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**SESAME STREET** *in* **Communities**  
**Substance Abuse**

**Launching October 1, 2019**

After our launch of the Traumatic Experiences initiative, advisers, local and national partners asked for resources specifically focusing on parental substance abuse, its impact on children, and ways to help children cope. Our materials include kid- and adult-facing video, a digital interactive, and articles and printables.

**Video:**

- Topic intro video, featuring Elmo and Louie
- Social Media video: *Lending a Hand*, featuring Karli
- 2 Live Action Films: one kid-facing, one provider-facing, shot on location, casting now
- 1 Muppet-kid bit in the field (Karli and Elmo in one of the two LAF locations)



**Other Deliverables:**

- Digital interactive – adult-child coloring page style. We are proposing this interactive “color by numbers” with Karli and a “C” background. When a “C” is filled in, a text box w/VO pops up with a kid-friendly explanation of each of the 7 C’s
- 3 articles, 3 printables including an infographic
- *Possible piece if funding allows: printed booklet on the 7 C’s to parallel the digital interactive*

**Messages:**

- **Shame & Isolation.** It’s hard to talk about a parent’s addiction. Addiction brings secretiveness, stigma, shame, fear, and loneliness. But there are many other kids who go through this – no child is alone.
- **Role of Caring Adult.** Caring adults can help kids talk about their feelings without criticism or judgment. There are ways to explain the situation to young kids and build a sense of hope for a healthier future.
- **Explaining Addiction.** Addiction is a sickness, a disease (not the kind you catch like a cold) in which people feel that they need drugs or alcohol to feel okay. Like any sickness, people need treatment to get better.
- **The 7 C’s.** You didn’t *cause* the problem (it’s not your fault), you cannot *cure or control* it. But you can *care* for yourself by *communicating* your feelings (it’s normal and okay to have “big feelings” and to cry and be angry), making healthy *choices* and *celebrating* yourself.
- **Resilience, Hope, and Optimism.** Kids and their families have the inner strength to help them through this. They can be resilient and can heal from their experiences. The experiences can make a family stronger.