



**USAID**  
FROM THE AMERICAN PEOPLE

# ALLIANCES IN ACTION

## SESAME STREET ALLIANCE

### DEVELOPMENT CHALLENGE

As many as 114 million primary-school-aged children are not enrolled in school. Large disparities also persist in the ratio of girls to boys in school, especially when community attitudes toward girls' education range from ambivalence to opposition. Current development practice suggests that girls' education is the single biggest factor in a country's economic and social development and that early interventions yield the most lasting results. But while preschool attendance is fewer than 20 percent in many developing countries, a much greater percentage have access to television, an educational vehicle of great potential.

### BUSINESS CHALLENGE

As a leader in communicating to youth through network programs, it is important for Sesame Street to be able to reach an informal audience. Leading the way in changing perceptions about such issues as HIV/AIDS engages and fosters a more committed audience. Advertising from other national markets helps to fund these projects and reaches many more people throughout the target regions.

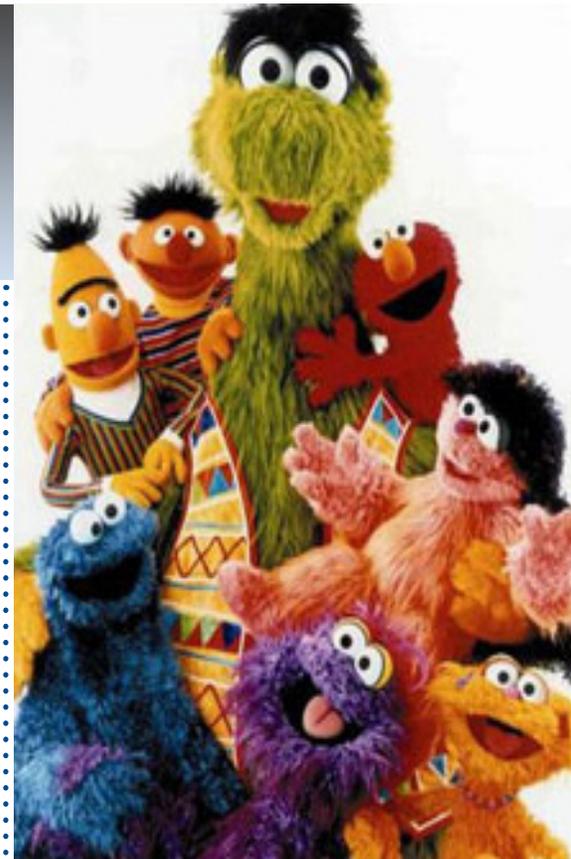
### APPROACH

Sesame Street Alliance brings USAID together with in-country education experts and the creative legacy of Sesame Street Workshop to co-produce local adaptations of the long-running classic Sesame Street. Each series focuses on basic literacy and math skills, while encouraging girls' education, positive health and hygiene practices, mutual respect and understanding among individuals and cultures, and other issues relevant to each country. Sesame Street teaches such concepts to parents as well as children, reinforcing the learned behavior in the home.

### PARTNERS



To see more Alliances In Action, visit [www.usaid.gov](http://www.usaid.gov)



### RESULTS

- 90 percent of Egyptian children aged 2-8 watch the program, as do 70 percent of female caregivers.
- The South African character Kami is HIV-Positive and teaches over 6 million children how she copes with the loss of her mother.
- In Jordan, 26 new half-hour episodes covering health, respect and understanding and the environment, along with eight public service announcements.
- Programming in India explores gender equality, environment, and diversity for 157 million children under the age of six.

### FAST FACTS

START: 2004    END: ONGOING

PARTNER CONTRIBUTIONS:

\$7.5 MILLION

December 2009