

# The Need

- Nearly half of American children under age 18 have had at least one out of nine types of ACEs.\*
- 5.7 million children in the U.S. under the age of 11 live in a household with a parent who struggles with addiction
- It impacts children's ability to learn, creating obstacles to becoming **smarter**.
- It affects their physical and mental health, so they are less likely to grow up **stronger**.
- It changes the way they interact with the world, making it difficult to be **kinder**.

\*2016 National Survey of Children's Health





# That's Where Sesame Street in Communities Comes In

A model that reaches vulnerable children and families through:

- An online resource content hub
- Professional development tools
- Implementation with national and community partners

# Goals

## Brand

- Raise public awareness of the most challenging issues impacting children and families

## Content

- Encourage nurturing connections with key adults in children's lives to foster hope, resilience, and readiness for school

## Capacity Building

- Empower community influencers to form a circle of care to consistently support child and family well-being



# We use a research-based process to create content, ensuring our projects deliver impact

