



# Sesame Street in Communities: NADCP Comfy-Cozy Initiative

Research Report  
July 2019

*FLUENT*<sup>SM</sup>  
public opinion + market research

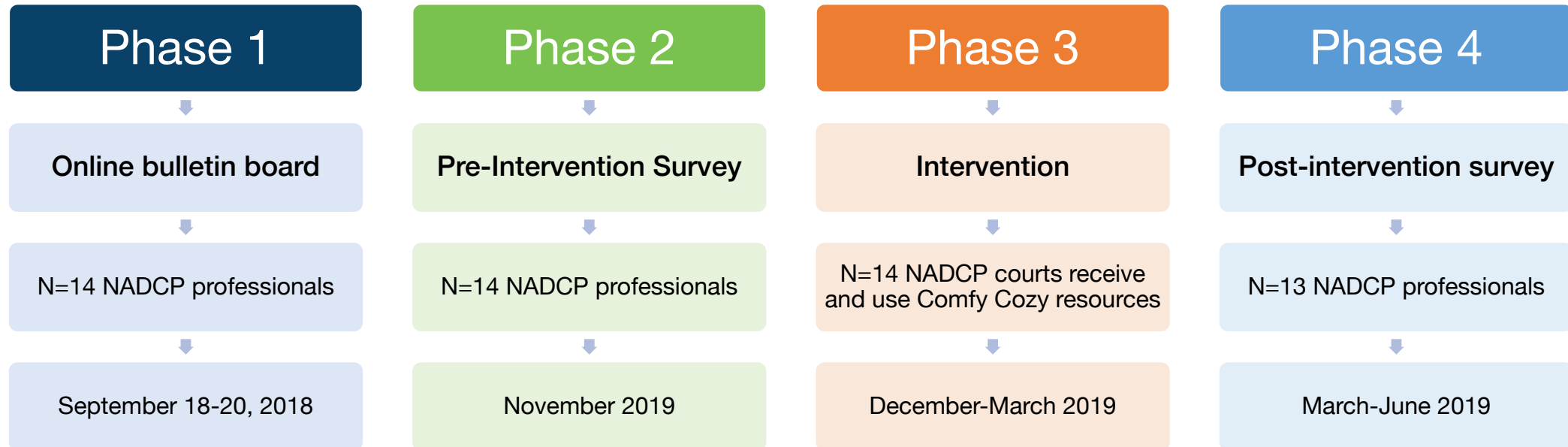
# Background and Objectives

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- Sesame Workshop has partnered with the National Association of Drug Court Professionals (NADCP) to develop and distribute resources for use with young children and families in the drug court system.
- Sesame Workshop has retained Fluent Research to conduct a research study with court professionals in order to explore their needs and recommendations for the Sesame Street resources, and their experiences utilizing Comfy-Cozy Spaces and resources for children and families.
- The following report presents the key findings from this research.

# Methodology

Fluent employed a combined qualitative and quantitative methodology conducted in four phases:



# Key Findings

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- **Court professionals shared a very positive evaluation of the Sesame Street in Communities Comfy-Cozy resources.**
  - The majority of respondents (70%) were either very or extremely satisfied with the Comfy-Cozy resources.
  - They also rated the usefulness of the individual resources, including furniture, books, printables, and plush, as highly appealing and useful.
- **Comfy Cozy resources have a positive effect on children's mood and behavior in the court.**
  - The majority of respondents (70%) observed a positive effect of Sesame Street resources on children's mood and behavior during their visit, including 38% who say the resources have a very or extremely positive effect.

# Key Findings

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- **The research provides strong evidence of the impact that the Comfy-Cozy resources have had on court professionals serving young children and families.**
- **Experience with the Comfy-Cozy resources resulted in significant shifts with respect to the following key outcomes:**
  - Court Professionals' Preparedness to Serve Children and Families
  - Children's and Parents' Access to Resources
  - Parents' Engagement with Child During Visits to Court
  - Children's Emotions and Behaviors During Visit to Court





# Detailed Findings



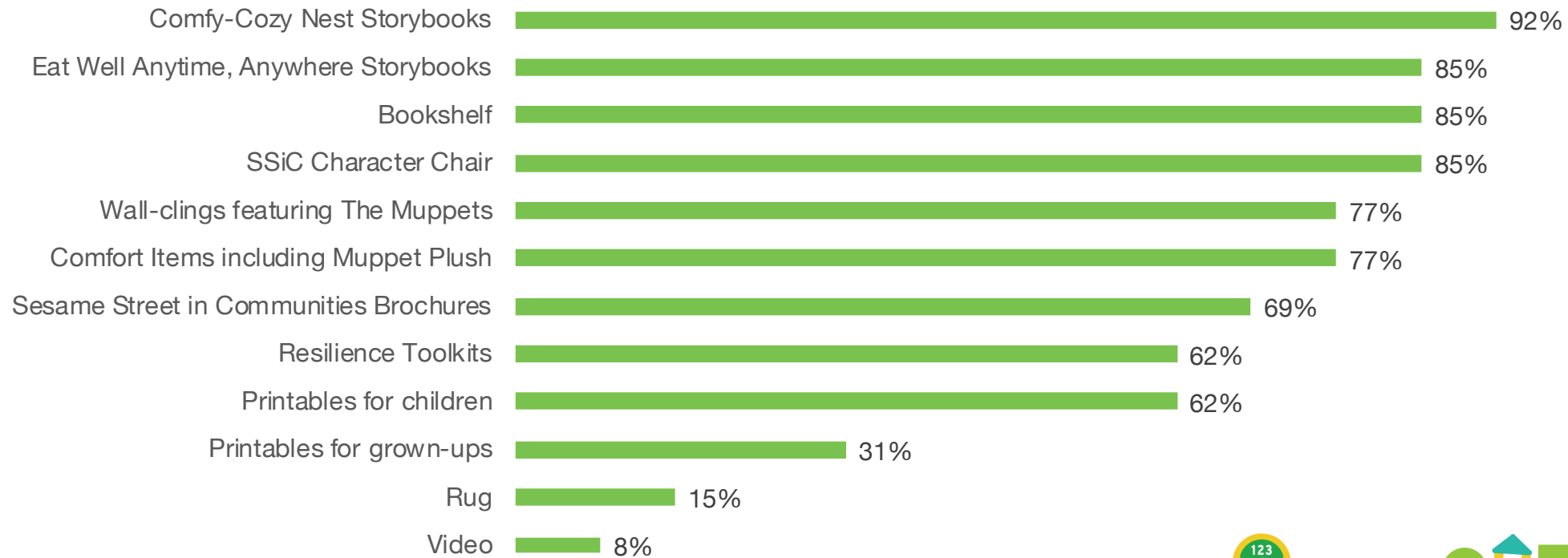


# Court Professionals Evaluation of the Comfy-Cozy Spaces

# All NADCP professionals

who participated in research had received at least some Comfy-Cozy resources before participating in the post-intervention survey

Which of the following Sesame Street resources did you receive or downloaded from the SSIC website?

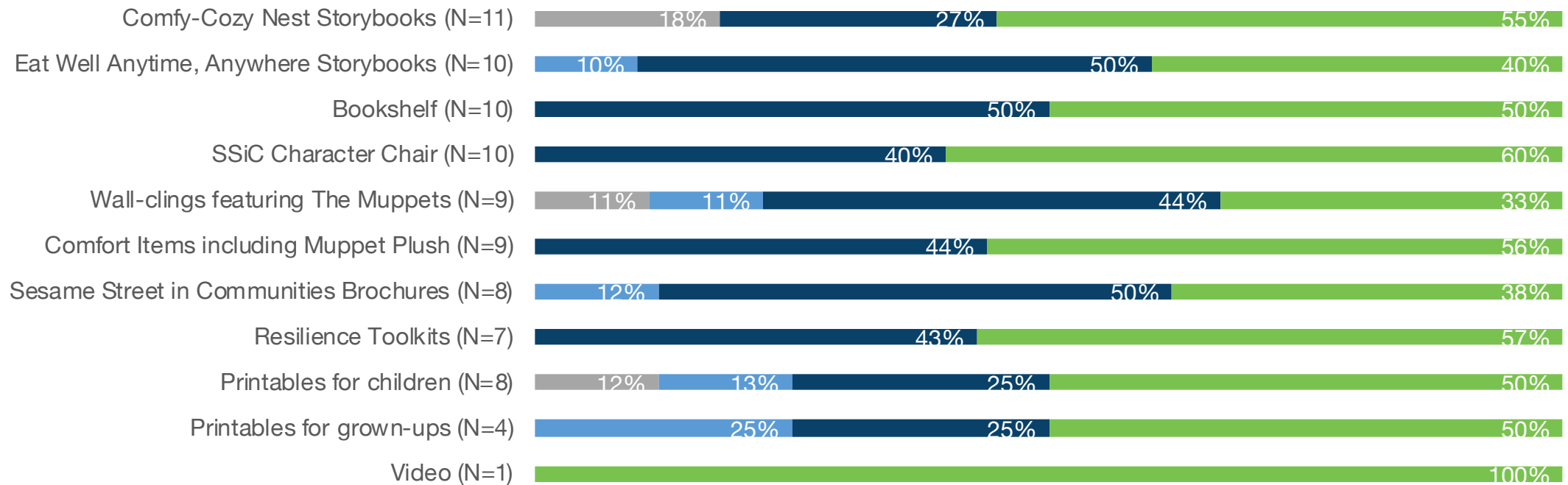




# Nearly all respondents

found the Comfy-Cozy Resources very or extremely useful. The most highly rated resources were the Sesame Street Character Chair, Muppet Plush, Storybooks, and Bookshelf.

How useful did you find the Sesame Street resources?  
(among those who used them)



■ Slightly useful ■ Moderately useful ■ Very useful ■ Extremely useful

"It was the combination of all the materials and items we received that made our safe space special for our children. They love it all. We can't thank you enough for giving us the opportunity to have this special place."

"It has helped make a more kid friendly area at our local recovery center. The children like the books provided as well."

"The Cozy Nest books were very useful for parents, children love the bookcase and chair, created a more playful environment in a serious situation."

"The set is so warming and welcoming. All the books and handouts are very useful and will be beneficial, especially those in Spanish."

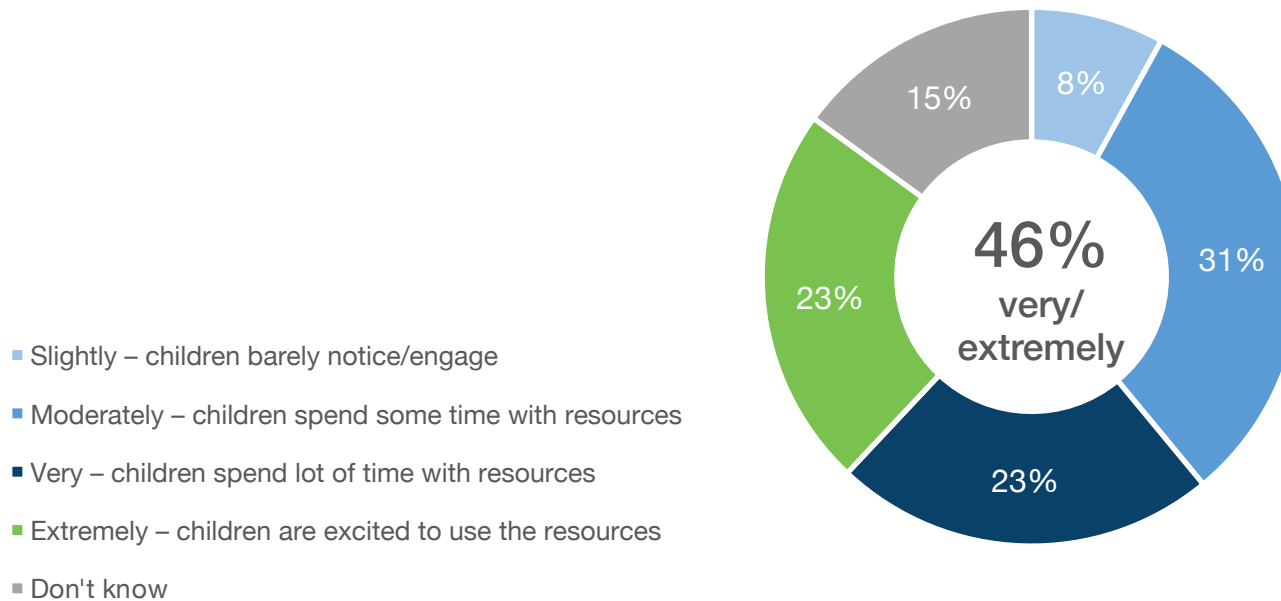
"The materials are great. Kids and adults like them equally!"

"The space allows our clients' children to simply be a child."

# Nearly one in two respondents

report that the Comfy-Cozy resources have been very or extremely popular with children visiting their court

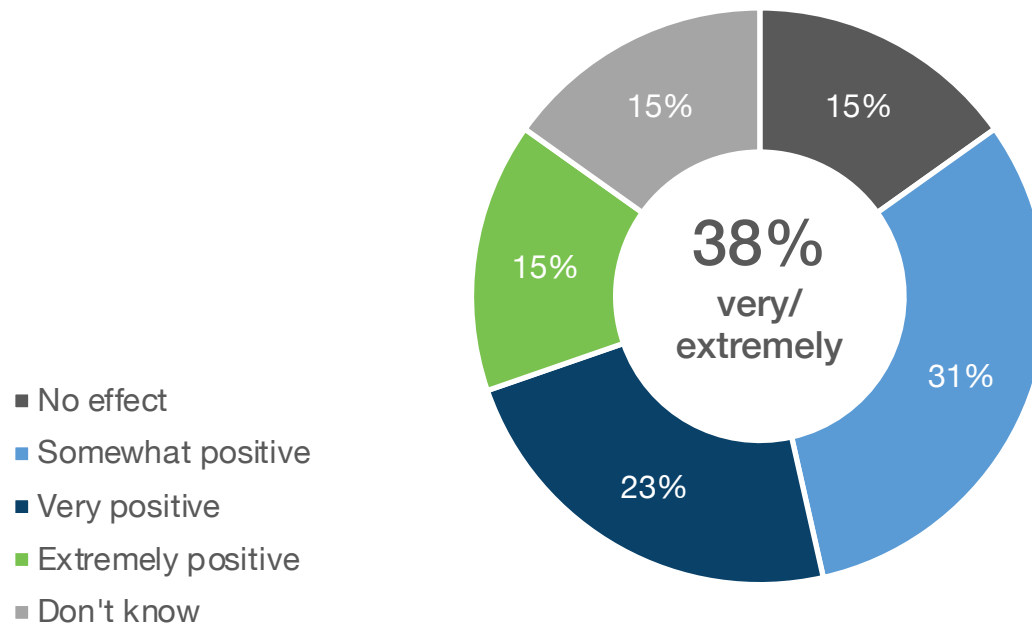
How popular have the Sesame Street resources been with children visiting your court?



## The majority of respondents (70%)

observe a positive effect of Sesame Street resources on children's mood and behavior during their visit, including 38% who say the resources have a very or extremely positive effect.

What effect if any, did the Sesame Street resources have on children's mood and behavior when they were visiting?





"The children weren't afraid of being in court. Having this special place our children felt comfortable and at ease."

"They get excited to see Big Bird and take out books."

"The kids have liked being able to color/draw on the printouts and liked being able to take something home with them (a book or printable)."

"When children see the chair and book shelves they calm down in the court room and usually grab a book or sit calm in the chair while their parents are with the judge."

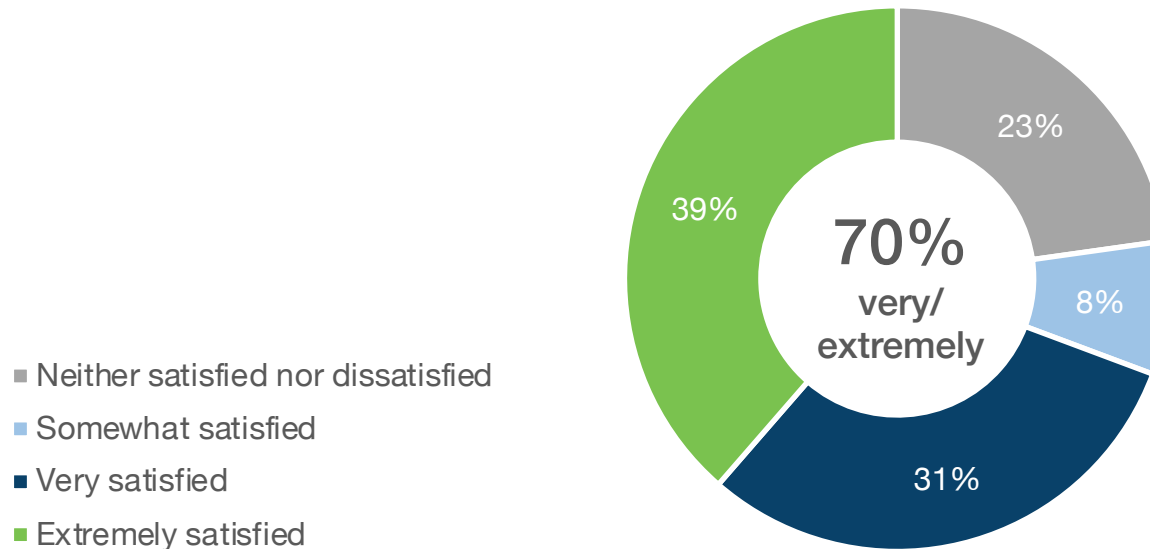
"Kids and parents like it. Good memories and feelings associated with it."

"In one instance, a child came in upset and uncooperative. Her parent was very anxious. When the child saw the space and engaged in play, the parent's anxiety was gone, she was able to have a meaningful conversation with her attorney, and her daughter negotiated with more play time in the space after the meeting was over because she enjoyed it so much."

## The majority of respondents (70%)

were either very or extremely satisfied with the Comfy-Cozy resources. Notably, no one was dissatisfied with the resources.

Overall, how satisfied are you with the Sesame Street Comfy-Cozy resources?



Respondents who reported that they or their staff were “neither satisfied or dissatisfied” with the resources were from courts that served primarily adults and had no children visiting their premises.



# Results of the Summative Evaluation

# Impact Results

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- The research included several measures regarding the potential impact of Comfy-Cozy resources on respondents and their clients.
- In the data presented below, we focus on outcomes meeting the criteria of significance at the  $p < .05$  level. These include:
  - Court professionals' preparedness in addressing children's and families' needs
  - Parents' engagement with child during visits to the court
  - Children's and parents' access to resources during their visits to the court
- It is important to note that we had a very small sample ( $N=14$ ). With a larger sample, it is highly likely that we would have been able to observe a significant shift in more attitudes.



# Across all aspects of preparedness

respondents felt more prepared to assist children and families in their court

How prepared do you feel to assist children and families of your participants with the following? % “Very” or “Extremely”	Pre-Intervention	Post-Intervention
Making children feel comfortable and safe when they are visiting* (p<.05)	25.0%	54.6%
Helping children calm down if they are anxious or upset* (p<.04)	25.0%	36.4%
Helping children recognize and express emotions* (p<.01)	8.3%	45.5%
Talking to children about difficult issues* (p<.04)	16.7%	36.4%
Helping parents calm down if they are anxious or upset* (p<.02)	25.0%	63.6%

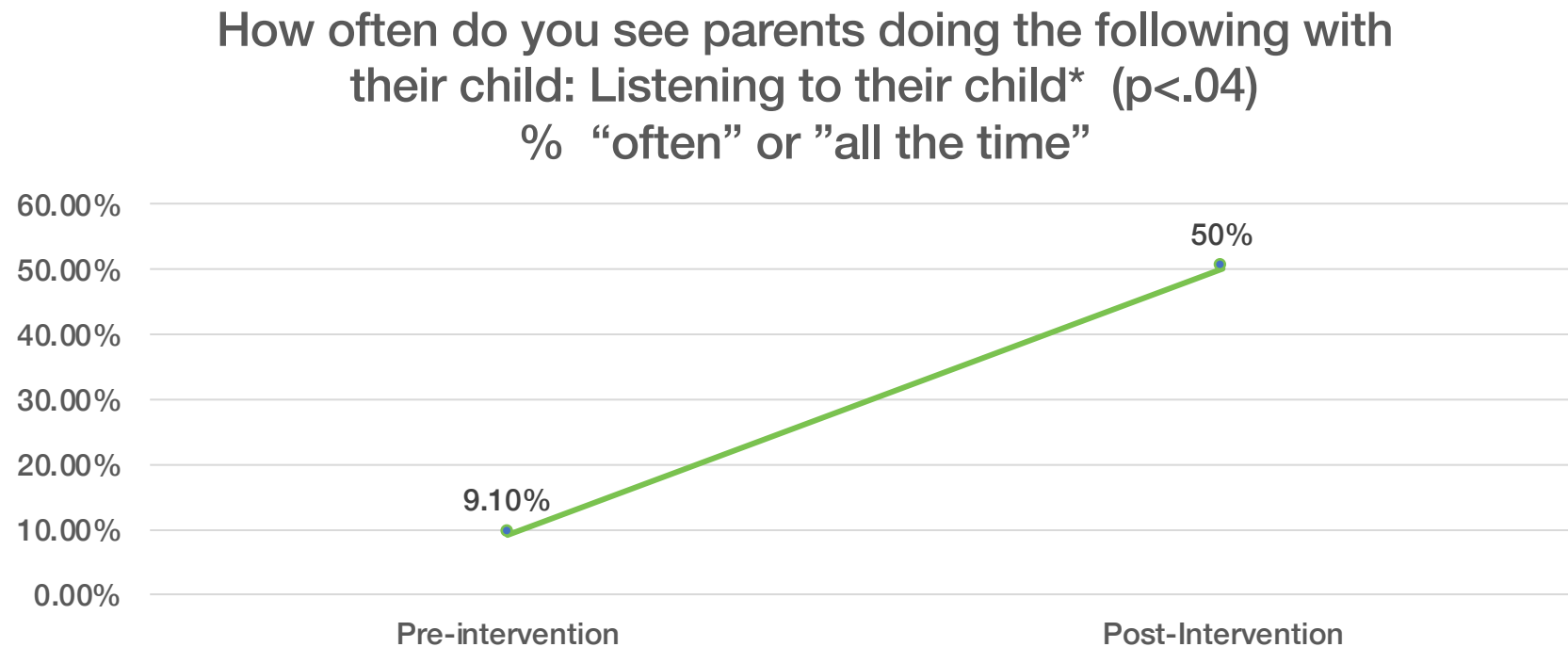
# Across all aspects of preparedness (continued)

respondents felt more prepared to assist children and families in their court

How prepared do you feel to assist children and families of your participants with the following? % “Very” or “Extremely”	Pre-Intervention	Post-Intervention
Providing parents with tips and strategies on how to cope with addiction in the family* (p<.01)	16.7%	54.5%
Providing parents with tips and strategies on how to build children’s resilience* (p<.01)	8.3%	45.5%
Providing parents tips and strategies on self-care and how to handle stress* (p<.05)	25.0%	45.5%
Providing parents with tips and strategies on how to handle emergencies* (p<.04)	25.0%	45.5%
Providing parents with tips and strategies on how to help children recognize and express emotions* (p<.04)	16.7%	36.4%
Providing parents with tips and strategies on how to talk to children about difficult issues (like incarceration, substance abuse, etc.)* (p<.01)	16.7%	45.5%

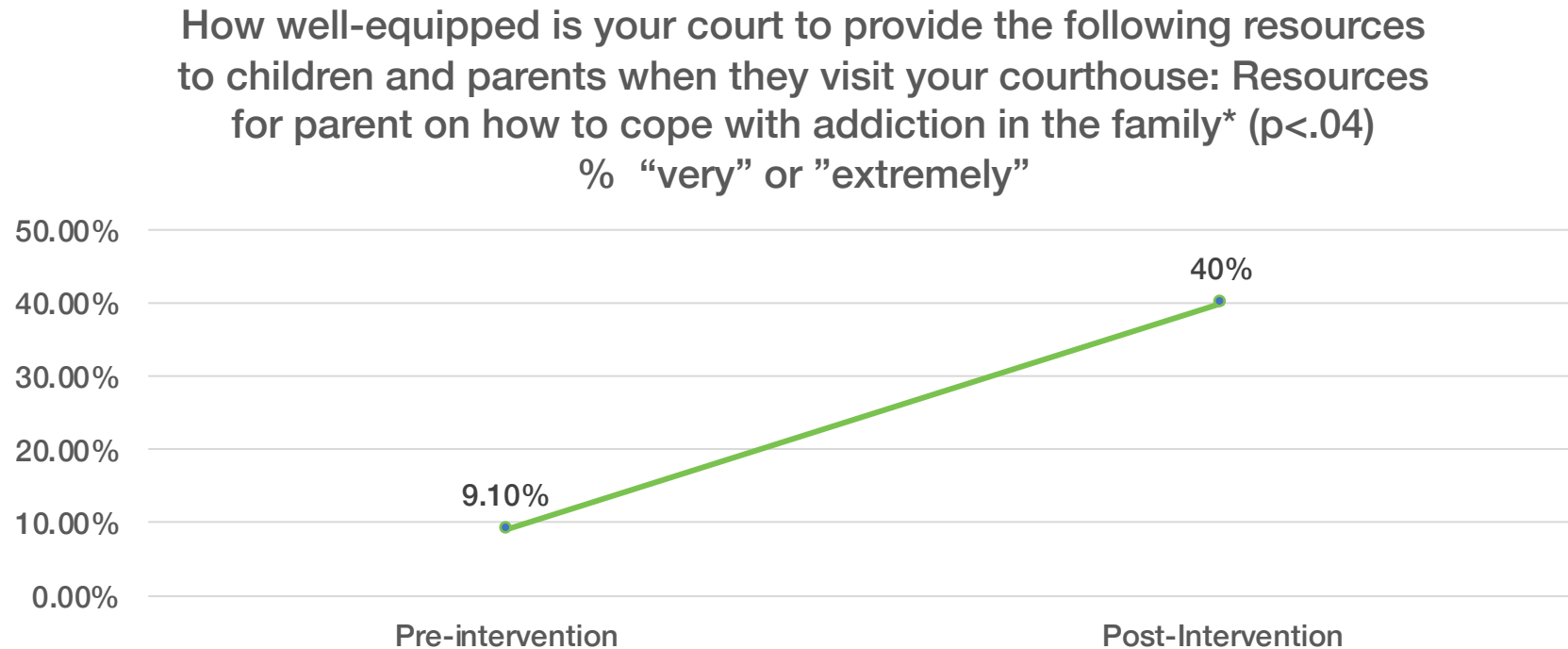
# A significant increase in observed parents' engagement

respondents observed parents listening more to their child during court visits



## Improved access of parents to resources

respondents were significantly more likely to assert in the post-intervention survey that their court is well-equipped to provide resources for parents on how to cope with addiction in the family





# Key Takeaways

- **Court professionals have had a positive experience with Sesame Street in Communities Comfy-Cozy spaces and resources.**
  - The majority of respondents rate the appeal and efficacy of the resources very highly.
  - They report observing visible improvements in the experiences of children visiting their courts.
- **Experience with the Comfy-Cozy resources has significantly improved court professionals' sense of preparedness to address the needs of children and families of their clients/participants.**
  - Court professionals demonstrated statistically significant changes in their reported preparedness to make children and parents feel comfortable during their visits and to provide parents with important strategies and resources.
  - As a result of the initiative, court professionals consider their courts to be better equipped to provide necessary resources to visiting families.

“This entire set is awesome! We are so pleased to have it here for the children to make their experiences in court less stressful.”

“Thank you for sharing these resources. They are high-quality, fun, and bring a much-needed services to our courthouse...a child friendly space. We appreciate the opportunity to be a part of this demonstration project and hope you will keep us in mind for future opportunities. Thank you!!!”





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