

WASH UP!

Sesame Workshop's mission is to help kids grow **smarter, stronger, and kinder.**



WASH challenges & young children

Around the world...

- 2.4 billion people do not use improved sanitation
- 663 million people do not have access to improved water sources
- **Every day, over 800 children die from preventable diseases caused by poor water, sanitation, and hygiene**

Program history – the Gates Foundation opportunity

- **What:** A USD 2.01 million grant to build a Sesame program around the objective of reducing open defecation
- **Who:** Children in communities facing WASH challenges
- **Where:** Bangladesh, India, Nigeria
- **When:** 2012-2015

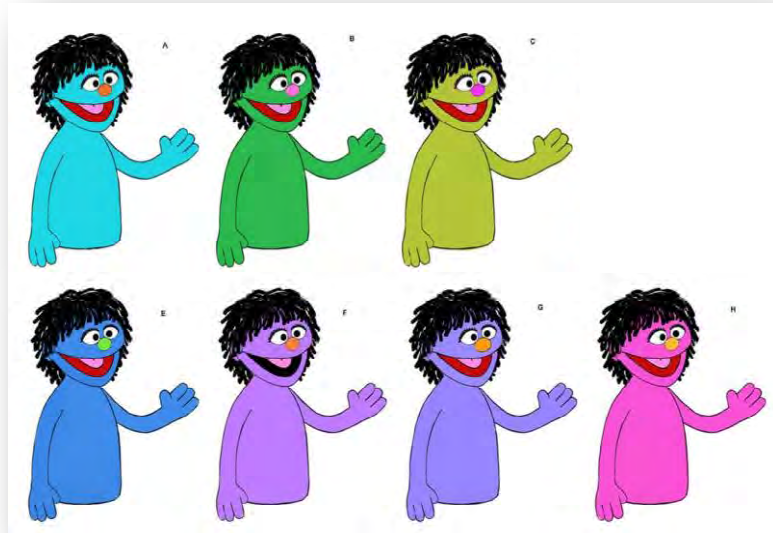
Designing a global WASH character



The art of Muppet making

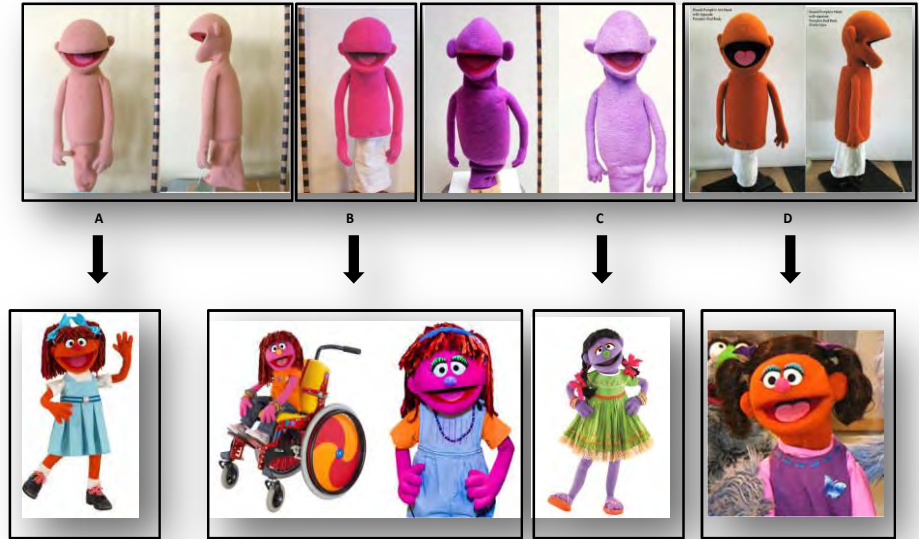
Step 1: Pick a Muppet Color

GATES SANITATION PROJECT – MUPPET COLOR OPTIONS



Step 2: Pick a Muppet Body Shape

GATES SANITATION PROJECT – MUPPET BODY SHAPE OPTIONS



Chamki

Sivan

Lily

Tuktuki

Gaby

Step 3: Pick a Muppet Hair Style



Step 4: Pick a Muppet Outfit



Proudly presenting...

Raya!

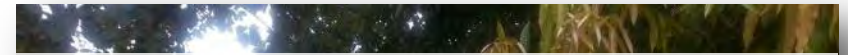


Target communities



Bangladesh: Tea Gardens in Sylhet

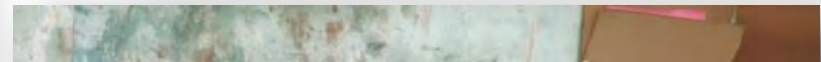
61,000 children and caregivers



Nigeria: Rural and Peri-Urban Schools Outside Abuja



12,000 children



India: Urban Slums in Kolkata



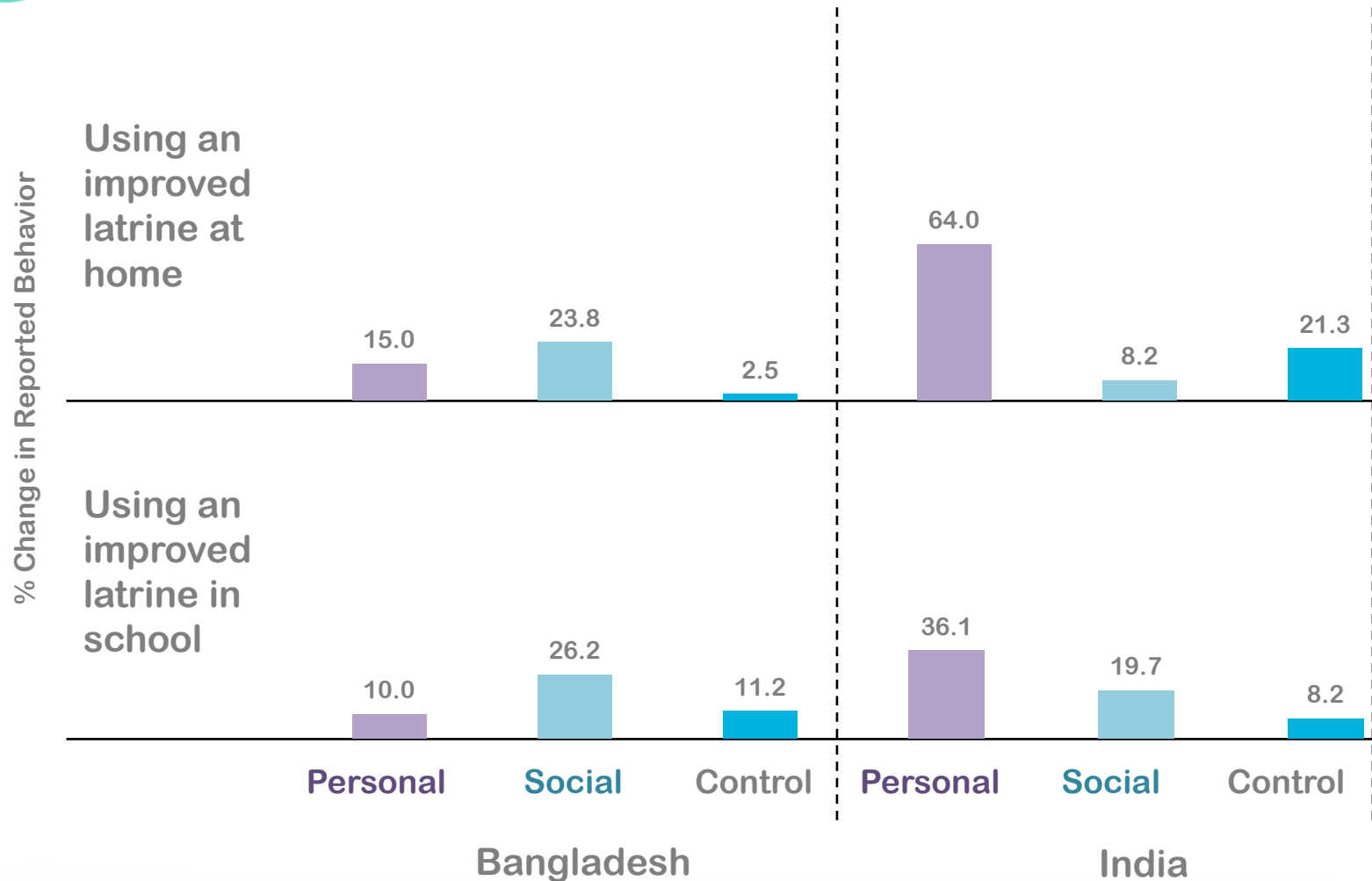
50,000 children



Cleaner, Healthier, Happier



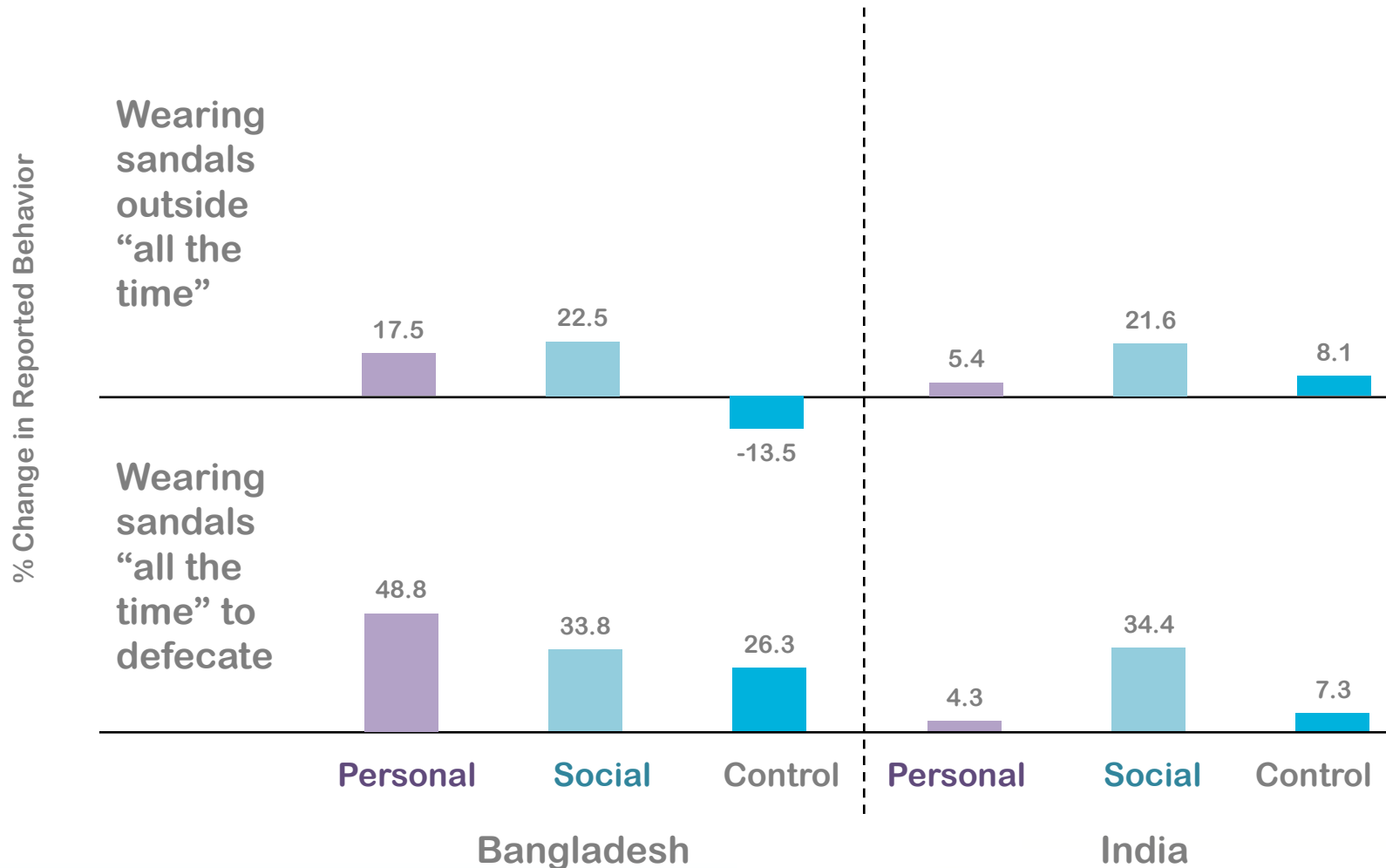
Research findings: Latrine use



Note: Statistical tests were not performed for Bangladesh and India because of the small number of communities (N = 3)



Research findings: Wearing sandals

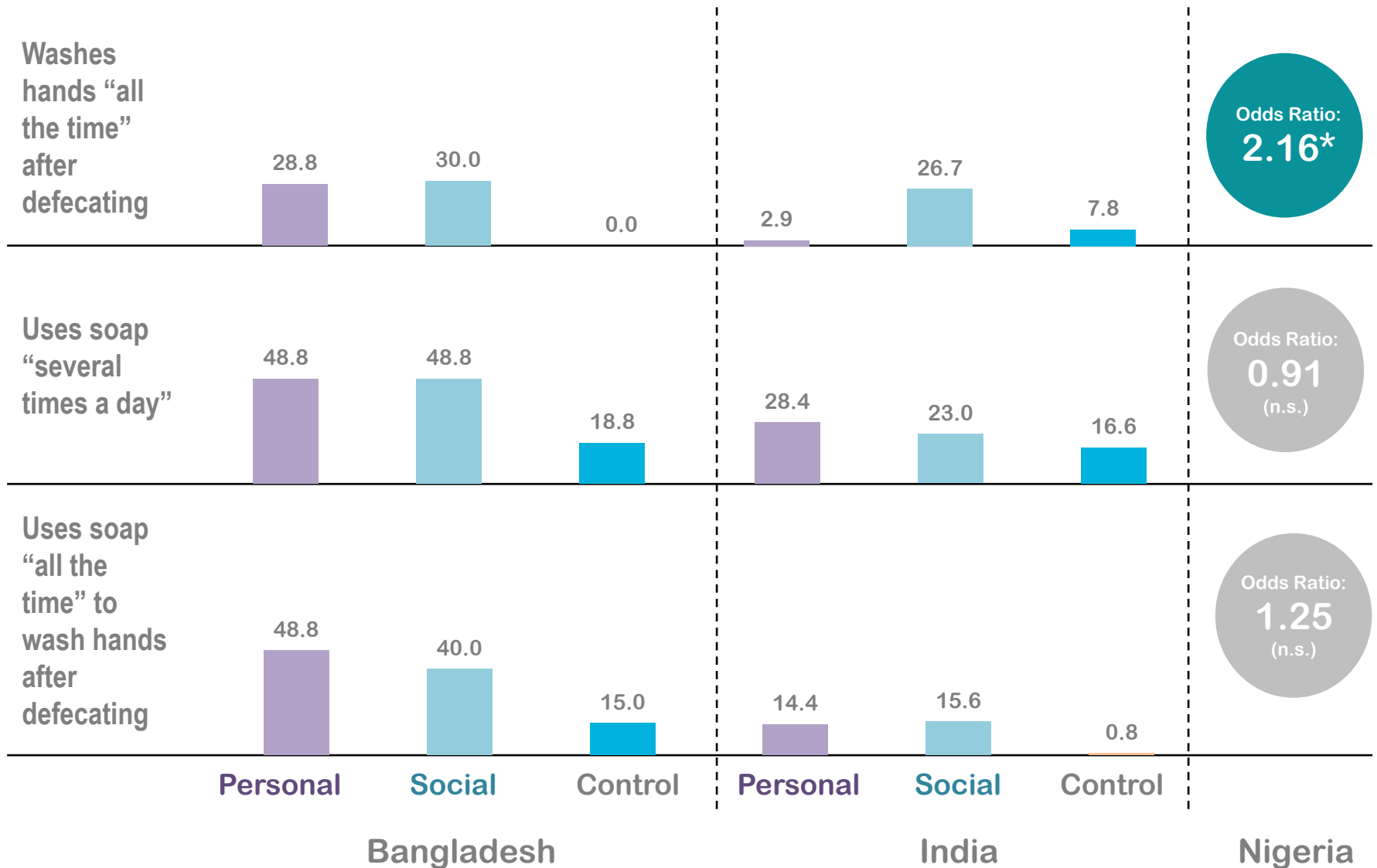


Note: Statistical tests were not performed for Bangladesh and India because of the small number of communities (N = 3)



Research Findings: Handwashing

% Change in Reported Behavior



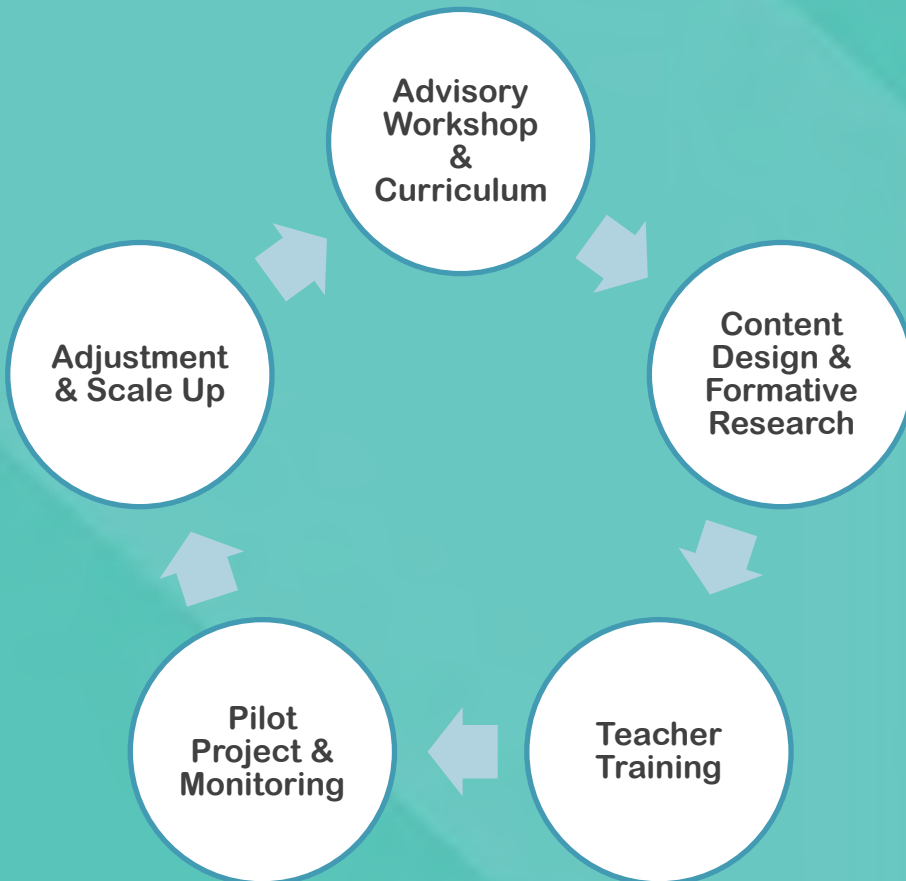
Note: Statistical tests were not performed for Bangladesh and India because of the small number of communities (N = 3)

The current partnership

- Building on Sesame Workshop's educational content and learning, and leverage World Vision's on-the-ground community relationships and commitment to high-quality infrastructure provision



Beginning in Zambia



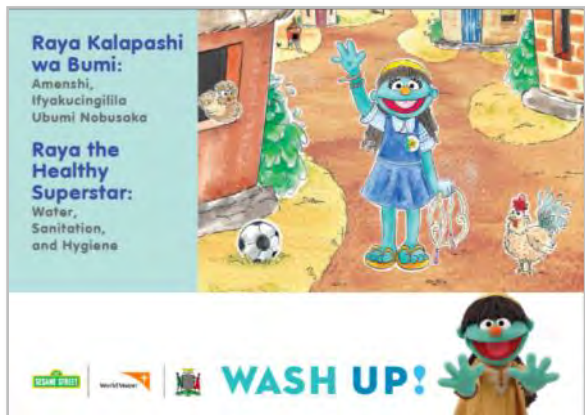
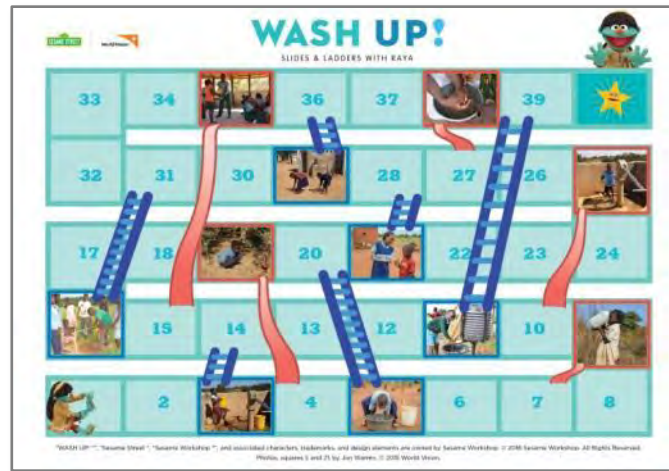
Curriculum and content adjustments

The WASH UP! program in Zambia called for some important changes:

- Age up to early primary grades
- Target very remote, low-resource communities in Southern Africa
- Translate into local languages
- Implement through afterschool clubs
- Emphasize “kids teaching kids” as an explicit program objective

The WASH UP! materials

- Videos
- Games
- Print materials



Kids teaching kids

**Raya Kalapashi
wa Bumi:**

Amenshi,
Ifyakucingilila
Ubumi Nobusaka

**Raya the
Healthy
Superstar:**

Water,
Sanitation,
and Hygiene



WASH UP!



Program growth

WASH UP!
JE SUIS PROPRE!

آب و پاکیزه گی
اوبه او پاکوالی
المیاء والنظافة
نآف و پاکڑی

LIMPIOS & FELICES



Syrian response curriculum

- Adapted water, sanitation, hygiene, and health promotion objectives
- New social-emotional cross-cutting themes, including:
 - Coping with big feelings
 - Building resilience
 - Being hopeful
 - Conflict resolution
 - Practicing mutual respect and understanding

Syrian response storybook



Thank you!