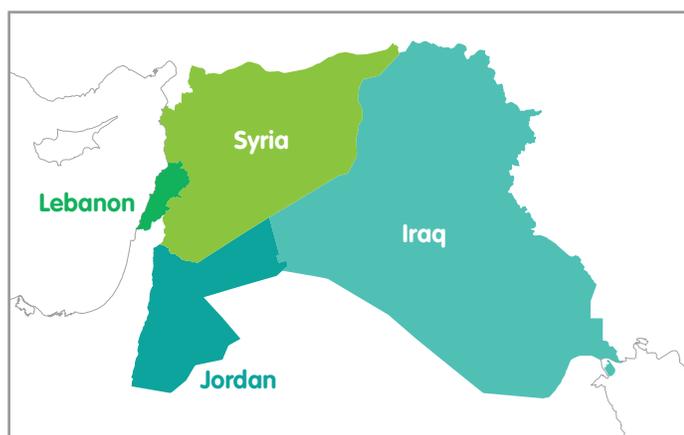




Ahlan Simsim: Bringing hope and opportunity to children affected by conflict and crisis.

Sesame Workshop and the International Rescue Committee (IRC) are implementing the largest-scale early childhood intervention in the history of humanitarian response.

Since 2011, the ongoing conflict in Syria has displaced over 12 million people. Nearly half are children, and the most formative years of their lives have been marked by upheaval, chaos, and violence. Displaced children across the region—and millions more in host communities—do not have access to the early learning opportunities that are critical to their healthy development and wellbeing.



To address this humanitarian crisis, Sesame Workshop and the International Rescue Committee (IRC) joined to create Ahlan Simsim (“Welcome Sesame” in Arabic), a program that delivers early learning and nurturing care to children and caregivers affected by displacement in Iraq, Jordan, Lebanon, and Syria.

Through a brand-new, Arabic-language local version of *Sesame Street* combined with in-person direct services, Ahlan Simsim reaches displaced and host community families wherever they are—from TV and mobile devices to classrooms and health clinics—with the vital educational resources that they need in order to thrive.

Launched by a groundbreaking \$100 million grant from the John D. and Catherine T. MacArthur Foundation and with additional support from the LEGO Foundation, Ahlan Simsim is elevating awareness, engaging policymakers, spearheading research, and increasing investment in early childhood development (ECD) in crisis settings.

Ahlan Simsim has the potential to transform humanitarian response, benefitting children affected by conflict around the world.

MASS MEDIA



Featuring original Muppet characters and storylines that reflect children's lives, languages, and experiences — the *Ahlan Simsim* show is reaching millions of children and caregivers across the region with fun, laughter, and learning.

Ahlan Simsim combines mass media and direct services to reach children and families wherever they are with engaging educational content, play-based learning opportunities, and support for parents and caregivers.

RESEARCH



We will double the existing evidence base about which early childhood interventions are most effective in crisis settings. The research is conducted by our external evaluator, NYU Global TIES for Children Center.

DIRECT SERVICES



Direct services infused with joyful content are delivered through IRC's network of ECD centers, home visit, and remote outreach programs. We will reach over one million children and families with early education and caregiving support.



ADVOCACY



Fueled by program experience and research, we are advocating for prioritization of interventions that address the needs of young children affected by conflict and displacement around the world.

With additional investment, we can bring early learning and nurturing care to children who need it most.

With \$1 million

Sesame Workshop could create a suite of original multi-media early learning content specifically designed to support young children and their caregivers, featuring our familiar and beloved *Ahlan Simsim* characters, Basma, Jad and Ma'zooza, for distribution via mass media and through our partners' direct services programs.

With \$5 million

Sesame Workshop could create a brand-new season of *Ahlan Simsim* that would include new educational storylines featuring our beloved characters as well as new learning segments and content elements, for distribution via mass media and through our partners' direct services programs.

With \$10 million

Sesame Workshop and its partners could expand *Ahlan Simsim* to a new country or region including new content creation, expanded direct services, research and advocacy to reach more families affected by conflict and crisis with early education and development services, wherever they are.

**This is just the beginning.
Together, we have the potential to transform how the world addresses the needs of children, wherever they may be.**

For more information about Sesame Workshop visit www.sesameworkshop.org

Contact: Sarah Chasin, sarah.chasin@sesame.org

