

# Little Neighbors

Building a Better World Together



## Project Overview

### The Need

All adults want children to grow up to be responsible citizens and to think and act with concern, respect, and kindness for others. That's the foundation for a happy, healthy future for our neighborhoods and communities—and, later, for the larger world! But it's a big world, and sometimes young children feel too small to make a difference.

### The Project

Sesame Workshop, the nonprofit educational organization behind Sesame Street, along with PSEG, have partnered to create **Little Neighbors: Building a Better World Together**. This new bilingual (English and Spanish) multimedia initiative will leverage the power of the beloved Sesame Street friends to support children ages 2-6 and their families in building strong and caring communities.

PSEG and Sesame Workshop have already created three initiatives emphasizing resilience factors: **Let's Get Ready**, **Here for Each Other**, and **Brave, Strong, Resilient**. **Little Neighbors** expands this work by emphasizing qualities essential for becoming resilient, engaged citizens in the future.

### PROJECT GOALS

**Little Neighbors** nurtures children's early understanding of community. Children will:

- » **Begin** to see themselves as active participants in their communities and feel inspired to volunteer;
- » **Learn** to understand, empathize with, and appreciate others; and
- » **Expand** this appreciation to the larger world, developing awareness of environmental responsibility.

To view the resources, visit [sesamestreetincommunities.org](http://sesamestreetincommunities.org)



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## Project Components

### Family and Community Resources

- » 7 Muppet videos demonstrating different qualities of good neighbors
- » A 24-page printed story/activity book that parallels the videos. The activity pages (also available online as 7 stand-alone PDF's) help kids further explore the themes, and stickers allow children extra engagement with each page.
- » An interactive digital version of the storybook

### Volunteer and Partner Resources

- » A volunteer tip sheet and webinar to help adults extend the resources through PSEG and partner networks
- » A highlight reel and social media toolkit with sample posts and graphics to promote the initiative

### COMMUNITY VALUES

The videos, storybook, and activity pages help children explore and celebrate these six qualities of good citizens:

- » **Environmental awareness:** taking care of the Earth
- » **Safety:** keeping ourselves, each other, and our communities safe
- » **Being a good neighbor:** looking out for each other
- » **Volunteerism:** giving our time and energy
- » **Compassion:** being kind, caring, and empathic
- » **Continuous self-improvement:** becoming our very best



community  
citizenship  
caring  
change  
contributing  
cooperating  
celebrating