

Lobby

Thinking back to when you were little, how often did you see characters on TV **who looked like you**?

- All the time
- Once in awhile
- Never



Northwest (HHS Region 10)

PTTC

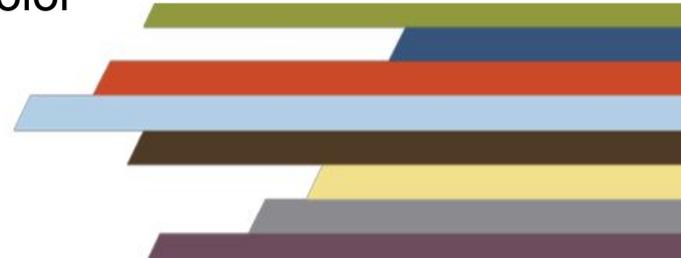
Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Look, Listen and Learn

Advancing Early Achievement in Young Children of Color

August 27, 2020



Disclaimer

The views expressed in this webinar do not necessarily represent the views, policies, and positions of the Substance Abuse and Mental Health Services Administration or the U.S. Department of Health and Human Services.

This webinar is being recorded and archived, and will be available for viewing after the webinar. Please contact the webinar facilitator if you have any concerns or questions.

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Northwest (HHS Region 10)

PTTC

Prevention Technology Transfer Center Network

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W SCHOOL OF SOCIAL WORK
UNIVERSITY of WASHINGTON



Prevention Science
Graduate Program

WASHINGTON STATE UNIVERSITY

CASAT
Center for the Application of
Substance Abuse Technologies
University of Nevada, Reno

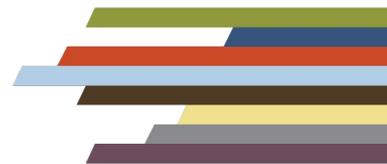
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.





Upcoming Webinars – Save the Dates!

Health Equity in Prevention – A Two-Part Webinar Series

Part I: September 3, 2020

Part II: October 1, 2020

1:00 – 2:30 PM Pacific

Northwest PTTC Leadership Academy

Virtual Academy – Limited space for prevention practitioners in Region 10 only:

September 14th – 10:00 AM – 12:00 PM

September 24th – 10:00 AM – 2:00 PM

September 25th – 10:00 AM – 2:00 PM

October 6th – 10:00 AM – 11:30 AM

October 14th – 10:00 AM – 11:30 AM

Presenters



Val Thomas-Matson is the Founder/Producer of Look, Listen, and Learn. Val is a community organizer/activist with deep experience in media. In addition to early work at KING TV, she created, produced, and hosted the daily community affairs talk show *Communities in Action* for King County Government TV for three years. She has also worked extensively with the multi-award winning production company North by Northwest, serving as co-host of *Washington Grown*, and managing video production elements for educational, nonprofit and government video campaigns. Hattie McDaniel and Fred Rogers serve as primary sources of inspiration.





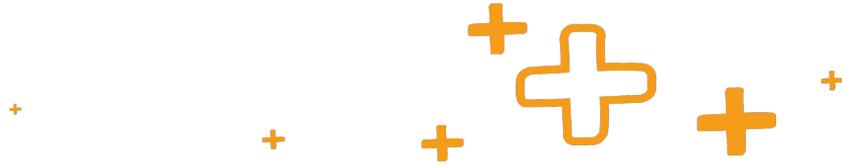
Look, Listen and Learn's mission is to
inspire and advance early learning in BIPOC* children
by offering a locally-produced television show and related
programming that is anchored in research about what
works best to promote school readiness and success.

*BIPOC stands for Black, Indigenous
and People of Color



RACE

is an American Risk Factor.



Race is a systemically implied as a risk factor in much of the research we value in prevention work.

“Researchers have proven scientifically, that humans are all one people. The color of our ancestors’ skin and ultimately my skin and your skin is a consequence of ultraviolet light, of latitude and climate. Despite our recent sad conflicts here in the U.S., there really is no such thing, scientifically, as race. We are one species. Each of us is more alike than we are different.”

- **Bill Nye**



Prevention in Action



LL+L = INNOVATIVE PROTECTIVE FACTOR PROGRAMMING

Family

Attachment
and bonding

LL+L = INNOVATIVE PROTECTIVE FACTOR PROGRAMMING

Family

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Peer/ Individual

Belief in the
future

LL+L = INNOVATIVE PROTECTIVE FACTOR PROGRAMMING

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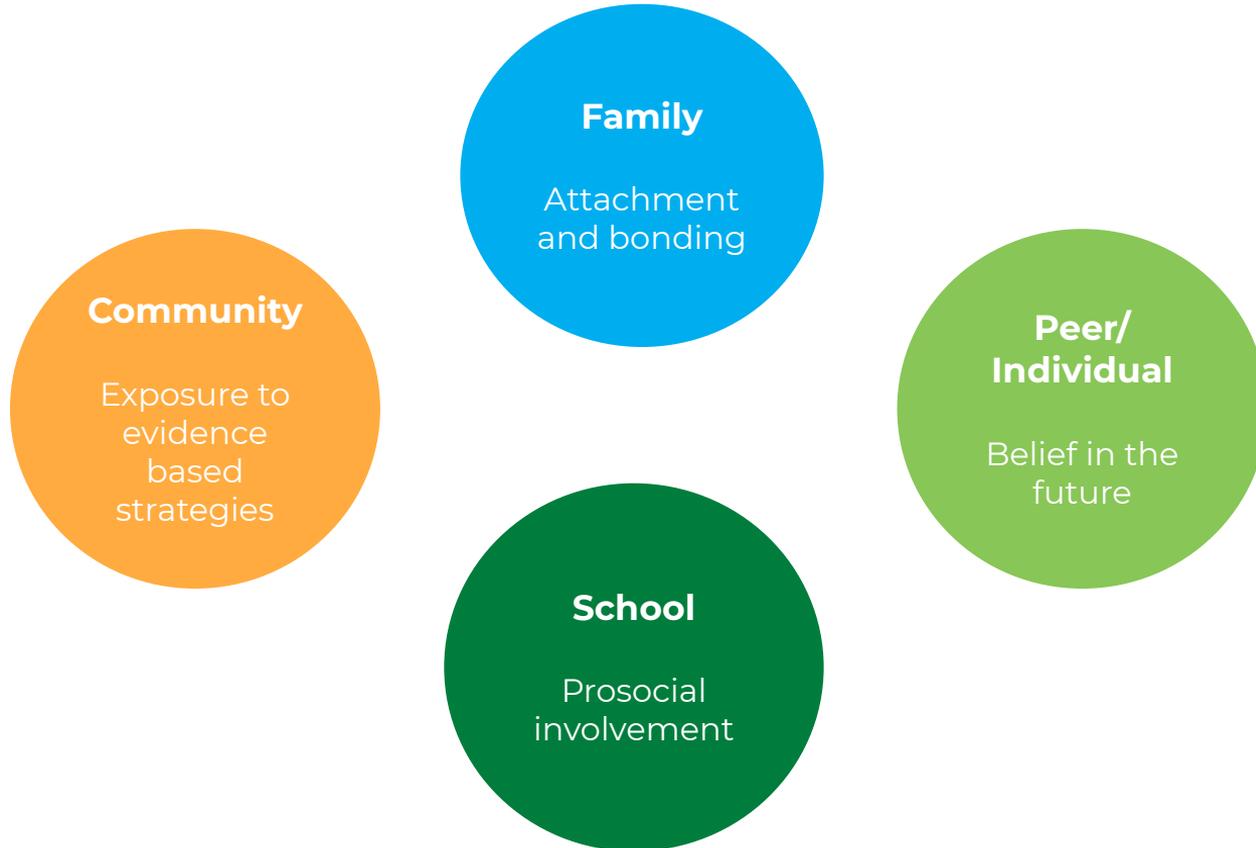
Peer/ Individual

Belief in the
future

School

Prosocial
involvement

LL+L = INNOVATIVE PROTECTIVE FACTOR PROGRAMMING

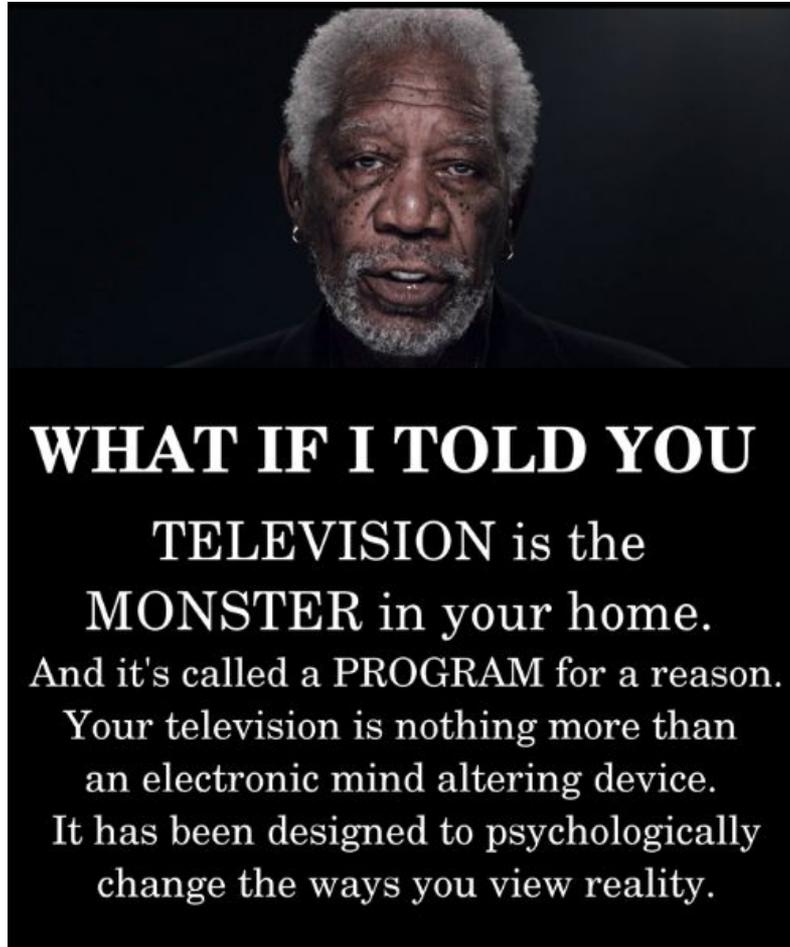


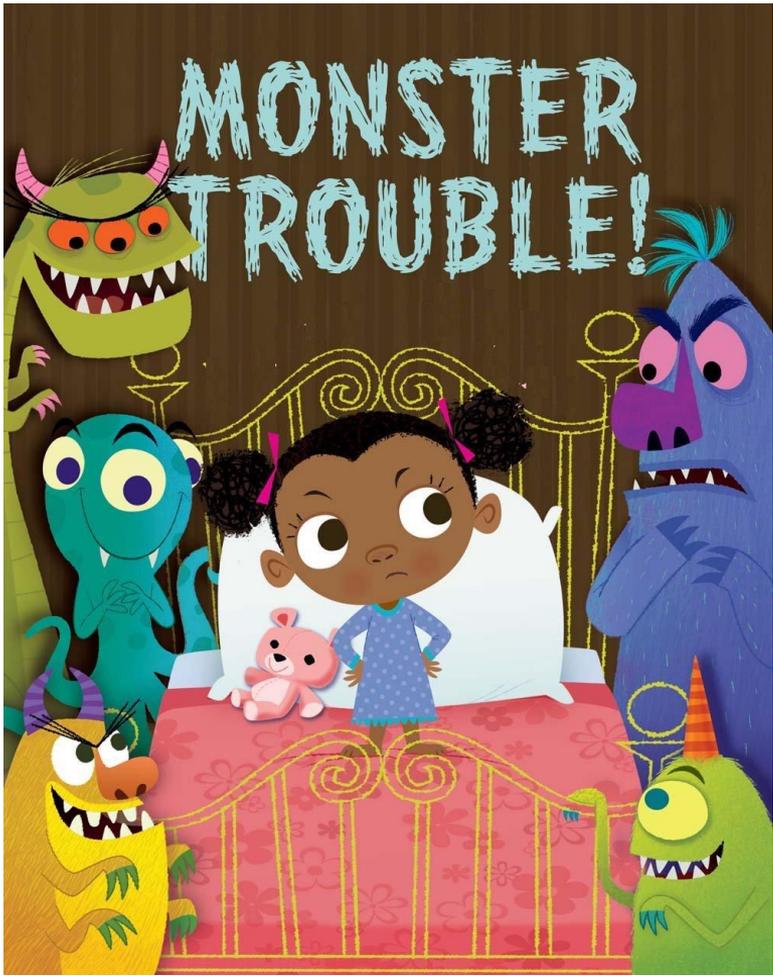


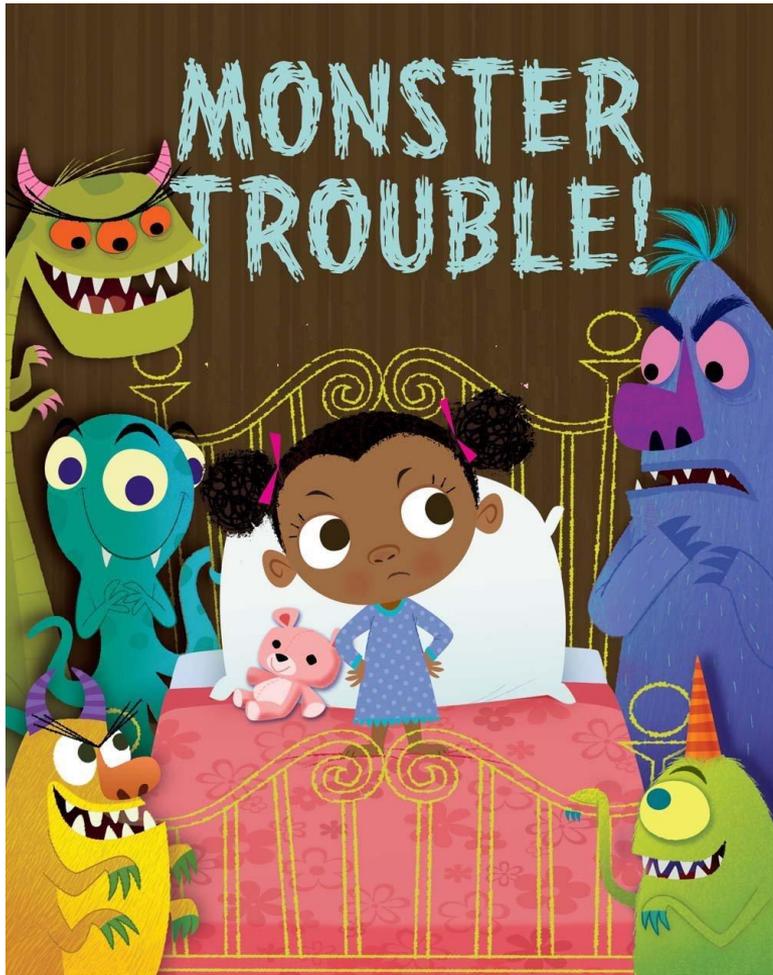
Nathan Friend

Development Director

WHY WE DO IT



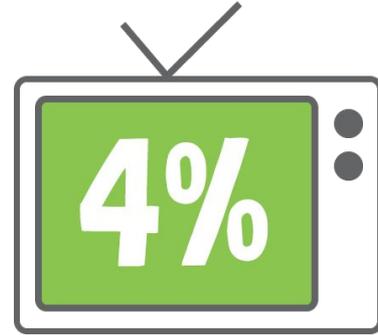




“Black children consume nearly 6 hours of media a day and Hispanics just under 5½ hours, **including over 3 hours of television** compared to roughly 3½ hours a total media per day for White youth.”

– **Kaiser Family Foundation**

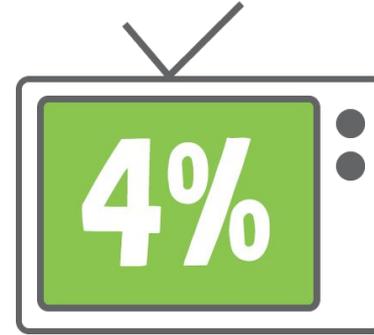
Three foundational percentages



Three foundational percentages



90% of brain development happens before a child turns 5 years old.



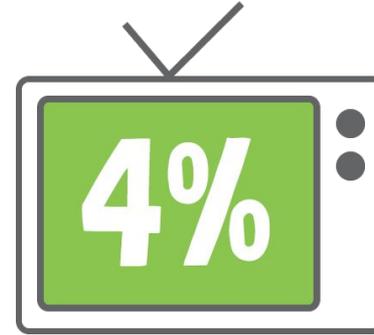
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33% of Black and Native kindergarteners have the skills expected of their grade level.



Three foundational percentages



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33% of Black and Native kindergarteners have the skills expected of their grade level.



4% of children's tv characters nationally are Black and Latinx (no data for Native characters).

Reflections on Representation

“For that age range, you have things like Sesame Street where they have guests come on and I appreciate that there's monsters of different colors, **but to see human beings that look like what we look like... It was awesome.**”

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“For that age range, you have things like Sesame Street where they have guests come on and I appreciate that there's monsters of different colors, **but to see human beings that look like what we look like... It was awesome.**”

“Representation is so important because if you don't see yourself represented...then you don't dream it for yourself. And so [in watching Look, Listen and Learn] **we can visualize ourselves and continue to grow and aspire to certain things.**”



“Beneficial effects of television programs with academic and prosocial messages have long been documented. Preschool children who view academically oriented television programs are often better prepared for school and are often even better students when they attend high school.”

- Lessons from Children’s Television



WHAT IF I TOLD YOU

TELEVISION is a POWERFUL
and ACCESSIBLE TOOL.

Used responsibly, TV shows can
BUILD SELF-CONFIDENCE,
RESILIENCE and ACADEMIC
SUCCESS for all kids.



Robin David

Project Coordinator

HOW WE DO IT
PART 1

LL+L centers race in everything we do.



How do we do it?



Building Our Team



Building our team and community partners



Core Team

- 60% BIPOC
- 40% White



Advisory Board

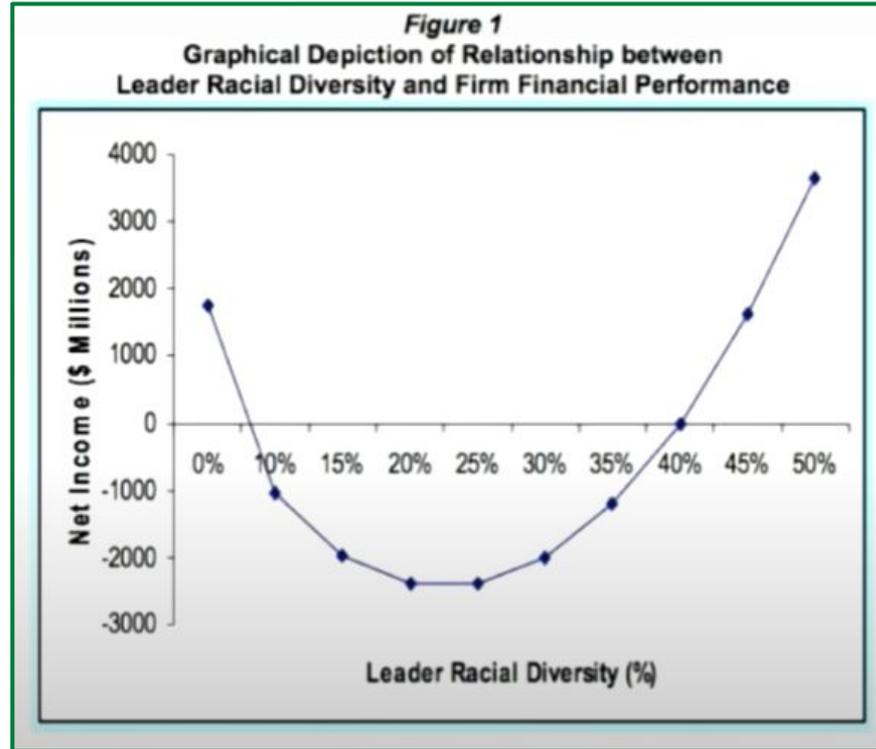
- 85% BIPOC
- 15% White



Community Partnerships

- Organizations that share racial equity goals
- Organizations that strive to support our communities

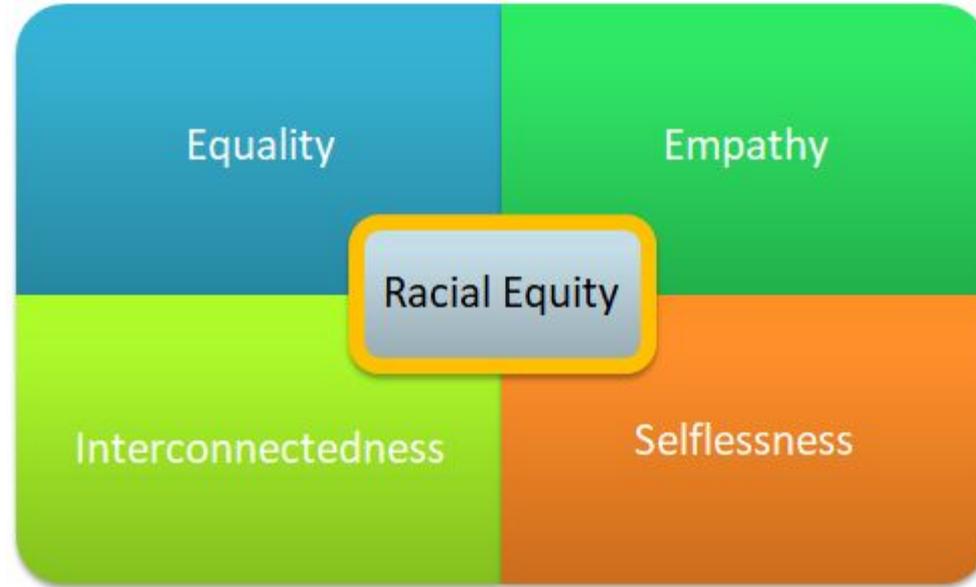
Investing in BIPOC pays off



https://www.youtube.com/watch?v=Q-K_bYQ1IDE

(James Sun Ted Talk ref. Cornell Study 2006)

What does racial equity really mean to LL+L?





Kayla Fisher

Associate Producer

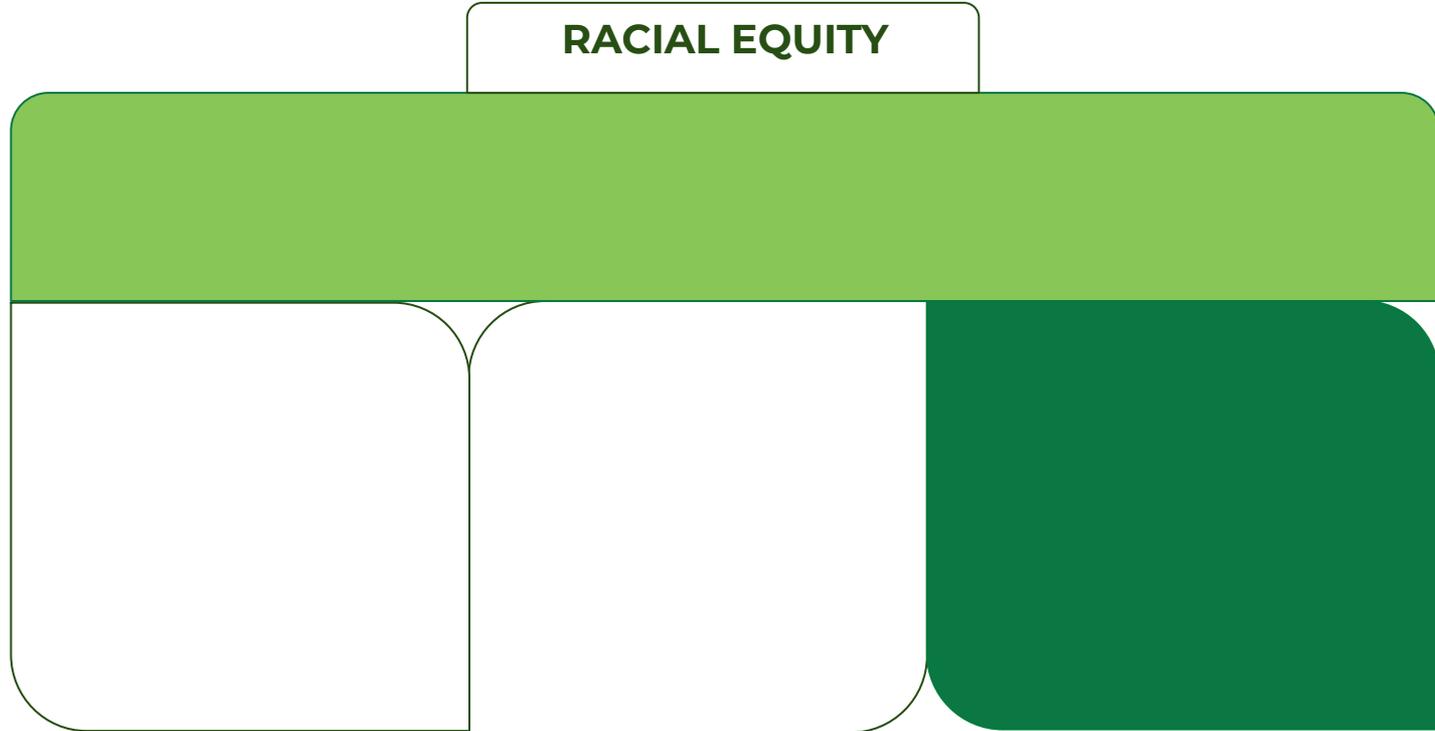
HOW WE DO IT

PART 2

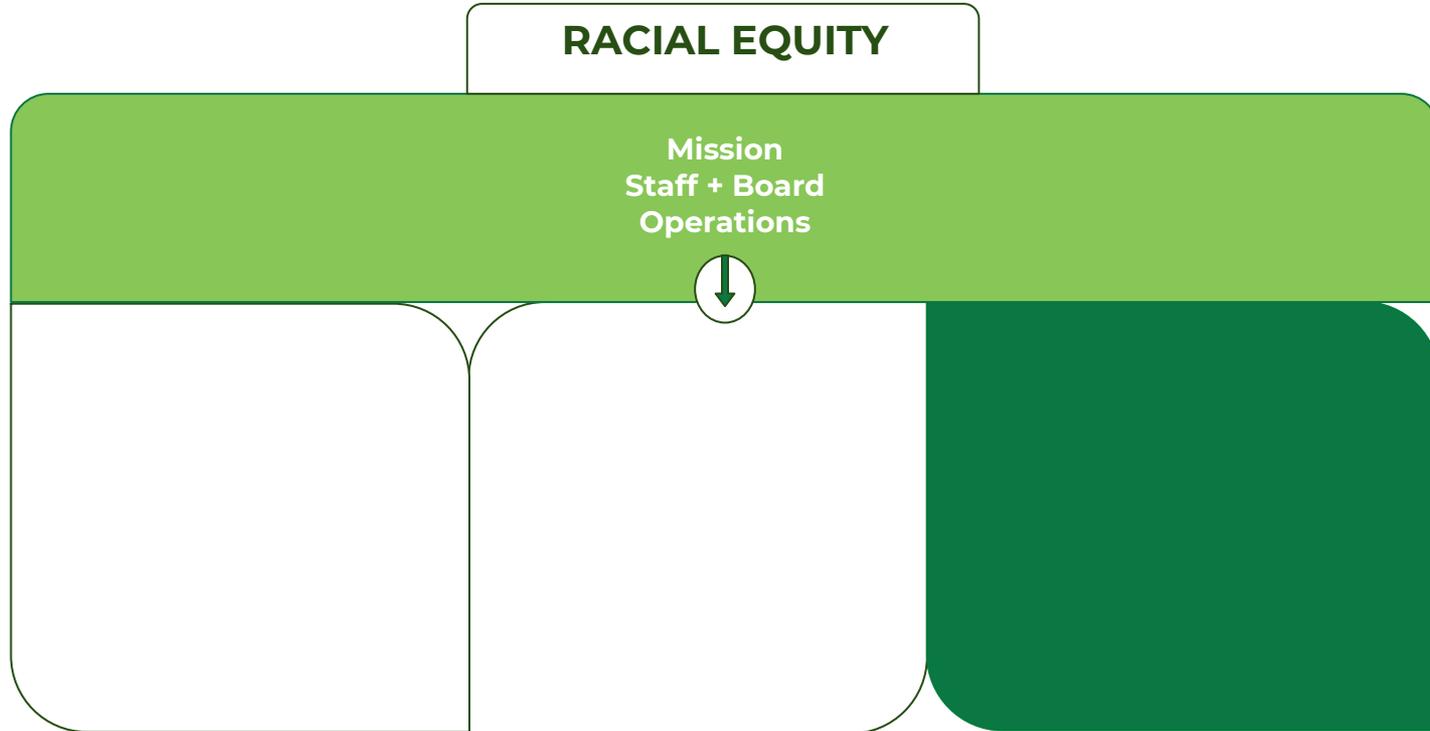
How does LL+L incorporate racial equity into its program content?



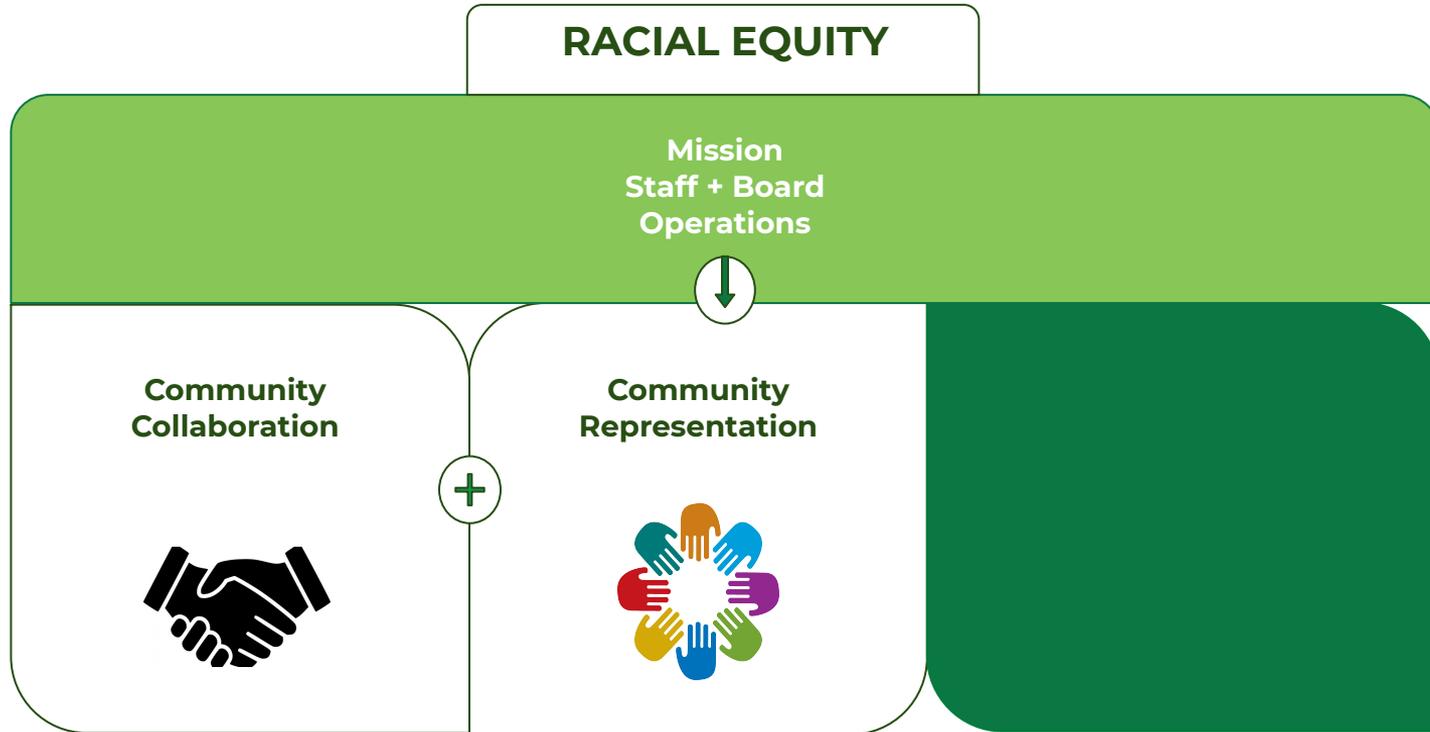
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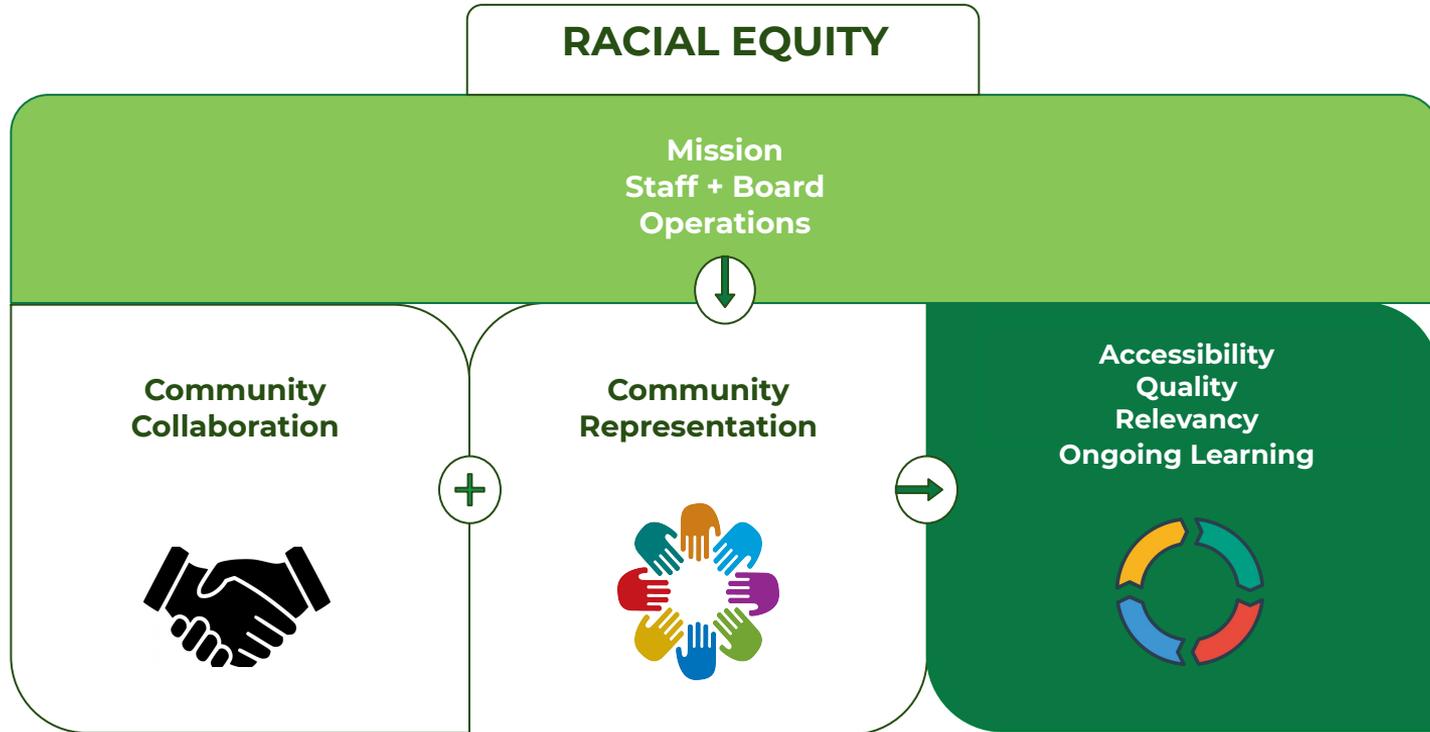
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LL+L Production Checklist

All Content	Information	Audience
Story	Activities	Caregiver Support

“People of color must become a more vital and influential part of creating, developing and distributing content in their own image and voice, to counteract frequent exposure to negative and distorted representations and facilitate positive change in how children of color see themselves and are seen by others.”

- **Dr. Kevin Clark**
Center for Digital Media Innovation and Diversity
Seeing Is Believing: Racial Diversity in Children's Media (2020)



Joan Sharp

Segment Producer

SO WHAT?









Our Success

A firm foundation unapologetically built on race, research and radical joy to deliver a equitable product.





By the people.
With the people.
For the people.

Thank you!

Last Thing!

Make sure to fill out a feedback form!

<https://ttc-gpra.org/P?s=826223>

