

Born Learning Mobilization Plan to Action

Why It Matters

- In Dane County 29,945 children are under age 5; 19% of these children live in poverty.*
- Only 62% of our children in the Madison schools score “ready for kindergarten”. This number is lowest for African American and Hispanic children (30% each), Asian children (52%) and historically Native American (42%).
- Reading to and having conversations with young children helps develop critical thinking and pre-literacy skills.
- Children from middle-income families are read to approximately 1,000 hours by the time they start kindergarten; children from low-income families only log 25 hours. By the time they start kindergarten, children living in poverty have heard 32 million fewer words than children from literacy-rich homes of professionals.
- Children from literacy-poor homes arrive at school with vocabularies of 800 -1,000 words vs. 6,000 – 10,000 words for children from more literacy-affluent homes.
- Academic achievement gap begins between ages 1-2, and evident at age 2. Some children are already 2 years delayed by age 5.

Goal

Being determined by Born Learning Delegation

Promising/Best Practices and Research

- Early childhood experiences affect brain development and lay the foundation for intellectual, physical and emotional health. Healthy early development depends on nurturing and dependable relationships.
- One of the most important and consistent predictors of child cognitive and social development is the quality of parent-child interactions.
- Early assessment of all children at critical stages of their development prior to age five allows for the identification of potential developmental delays at early enough stages to intervene and potentially avoid continued delay.
- Another very important and consistent predictor for positive development is the quality of the family environment, including well-organized routines, exposure to books and play materials and taking advantage of enhancing experiences both inside and outside the home, such as going to the library.
- In-home parenting support has consistently been proven to help parents establish positive relationships with their children, teach parents the skills they need to provide positive, effective parenting to their children and connect families to needed resources. The best time to engage a parent is immediately after their first child’s birth.

2014 Community Impact Investment \$1,718,830

- Nineteen United Way Play and Learn sessions targeting low-income families operate in Dane County, with the capacity to serve up to 300 caregivers and children. Two additional sites (locations to be determined) will be opened in 2014.
- A minimum of 1,200 children will be screened using Ages and Stages screener through multiple community-based nonprofits. Children with significant developmental delays are referred for intervention. A common database is used to maintain the data.
- In 2014/2015, the number of families receiving home visitation (to provide them with skills and knowledge to help their children be prepared for kindergarten) will grow from 248 to ~380. Behavioral health clinicians will be added to the home visitation teams.
- Over 400 child care providers will receive training and support for developing literacy and math curriculums and share that information with parents.

2013 Progress on Born Learning

- United Way of Dane County, Madison Metropolitan School District, Community Coordinated Child Care and Center for Families are collaborating to provide 38 Play and Learn sessions.
- We implemented the new Leopold Early Childhood Zone in partnership with Dane County and have over 10 early childhood programs serving families in the Leopold Elementary School area.
- Ages and Stages is gaining momentum as the developmental screener of choice. Currently used by fourteen nonprofit organizations and two school districts supported by United Way, it is also being used by Group Health Cooperative, some Dean Clinic pediatricians and most of the UW Health pediatricians. The fourteen nonprofits have been provided licenses and been trained to use the screener and are contributing data to a community-wide database.

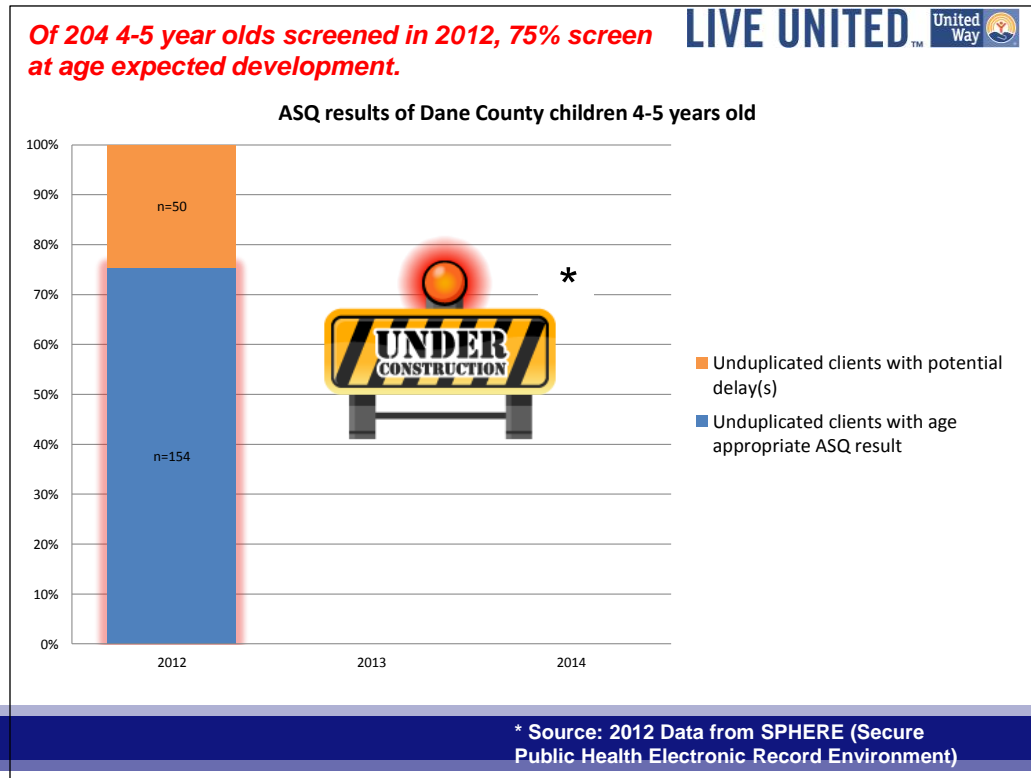
*Federal Poverty Guidelines define poverty for a family of four as income below \$23,050 annually.

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Children are cared for and have fun as they become prepared for school.

Born Learning



Limited initial data shows that 75% of 4-5 year olds are at age expected development using the Ages and Stages Questionnaire.

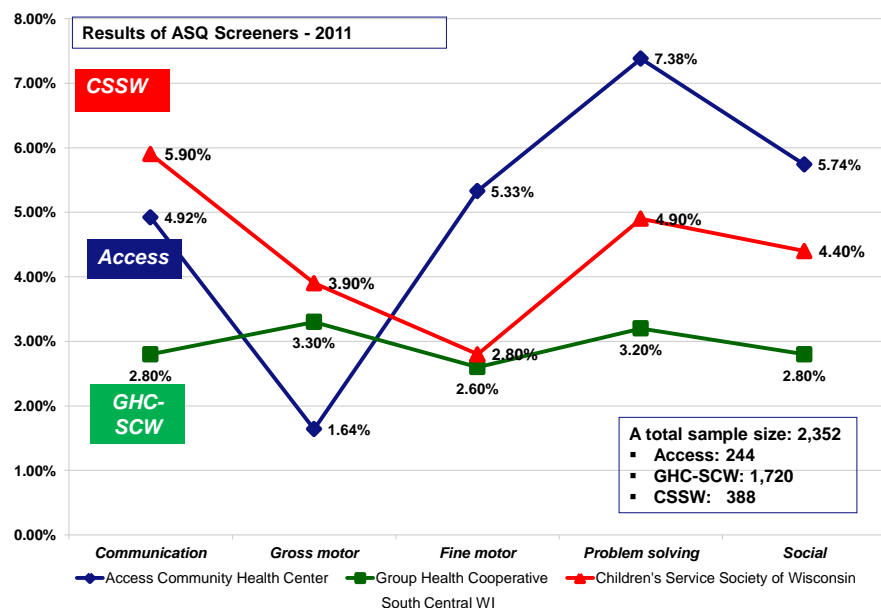
“Potential Delays” in this chart include those results of both serious concerns and those that recommend further monitoring.

Low-income children have more delays in communication, fine motor, problem solving, and social skills



2,316 Parents/Caregivers and Children attended United Way Play and Learns in 2013.

162 Families participated in The Parent-Child Home Program in 2013. 37 families graduated in 2013.



* Source: Ages and Stages Questionnaire

* Changing our indicator from MMSD's screener to ASQ. The ASQ screener evaluates children's development in 5 domains.

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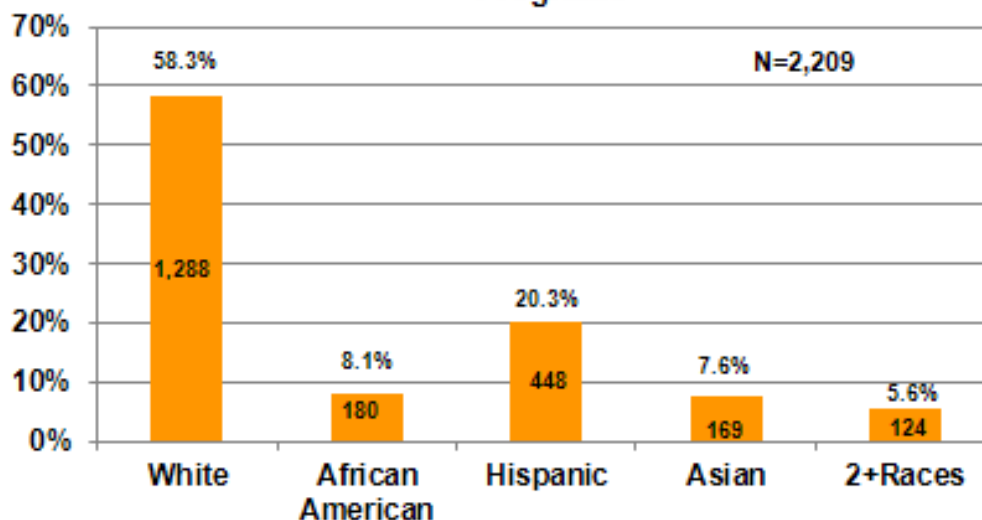
Results

Parent-Child Home Program graduated its first class from the 2 year program in June 2013, all 35 graduates registered to attend 4K in the fall of 2013. United Way of Dane County Play and Learns served 1,944 children and caregivers in 2013.

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Race/Ethnicity of Parents and Children in United Way of Dane County Play and Learn and Home Visitation Programs



Data Source: 2012 Year End Reports for Center for Families and Children's Hospital - Community Services

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Community engagement that shaped this initiative

- Born Learning Delegation established in 2006 conducted over 500 surveys to determine direction and then over 600 surveys done to test strategies.
- Play and Learn presence at Día de los Niños and Madison Kid's Expo with activities, books and developmental screeners available for thousands of parents with children under five years of age.
- United Way of Dane County's 2012 Year of the Young Child with events focusing on the importance of the early years in a child's development at every major event including Day of Caring, Community Volunteer Awards, Key Club Celebration and others.
- A second Born Learning Delegation was convened in 2013 to review progress since 2006 and determine next steps. This delegation surveyed parents attending Play and Learns and interviewed families graduating from the Parent Child Home Program regarding how services are accessed and gaps in support for families.

Born Learning Workgroup

Chair Michael Morgan	Community Leader
Vice-Chair Fabiola Hamdan	Community Social Worker, Joining Forces For Families
Allison Cooley	Community Leader
Denise Faust	Director of Energy Market Operations, Alliant Energy
Sarah Fisher	Senior Manager, Grant Thornton LLP
Monica Host	Child Care Program Coordinator, City of Madison Community Development Division
Paul Karch	Whyte Hirschboeck Dudek S.C.
Mike Kenitz (Agency Representative)	Executive Director, Center for Families
Alyssa Kenney (Agency Representative)	Executive Director, Kennedy Heights Community Center
Jennie Mauer	Project Launch State Coordinator Dept. Health Services, Dept. Children and Families
Ric Merritt	American TV
Brody Richter	Attorney, DeWitt Ross & Stevens S.C.
Tom Weber	School Board President, Sun Prairie Area School District
Vicki Washington	Associate Vice President for Inclusivity, Diversity, Equity and Student Success, University Of Wisconsin System Office Of Academic Affairs



Born Learning Delegation

Joe Parisi, Co-Chair	Dane County Executive
Michael Morgan, Co-Chair	United Way of Dane County Board Member Vice Chair, United Way of Dane County Growing Up Getting Ready Attorney
Jody Bartnick	Executive Director, Community Coordinated Child Care
Nan Brien	Community Member
Sheila Briggs	WI Department of Public Instruction Asst. State Superintendent – Division for Academic Excellence
Allison Cooley	United Way of Dane County Growing Up Getting Ready Team American Family Insurance
Denise DeMarb	Aldersperson, District 16, Madison Common Council
Mary Driscoll	Outreach Librarian, Dane County Library Service
Steve Goldberg	Executive Director, CUNA Mutual Foundation
Dean Gorrell	Superintendent, Verona Area School District
Beth Graue, PhD	Sorenson Professor, Wisconsin Center for Education Research, School of Education, UW-Madison
Lynn Green	Director, Dane County Dept. of Human Services
Deirdre Hargrove-Krieghoff	VP of Workforce Development, Urban League of Greater Madison
Janel Heinrich	Director, Public Health Madison & Dane County
Armando Hernandez	Psychologist, Group Health Cooperative
Sayra Jayo	Bilingual Administrative Assistant for Hewlett Packard State of WI Disability Determination Bureau
Richard Jones	State Public Defenders Office, Janesville
Sharyl Kato	Executive Director, Rainbow Project
Mike Kenitz	Executive Director, Center for Families
Alyssa Kenney	Executive Director, Kennedy Heights Community Center
Sarah Lawton	Branch Supervising Librarian, City of Madison, Public Library
Jim Leonhart	President, Celebrate Children Foundation
Dave Long	Researcher, Applied Population Lab, University of Wisconsin
José Madera	Board of Madison Children's Museum Assistant Dean & Assistant Director, Academic Advancement, UW-Madison
Jennie Mauer	Project Launch State Coordinator Department Health Services, Dept. Children and Families
Gunna Middleton	Senior Director of Operations, YMCA of Dane County, Inc.
Pete Miller, PhD	Professor, Educational Leadership & Policy Analysis UW-Madison, School of Education
Dipesh Navsaria, M.D.	Pediatrician and Librarian American Family Children's Hospital & Access Community Health Services
Donna Olson	Mayor of Stoughton
Art Rainwater	Professor, UW-Madison, School of Education
Jim Ring	President and CEO, Park Towne Development Corp
Jim Riordan	Retired CEO, WPS Insurance
Ruth Schmidt	Executive Director, Wisconsin Early Childhood Association
Arlene Silveira	MMSD Board of Education Director Marketing and Sales, Custom and OEM Services, Promega Corp.
Terri Strong	City of Madison, Community Services
Alice Tillett	President, Pacific Cycle
Mai Zong Vue	United Way of Dane County Healthy For Life Community Solutions Team CST Program Coordinator, Division of MH and Substance Abuse Service: Bureau of Prevention, Treatment and Recovery
Dennis Winters	Chief of the Office of Economic Advisors Wisconsin Department of Workforce Development
Scott Zimmerman	MMSD – Director of Early and Extended Learning