



healthy habitsforlife™

a great start to a lifetime of good health

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Sesame Workshop

Who We Are

Sesame Workshop is a non-profit educational organization making a meaningful difference in the lives of children worldwide by addressing their critical developmental needs.

What We Do

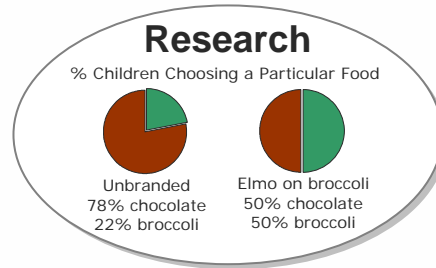
We create innovative, engaging content that maximizes the educational power of media to help all children reach their highest potential.

Why We Do It

We are committed to the principle that all children deserve a chance to learn and grow. To be prepared for school. To better understand the world and each other. To think, dream, and discover.



Healthy Habits for Life Initiative



Re-Evaluation of How We License Characters

Based on U.S. Dietary Guidelines and assistance from nutrition advisors (NIH, AAP, & IPN):

- Encourage partnerships with food corporations making a sincere commitment to improve public health.
- Licensed foods should contribute to children's overall healthy diet and should be consistent with current national dietary guidelines.
- Portion sizes should be age-appropriate.
- Food labeling should be honest, clear, and informative.
- Licensed food products should be reasonably priced.
- Leverage the space on packaging as a vehicle to deliver educational content and health messages.



Examples of Produce Partners



Examples of Partners



Update on Research

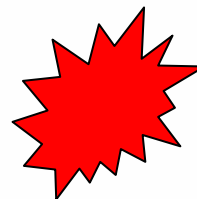
- **Character Appeal on Food Choice**
 - How do characters influence preference of one food over another?
 - How do characters influence children's consumption of food?
 - Study 1: 343 children ages 2-5
 - Study 2: 207 children ages 3-5



Character Preference



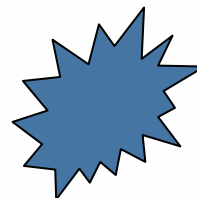
versus



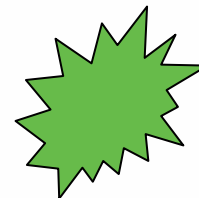
Note: Actual characters were used but cannot be reprinted here



versus



versus



SS characters

Unknown characters



Study 1: Design (Example)

Which one of these would you like to eat? The mushrooms or the peas?

Control
Group



SS on "A"



SS on "B"



Food Preference Study

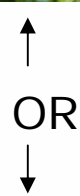
"A" Foods

Zucchini



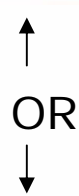
Celery

Grapes



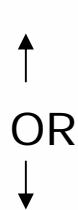
Banana

Chocolate



Broccoli

Mushrooms



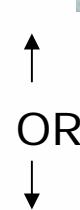
Peas

Donut



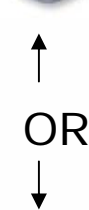
Cheerios

Tomatoes



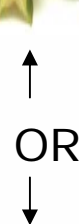
Cauliflower

Chips



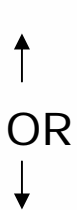
Apple

Starfruit



Melon

Crackers



Wheat Bread

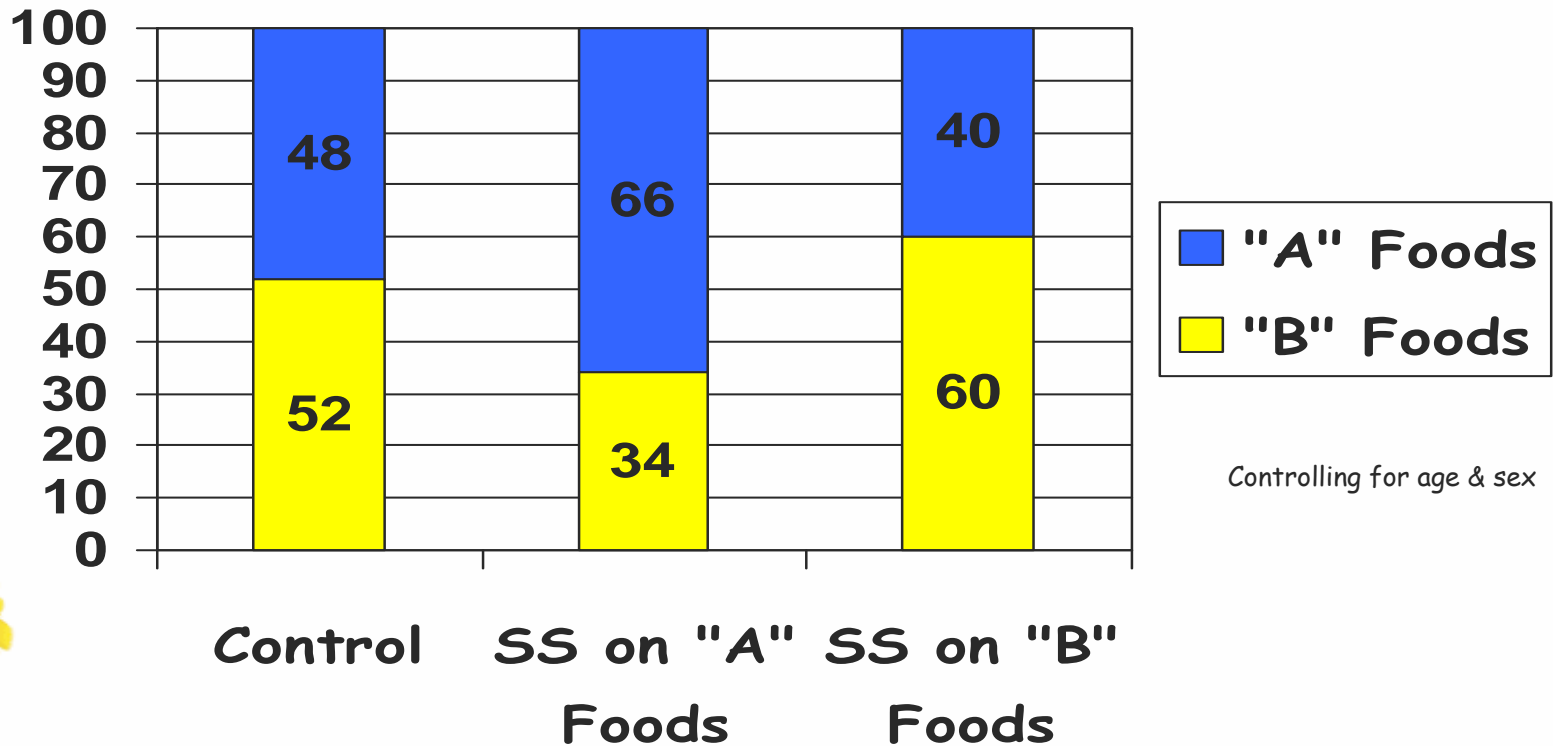
"B" Foods

Children were asked to pick one food from each of the nine pictured pairs that they would like to eat.



Percent of Children who Chose "A" Foods over "B" Foods:

Choice Between Relatively Healthy Options

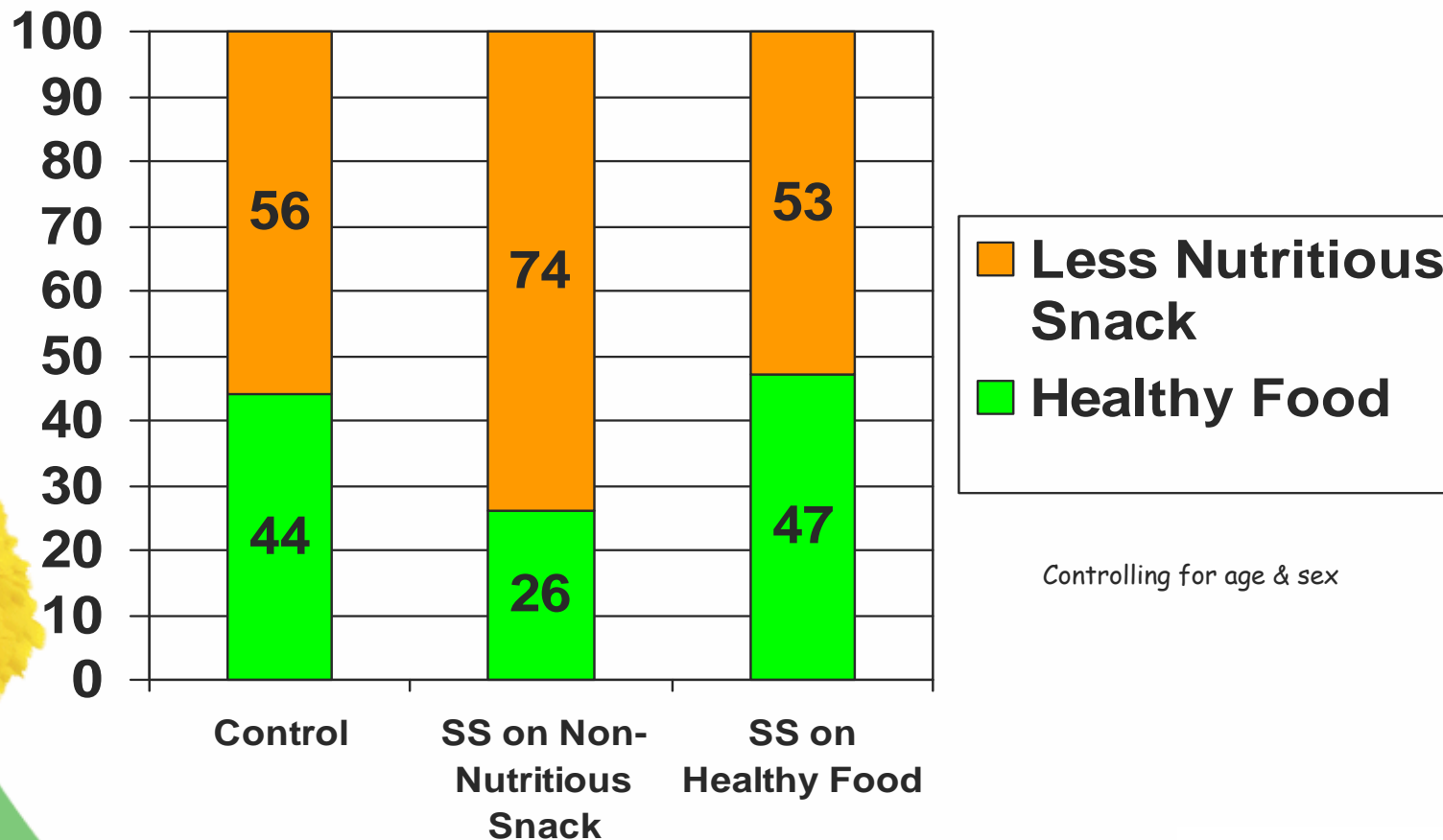


"A" Foods: Zucchini, Grapes, Mushrooms, Tomatoes, Starfruit, Crackers

"B" Foods: Celery, Banana, Broccoli, Peas, Cauliflower, Melon, Wheat Bread

* Base: those who are strong Sesame Street fans N=197

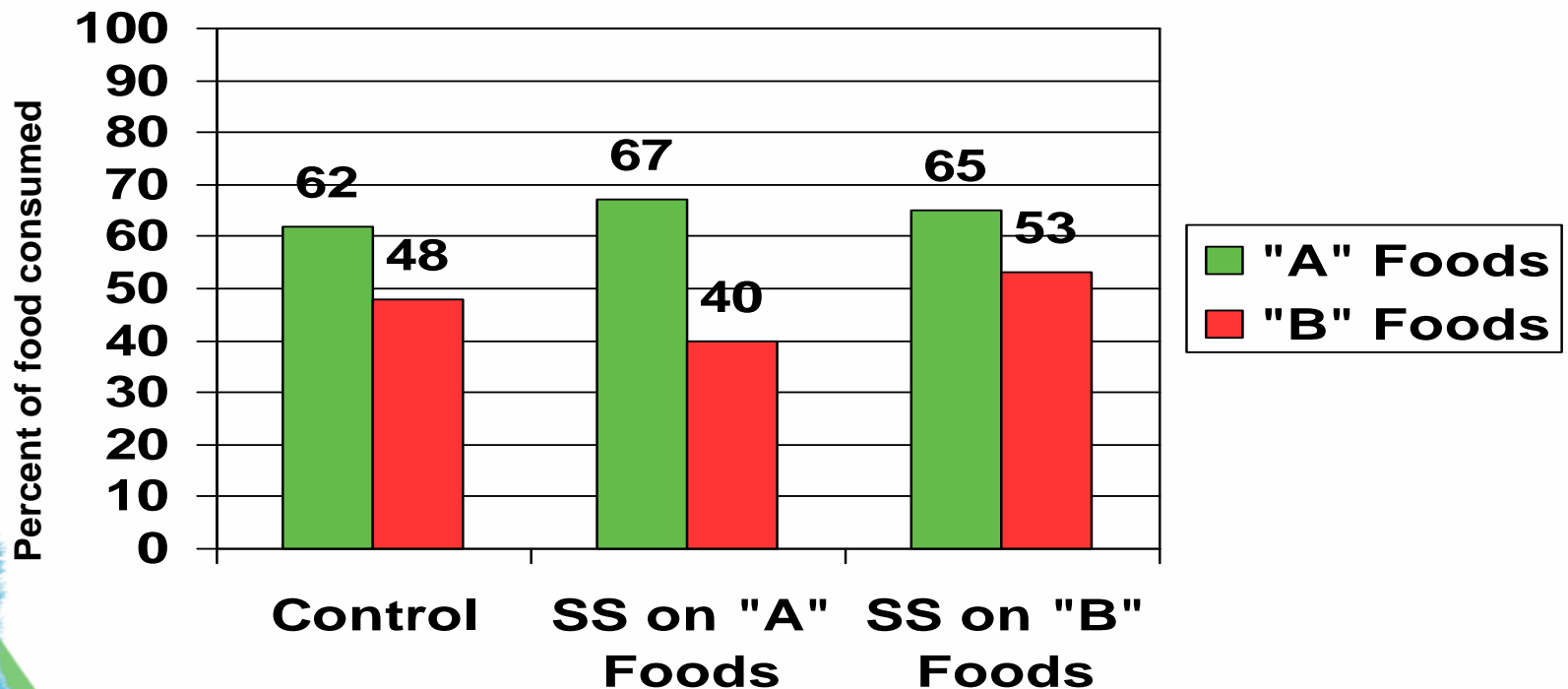
Percent of Children who Chose Healthy Foods Versus Less Nutritious Snacks



Non-Nutritious Snack: Chocolate, Potato Chips, Donut
Healthy Food: Broccoli, Apple, Cheerios

* Base: those who are strong Sesame Street fans N=197

Taste Test: Average Percent of Food Pieces Consumed



"A" Foods: Zucchini, Grapes, Chocolate
"B" Foods: Celery, Banana, Broccoli



Research Summary

- On average, children were more likely to indicate that they would eat foods that had *Sesame Street* characters on them compared to foods without characters at all or to unknown characters.
- Children were also more likely to taste more pieces of nutritious foods when there was a *Sesame Street* character associated with such foods.

Beloved characters can make a difference in encouraging children to consume particular foods over others.



Thank You!!

