

Sesame Workshop's first global health campaign

The "Cleaner, Healthier, Happier" pilot launch in Kolkata, India

Water, sanitation, and hygiene-related diseases continue to be among the leading causes of death and suffering among children around the world. The **Cleaner, Healthier, Happier** campaign aims to reduce the number of children under the age of five that contract preventable and treatable diseases by providing access to meaningful sanitation and hygiene education.

Background

Supported by the Bill & Melinda Gates Foundation, Sesame Workshop aims to work with some of the poorest and most vulnerable communities in Bangladesh, India and Nigeria. On November 14th, 2014, Sesame Workshop India (SWI) launched an eleven week **Cleaner, Healthier, Happier** pilot campaign in Kolkata. The beloved Elmo from *Galli Galli Sim Sim* has been joined by Raya, the new global ambassador for health and sanitation, to engage children with important messages surrounding proper latrine use and sanitation.

Vision

Cleaner, Healthier, Happier aims to promote positive behavior related to sanitation and hygiene in children aged three to eight years and their caregivers in Bangladesh, India and Nigeria.

The program objective is for all children to learn and follow the four principles of safe toilet use:

- » Go to the toilet
- » Wear slippers to the toilet
- » Wash hands with soap and water
- » Pour water after using the toilet



Global Health Snapshot

NUMBER OF CHILDREN UNDER THE AGE OF FIVE WHO DIE FROM PREVENTABLE DISEASES¹

29,000 each day

NUMBER OF PEOPLE WHO DO NOT HAVE ACCESS TO SAFE WATER²

748 million

NUMBER OF PEOPLE WHO DO NOT HAVE ACCESS TO TOILETS²

2.5 billion

SOURCE: ¹UNICEF 2013, ²UNITED NATIONS 2013

Measurable Impact

Children who participated in the program:

» were **48%** more likely to use an improved latrine at home than before participating in the program.

» were nearly **2X** as likely to wear shoes than before participating in the program.

» showed an **11%** greater improvement in using soap for handwashing compared to children who did not participate.



KIRAN JHA saw the excitement around the **Cleaner, Healthier, Happier** campaign and decided to follow the children to the activity workshop one day. There she saw children learning to make 'soapy threads'- little garlands made out of old soap and thread, which children can carry to the toilet. She used this opportunity to start making soapy threads at home and supplying them to all the members in her community. **Her soapy threads are selling like hot cakes!**



CONTACT US!

For more information on how you can support **Cleaner, Healthier, Happier**, please contact:

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sesameworkshop. is the nonprofit educational organization behind Sesame Street which reaches 156 million children across more than 150 countries. The Workshop's mission is to use the educational power of media to help children everywhere grow smarter, stronger, and kinder. Delivered through a variety of platforms, including television programs, digital experiences, books and community engagement, its research-based programs are tailored to the needs of the communities and countries they serve. For more information, visit us at sesameworkshop.org.

