

---

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

---

### Born Learning Mobilization Plan Agenda to Action

---

#### Why It Matters

- Brain research demonstrates the importance of the first 5 years of life as a foundation for future success. Born Learning Programs build and support caregivers and 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.
- The academic opportunity gap begins within the first year of life and is measurable at 18 months. Some children are already 2 years delayed by age 5.
- Poverty can affect children's development, their academic success, overall health and lifetime earning potential – all barriers to economic stability.
- In Dane County, 12% of children under the age of 5 are experiencing poverty. 3,615 of 30,560 (11.8%)<sup>[1]</sup>

[1] 2014-2018 US Census American Community Survey 5-Year Estimates, S1701

**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

- One of the most important and consistent predictors of child cognitive and social development is the quality of parent-child interactions; this 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, called 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 life 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.

#### Strategies

- Engage and inform parents how to be their child's first teacher.
- Provide holistic family supports focused on 13 specific neighborhoods/geographic areas.
- Screen children for developmental delays and provide families appropriate supports for children who show potential delays.
- Develop a community of practice for practitioners, case managers, and resource centers for those serving families with children under 5.
- Partner with healthcare professionals to ensure they are knowledgeable about community supports.

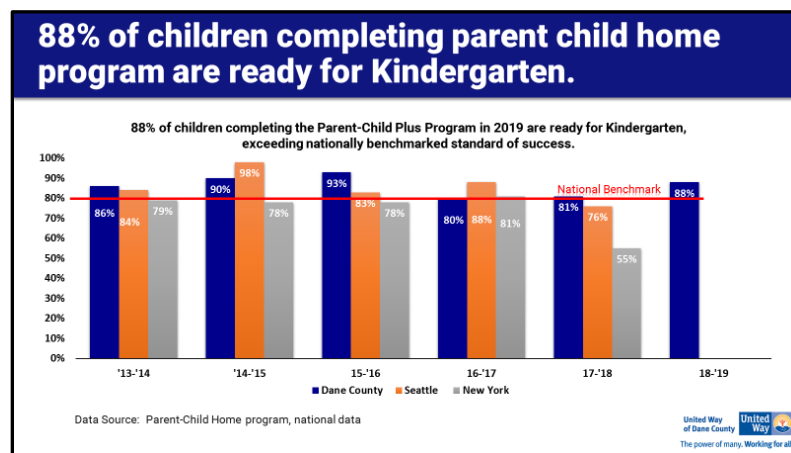
#### 2020 Community Impact Investment - \$1,218,784

- Parents and children will participate in community-based quality programming to support the child's development or the parent's role as their child's first teacher.
- 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.

## 2019 Progress on Born Learning

- **Home Visiting:** 171 children and their families received home visiting. 88% are 4-K ready.
- **3 Early Childhood Zones:** served 203 families in a public-private partnership/collaboration providing early childhood development support through home visiting 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) and Sun Prairie.
- **Access to Books:** Dolly Parton Imagination Library program increased children's exposure to age-appropriate books through monthly mailings of over 100,000 books to 6,400 enrolled children. This program was made possible by a generous gift from a donor and ended in 2019 due to lack of an ongoing sustainable funding source.

## Measures



## How We Accomplished It

Home Visiting is a proven strategy that effectively prepares parents and their children for future success in school. We invest in 3 Home Visiting Programs provided through RISE and Children's Service Society (DBA Children's Hospital of Wisconsin): The Parent Child + Program, Welcome Baby and Kinder Ready. The Parent Child + Program, a literacy focused home visitation program, and our largest signature initiative, continues to produce strong results in helping at-risk families and their children get ready for school. For the past 5 years, this program has met or exceeded nationally benchmarked standards of success. Children who graduated from Born Learning home visiting programs have better attendance and fewer behavior events in 4K and 5K at MMSD. Kindergarten attendance is a good indicator for future academic success.

\*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](http://www.ZeroToThree.org/growingbrain)

**Staff Contact:** Lauren Martin, (608) 246-5488, [lmartin@uwdc.org](mailto:lmartin@uwdc.org) Updated March 2020