



MEDIA ANNOUNCEMENT

FOR IMMEDIATE RELEASE

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Kansas City PBS, University of North Carolina Television and WNET in New York City receive grant to engage families and service providers around Sesame Street resources

Over years of active community and family engagement, Sesame Workshop has developed bilingual (English/Spanish) resources for community service providers (adults providing professional services to children ages 0-6 in areas such as education, health, and social services) reaching vulnerable families and their children.

Using the power of the *Sesame Street* brand and the beloved *Sesame Street* Muppets, Sesame Street in Communities (SSIC) is a new initiative designed to offer strategies, tips, activities, and professional development for providers to nurture parent/child interactions that in turn help children become school ready, increase their physical and emotional well-being, and develop resiliency to tackle life's tough challenges and difficult topics.

The SSIC model, based on over two years of research with experts in the fields of child development, health, and education, offers free resources at sesamestreetincommunities.org. Presently, SSIC is building partnerships in key communities, including Kansas City, MO (KCPT), Guilford County, NC (UNC-TV) and New York City (WNET).

Kansas City PBS (KCPT), in collaboration with community partners, will be developing workshops, outreach activities and professional development for community service providers and families to implement the new, innovative and community-based SSIC model.

The resources — including printable activities, informational articles, videos, and workshop plans — engage both kids and adults in everyday moments and daily routines — from teaching early math and literacy concepts, to encouraging families to eat nutritious foods, to serious topics such as divorce and food insecurity.

“Education is at the heart of what we do here. This grant will provide us a unique opportunity to provide real boots-on-the-ground support to providers that serve vulnerable families and young children in the Kansas City metro,” says Kliff Kuehl, President and CEO for Kansas City PBS, Flatland and The Bridge. “We’re especially proud to be working with the Sesame Workshop whose dedication to educating and helping children and families has been ongoing for more than 4 decades.”

In addition to a series of ongoing community outreach, this fall Kansas City PBS will be offering two workshop opportunities - one for specifically for families and one for early childhood providers.

KCPT believes in the power of media on every platform and seeks to use that power to enrich, engage and entertain our viewers both on-air and online. We strive to advance conversations through community engagement and social media; explore complicated issues facing our region with ongoing reporting, investigative reports and informed discussions; and share the stories of people, places, and progress in our community.



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KCPT Kids Block Party featuring Sesame Street

October 14 | 10 a.m. to 2 p.m. at KCPT (125 E. 31st St.)

KCPT will feature Sesame Street in Community content during the KCPT Kids Block Party. The day will feature a variety of hands-on activities and family workshops inspired by SSIC as well as music from Mr. Stinky Feet, giveaways, an appearance by a favorite Sesame Street character and other family fun!

KCPT Kids Early Childhood Summit featuring Sesame Street in Communities

November 4 | 8 a.m. to 1 p.m. at The Kauffman Foundation

KCPT's Early Childhood Summit will bring together early childhood and community service providers for a free workshop and training opportunity featuring the Sesame Street in Communities (SSIC) initiative. The four-hour summit will include training around SSIC resources and conducting parent workshops, as well as an introduction to other PBS Kids educational tools. Providers will receive 2 clock hours to apply to their 12 hours of continuing credit requirements.

KCPT's Sesame Street in Communities Advisory Council

Jovanna Rohs, Ph.D. Director of Early Learning and Head Start | Mid-America Regional Council (MARC)

Kyle Matchell, Early Learning Manager | Mid-America Regional Council (MARC)

Crystal Farris, Director of Youth & Family Engagement, The Kansas City Public Library

April Roy, Branch Manager Kansas City Public Library Plaza Branch

Katrina Minter, Child Care Resource and Referral Director at The Family Conservancy

M. Ann Thomas LCSW, President/CEO - The Children's Place

Dr. Rupal Gupta, MD - Children's Mercy -General Academic Pediatrics Medical Director at Operation Breakthrough

Candace Cheatem - Parents As Teachers Coordinator/Supervisor Kansas City Public Schools

Phyllis Harris - President at Pathfinders Professional Development, LLC

Terrel Mann - Pre-K Master Coach - The Literacy Lab

Jasmin Williams - Program Coordinator, Kansas City Chamber

Mabel Tinjaca, Ph.D. in Early Childhood Development

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