

caring for each other Everyday Challenges

Thank you for being a trusted Sesame partner! We're so excited to share our new **Caring For Each Other: Everyday Challenges** resources with you. You can find them on the [Sesame Street in Communities](#) website on the [Health Emergencies](#) topic page.

In this guide, you'll find suggestions and examples of how to share our **eight new activity bundles** launching on **December 7, 2020** that include animations, parent facing infographics, and child facing activities with families, caregivers, and providers. Together, we can help families across generations and around the world name big feelings and offer strategies to help them cope while fostering long-term emotional wellbeing.



Together, we can help families...

- ❖ Help little ones talk through and name big feelings.
- ❖ Stay connected to the whole family even when physically separated
- ❖ Address stigma around COVID-19
- ❖ Keep routines and spend special quality time together
- ❖ Learn positive parenting strategies

Here's our launch schedule...

Date	Title	Details
December 7 th	Big Feelings	Elmo's mom helps him notice big feelings in his body, name them, and manage them.
	Feeling Afraid	When Elmo feels afraid of germs, his dad offers comfort and helps him cope with his feelings of fear.
	Staying Connected	Grover and his family can't be together, but they can still find ways to connect and celebrate.
January 13 th	Time to Reset	Rosita and her mom learn how to take a moment to calm down and reset.
January 27 th	Being Persistent	Grover and his cousin talk about persistence during tough times.
February 10 th	Addressing Stigma	Elmo and his dad will address stigma around COVID-19.
February 24 th	Responding with Care	Grover learns how to see children's behavior as an effort to communicate.
March 10 th	Quality Time	Abby and her mom talk about keeping routines and spending special time together.

Proposed Implementation Ideas

- ❖ **Distribute** this partner guide to staff and providers to share each bundle as they are released.
- ❖ **Choose** an activity that meets your needs. For example, providers can play a video about big feelings and talk with families about ways to manage them together.
- ❖ **Bookmark** the [Health Emergencies](#) page on your office's tablet, if you have one. Now the site will be ready to use for families and children when they arrive!
- ❖ **Share** these materials with your network at meetings, conferences, and resource fairs.
- ❖ **Play** videos in a common space such as a lobby or waiting area. If you'd like the videos to play on a closed loop, reach out to us for help!
- ❖ **Discuss** infographics with the adults you work with. Help answer any questions they may have and work to fine tune the strategies to their personal situations.
- ❖ **Host** a webinar with us! A member from our Caring for Each Other team will happily provide an in-depth review of the materials for your network of staff, providers, and/or caregivers
- ❖ **Print** out our activity pages for kids you work with and share with caregivers. Ask them how each activity makes them feel.



Let's Get Social!

- ❖ **Use** this guide to easily share resources on your organization's social media.
- ❖ **Include** information on resources in your newsletters and e-blasts.
- ❖ **Feature** the resources in a blog post or link to the resources on your organization's website.
- ❖ **Follow** us on social media! We're on Facebook, Instagram, and Twitter!
- ❖ **Tell us** about your experiences on our Facebook page! Share ideas, ask questions, and get inspired by our larger community on how they are using these resources.

Important Information

Sesame Social Handles:

Facebook & Instagram:

[@SesameStreetInCommunities](#)

Twitter: [@SesameCommunity](#)

Viatris Social Handles:

Global Facebook & Twitter: [@ViatrisInc](#)

Global LinkedIn: [Viatris](#)

Hashtags: [#CaringForEachOther](#) | [#viaViatris](#)

Suggested Posts on the Next Page!

Everyday Challenges

Below are social posts for our first three bundles of resources that you can share on your social channels to help us promote these new materials. This content will be launching on a rolling basis—we will provide updates with new social copy in advance of each resources launch.

Suggested Posts

General

December 7

@ViatrisInc and @SesameStreet have partnered together to create materials focusing on big emotions children and caregivers may experience during social isolation, physical distancing, and lost routines. Join us in supporting our community by staying healthy and safe. Learn more: <https://sesamestreetincommunities.org/funder/viatris/> #CaringForEachOther #viaViatris



Bundle Launch Messages

December 7

Our new "Big Feelings" bundle of resources focuses on methods families can use to help their children manage their emotions during this time. Learn more: <https://sesamestreetincommunities.org/topics/health-emergencies/?activity=managing-big-feelings> #CaringForEachOther #viaViatris



December 8

It can be hard to stay connected to loved ones right now, but our friends on @SesameStreet are here with some great solutions for the whole family. Learn more: <https://sesamestreetincommunities.org/topics/health-emergencies/?activity=feeling-afraid> #CaringForEachOther #viaViatris



December 10

Even though we can't be together with our friends and family in person right now, we can still find creative ways to stay connected! Learn more: <https://sesamestreetincommunities.org/topics/health-emergencies/?activity=staying-connected-bundle> #CaringForEachOther #viaViatris

