

healthy habitsforlife™

a great start to a lifetime of good health

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Sesame Workshop

Who We Are

Sesame Workshop is a non-profit educational organization making a meaningful difference in the lives of children worldwide by addressing their critical developmental needs.

What We Do

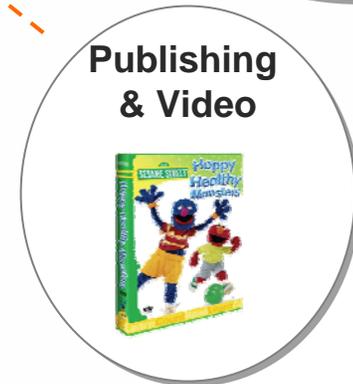
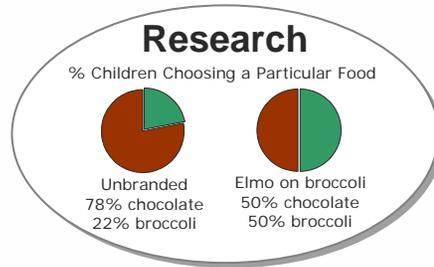
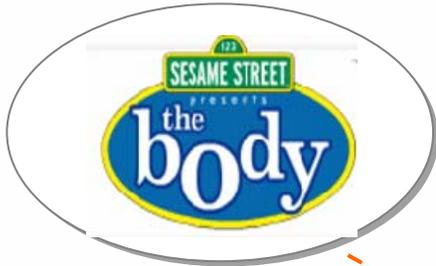
We create innovative, engaging content that maximizes the educational power of media to help all children reach their highest potential.

Why We Do It

We are committed to the principle that all children deserve a chance to learn and grow. To be prepared for school. To better understand the world and each other. To think, dream, and discover.



Healthy Habits for Life Initiative

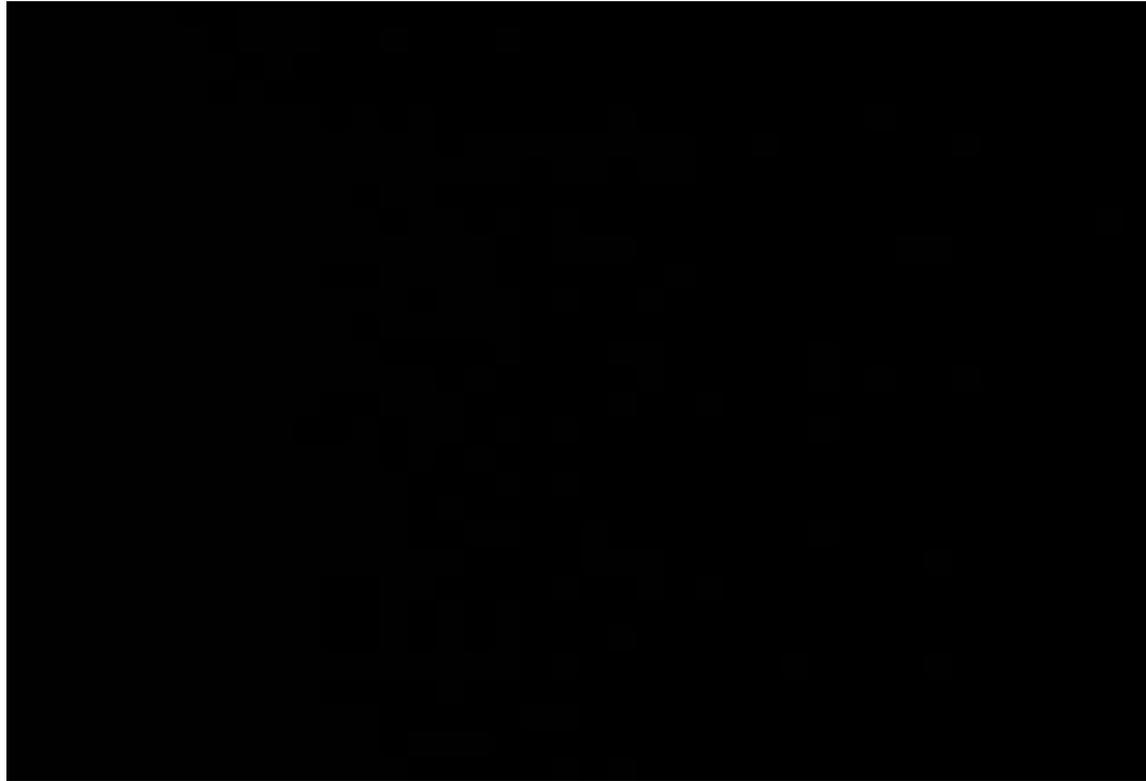


On the Show

- Furry *Sesame Street* friends who model fun ways to move and play.
- Encouragement to explore and enjoy healthy foods.
- Opportunities to build self-confidence and feel good about themselves.
- Fun and age-appropriate ways to stay healthy, strong and happy everyday.



On the Show



Entertainment

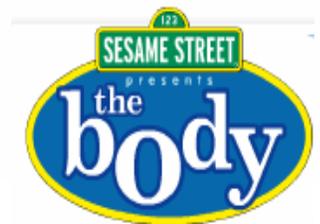
Super Grover: Ready for Action:

- New Sesame Street Live visit 14 markets over 3 years
- Explores exercise, nutrition, sleep/energy & hygiene – all in a quest to get Super Grover ready for action



Sesame Street presents The Body

- Interactive hand-on museum exhibit designed to teach children about the human body and how to keep it healthy
- Reaches 15 markets over 5-year period



Online

Dedicated site with caregiver information along with games and activities for kids



Count your fruits and vegetables!

Washing your hands is fun!

Elmo loves exercise!

Washing your hands is fun!

? What is Healthy Habits for life?

Sesame Workshop's 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 early development in much the same way we have helped children learn to read and write.

Ready to get started? [Click here to download "Tips to Make you Happy and Healthy Everyday"](#)

What does Healthy Habits for Life offer to KIDS?

- Furry *Sesame Street* friends who model fun ways to move and play!
- Encouragement to explore and enjoy healthy foods!
- Opportunities to build self-confidence and feel good about themselves!
- Fun and age-appropriate ways to stay healthy, strong and happy everyday!

What does Healthy Habits for Life offer to PARENTS & CAREGIVERS?

➤ **What is Healthy Habits for Life**

➤ **For Parents**
Articles & awards

➤ **For Kids**
Games & Activities

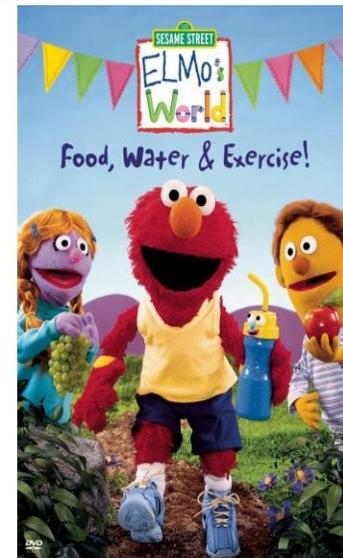
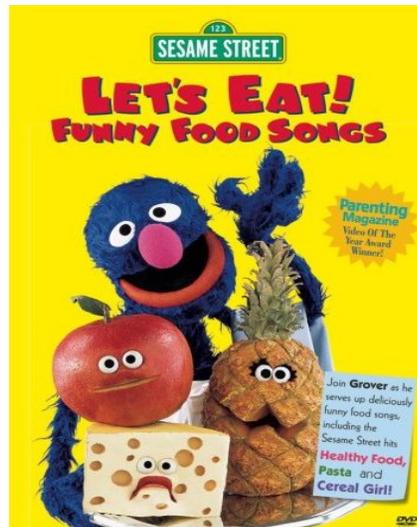
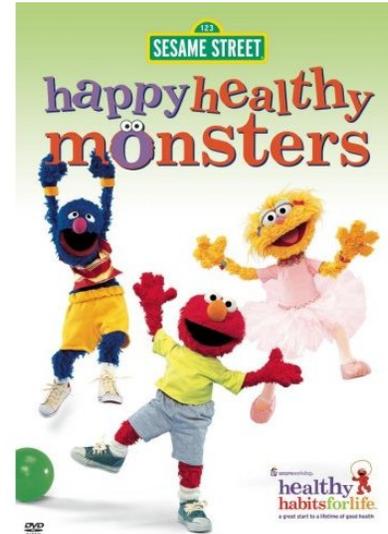
➤ **Happy Healthy Monsters Video**

Tips
for parents and caregivers

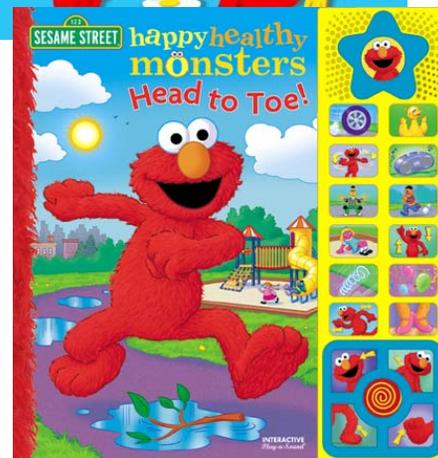
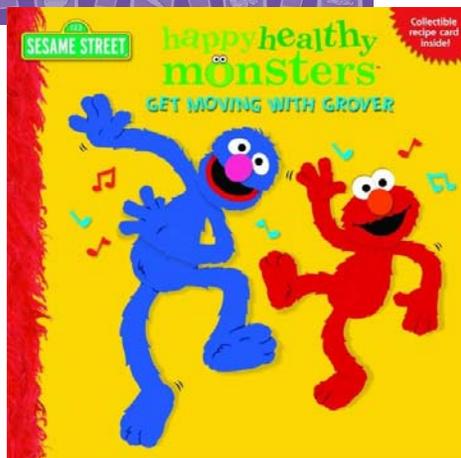
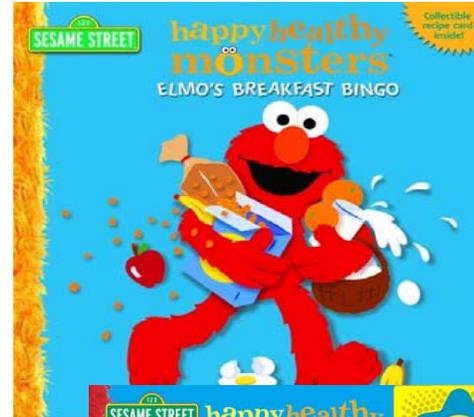
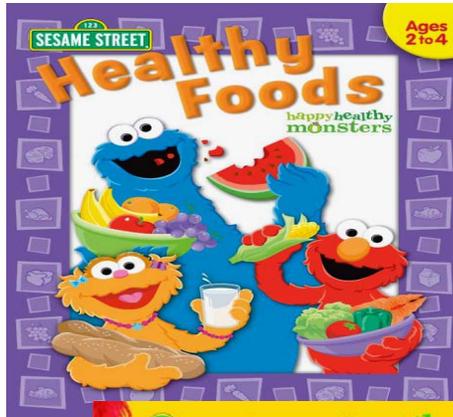
➤ **For more info on Healthy Habits**
see the parenting section of the Sesame Workshop website!

Home Video

Videos Designed to encourage children to lead healthy, active, lifestyles



Publishing



Toys

- International Playthings
 - Magnetic Play Boards
- What Kids Want
 - Role Play Toys



Outreach

Distribute educational materials and kits to parents, teachers, caregivers, and community groups nationwide



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Tips to make you Happy and Healthy Everyday!

- Visit a supermarket or farm to help your child learn where foods come from. Encourage your child to pick one food and discuss how it is packaged and the different ways the food could be prepared and served.
- Hop to the car, subway or bus.
- Do a taste test or a crunch test. Dip a vegetable into three different flavors of low-fat dressing or try a crunch test with three different kinds of vegetables to see which vegetable crunches the loudest.
- Ask your child to move like different animals: "Jump like a kangaroo," "Slither like a snake," or their favorite sports stars, "move like a basketball player," "balance like your favorite gymnast."
- Help your child make a healthy foods alphabet book. Encourage your child to think of healthy foods that begin with different letters. Feature one letter and food on each page. For example: A is for apple, B is for broccoli, C is for carrots. When your alphabet book is finished, have fun reading it together.
- Invite your child to plan the menu for one family meal. Encourage your child to go shopping with you to buy the foods. Then, let your child help prepare and serve the meal. After the meal, talk about what your child learned about food.
- Encourage your child to brush his/her teeth for as long as it takes to sing the ABC song!
- Play different types of music at home and make dance time a family routine! Encourage your child to work with friends to create new dance steps to their favorite music and maybe even put on a dance show for you!
- Make up a song about a healthy food, where it comes from and how its good for your body.
- Eat your colors everyday! Encourage your child to pick five different colored fruits and vegetables to eat each day!

sesameworkshop

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SESAME STREET

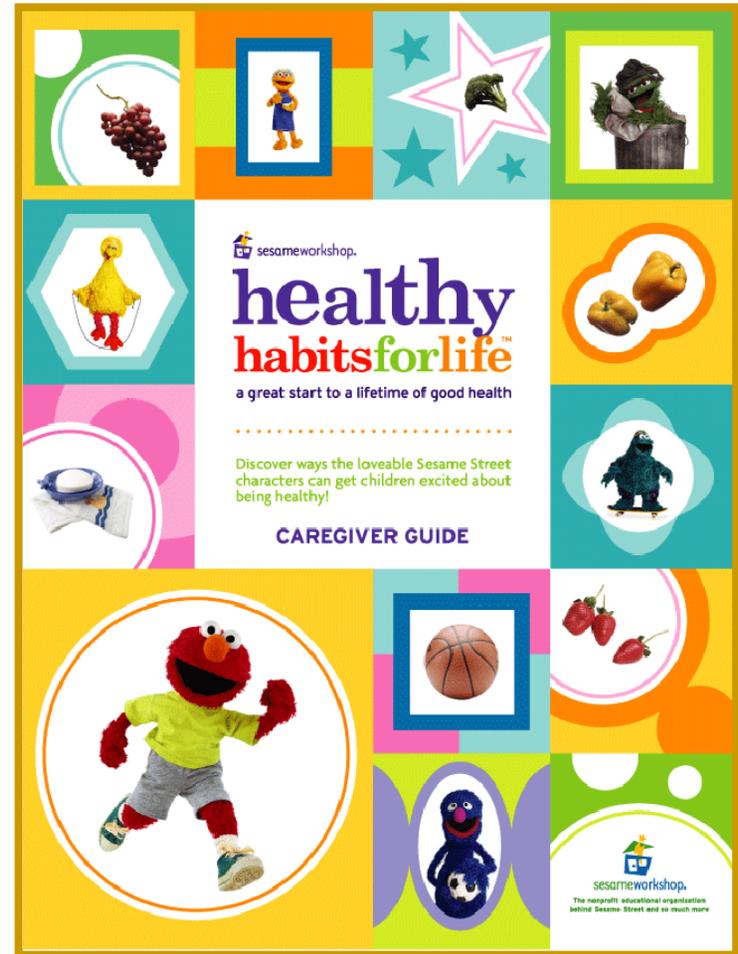
happy healthy kids station kit

healthy habits for life

Outreach

PBS Caregiver Guide

- Distribution to 150 PBS stations nationwide as well as childcare centers
- Sesame Workshop creating PBS station tool kit
 - Provides local stations with materials to produce Healthy Habits for Life events and workshops in their communities



Outreach

Partnership with Nemours Foundation

- Happy Healthy Kids' Kit - tool kit to provide innovative resources for early care and education providers.



- Comprehensive multi-media package comprised of DVD and print materials
- Targeting young children ages 3-5, particularly underserved populations most at risk for obesity
- Designed to foster connections between childcare communities and families
- Will be made available at no cost to childcare programs in Delaware and other target regions



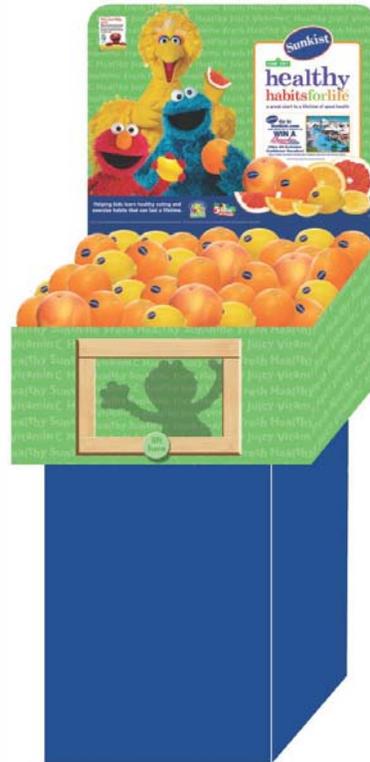
Re-Evaluation of How We License Characters

Based on U.S. Dietary Guidelines and assistance from nutrition advisors (NIH, AAP, & IPN):

- Encourage partnerships with food corporations making a sincere commitment to improve public health.
- Licensed foods should contribute to children's overall healthy diet and should be consistent with current national dietary guidelines.
- Portion sizes should be age-appropriate.
- Food labeling should be honest, clear, and informative.
- Licensed food products should be reasonably priced.
- Leverage the space on packaging as a vehicle to deliver educational content and health messages.



Examples of Produce Partners



Examples of Partners



Latest Research

- **Character Appeal on Food Choice**
 - How do characters influence preference of one food over another?
 - How do characters influence children's consumption of food?
 - Study 1: 343 children ages 2-5
 - Study 2: 207 children ages 3-5



Character Preference



versus



versus



versus



SS characters

Unknown characters



Study 1: Design (Example)

Which one of these would you like to eat? The mushrooms or the peas?

Control
Group



SS on "A"



SS on "B"



Food Preference Study

"A" Foods

Zucchini



↑
OR
↓



Celery

Grapes



↑
OR
↓



Banana

Chocolate



↑
OR
↓



Broccoli

Mushrooms



↑
OR
↓



Peas

Donut



↑
OR
↓



Cheerios

Tomatoes



↑
OR
↓



Cauliflower

Chips



↑
OR
↓



Apple

Starfruit



↑
OR
↓



Melon

Crackers



↑
OR
↓



Wheat Bread

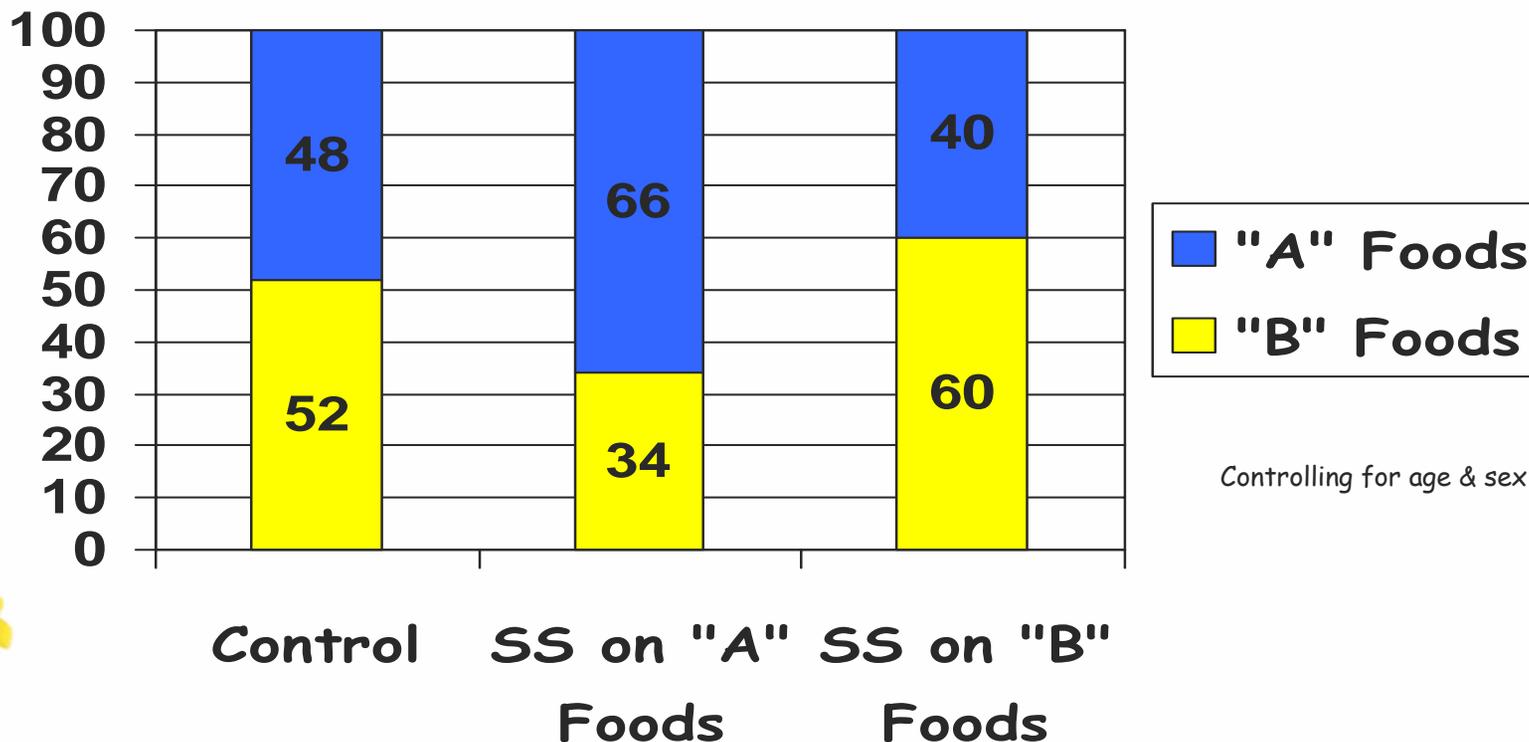
"B" Foods

Children were asked to pick one food from each of the nine pictured pairs that they would like to eat.



Percent of Children who Chose "A" Foods over "B" Foods:

Choice Between Relatively Healthy Options

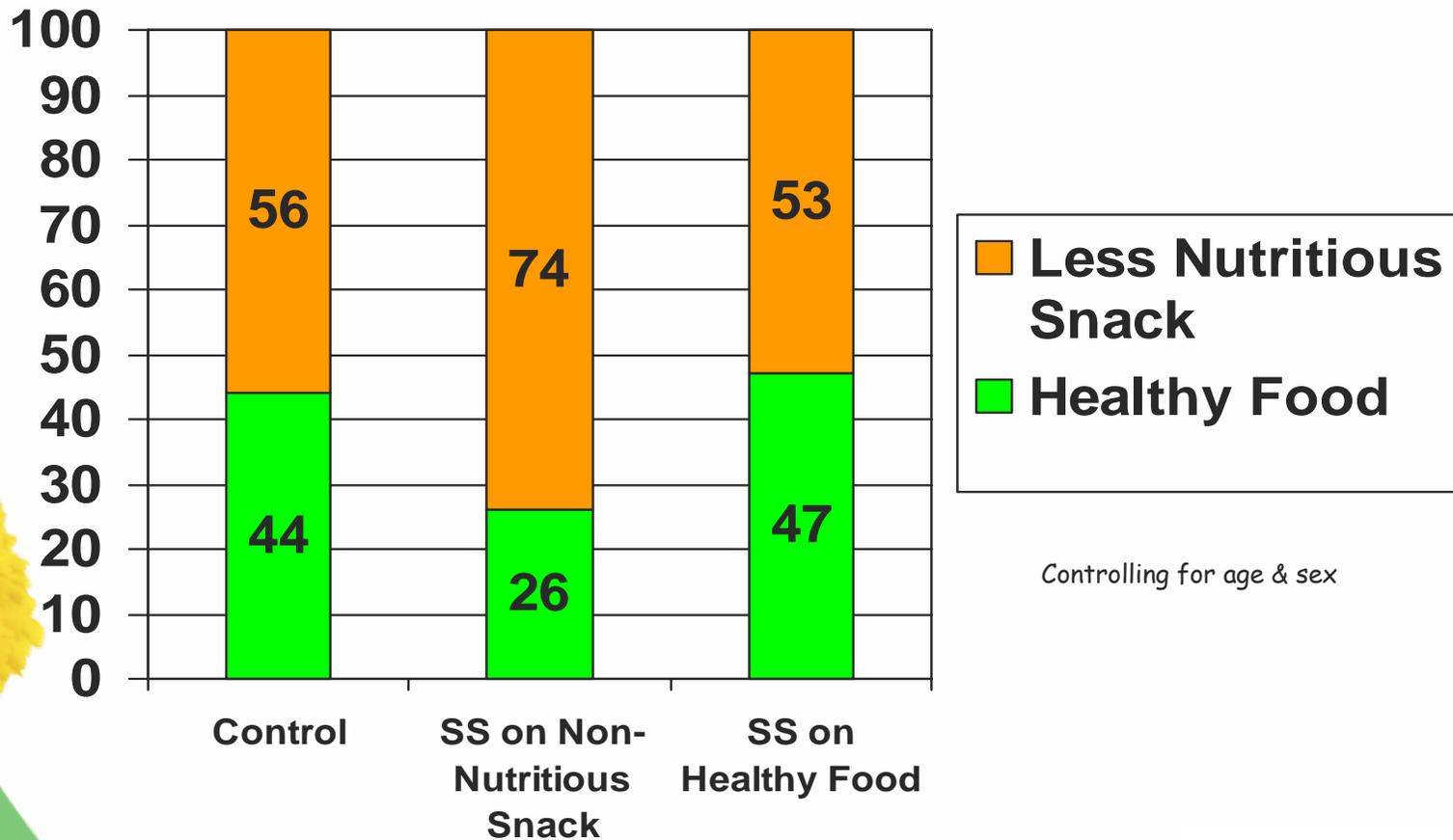


"A" Foods: Zucchini, Grapes, Mushrooms, Tomatoes, Starfruit, Crackers

"B" Foods: Celery, Banana, Broccoli, Peas, Cauliflower, Melon, Wheat Bread

* Base: those who are strong Sesame Street fans N=197

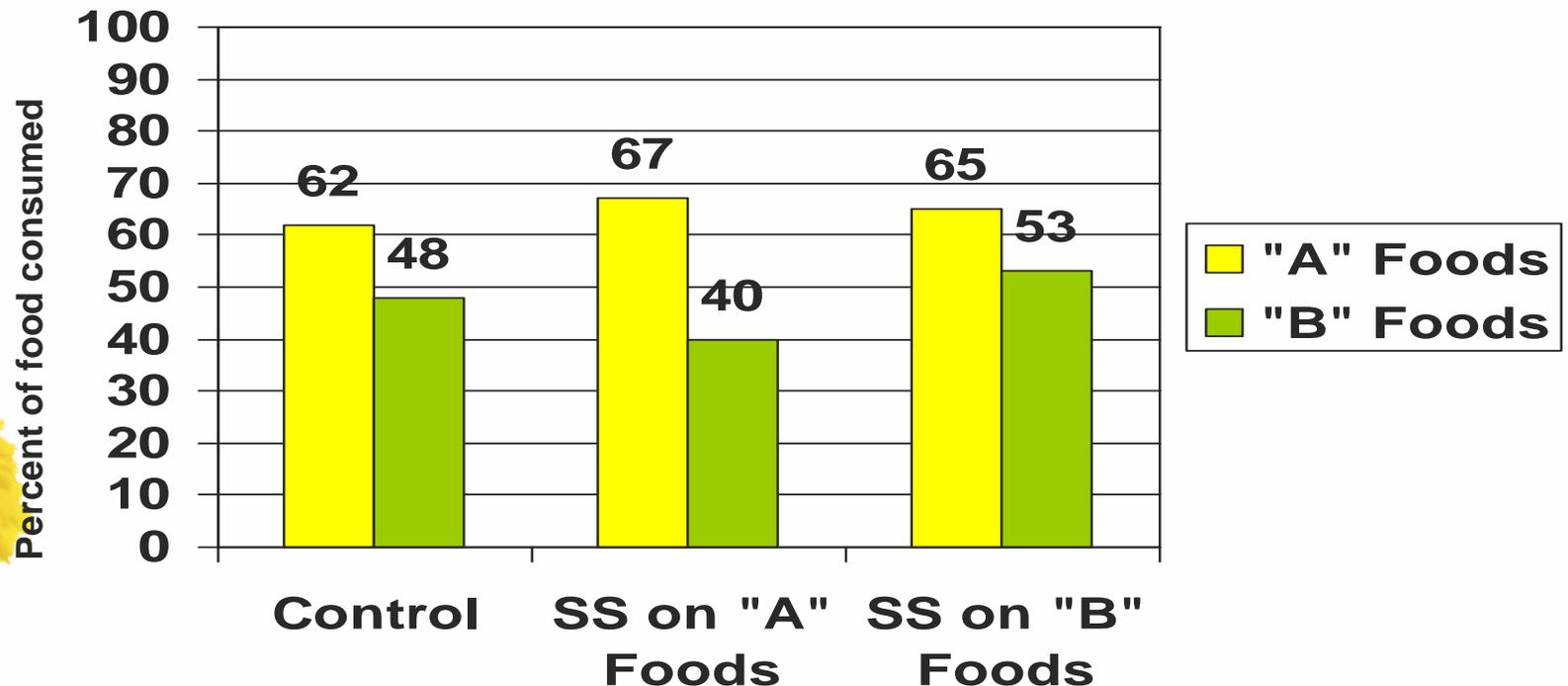
Percent of Children who Chose Healthy Foods Versus Less Nutritious Snacks



Non-Nutritious Snack: Chocolate, Potato Chips, Donut
Healthy Food: Broccoli, Apple, Cheerios

* Base: those who are strong Sesame Street fans N=197

Taste Test: Average Percent of Food Pieces Consumed



"A" Foods: Zucchini, Grapes, Chocolate

"B" Foods: Celery, Banana, Broccoli

Research Summary

- On average, children were more likely to indicate that they would eat foods that had *Sesame Street* characters on them compared to foods without characters at all or to unknown characters.
- Children were also more likely to taste more pieces of nutritious foods when there was a *Sesame Street* character associated with such foods.

Beloved characters can make a difference in encouraging children to consume particular foods over others.



Thank You!!

