

# Smart Start of New Hanover County

2015-2016 Direct Service Providers

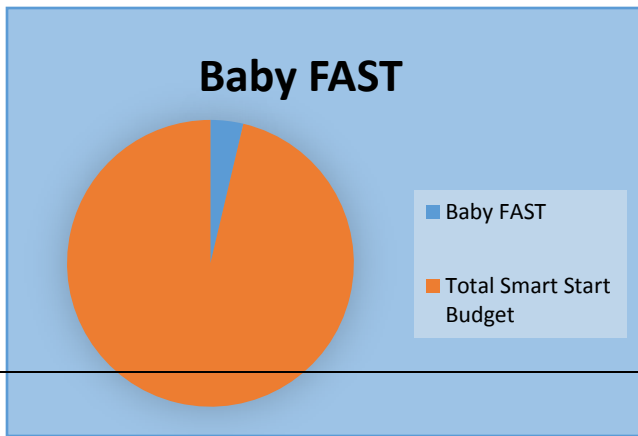
## **Program Highlights**





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**Direct Service Provider:** Communities in Schools of Cape Fear

**2015-2016 Smart Start Funding:** \$77,156

**Program Description:** Baby FAST is a multi-family group intervention model for young parents and their children that is utilized to nurture and mentor teen parents in hopes of strengthening families, enhancing social relationships, and increasing access to community resources.

**The Who:**

- ◆ 24 **teen parents** attended two 8-week Baby FAST sessions to enhance parenting skills
- ◆ 23 **primary family support members** participated in Baby FAST
- ◆ 27 **teens parents** received academic support

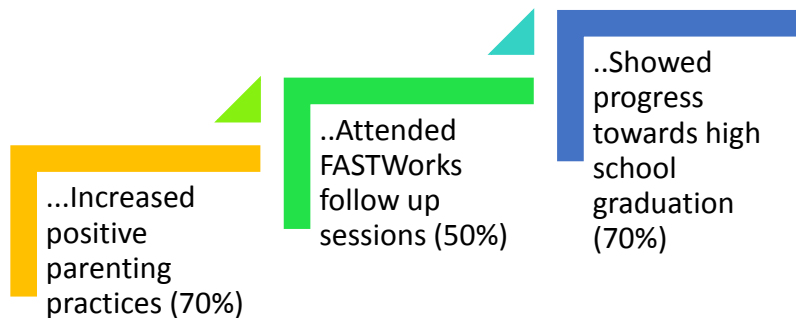
**The How:**

- ◆ 43 Baby FAST graduates attended 12 **FAST Works sessions** that continue to support and engage teen parents
- ◆ 39 **home visits** were conducted for program recruitment and support purposes
- ◆ 36% increase from the previous year in **community resource referrals** for teen parents

**The Why:**

- ◆ Experiences in a child’s earliest years of life play a critical role in their healthy development and readiness to learn. Baby FAST empowers young mothers and fathers to parent more confidently, make healthy choices for themselves and their children and remain on track to finish high school via case management

**Teen parents participating in Baby FAST**

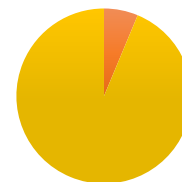


**The Story:** *One of our Baby FAST graduates has been working hard at a local restaurant to help support her family. After looking at different housing opportunities and trying to get out on her own with her baby and baby’s father, she realized the best case scenario was to go back to school. She didn’t finish high school and called Andrea, the Baby FAST Program Director, to help get her re-enrolled into the Cape Fear Adult High School program. Her commitment to her personal success is commendable and she is ready to help change her future.*

**Direct Service Provider:** Smart Start of NHC

**2015-2016 Smart Start Funding:** \$134,045

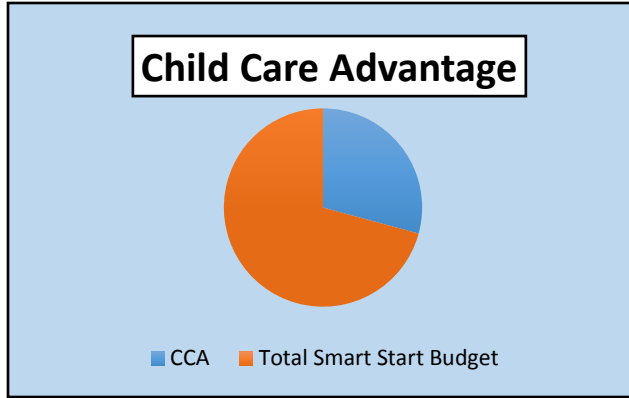
**Behavior & Inclusion Support**



Behavior and Inclusion Support

Total Smart Start Budget

**Program Description:**  
 the *Center on the Social Foundations of Early* utilized within the early improve the social and young children, to inclusive and environments, and to of children in child care.



Materials provided by *and Emotional Learning (CSEFEL)* are childhood workforce to emotional outcomes of promote high quality, supportive prevent the expulsion

**The Who:**

- ◆ **Educators** requested guidance for 68 children with challenging behaviors in their classrooms
- ◆ 139 **early childhood educators** received training on children’s social-emotional development
- ◆ 41 **child care sites**, making up 47% of star-rated sites in NHC, received support related to specific children with suspected special needs

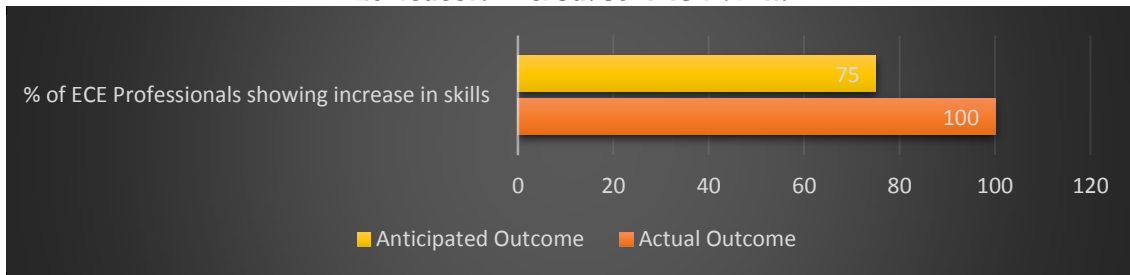
**The How:**

- ◆ Early childhood educators in 10 classrooms **received support with evidence-informed tools** from the CSEFEL
- ◆ Behavior and Inclusion Support staff **participated in 21 community meetings** with other agency partners to learn about and to share services related to children with special needs

**The Why:**

- ◆ Many children, birth to five years of age, are unidentified for special services and in need of developmental and behavioral support. Many of these children are being expelled or suspended from child care at very young age

**Educators Increased Their Skills**



**The Story:** *I worked with a 4 year-old girl who has been in foster care since infancy and who has struggled with emotional regulation and demonstrated behaviors such as refusal to follow classroom routine and teacher instructions, disruptive behavior, and destruction of school property. These behaviors often escalated to a point that was not safe for her, her peers or her teachers. In collaboration with her therapist, I was able to share information and strategies that significantly increased the amount of positive reinforcement she received while enforcing appropriate, consistent consequences when she refuses to comply with a teacher instruction.*

**Direct Service Provider:** NHC Department of Social Services

**2015-2016 Smart Start Funding:** \$824,474

**Program Description:** Through a state-level contract, Smart Start funds enhance the child care subsidy program which provides financial assistance with the cost of high quality child care to families who are working or attending school. Locally, the Smart Start subsidy program is titled “Child Care Advantage”.

**The Who:**

- ◆ 163 **children** each month, on average, attended child care because of Smart Start subsidy funds
- ◆ 51 **families** received financial assistance to help with child care registration costs
- ◆ 32 **teen parents** received Smart Start child care subsidy

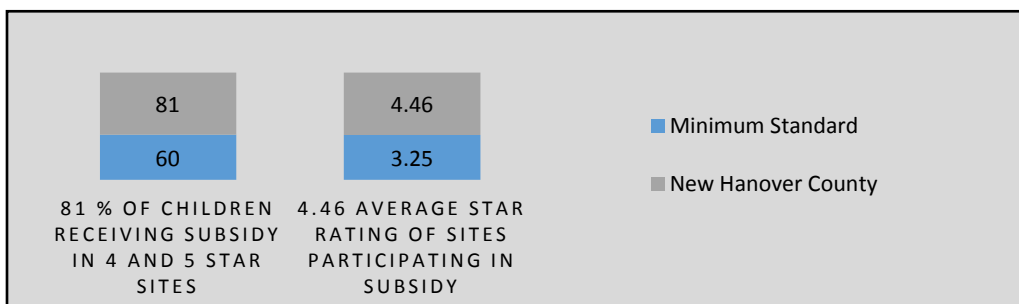
**The How:**

- ◆ Smart Start contributed 41% of its total state allocation, plus private dollars, to **support families** with the **cost of child care**

**The Why:**

- ◆ Smart Start subsidy funds were prioritized for use in 4 and 5 star-rated sites which helped to ensure that children, who may be considered “at-risk”, are placed in high quality early learning settings

**Child Placement in Quality Sites**



**The Story:** *The parents are very appreciative of the assistance with the registration fees. For families with multiple children, the registration fees often become an obstacle, and assistance with at least one of the registration fees is very helpful.*

## Community Outreach and Education



■ COE ■ Total Smart Start Budget

**Direct Service Provider:** Smart Start of NHC

**2015-2016 Smart Start Funding:** \$117,130

**Program Description:** A comprehensive public engagement campaign designed to increase community awareness of early childhood issues, enhance the early childhood system, and build support for Smart Start of New Hanover County and its programs.

### **The Who:**

- ◆ Approximately, 15,000 **community members** reached through social media, outreach events, trainings, publications, and other special events

### **The How:**

- ◆ 115 community members attended the annual **First 2000 Days event**, which is a partnership between Smart Start of NHC and the faith community to bring awareness to children's potential during the earliest of years
- ◆ 220 community members attended the annual **Breakfast for Children's Champions**
- ◆ 27 Individuals **trained in Touchpoints™**, which is a strength-based, relationship-building approach to working with families. 76 trainees attended Reflective Practice sessions
- ◆ Smart Start staff represented in 14 **Task Force Groups** to align services and partner in community events
- ◆ 80 families participated in the **Smart Start Family Event**

### **The Why:**

- ◆ The better our community understands and values the first 2000 days of a child's life, the more apt it will be to make and support future investments.

### **Community Survey Results**



According to responses on the Partnership Quotient Self-Assessment, which measures community collaboration and understanding of Smart Start services - we are currently in the **Work Zone**.

**The Story:** *Our first ever Smart Start Family Event was a success! We had over 80 families/100 children in attendance and 27 community agencies and businesses participating. The event not only helped to educate the community about Smart Start services but also the importance of the first 2000 days in a child's life. We had a 10% jump in Resource Room memberships as a result of the event.*

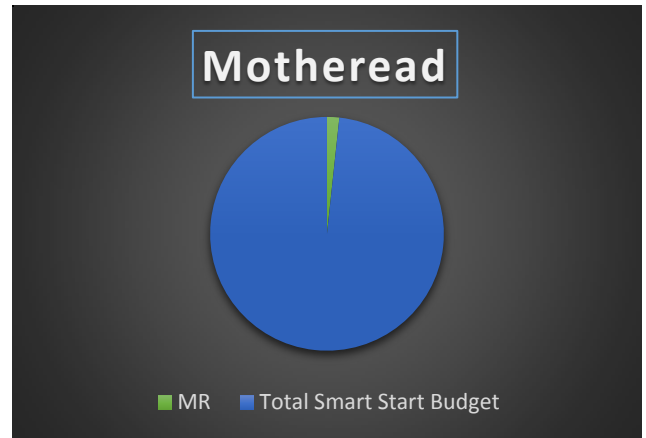
**Direct Service Provider:** Smart Start of NHC

**2015-2016 Smart Start Funding:** \$34,320

**Program Description:** Ten-week sessions for new and expectant mothers, which fosters bonding between the mother and baby and empowers and encourages early literacy activities.

**The Who:**

◆ 36 **mothers** and **fathers** participated in Motherread, Motherread Baby, and/or Fatherread sessions to gain information on child development and to enhance parenting skills, impacting 43 **children**



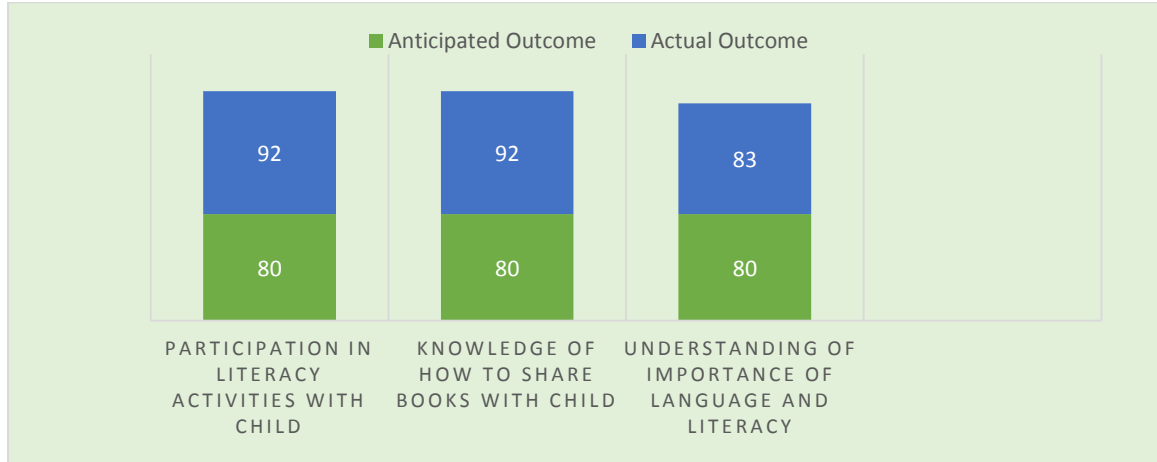
**The How:**

◆ 41 **Motherread, Motherread Baby, and/or Fatherread Sessions** conducted throughout the year

**The Why:**

◆ The literacy level of parents impacts the quantity and quality of literacy activities in the home and reading aloud to children is the single most important activity that parents can do to help children build the understandings and skills necessary to succeed as readers and students

**Parent Progress Upon Completion of Motherread Program**

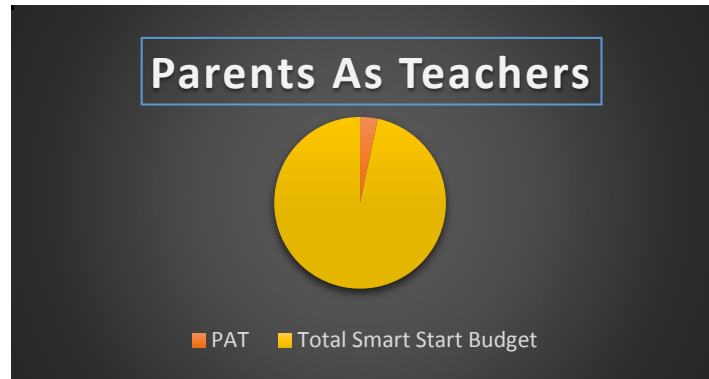


**The Story:** *One of the mothers participating in Motherread shared with excitement that her 4-month old baby was enjoying playing with a book. The week before, during the portion of the session when mothers can select a book to add to their home library, she had selected a small board book that her baby could hold to take home. The following week she shared with joy (and some surprise) that the baby was intently looking at the pictures in the book and was even able to help her turn the pages. She had changed from a mom who thought her baby was too young for books to one who understood that exposing her baby to books from an early age can make the experience of reading fun for both her and her baby.*

**Direct Service Provider:** Smart Start of NHC

**2015-2016 Smart Start Funding:** \$53,125

**Program Description:** A home visiting program that provides at-risk parents and other primary caregivers with information on child development and parenting to promote child language, intellectual growth, and physical and social-emotional skills during the critical, formative early years.



Other Funds: DHHS/NCDSS = \$125,000

**The Who:**

- ◆ 21 **parents** and 27 **children** touched through the Parents As Teachers program
- ◆ 27 **parents** attending Group Connection meetings, staffed by certified parent educators, which allowed for sharing of ideas, successes, and challenges

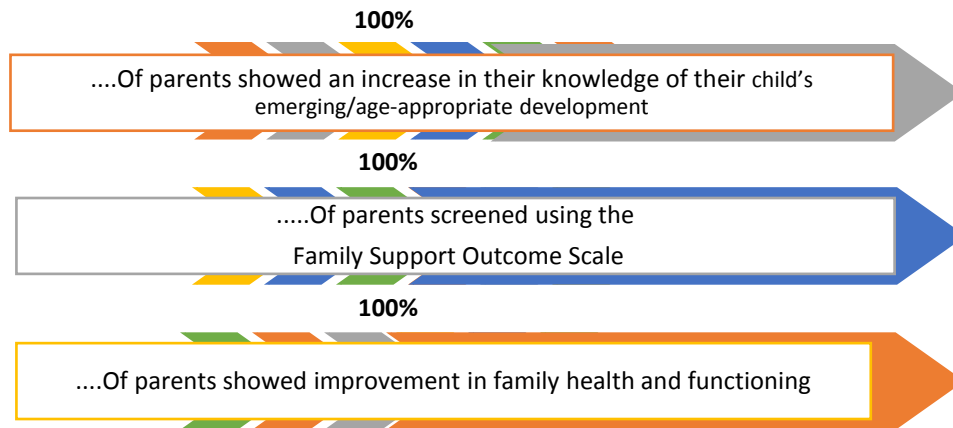
**The How:**

- ◆ 410 **home visits** using the Parents As Teachers materials to focus on 3 major areas: parent-child interactions, development-centered parenting, and family well-being

**The Why:**

- ◆ Parents of young children have a need for information, support, and encouragement to help their children develop optimally

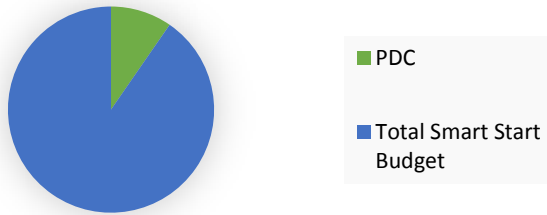
**Successes in the Parents As Teachers Program**



**The Story:** We had the opportunity to partner with the Diaper Bank of the Lower Cape Fear to provide free, twice monthly diapers to not only families within the Parents as Teachers program, but to other families in the community as well. We've also had great success in having parents use their Parent Educator as a reliable and trusting resource for not only developmental information about their children, but for other familial matters as well.



## Professional Development Connections



**Direct Service Provider:** Smart Start of NHC

**2015-2016 Smart Start Funding:** \$212,575

**Program Description:** Provides bonuses to early childhood professionals working in star-rated facilities who have attained certain educational milestones or completed training and to child care centers who have achieved at least five of seven education points.

### **The Who:**

- ◆ 204 **early childhood educators** received information about college-level coursework, certifications, professional development opportunities, and scholarships/incentives

### **The How:**

- ◆ 181 Dedication to Education **Individual Bonuses** issued to early childhood educators working in star-rated child care sites who achieved a certain level of education. 20 child care centers that employ educated staff were issued Dedication to Education **Center Bonuses**
- ◆ 16 **bonuses** issued to early childhood educators who completed the 16.5 hour Touchpoints™ training which focuses on a strength-based approach to working with families

### **The Why:**

- ◆ The education of the early childhood workforce is a critical factor influencing children's early learning opportunities along with teacher retention which impacts the quality and consistency of care
- ◆ Maintain high-performing standards related to Lead Teacher and Administrators education levels on the Performance-Based Incentive System (PBIS)

## DEDICATION TO EDUCATION BONUSES

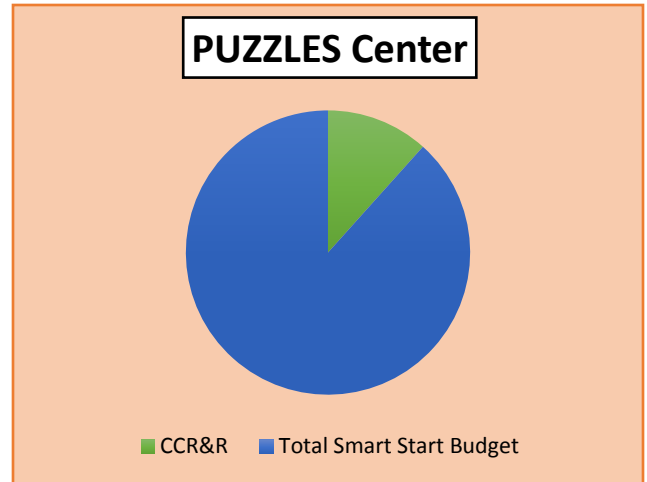


**Story:** We received a total of 181 eligible applications for the Dedication to Education Bonus this fall. This includes 108 Level II applicants who possess a bachelor degree or higher. We are pleased that this many individuals with high education levels are working with young children in a licensed facility in New Hanover County. This number is a significant increase from last year when we provided a total of 157 bonuses, including only 72 Level II bonuses.

**Direct Service Provider:** Smart Start of NHC

**2015-2016 Smart Start Funding:** \$262,955

**Program Description:** As a Child Care Resource & Referral agency, PUZZLES Center supports both families with young children and early childhood professionals through a broad array of services including help finding child care, technical assistance and training to improve and maintain quality early learning environments, and a Resource Room with educational materials and equipment for loan.



**The Who:**

- ◆ 524 **early childhood educators** trained on topics such as SIDS, Playground Safety, quality interactions, outdoor learning, and Environment Rating Scales
- ◆ 258 **families** assisted with questions about their child and/or finding quality child care

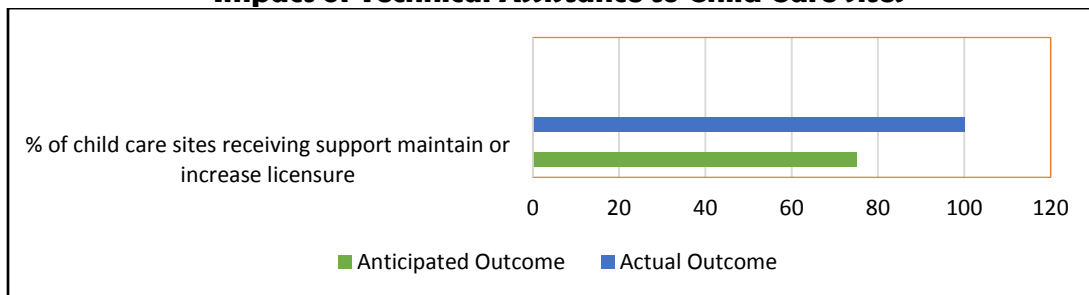
**The How:**

- ◆ The **Classroom Assessment Scoring System (CLASS)** and the **Environment Rating Scales** used in 83 classrooms to support sites in best practice and in enhancing teacher-child interactions
- ◆ 92% of child care centers in NHC received **training and/or support** in classrooms
- ◆ 437 early childhood educators and families **visited the Resource Room**

**The Why:**

- ◆ A Child Care Resource & Referral is instrumental in helping families find child care and supporting them to raise healthy children while helping to improve the quality of child care being offered. The program can bridge the gap between early childhood settings and the local school system
- ◆ Maintain high-performing standards related to placement of children in high quality care on the Performance-Based Incentive System (PBIS)

**Impact of Technical Assistance to Child Care Sites**

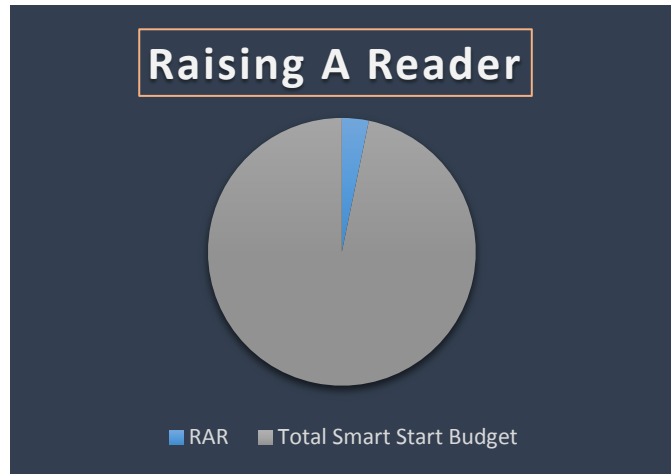


**The Story:** A mother came to our Family Festival and signed up for a Resource Room membership. She told me about her friend with three foster children (ages 1, 2, and 3) who needs help specifically with the 2-year old. She said that he only eats baby food and she can't afford a private nutritionist since she is on Medicaid. Our PUZZLES Specialist called the NHC WIC office to get some information and found out that services are available there that may help. The foster parent was contacted and thrilled with the news!

**Direct Service Provider:** NHC Library

**2015-2016 Smart Start Funding:** \$66,750

**Program Description:** Equips early childhood professionals with books, materials, and strategies for engaging families with reading activities. The program focuses on school-to-home book bag rotation, literacy events, and library utilization.



**The Who:**

- ◆ 16 **child care center classrooms** and 291 enrolled families participating in the Raising A Reader program
- ◆ 294 **children**, designated at-risk, took a variety of books home each week to read with their parents

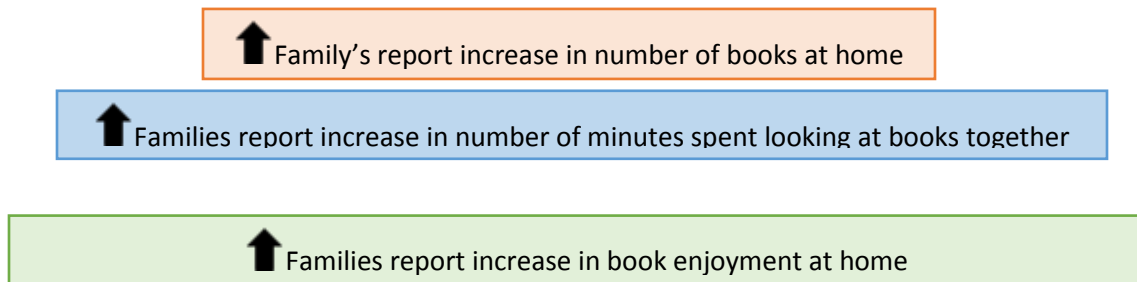
**The How:**

- ◆ 263 **Blue Bags full of books** given to children to keep as their own at the end of the program year to start an at-home library
- ◆ 100 **library cards issued** to participating families and 351 **visits** by participating families

**The Why:**

- ◆ Reading aloud to children is the single most important activity that parents can do to help their children build the understanding and skills necessary to succeed in school

**Raising A Reader Program Results**



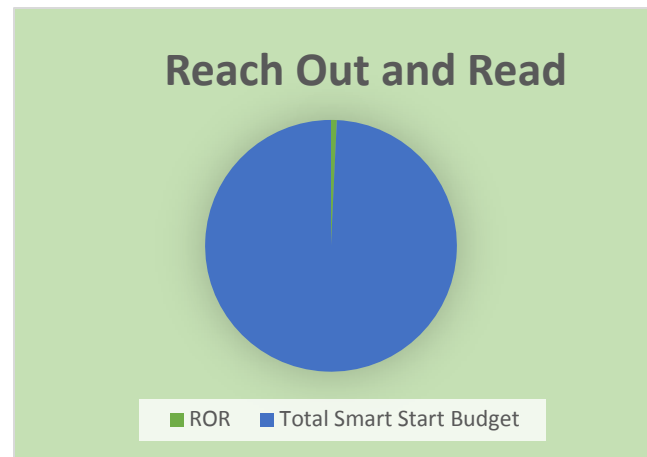
**The Parents Comments:**

- *I really appreciate the program. It made it a lot easier to have my son get organized and to get him caught up on his daily routine.*
- *My child is excited about seeing the red bag of books!*
- *Gracias por mondor la bolsa Rojo Esto ayuda mucho a ellos para que aprendan y les quste la lectura.*
- *He loves to read now. Thanks.*
- *We are very thankful it is offered. My child loves to bring his new books home every week.*
- *Child loves to read and be read to by others.*

**Direct Service Provider:** NHC Library

**2015-2016 Smart Start Funding:** \$15,000

**Program Description:** Medical care providers at participating medical practices are trained in the national evidence-based model to deliver early literacy guidance to parents of children 6 months to 5 years old during each well-child visit.



Other funds: NCPC = \$10,350 / Individual Donors = \$1,000

**The Who:**

◆ 3 **medical sites** provided developmentally appropriate books to 4174 children, ages 6 months to 5 years, during well-child visits. Participating **families** were surveyed about literacy practices

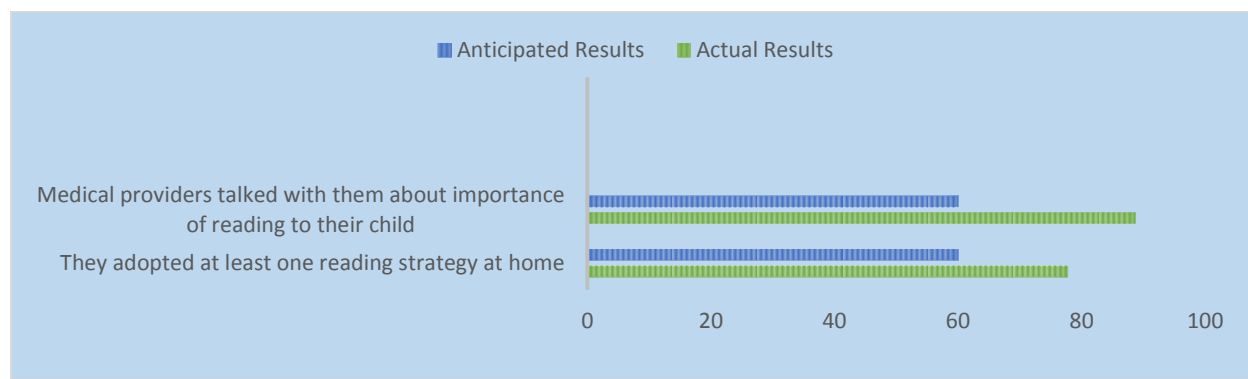
**The How:**

◆ 22 medical staff at participating sites trained to **provide literacy guidance to families**

**The Why:**

◆ Children’s initial reading competence is correlated with the home literacy environment and number of books owned. Parents from lower socio-economic communities may be unable to afford resources such as books to create a literacy environment at home

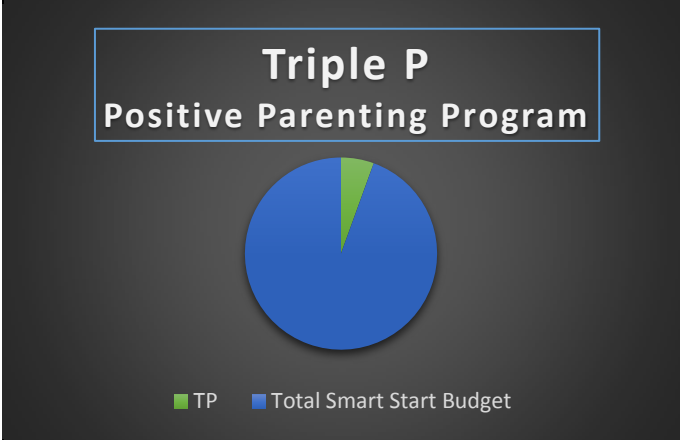
**Participating Families Reported.....**



**The Successes:**

*The ROR Regional Coordinator completed site visits during this past quarter. She stated that the Wilmington sites are “premium” sites!!*

*During this quarter we moved the Wilmington Health ROR program from the Silver Stream office to their North Chase office. The staff were trained in June and they are very excited to begin the program.*



**Direct Service Provider:** Smart Start of NHC

**2015-2016 Smart Start Funding:** \$116,925

**Program Description:** Triple P: Positive Parenting Program is a prevention and intervention parenting education service to families with children utilizing seminars and group sessions. Parents are introduced to positive parenting strategies including looking for and praising desired behaviors, using assertive discipline, and providing a safe and engaging environment for their child(ren).

Other Funds: United Way = \$30,000 / NHC DSS = \$60,000

**The Why:**

- ◆ 220 **parents** with 89 young **children** participated in either Triple P Level 4 or Level 2 sessions

**The How:**

- ◆ **Level 2 seminars** offer a “light touch” intervention providing brief assistance to parents who are generally coping well but have one or two concerns with their child’s behavior or development
- ◆ **Level 4 group sessions** for parents of children birth to five who need intensive training in positive parenting skills and whose children exhibit behavior problems, such as aggressive or oppositional behavior. These families have either lost custody of their child(ren) or are at risk of losing them

**The Why:**

- ◆ Many parents referred to Triple P have multiple risk factors which are often associated with toxic stress which affects brain architecture and chemistry, resulting in life-long challenges in education or life success

According to the *Protective Factor Survey* and the *Strengths and Difficulties Questionnaire* results.....



**The Story:** When asked.... “What is the most important thing I learned in this class?”.... One parent wrote, “To believe in myself that I am a good mother, and to follow through with discipline.” The idea of parents believing in themselves is significant because often, our clients have been told they have made wrong decisions in parenting which leads to discouragement. Our parents hear this message a lot and start feeling like they cannot succeed as a parent. We try to re-ignite that feeling of confidence and that all parents have strengths – we just need to identify those and use them to their advantage.