

*The Road to Healthy  
Habits for Life  
The Sesame Way*



*Start Smart: Healthy Weight in Early  
Childhood*

Grantmakers in Health  
October 16th, 2012 | Washington, DC



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Educational Practices  
Sesame Workshop



# Largest Informal Educator of Children in the World

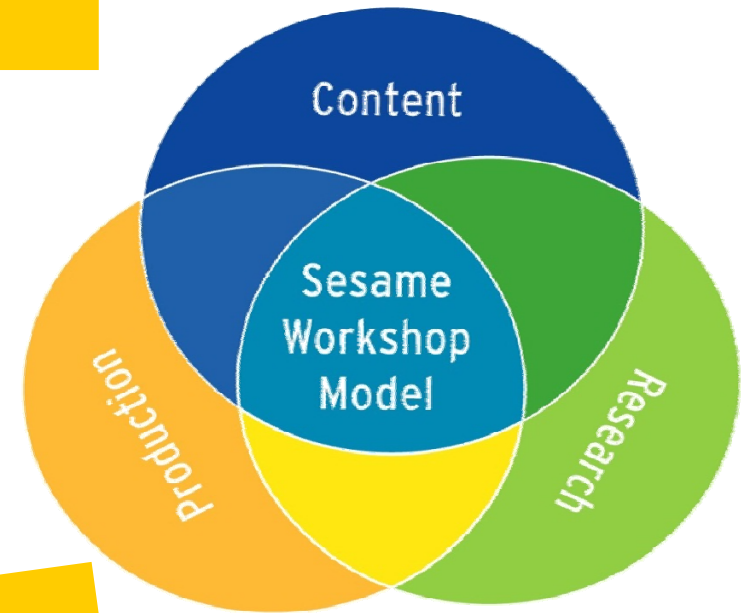


# Whole Child Curriculum



## Whole Child

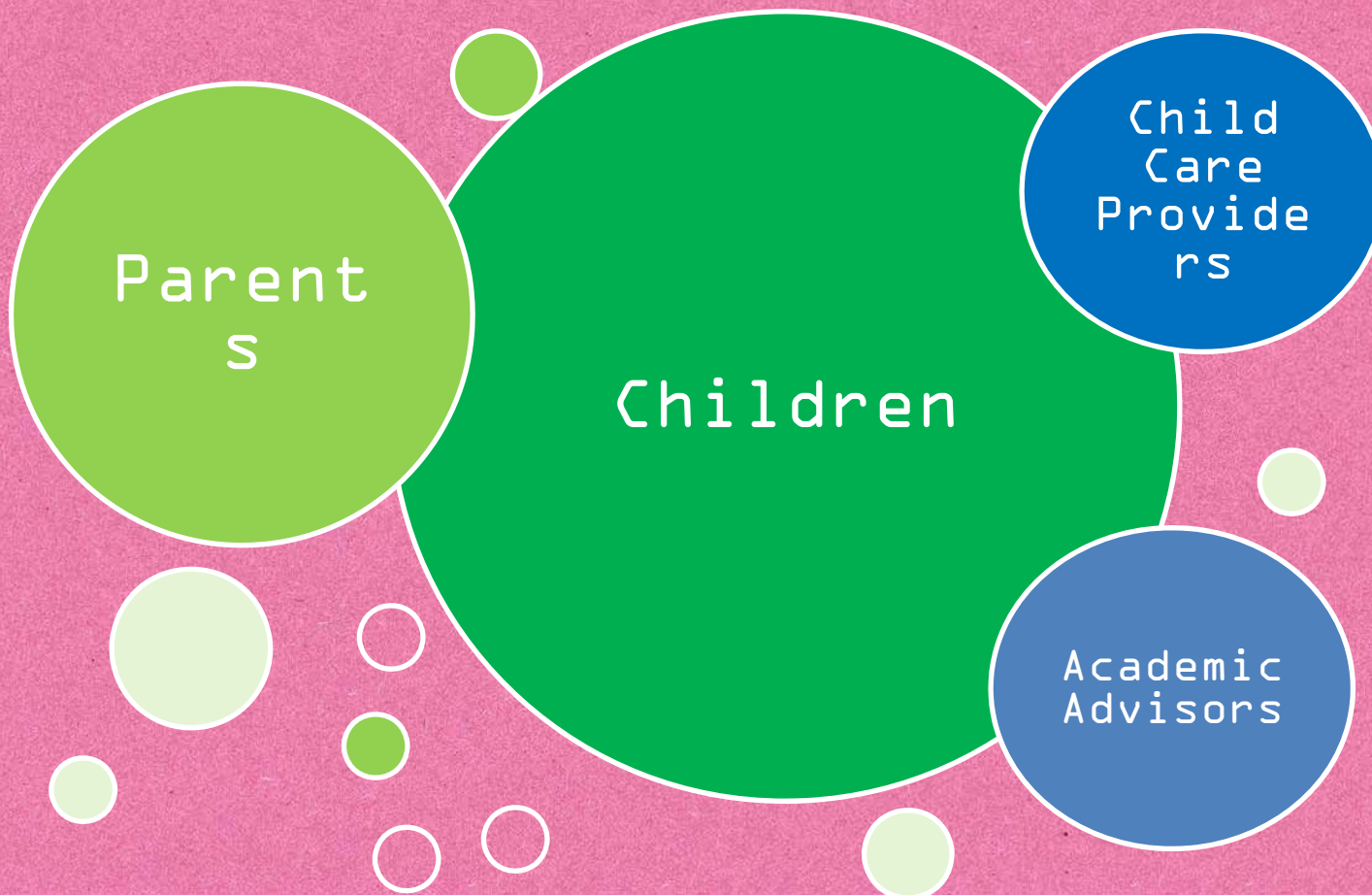
- Cognitive Learning
- Social Emotional Learning
- Health
- 21<sup>st</sup> Century Skills



- Formative
- Content

# Healthy Habits for

## The Beginning *Research*



# Formative Research

What does healthy mean?

46% of the children mentioned something relevant, of those:

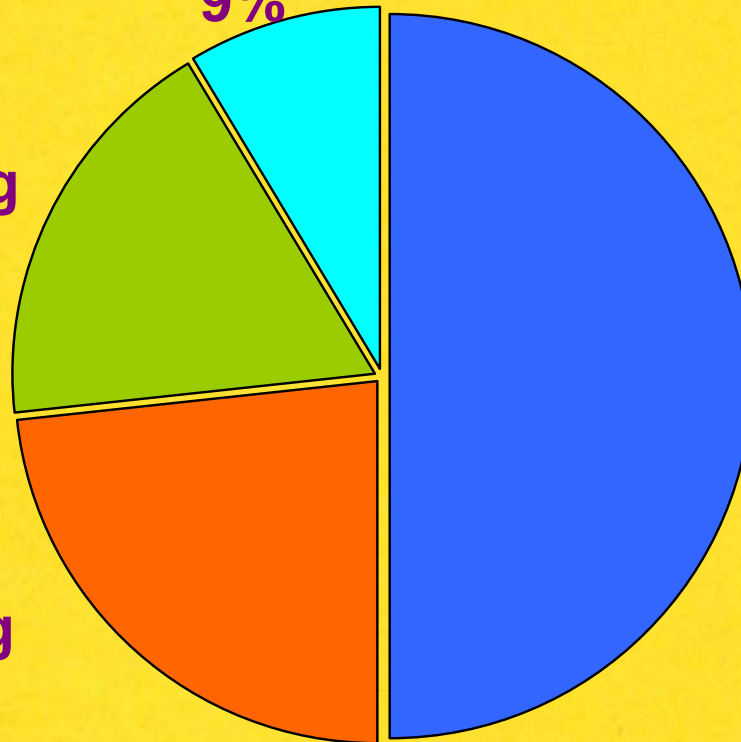
Exercise

9%

Growing  
18%

Feeling  
Good  
23%

Healthy  
Food  
50%



# Character Traits



smart



cool



happy



friendly



healthy



mad



sad



mean



doesn't  
know a lot



# Food Choice

## Breakfast



Donut



Cereal

vs.

## Lunch



Vegetable soup



French fries

vs.

## Dinner



Lean chicken  
& salad



Cheeseburger  
& onion rings

vs.

&

## Snack

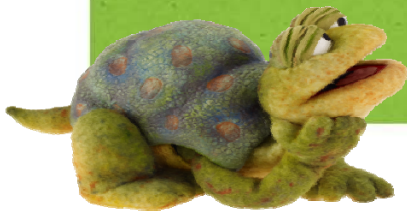


Apple  
Potato



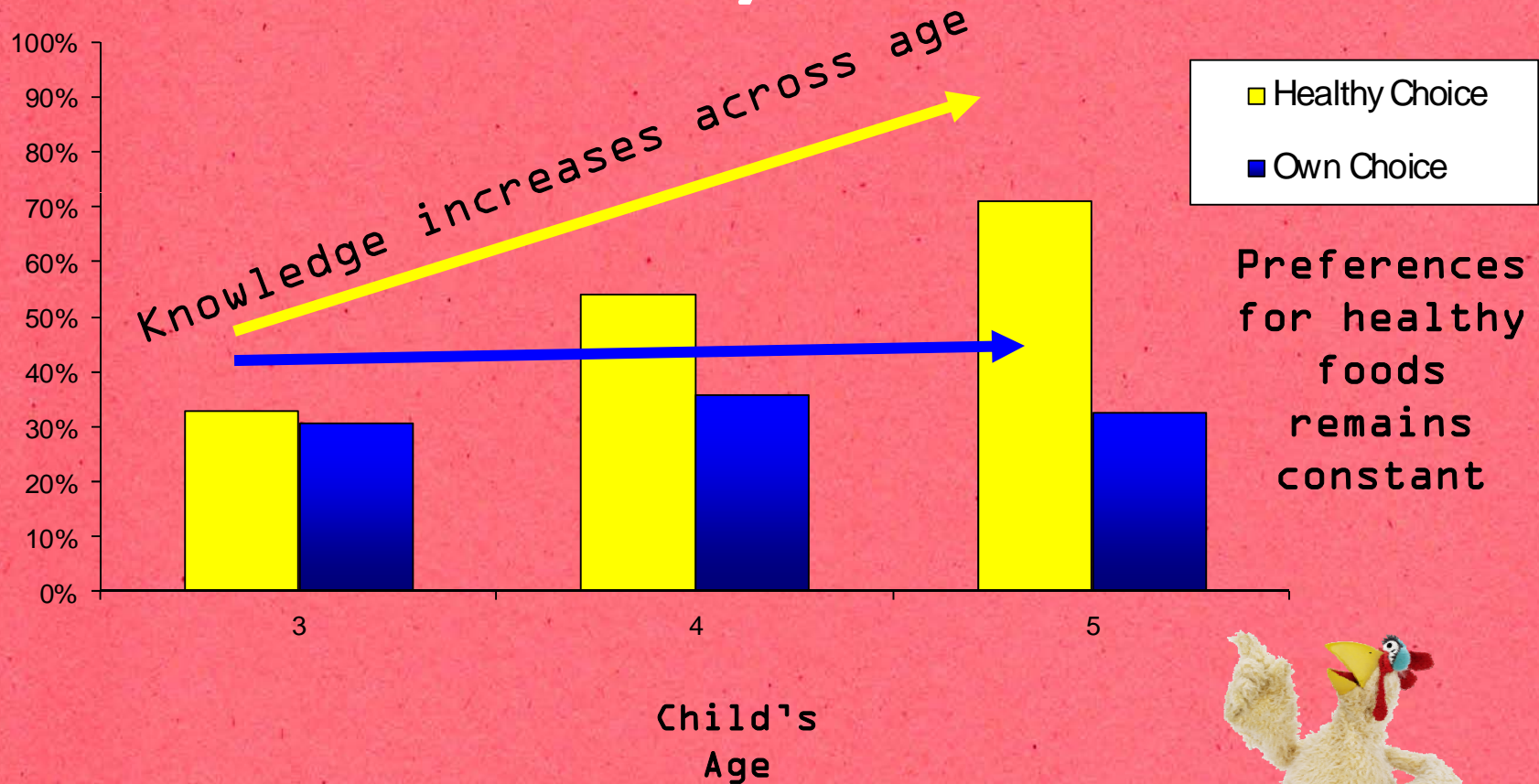
chips

vs.





The average percent of the time children chose the healthier option by age:  
Which food would the healthy child eat?  
Which food do you want to eat?



# Children's Choices on Packaging: Fruits

Control



61%

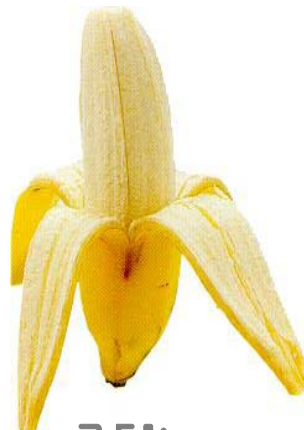


39%

Condition 1



75%

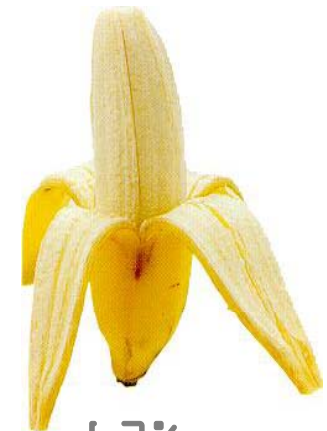


25%

Condition 2



37%



63%

# Children's Choices on Packaging: Broccoli and Chocolate

Control



22%



78%

Condition 1



50%



50%



Condition 2



11%



89%



# Healthy Habits Messages

Eat a Rainbow!  
Colorful fruits  
and vegetables are  
good for you. What  
you eat and drink  
can help you to

Everyday is an  
anytime food day.  
There are foods like  
vegetables, fruits,  
and whole grains,  
that you can eat  
anytime, because

Getting to know  
your body and  
learning to eat a  
balance of  
"sometimes" and  
"anytime" foods  
can help lead to  
a healthy life.

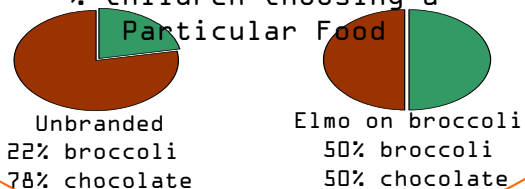
Being physically  
active is fun,  
enjoyable and it's  
something everyone can  
do.



# Sesame Workshop's Response

## Research

% Children Choosing a Particular Food



## Digital Media



## iPhone/iTouch



## Podcasts



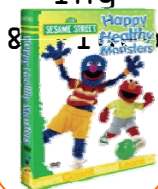
## TV



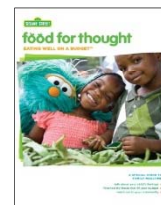
## Licensing



## Publishing



## Outreach



## Museum Experience



Super Grover Ready For Action

## PSA's



Mrs. Obama

# Healthy Habits for Life Child Care Resource Kit

## Adults:


- How to incorporate nutrition and physical activity into daily routines in school and at home

## Children:

- Enjoy being



# Healthy Habits for Life Child Care Resource Guide

Elmo, a red Muppet character, is standing in the center of the page, waving with his right hand. He has large white eyes with black pupils and a large orange nose. The background is a solid purple color.

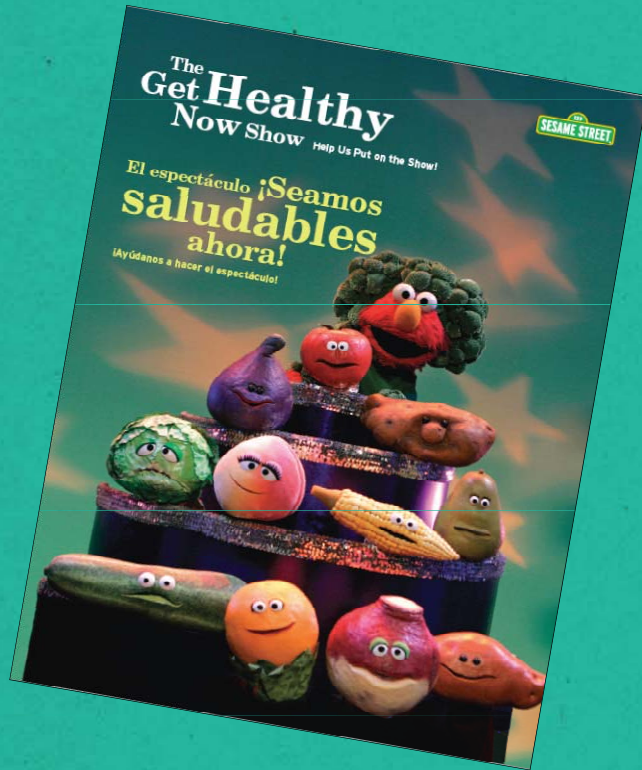
Nemours  
Health and  
Preventive  
Services

Robert Wood  
Johnson  
Foundation

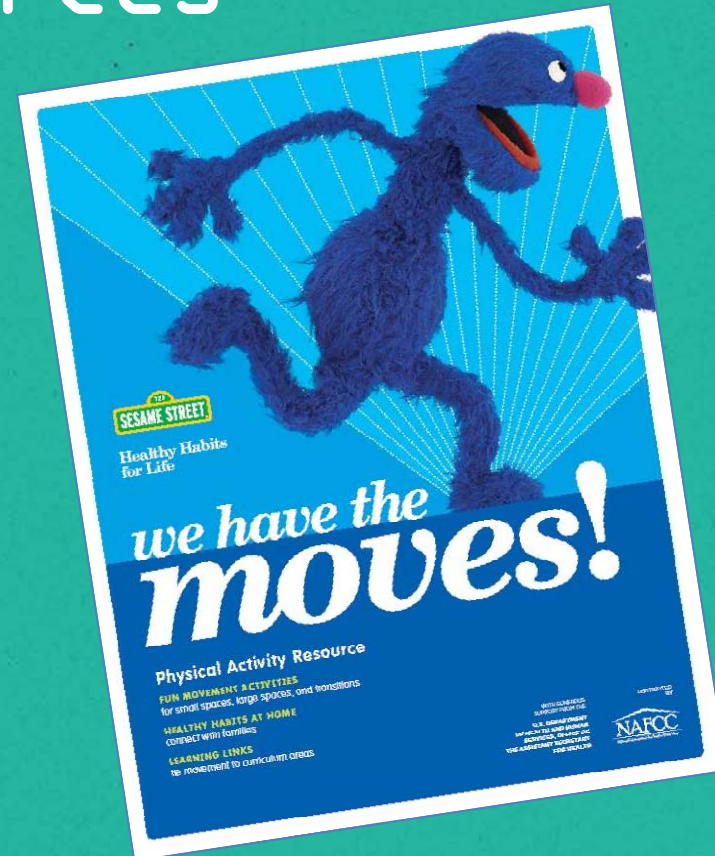
Department of  
Health and Human  
Services:  
Communities  
Putting  
Prevention to  
Work

National  
Family Child  
Care  
Association

# Targeted Healthy Habits Resources



4.5 million  
integrated within  
WIC programs



Incorporate physical  
activity within  
small and large  
spaces



# The Reality of Food Insecurity

We Did Well in the U.S. But There Was More To Do!

49 million or  
1 in 6

Americans are  
living hunger

1 in 4 or 9.6  
children are in  
food insecure  
homes, climbing  
to 16 million  
children up to  
age 17

The Challenge of  
Maintaining Healthy Habits  
on a Limited Income



# What We Learned



## Grown Ups

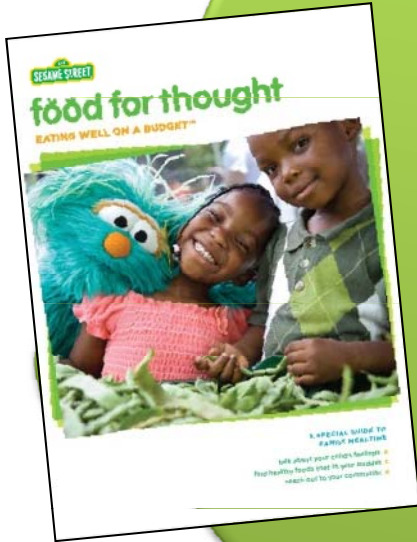
- Stigma, Embarrassment
- Feeling they are to blame
- Sense of hopelessness
- Unaware of community resources or support



## Children

- Aware family is struggling
- Often feel a sense of responsibility
- Limited options for healthy snacks or healthy food options during out-of-school times

- Limited strategies for



*Food for thought: Eating Well on a Budget*, a *Sesame Workshop* bilingual, multimedia outreach initiative produced with funding from and in partnership with UnitedHealthcare and the Merck Foundation. *Food for Thought* is designed to help support families who have children between the ages of 2 and 8 and are coping with uncertain or limited access to affordable and nutritious food.



# Food for Thought:

## Impact

# Increase in Family Communication

Recognizing  
children's  
varied

**Should I eat less so you can have some food?** "No, it's important for you to eat and stay healthy. I'm finding ways to make our food last longer. If I need to, I will ask for more help."



Reassure  
younger and  
older  
children  
and involve  
them

**Why don't we have enough food?** "It's just the way things are right now. But I'm getting help and I'm working hard to make sure we get the food we need."



It is fine  
to say "no"

**Will we have enough to eat?**  
"We don't have a lot of money right now, but I love you and I'm doing everything I can to make sure we have food to eat."



# Food for Thought:

## Impact

## Encouraging Healthy Habits on a Limited Budget

Introduce more whole grains, low or fat-free dairy, and

water

Frequency of times to try new foods

Importance of breakfast

Healthy snack options

Involving children in food buying and making

Offering a rainbow of colors of fruits and vegetables

Plan for weekend, summer, and out-of-school

times  
Stretching meals and maximizing leftovers



to

## Growing Hope Against

- Children's **Hunger** perspective when confronting food insecurity
- General public awareness
- Reaching for community support without stigma



# Growing Hope Against Hunger

## Community Screening Model



**growing hope against hunger**

**Helpful Information and Ideas to Plan Your Screening**

**Dear Screening Host,**  
Welcome! Thank you for hosting a screening of Growing Hope Against Hunger! Sesame Street has created this special in support of children and their families who are impacted by the struggle with hunger. The special shows how everyone can reach together to help.

**What You Will See**  
In this special, Elmo and Qasbi meet Lily. Like many others, Lily's family doesn't always have enough to eat. Along with Brad Paisley and Kimberly Williams-Paisley, the Sesame Street friends learn how to help. Together they rolled food all a food drive. They lend a hand at a community garden. Above all, they offer others hope and friendship. Through this story and two new songs, families will see that small actions can make a big difference.

**Who should take part in this event?**  
Anyone can learn from this event. Families who face limited food choices will find hope and ideas that can help. Others will learn how they can offer support. You can even invite other organizations to display and hand out information.

**Talk About It**  
**AFTER YOUR SCREENING, HELP FAMILIES CONNECT. ASK:**  
• What did Lily and her family do to get enough food?  
• What did the Sesame friends do to help?  
• How can your family make a difference to others in your community?

**Take It Home**  
**AFTER YOUR SCREENING, HELP FAMILIES TAKE THE IDEAS HOME:**  
• Give out copies of the Food for Thought: Eating Well on a Budget worksheet. Family Fun Sheets and Family Activity Sheets.  
• Let families know that they can learn more at [sesamestreet.org/food](http://sesamestreet.org/food).

A member of **sesameworkshop.** Help provided by the generous support of **Walmart**.

Host Guide

**growing hope against hunger**

**Helping Hands**

**Helping Hands**  
Elmo, Ernie, and Bert are making hand pictures. You can do so many things with your hands, such as draw, write, clap, and — and help!  
Trace your hand onto this page. Use your imagination to decorate it anyway you like.

**Children's Activity**

Think about a way you have helped someone or how someone has helped you. Ask a grown-up to help you write about it here or on another sheet of paper.

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Family Activity Sheet

**growing hope against hunger**

**Hello Families!**

**Hello Families!**  
Sesame Street has created Growing Hope Against Hunger in an effort to provide support for and communicate strategies for families with children who struggle with hunger. The tips on this page can help your family eat healthfully, save money, and grow closer together.

- PRACTICE HEALTHY HABITS.** Even small changes to your routines can make a difference in your family's health. Try to eat a nutritious breakfast. On the go, pack sliced fruits or vegetables to snack on. Each day, try to drink more water.
- STRETCH YOUR DOLLAR.** Use grocery store sales to stock up on items such as whole grain cereals and whole wheat bread and flour. Whole grains give you more health value for your money.
- TALK WITH YOUR CHILDREN ABOUT THEIR CONCERNS.** Encourage children to tell you how they are feeling. Let children know what is happening and reassure them that you are doing everything you can to provide food for your family. Sometimes children's questions might be hard to answer. It's all right if you don't have all the answers. Just checking in with children lets them know that you're there for them.
- MAKE (AND SHARE) A MEAL.** Ask children to help plan a meal. Choose healthy foods your family likes, or try a new recipe! When you're ready to cook, give children fun and simple jobs to do in the kitchen. Children can measure, pour, and stir. Enjoy your meal together as a family.

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Family Tip Sheet

**SESAME STREET**

**You're Invited to a Special Screening of:**

**growing hope against hunger**

In this program, Elmo and Qasbi meet Lily. Like many others, Lily's family doesn't always have enough to eat. Along with Brad Paisley and Kimberly Williams-Paisley, the Sesame Street friends learn how to help.

Join us for a special screening! And pick up a FREE bilingual (English and Spanish) outreach kit, Food for Thought: Eating Well on a Budget, which contains an original Sesame Street DVD, a Caregiver Guide, a Children's Story, and Recipe Cards. For more resources, visit [sesamestreet.org/food](http://sesamestreet.org/food).

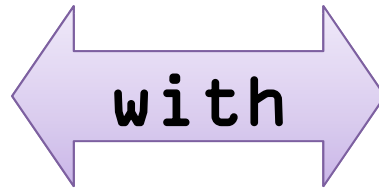
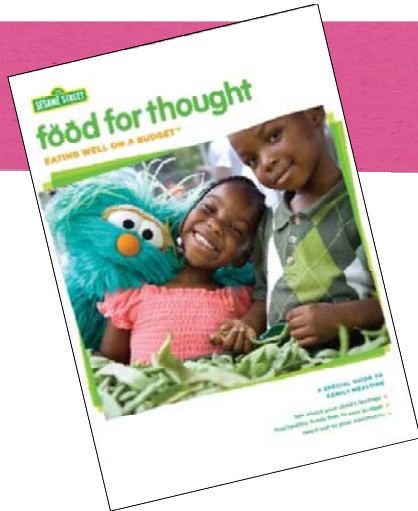
When \_\_\_\_\_ insert date and time here  
Where \_\_\_\_\_ insert location here  
R.S.V.P. \_\_\_\_\_ insert RSVP details here

insert organization logo here

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Customizable Screening Flyer



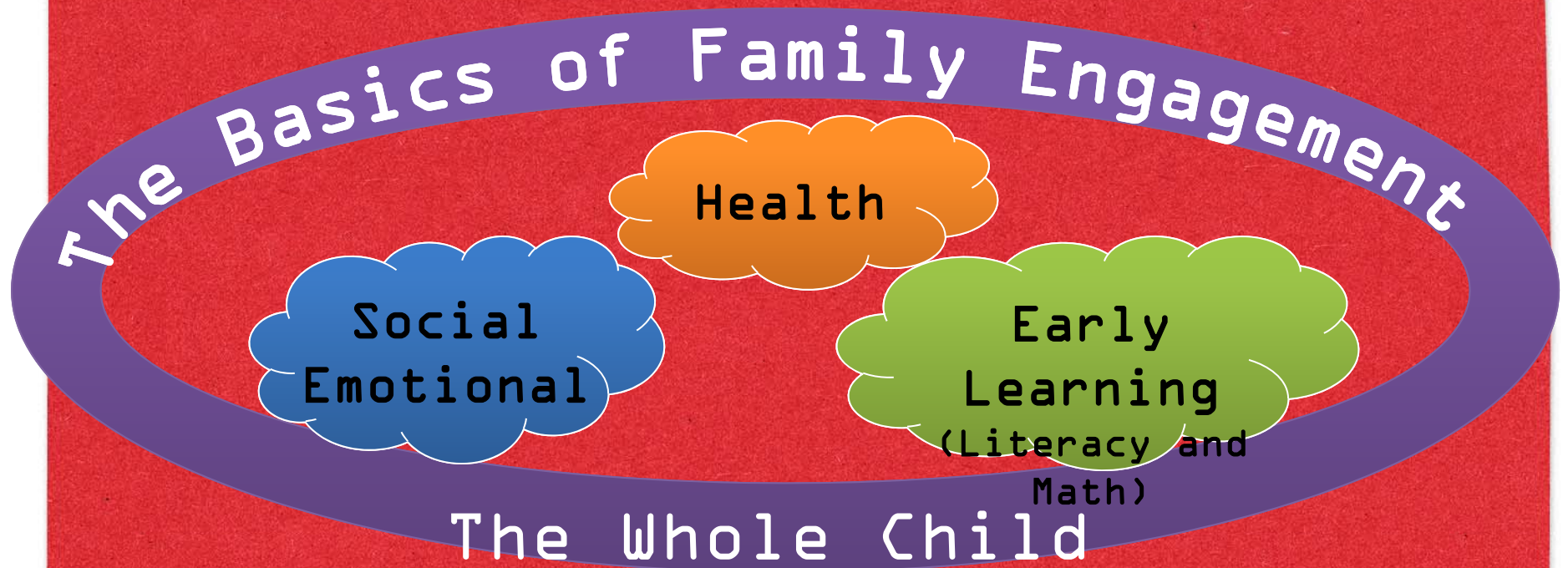


- General awareness of the issue
- Increase in volunteers
- Reducing stigma and connecting to community resources
- Appealing and inviting information for children, caregivers, and service providers
- Relevant and practical strategies for better nutritional habits





# Project Approach



- **Social-emotional:** emphasizes the importance of everyday loving moments, consistent daily routines, child-centered praise and comfort, and strategies to cope with emotions.
- **Health:** focuses on the importance of eating healthy, staying active, and preventative care.
- **Early learning:** targets developing vocabulary and language skills through conversation and reading

Thank  
k  
you!

