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

Gauteng and KwaZulu-Natal provinces

Delhi
## Our Iterative Process

<table>
<thead>
<tr>
<th>Milestone</th>
<th>2017</th>
<th>2018</th>
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<tr>
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<td>09</td>
<td>10</td>
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<tr>
<td>Alpha Play Workshops</td>
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<td>Alpha formative research reports</td>
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<td>Beta materials development &amp; facilitator training</td>
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<td>Beta Play Workshops</td>
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<td>Beta formative research reports</td>
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<td>Intervention</td>
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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?
LET'S
PLAY!
<table>
<thead>
<tr>
<th>Vocabulary</th>
<th>Prompt Questions</th>
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<tbody>
<tr>
<td>big</td>
<td>What ingredients does the pizza have?</td>
</tr>
<tr>
<td>small</td>
<td>How much does this one cost? How much will it cost if I ask for more ingredients?</td>
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<tr>
<td>square</td>
<td></td>
</tr>
<tr>
<td>rectangle</td>
<td></td>
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<tr>
<td>color</td>
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<td></td>
<td>What ingredients do you have for a healthy alternative?</td>
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<td>What other ingredients could we put onto the pizza?</td>
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