



Sesame Street, Sesame Workshop, United States

“As the pandemic unfolded, Sesame Workshop, the nonprofit behind Sesame Street, mobilized quickly to create a global initiative for children and families, “Caring for Each Other,” to release content throughout the crisis. To date, “Caring for Each Other” has presented four new PSAs in 29 languages, an international primetime TV special, a live Town Hall reaching viewers around the world, and a web hub posting weekly Muppet playdates, games, and strategies for caregivers to comfort children and promote home learning. By designing nearly dialogue-free animated PSAs, we could move quickly, getting critical public health messages, including Elmo’s new “Washy Wash” song, out globally in March through HBO, PBS KIDS, local PBS stations, Univision, the Ad Council, YouTube and international broadcasters. On April 14, Sesame Street: Elmo’s Playdate featured Elmo, Cookie Monster, and friends in a cozy videoconference, with celebrities Lin-Manuel Miranda, Anne Hathaway, and Tracee Ellis Ross joining the fun. The half-hour special debuted on WarnerMedia Networks—HBO, TBS, TNT, Cartoon Network, Boomerang, and truTV—and PBS KIDS 24/7 channel and streaming platforms, and aired in over 30 countries including Japan, Australia, the UK, Mexico, and Singapore. On April 25, CNN, CNN International and CNN en Español aired The ABC’s of COVID-19, a special Town Hall helping children and parents deal with issues surrounding Coronavirus. Big Bird and friends joined CNN’s Dr. Sanjay Gupta and Erica Hill to answer kids’ and parents’ questions. “Caring for Each Other” will evolve to support children and families throughout the COVID-19 crisis and beyond.”

<https://www.sesamestreet.org/caring>