



SESAME WORKSHOP

Content Partnership

Significant effect from an inexpensive model

play to learn

The **LEGO** Foundation

Play to Learn Program in Rohingya Response

A consortium partnership among Sesame Workshop, IRC, and BRAC

Play to Learn is an innovative play-based early childhood development (ECD) initiative for children and caregivers affected by the Rohingya and Syrian refugee crises. Led by Sesame Workshop, the Play to Learn program is implemented in Cox's Bazar with the consortium partners BRAC, IRC,

New York University and other project partners like Plan International Bangladesh, Save the Children International, World Vision International, and 4 other national NGOs. The program combines educational media with direct ECD services to meet the holistic needs of children ages 0-8 in health, nutrition, protection, playful learning, and responsive caregiving. Play to Learn has four core program pillars-

a. educational curriculum and content development and distribution b. direct ECD service delivery c. research & evidence, and d. Policy & Advocacy.

Play to Learn is designed and tested a range of multi-sectoral ECD program approaches for different age cohorts and delivering ECD services to children and families in their homes, play spaces, multi-purpose centers, ECD centers, Learning centers, and more. The program has created ECD curriculum and contents including video segments, storybooks, posters, and other resources to support the learning and well-being of children and their caregivers. Play to Learn is also investing in research to generate evidence of the impact of play-based ECD services. Play to Learn is promoting increased prioritization of and investment in play-based ECD in crisis settings globally.

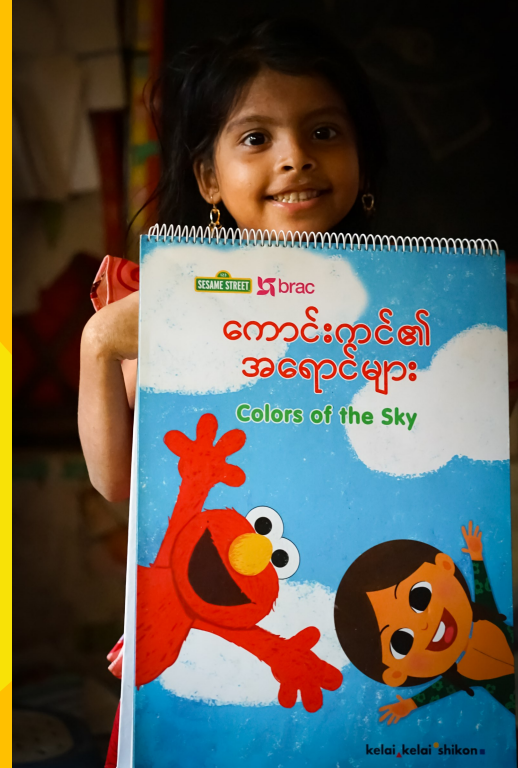


Content Partnership

A partnership among Sesame Workshop and Sector Education Sector Partners

Globally, Sesame Workshop's flagship expertise is in educational content creation and the use of the strength of media for early childhood development. Under the Play to Learn project, Sesame Workshop developed a series of print, audio, and audiovisual content for children 3-8 years in collaboration with its consortium partners. All the contents are published in the Burmese and English language.

There is a huge need for Burmese language content for the Rohingya children in Cox's Bazar. Sesame Workshop endeavors in creating a positive impact in the lives of the crisis-affected vulnerable children by reaching more and more of them and supporting them in building a strong foundation. Sesame Workshop offered those content to all the organizations engaged in ECD in Cox's Bazar. Since 2020 Sesame Workshop established partnerships with more than 8 INGO and NGOs in Cox's Bazar including SCI-YPSA, PLAN, WVI, CODEC, JCF, ASEAB, SKUS, CARITAS, Coast Foundation and using the storybooks and other contents in the ECD centers and early grades of basic education Learning Centers. Some of the organizations integrated these contents into their curriculum and class routine. In 2022, 75629 children and adults were reached through content partners.



Our Partners





Quarterly Review, Learning, and Planning Workshop

Every quarter, partners gather for Review, Learning, and Planning, a time to exchange stories, insights, difficulties, and best practices related to using PtL storybooks and storytelling sessions. Each partner gives an update at the beginning of the session, and others can learn more from them by asking questions about their best practices. Additionally, concerns relating to mitigation are resolved by the participants' discussions.

Community of Practice (COP)

In the Program Review, Learning, and Planning Workshop in Cox's Bazar, a Community of Practice (CoP) Group on Content Partnership was established.

The consensus among all workshop attendees was that a Community of Practice (CoP) Group emerge in order to exchange best practices, create capacity through practical assistance, share images and videos to enhance learning, and lessen the difficulties associated with storytelling. In addition, the Community of Practices (COP) may undertake learning visits, evidence creation, storybook production, and gathering success stories.

The members also made the decision to start a WhatsApp group in order to discuss their daily lessons learned, issues, triumphs, and obstacles.



Themes of Storybooks

Since Burmese storybooks, charts, and posters were desperately needed for the Rohingya response program, Content Partnership was established through Storybooks.

For Content Partners' children, PtL created storybooks with a variety of themes. The themes cover everything from child rights and safety to personal hygiene and health, fire safety, math and counting, weather understanding, critical thinking, safety from strong storms and lightning, pro-social behavior, emotional wellbeing and calming techniques, imaginative play, and STEM (Science, Technology, Engineering, and Math).



Content Partners are using PtL storybooks in their ECD and Learning Centers

In order to improve the children's reading habits and help them develop their vocabulary and imagination, the content partners use storybooks in their ECD/KG, Grades 1–2, and 2 classrooms. There were twelve storybooks in three languages available in every classroom. The Rohingya camps were equipped with big storybooks and tale flipbooks in Burmese and English, while the host community's ECD and learning centers had storybooks in Bangla and English.





Capacity building initiatives on Storytelling

Play to Learn (PtL) Project provided ToT on storytelling, 2 hours orientations and hands-on support to the staff and facilitators of the Content Partners for better storytelling session in the classroom. The image demonstrates the benefits of a better storytelling session as a result of capacity building initiative.



Creating environment for storytelling

To give youngsters better visibility, several Content Partners facilitators use a small sitting tool to display the storybook from little-bit higher position. In addition to providing hands-on support for seamless storytelling sessions, the Play to Learn (PtL) Project trained staff members and content facilitators in storytelling.



Bag full of supplementary materials by the Facilitators

To enhance the effectiveness of the storytelling session, Sesame Workshop provided two hours of orientation, day-long storytelling ToT, and hands-on support to facilitators and staff under the auspices of Content Partnership. As a result of the training sessions, many facilitators developed supplementary materials like, characters, objects, and background images, several facilitators also made cars, fruits, and trees from the storybooks to add visual appeal to the session. We saw that a facilitator had created twelve bags of supplementary materials for 12 storybooks. Numerous facilitators used Sesame Characters to decorate their classroom walls as well.



Picture reading in Group

In the ECD and Learning Centers of the Content Partners, the Play to Learn (PtL) Project supplied twelve storybooks in 3 languages- Burmese, Bangla and English.

Most of the children like illustration of the storybooks. Some children who are not able to read books also like storybooks, read aloud the pictures, and then retell the stories to their peers in groups based on what they could understand from the illustrations. The greatest way to begin learning is to use your imagination and read aloud pictures.



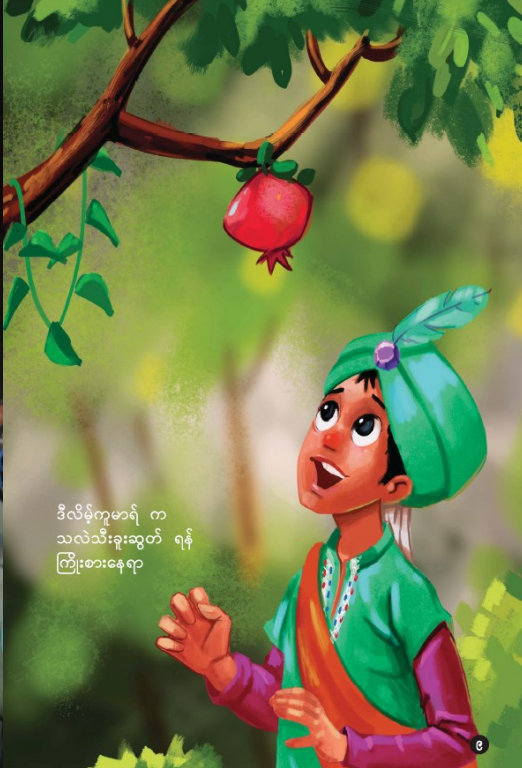
Use of props to make the storytelling stunning!

Together with the kids, the facilitator of ECD Center, used headgear, horse cutout and, a bag to demonstrate Dalim Kumar story with the children. Same kind of illustration was done for the storybook which inspired him to tell the story with props.

Facilitators developed photo cutout

Since Elmo appears in most storybooks, the Play to Learn (PtL) Project supplied a picture cutout of Elmo to utilize as supplementary material during storytelling sessions to pique the children's interest. The ECD center facilitator liked the picture cut so much that she made additional based on the characters in the book "The Colorful Birds."





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Roleplay in the classroom

Roll play is significant tool for child development. Many facilitators in the Rohingya camps are demonstrating roleplay by the children with supplementary materials as a result of storytelling ToT by Sesame Workshop for the technical staff who cascade the facilitators training.

Science, Technology, Engineering and Match (STEM)

Together with the kids, the facilitator of ECD Center, used water bottles and other random objects to create a play car. The children and facilitator were inspired to construct the toy automobile for their ECD Center in the Rohingya Camp after reading about it in the storybook V-o-o-o. Theme of the V-o-o-o is STEM.



Good practices: Wall painting

The fence painting was done by Content Partner JCF from the storybook 'Rain on the Green Grass'. This painting is located in Rohingya Camp 19 in Ukhaiya.

Content Partnership was built, when education services were suspended because to COVID-19. The Education Sector's partners who were offering small-group alternative education near the children's home at the time were given PtL cocreated storybooks. Twelve storybooks written in three different languages- Bengali, English, and Burmese were offered by the PTL. Storybook illustrations featuring Sesame characters were used by Content Partners to decorate their centers, demonstrating how much they enjoyed the storybooks.

Image of the storybook inserted insight.



Storytelling by Muppets– Halum and Tuktuki

Sesame Workshop's beloved Muppet Halum and Tuktuki visited Content Partners project areas in the Rohingya camps. They readout storybooks for the Rohingya children in the Learning Centers. They also performed on healthy foods, nutrition, observed storytelling sessions, creative works children etc. Children enjoyed a lot to hear stories from their lovely Muppets.



Sesame Workshop

Help Children Everywhere Grow Smarter, Stronger, and Kinder

Established in 1969 in the USA, Sesame Workshop (SW) is a nonprofit international organization on a mission to Help Children Grow Smarter, Stronger, and Kinder, and do everything possible to meet their needs. In the last 50 years, across 150 countries and generations of children, Sesame Workshop has created culturally relevant educational content that addresses the toughest challenges facing children around the world. Sesame's engaging Muppets have the unique ability to impart both simple and difficult lessons, always from a child's perspective. With support from USAID, SW established Sesame Workshop Bangladesh (SWB) in 2005, and with local partners, we have developed a multiplatform initiative that reaches nearly 6 million children annually. Sesame Workshop has established a strong presence in crisis-affected settings, including its leadership role in two large-scale early childhood development projects- one is the Ahlan Simsim, a five-year 100 million USD project for the children and caregivers affected by displacement in Iraq, Jordan, Lebanon, and Syria, the project is supported by the MacArthur Foundation and implemented in partnership with the IRC. Another 100 million USD project Play to Learn for Rohingya Response supported by LEGO Foundation to lead a large-scale Early Childhood Development response for the Rohingya and host community children in Cox's Bazar in Bangladesh, in partnership with BRAC, IRC, New York University, PLAN, and 7 other national and international NGOs and the UN.



