



The Sesame Effect: The Global Impact of the Longest Street in the World

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The Sesame Effect details the wide-ranging work of Sesame Workshop and its productions across the world. With an emphasis on impact and evidence from research on projects in low- and middle-income countries, the book tells the stories behind the development of an international family of Muppet characters created for the locally produced adaptations of Sesame Street.

Each chapter highlights the educational message of international co-productions and presents the cultural context of each project. Readers will understand the specific needs of children living in a given locale, as well as gain insight into the educational drivers of each project. These projects often deal with difficult issues, from race relations in the United States, to HIV/AIDS education in South Africa, to building respect across cultural divides in the Middle East. Readers will see how local productions have helped build a new mindset that values the importance of early childhood education, and how Sesame Street promotes a brighter future by building children's academic skills, encouraging healthy habits, and by fostering attitudes that counter negative stereotypes and create appreciation of and respect for others.

The Sesame Effect shows how, when magnified across the millions of children touched by the various international programs, Sesame Workshop and its projects are making a difference around the world.

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