops design **activities and use materials that support shared caregiver-child engagement** during the workshop and for play at home?
- How can play workshops ensure they are **reinforced by compelling key messages** that resonate with caregivers?
- What **characteristics of implementing partners** should play workshops focus on for future rounds and for the going public phase?
- How can program design **address existing motivating factors and challenges** to caregiver participation and engagement?



Prototype Formative Research: Key Findings

- **Familiarity with activities and materials** supports shared engagement
- Some **perceptions of play are changing**, but connection between messaging and activities, especially around academic learning, is not always clear:
- **Effective facilitation** is supported by organized and prepared facilitators with backgrounds in education.



Thank you!

Questions? Comments?
Feedback?



A close-up of a pink Muppet character with large, expressive blue eyes and pink hair adorned with small white daisies. The character is holding a white rectangular sign in front of its face. The sign features the text "LET'S PLAY!" in a bold, green, hand-painted font. The background is a solid purple color.

LET'S
PLAY!



Pizza Chefs





Vocabulary

- big
- small
- square
- rectangle
- color

Prompt Questions

- What ingredients does the pizza have?
- How much does this one cost? How much will it cost if I ask for more ingredients?
- What ingredients do you have for a healthy alternative?
- What other ingredients could we put onto the pizza?