

## Born Learning Mobilization Plan to Action

### Why It Matters

- Brain research continues to demonstrate the importance of the first 5 years of life as a foundation for future success, Born Learning Programs build and support children's developing brains.
- 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; low-income children have heard 30 million fewer words than children from middle-income families. 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.
- The academic opportunity gap begins within the first year of life, and is measured at 18 months. Some children are already 2 years delayed by age 5.
- Young children are our future workforce. Poverty can affect children's development, their academic success, overall health, and lifetime earning potential – all barriers to economic stability.
- In Dane County 30,240 children are under age 5; 15% of these children live in poverty, 20% for the City of Madison.
- 61% of Dane County children (0-4) living in poverty are not in licensed child care.

**Goal:** 80% of our 4-year olds will be at age-expected development and ready to begin school by 2020.

### Promising/Best Practices and Research

- Decades of research show that a child's first years are a period full of exponential brain development and there is opportunity and vulnerability, depending on the relationships and environment in which the child is growing.\*\* Experiences strengthen and drive connections in children's brain, positive or negative.
- One of the most important and consistent predictors of child cognitive and social development is the quality of parent-child interactions; the quality of interaction is a better predictor than the number of words heard by a child.
- Research suggests that language at school entry is the single best predictor of school outcomes (reading, math, social skills, later language) in grades 1 and 3 (Pace, Alper, Burcinal, Hirsh-Pasek and Golinkoff)
- Early screening 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.
- In-home parenting support, home visitation, has consistently been proven to help parents establish positive relationships with their children, model skills to provide positive, effective parenting and early literacy and education to their children, and connect families to needed resources.
- 2-generation strategies, those that support the parents/adults in the child's lives as well as the child's development, have shown substantial impacts for improving children's educational outcomes, increasing earnings of adult workers, and providing resources that enable low-income families to overcome barriers to educational and economic success.

### 2018 Community Impact Investment - \$1,570,208

- 8,500 Children will be screened using Ages and Stages through multiple community-based nonprofits and medical providers. Children with mild to significant developmental delays are referred for intervention or provided additional support.
- In 2018, 350 families will receive home visitation (to provide them with skills and knowledge to help their children be prepared for kindergarten) in The Parent-Child Home Program, Welcome Baby, and Kinder Ready programs.

### 2017 Progress on Born Learning

- **Home Visitation:** 350 families received home visitation (to provide them with skills and knowledge to help their children be prepared for kindergarten) in The Parent-Child Home Program, Welcome Baby, and Kinder Ready programs.
- **4 Early Childhood Zones:** served 215 families in a collaboration providing early childhood development support through home visitation programs, family stability support through housing and employment programs to parents. In partnership with Dane County, City of Madison and Oscar Rennebohm Foundation, the Zones are located in Madison (2), Verona, Sun Prairie.
- **Developmental Screening:** 8,636 screenings done in 2017 with the Ages and Stages Questionnaire (ASQ); 65% of children screened at typical development. Also used by Group Health Cooperative, Access Community Health Center, and UW Health pediatricians.
- **Access to Books:** Books For Babies continues to provide a book and information about reading and parents' role as their child's first teacher as well as information about community resources and programs, through partnership with Unity Point Health and SSM Health. Dolly Parton's Imagination Library was launched, 1197 children were registered and welcome books were distributed to 115 children in 4th quarter 2017.

\*Federal Poverty Guidelines define poverty for a family of four as income below \$24,250 annually.

Source: U.S. Census Bureau 2009-2013 5 year American Community Survey

\*\*www.ZeroToThree.org/growingbrain

Staff contact: Lauren Martin, (608) 246-5488, lmartin@uwdc.org

Updated March 2018



## Born Learning: Children are cared for and have fun as they become prepared for school.

