Sesame Workshop
Philanthropy in Education
How can Philanthropy catalyse Early Childhood Development at scale?  
- case study of a partnership between the Children’s Investment Fund Foundation & Sesame Workshop in India

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Sesame Workshop's mission is to help kids grow smarter, stronger, and kinder.
Our impact is comparable to dedicated preschool interventions but on a vastly larger scale and significantly lower costs.

A meta-evaluation found an overall effect size of 0.29 standard deviations (11.6 % difference).

- **24** studies
- **15** countries
- **10,000** children

<table>
<thead>
<tr>
<th>Effect Sizes for Learning Domains</th>
<th>Effect Size</th>
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<tbody>
<tr>
<td>Learning about the World (13)</td>
<td>0.34</td>
</tr>
<tr>
<td>Cognitive Outcomes (15)</td>
<td>0.28</td>
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<tr>
<td>Social Reasoning/Attitudes (17)</td>
<td>0.19</td>
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**INDONESIA**: High exposure linked to greater gains in literacy & math skills compared to control group.

**BANGLADESH**: Children who watched had similar literacy & math scores to children 1 yr older who did not.

Including statistically significant gains in education competencies.
In 2006 we launched the Indian adaptation Galli Galli Sim Sim to:

Make high quality educational content accessible to children to **better prepare them for school and life**

Promote **good health, hygiene and nutrition** that have a direct and positive impact on child survival

Embrace diversity & inclusion to promote **social equality** especially those of gender, caste, color, religion & disability
India houses the largest number of young children (0-8 age) in the world

- 90M do not have access to early childhood education / development
- 90% cannot read at grade level
- 45% U5 children suffer from moderate to severe malnourishment
- Social inequity in development cuts across gender, caste, color, and religious barriers
We developed trans media content and used innovative delivery platforms to reach kids wherever they are:

**Popular Media**
- Galli Galli Sim Sim TV show
- Chamki ki Duniya
- Galli Galli Sim Sim Radio

**Targeted Distribution**
- Reaching in schools, at home and in communities through innovative delivery models
  - Mobile community Viewing
  - Community Radio + Mobile

**Public Awareness**
- Child protection campaign with Kailash Satyarthi Children’s Foundation
- WASH – Raya, a Global Health Ambassador
- Laadli campaign (Save the Girl Child), Delhi Govt.
- Sanitation campaign, Ministry of Rural Development
Theoretical framework for effective philanthropy in education

1. IMPACT
2. SCALE
3. COST EFFECTIVENESS
4. SUSTAINABILITY
What was the investment?

- CIFF funded the production of three seasons of *Galli Galli Sim Sim* – the India version of Sesame Street (approx. $13 million / 5 years)
- to be broadcast on national and regional television in seven languages: Hindi, Guajarati, Marathi, Tamil, Telugu, Kannada and Malayalam
- the goal of the partnership is to improve children's educational readiness, health and hygiene, and emotional well-being
How did the investment score against our criteria for effective philanthropy in education?

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| Impact            | 0.19 SD effects for the RCT  
0.22 SD for the longitudinal study                                                                                                             |
| Scale             | Seasons 7/8: 40.2 million (actual)  
Seasons 9/10: 47.5 million (predicted)                                                                                                         |
| Cost Effectiveness| Seasons 7/8: $0.25 per child; $6.94 per child per SD increase in test scores                                                                      |
| Sustainability    | Potential to redeploy over multiple platforms (e.g. TV, digital), languages, years                                                             |
Lessons for Philanthropy in Education

Programmatic choices

- look beyond conventional delivery choices
- ‘scaling up’ is not just about governments or markets
- good tech is not necessarily high tech

Monitoring & Evaluation

- do your analysis ex-ante
- invest in measurement and evaluation

Funding Strategies

- be bold! don’t always look for co-funders
- large upfront costs can yield very large and long-term benefits
Thank you Philanfurpy in Education!