

Sesame Workshop

(New York, NY)

Talking With Children About Life Threatening

Conditions: An Educational Outreach Project

Total Award: \$250,000 over 18 months

Program Contribution

Health Program, \$200,000

Arts & Culture Program, \$50,000

To support Talking With Children About Life Threatening Conditions: An Educational Outreach Project, a collaborative effort between the Sesame Workshop and the Center for Advanced Illness Coordinated Care (CAICC) to foster effective communication between children with life-threatening conditions and their families. Working with a panel of palliative care experts, CAICC and the Sesame Workshop will produce a multi-media package of materials for distribution to children's hospitals, physicians, health care professions and professional organizations free of charge. At the heart of the package will be a video and/or DVD that uses the Sesame Street characters to enhance the ability of families to communicate with one another when they and their child are faced with a life-threatening condition. In addition to the video/DVD, there will be a CD-ROM with songs and interviews, written materials, and stories and activities on the Sesame Street web site. The package will provide practical advice on how to talk about the child's condition, how to include siblings and other family members, how to focus on the child's life, and how to have positive days together. The package will be available in English and Spanish. This recommendation is for a 3:1 matching grant, with the match of \$750,000 being met by October 29, 2004 at the latest.

Health Program: *Objective I, Strategy 2*

Arts & Culture Program: *Objective I, Strategy 3*