



Nickelodeon, Disney Channel Address Kids'™ Coronavirus Concerns

03.27.2020

With the coronavirus pandemic continuing to shake up households and school schedules, networks are rolling out content to provide answers, positivity and a shared sense of community for kids at home.

Nickelodeon on Friday announced "#KidsTogether: The Nickelodeon Town Hall," an hour-long special on Monday, March 30 that will address kids' concerns about the pandemic and help families weather the crisis.

Via video chat, host Kristen Bell will be joined by California's Surgeon General, Dr. Nadine Burke Harris, and former U.S. Surgeon General, Dr. Vivek H. Murthy, to provide tips and insights on ways to be healthy. Special guests like Josh Gad, Kel Mitchell, and Kenan Thompson will also appear throughout.

The special will also provide first-person accounts from kids and families around the country who are social distancing and making changes to their everyday lives and relationships, the network says.

"It's so important to remember that we are all in this together, and our kids and loved ones need outlets to help them process and understand what's going on and, most importantly, to still feel connected," Bell said in a statement. "I hope

kids and families come away from this special feeling a little more comfortable and that they enjoy some much-needed moments of humor during this difficult time."

Earlier this month, the network launched #KidsTogether, a global campaign that uses its popular characters and talent to provide tips, activities and even hand-washing techniques to keep kids engaged and entertained while stuck at home. Monday's Town Hall is the latest installment of the initiative.

Meanwhile, Disney Channel on Friday tapped its fan-favorite stars to create a series of reassuring messages for kids around the world.

Aimed at ages 6-14, the series, "We're All in This Together," includes over 35 Disney Channel stars who've filmed themselves at home to share how they are keeping busy, navigating through uncertainty and, most importantly, staying positive.Â

Disney Channel says it consulted with media, education and child psychology expert Dr. Arthur Pober Ed.D. to ensure relevant and sensitive messaging for the target demographic. The spots (below) premiered March 27 on-air and on Disney Channel's YouTube channel.