

Smart Start of New Hanover County
2018-2019 Program Evaluation Report



Together, For Every Child

a partner
in the

Smart Start
network.

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Smart Start of New Hanover County

Our Vision

Smart Start of New Hanover County envisions every child entering school with the health, family support and early education necessary to succeed.

Our Mission

Smart Start of New Hanover County seeks to build bridges to develop, sustain and enhance health, family support and early education services for all children, age's birth to five.

Our Beliefs

- ✓ The well-being and success of every child is critical regardless of race, ethnicity, socioeconomic status, or developmental and learning disabilities.
- ✓ The quality of life for young children is basic to adult well-being and the future economic vitality of our community.
- ✓ Parents are a child's first and most important teacher.
- ✓ A broad community-based partnership committed to young children should be available to assist parents in their role as primary caregivers.
- ✓ The community has the responsibility to provide effective strategies and services to support early education, as well as the development of mentally and physically healthy children.

Our Broad Goals

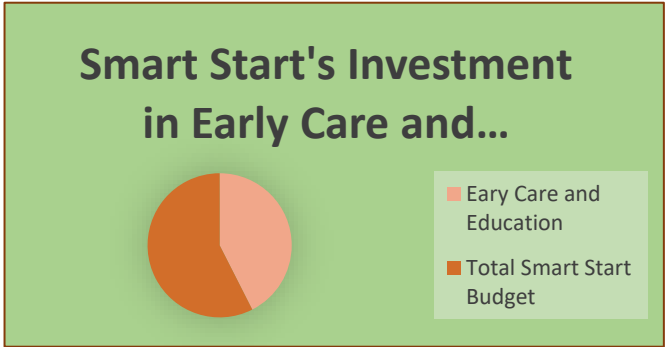
- ✓ Ready Early Educators
 - Maintain and expand high quality early education in New Hanover County
- ✓ Ready Families
 - Serve and engage parents of children in New Hanover County in their first 2000 days of life
- ✓ Ready Community
 - Educate and advocate for a strong early childhood system

EARLY CARE AND EDUCATION

Smart Start Funded Service	Agency	Funding Received
Behavior & Inclusion Support (BIS)	Smart Start of NHC	\$149,264
Child Care Advantage (CCA)	NHC Department of Social Services	\$840,974
Child Care Resource & Referral (CCR&R)	Smart Start of NHC	\$326,376
Curriculum & Assessment (CURR)	NHC Schools	\$36,878
Professional Development Connections (PDC)	Smart Start of NHC	\$122,971

Private Grants Received	Supporting Early Care and Education
NC Division of Public Health	Physical Activity and Nutrition
Delta Dental	Smiles for Kids
Center for Environmental Farming Systems	NC Farm to Early Care and Education

QUICK FACT → *21% of children under the age of 18 live in poverty in NHC*



Local Goals:

- ✓ Enhance the quality of early childhood education programs
- ✓ Support inclusive early childhood environments while preventing the expulsion of children in child care
- ✓ Provide professional development opportunities and recognition for early educators
- ✓ Help families access quality child care and connect to resources for their children
- ✓ Provide a resource room filled with developmentally appropriate materials for families and early educators to utilize
- ✓ Increase the use of appropriate early childhood curriculum and ensure learning is occurring via uniform assessment in all NC Pre-K and Head Start classrooms



EARLY CARE AND EDUCATION


Measurement Tools:


- ✓ Environment Rating Scale
- ✓ NC Star-Rated License
- ✓ Classroom Assessment Scoring System
- ✓ TPOT/ TPITOS from the Center on the Social and Emotional Foundation for Early Learning
- ✓ Teacher Turnover Worksheets and Teacher Surveys
- ✓ Teaching Strategies Gold Performance and Growth Reports


QUICK FACT → *The North Carolina Star Rating system has been in effect since September of 2000. This licensing system for child care centers and family child care homes consists of two parts: **STAFF EDUCATION and PROGRAM STANDARDS***

Local Quality Assurance:

Program Monitoring	Program Evaluation
Early Care and Education programs were implemented as designed 	Early Care and Education programs met most goals 

 = met or exceeded all goals

 = met most goals

 = did not meet goals

Evidence of Impact:

- ✓ 316 visits made to classrooms and 270 meetings with families regarding concerns with children’s development which (BIS):
 - **Inspired early educators to provide inclusive care for ALL children**
 - **Helped to answer questions from families and connect to community resources**
 - **Ensured lower expulsion rates (4.65% of children expelled from child care programs with goal = < 10%)**

- ✓ 34 child care sites received more than one Smart Start service throughout the year- demonstrating their commitment to quality care and education (BIS, CCRR, CURR, PDC)
 - **83% of children receiving child care subsidy are enrolled in 4 and 5 star sites**
 - **Teacher turnover was reduced as a result – 2% turnover among PDC participants**

EARLY CARE AND EDUCATION

Evidence of Impact, Continued:

- ✓ 515 early educators participated in a total of 84 trainings to earn in-service hours or continuing education units (CCRR) on topics such as:
 - **CPR and First Aid**
 - **Community Resiliency**
 - **SIDS**
 - **Using Sign Language with Children**

- ✓ 30 early childhood sites received technical assistance to maintain quality (CCR&R)
 - **24 of those sites already had a 3, 4, or 5 star-rating; 6 had a 1 or 2 star-rating**
 - **60 classrooms or family child care environments were impacted by this support**
 - **100% of these sites maintained their star-rating (goal = 90%)**
 - **Average star rating for placement of children receiving child care subsidy is 4.03 (high performing goal = 4.0)**

- ✓ 101 families received information on child care choices and/or child development and (CCR&R)
 - **A Resource Room filled with curriculum guides, resource books, and learning materials for children was used by 162 family members and 56 early educators**

- ✓ 17 early childhood sites participating in a program to support the use of a universal curriculum and assessment tools (CURR)
 - **875 children showed substantial growth from the beginning of the year to the end in all domains. End of year results for children meeting or exceeding expectations:**
 - **Social/Emotional = 87%**
 - **Language = 89%**
 - **Physical = 92%**
 - **Cognitive = 90%**
 - **Mathematics = 84%**
 - **Literacy = 92%**

- ✓ 187 early educators received a *Dedication to Education (DTE)* stipend based on educational qualifications (PDC)
 - **98% of those educators maintained employment at the same child care site during the year (goal = 80%)**
 - **43 child care sites employed these educators with higher educational qualifications**

- ✓ 98% of the star-rated child care sites employing educators who received the DTE stipend maintained or increased the number of Education Points on their Star Rating (PDC)

EARLY CARE AND EDUCATION

*State Goals

Description	State Standards	Most Current Local Results
<p>Average star rating for children in 1-5 star care</p> <p>% of children in 4 and 5 star care</p>	<p>Minimum: 4.0 star rating <u>AND</u> 60%</p> <p>High Performing: **4.0 star rating <u>AND</u> 60% for each age group</p>	<p>4.03 AND 57%</p> <p>Below minimum</p>
<p>Average star rating for subsidized children in 1-5 star care</p> <p>% of subsidized children in 4 and 5 star care</p>	<p>Minimum: 4.25 star rating <u>AND</u> 80%</p> <p>High Performing: **Meets minimum PLUS 70% for each age group</p>	<p>4.41 AND 83%</p> <p>Meets minimum</p>
<p>% of children enrolled in 1-5 star centers that have at least 75% of lead teachers with college degrees (7 education points)</p>	<p>Minimum: 50% of children are in sites with 7 lead teacher education points</p> <p>High Performing: **50% of children in sites with 7 lead teacher education points for specific age group</p>	<p>49%</p> <p>Below minimum</p>
<p>% of children enrolled in 1-5 star centers that have directors with college degrees (7 educator administration points)</p>	<p>Minimum: 60% of children are in sites with 7 administrator education points</p> <p>High Performing: **60% of children in sites with 7 administrator education points for specific age group</p>	<p>61%</p> <p>Meets minimum</p>

*Based on the *Early Childhood Community Profile* **Standard increased from previous year adding specific age groups

QUICK FACT → *There are currently 91 Star Rated child care sites NHC...31 are Family Child Care Homes and 60 are Child Care Centers*

QUICK FACT → The importance of social-emotional health and resilience for young children is becoming increasingly recognized nationwide. A strong statewide data source on young children’s social-emotional health and resilience does not currently exist

EARLY CARE AND EDUCATION

Steps to Move the Needle:

- ❖ Put strategies into place to improve language interactions between early educators and the infants and toddlers they care for
- ❖ Target supports for lower star rated child care sites serving infants and toddlers – consider incentives to increase star-rating, education levels of staff, and quality of care
- ❖ Encourage the practice of trauma-informed care and inclusive practices– decreasing the amount of young children being expelled
- ❖ Continue to partner with community agencies to strengthen the early childhood system in our county

↓ **SUCCESS STORY** *"After Hurricane Florence, Childcare Network donated \$5,000 to support families and/or child care sites in our community....and tagged us as the agency to help coordinate the effort. We met with staff at the NHC Department of Social Services (DSS) – hoping they could easily identify recipients with an objective lens...and, they did! ☺ Staff at DSS called child care sites, starting with family child care homes and progressing to independent, local centers with high populations of children receiving child care subsidy. They inquired about families who might be struggling to make their child care subsidy co-pay payments for the months of September and October....due to effects of the storm.*

The money went fast – but, was put to good use. The donation of \$5,000 was used to:

- *Ensure the consistency of care for **55 children***
- *Ease the financial burden for **35 families***
- *Secure income for **16 child care businesses** who were likely affected by the storm as well*

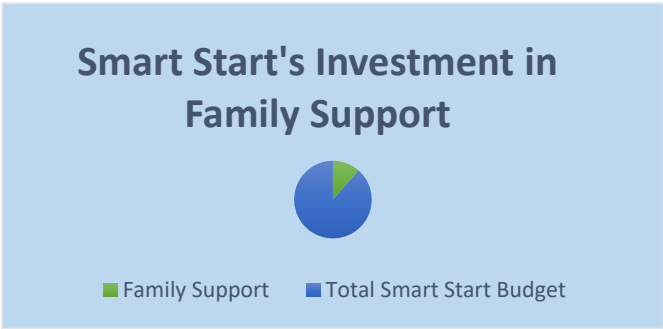
This was a great collaboration between Childcare Network, DSS, and Smart Start of NHC!"

(Smart Start Program and Evaluation Director)

FAMILY SUPPORT

Smart Start Funded Service	Agency	Funding Received
Parents as Teachers® (PAT)	SSNHC	\$83,936
Raising A Reader (RAR)	NHC Public Library	\$32,051
Reach Out and Read® (ROR)	NHC Public Library	\$4,851
Young Parents Support Program (YP)	Communities in Schools of Cape Fear	\$77,793
Positive Parenting (PP)	SSNHC	\$90,452

Private Grants Received	To Support Families
NC Legislators/NCPC	Dolly Parton’s Imagination Library (DPIL)
New Hanover County Department of Social Services	Triple P Level 4
NC Department of Health and Human Services	Circle of Parents (COP) and Parents as Teachers (PAT)
United Way of Cape Fear	Triple P Level 2



QUICK FACT → The maltreatment rate of children birth to age 6 is twice as high in New Hanover County as opposed to the state of North Carolina statistics

Local Goals:

- ✓ Help families develop skills and knowledge to support their child’s development
- ✓ Encourage book sharing at home with young children and
- ✓ Encourage families to utilize their local libraries
- ✓ Increase parenting knowledge to promote child language, intellectual growth, and physical and social-emotional skills
- ✓ Introduce families to strategies related to praising desired behaviors and providing safe and engaging environments for their child(ren)
- ✓ Strengthen families and enhance social relationships for young parents under the age of 24 years



FAMILY SUPPORT

Measurement Tools:

- ✓ Raising A Reader Parent Survey
- ✓ Reach Out and Read Parent Survey
- ✓ Protective Factor Survey
- ✓ Triple P Parenting Scale
- ✓ Triple P Strengths and Difficulties Questionnaire
- ✓ Parent Satisfaction Survey

QUICK FACT → *69.1% of Kindergarten students in New Hanover County are reading at or above grade level*

Local Quality Assurance:

Program Monitoring	Program Evaluation
Family Support programs were implemented as designed	Family Support programs met most goals
	



= met or exceeded all goals



= met most goals



= did not meet goals

↓ SUCCESS STORY

“Sandra joined the program last summer when she was pregnant with her son Tyrell, looking for reliable housing, unemployed, and lacking social supports. Sandra continued to attend Circle after Tyrell was born and made great connections with the other young parents. She and her son even moved in with a fellow participant and co-parented together! Today, Sandra is employed at a gas station working over 30 hours a week, she saved up to buy a used car, is raising a healthy and happy son and exudes confidence because of all of her accomplishments”.

(Young Parents Support Program Coordinator – names have been changed to ensure confidentiality)

FAMILY SUPPORT

Evidence of Impact:

- ✓ 194 family members received services to increase positive parenting practices (PAT, TP, YP)
 - **Helped families create and enhance their social connections**
 - **Enhanced resiliency through interactions with other families like theirs**
 - **Improved communication and problem-solving skills**
- ✓ 75 Circle of Parents sessions held for young parents and families with children with special needs (COP, YP)
- ✓ 59 parents completed a Triple P Level 4 Group class as part of an intervention directive (PPP)
 - **100% of parents participating showed a decrease in negative practices related to laxness, over-reactivity, and hostility (goal = 60%)**
 - **70.2% of parents participating report an increase on protective factors subscales including family functioning and nurturing and attachment (goal = 80%)**
 - **73 children, birth to five years of age, were impacted**
- ✓ 59 attended Triple P Level 2 seminars where families are introduced to strategies such as praising desired behaviors (PPP)
 - **83% of parents indicated they gained a better understanding of what they can do to help their child learn new skills and behaviors (goal = 82%)**
 - **38 children, birth to five years of age, were impacted**

↓ SUCCESS STORY

This quarter was particularly difficult to retain clients due to Hurricane Florence, in particular, we had many parent who were not able to complete because they lost housing due to hurricane related damage and flooding. We continue to serve parents in any way that we can. We have been able to be creative with offering them options to meet them and their needs (i.e. Triple P Level 4 Standard which allows for scheduling flexibility; Triple P Level 4 online with brief consultation after which again allows the parent to work at their own pace and scheduling flexibility).

(Positive Parenting Coordinator)

FAMILY SUPPORT

Evidence of Impact, Continued:

- ✓ Parent Educators made 157 home visits using the *Partners for a Healthy Baby* curriculum (YP)
- ✓ 648 children in 37 classrooms participated in a school-to-home book rotation system through the child care site they attended (RAR)
 - **The average number of times that families look at books together during the week grew from 4.43 to 5.97**
- ✓ 57,218 books were distributed to children (DPIL, RAR, ROR)
 - **These books helped to build or add to a home library**
 - **The books increased the frequency of ‘book-sharing’ with families**
- ✓ 160 families received financial support in paying for child care
 - **This helped ensure that families with young children had access to quality care and education**
 - **This enabled families to feel confident that their children were being well-cared for while they worked**

↓ SUCCESS STORY

A child in my classroom shared with me that he got 2 of the “Red Bag” books for his birthday (books that were exchanged back and forth to-and- from school to home)

(Teacher participating in Raising A Reader)

***State Goals**

Description	State Standards	Most Current Local Results
% of parents who report reading to their children at least 4-6 days a week	Minimum: 75% High Performing: 90%	62% Below minimum
% of parents who report reading to their children daily	Minimum: 55% High Performing: 70%	41% (Statewide) Below minimum
% of children ages 0-5 with an investigated report of child abuse/neglect	>=5% and <12%	9.2% Within the Range

*Based on the most current *Early Childhood Community Profile*

FAMILY SUPPORT

Steps to Move the Needle:

- ❖ Increase the number of parents we serve through group settings, home visits, and play groups
- ❖ Continue to promote early literacy, book-sharing and the building of home libraries
- ❖ Use a uniform measure with all of the family support programs to properly measure parents' use of protective factors

QUICK FACT → 26,198 children birth to age 6 experienced homelessness in North Carolina

↓ **SUCCESS STORY**

This quarter, a refugee family who has been enrolled in New Hanover County's Parents as Teachers program since 2016, purchased a home as first time homeowners. The mother set a goal one year ago of purchasing a home, and the family achieved that goal this quarter. The father has been working towards receiving his GED and both parents have been taking weekly English classes. Both parents work full time and their 2-year-old daughter has been enrolled in a high quality childcare center full time. While the mother has reported that it has been a struggle to pay for her daughter to be enrolled in childcare full time, she enjoys working and values the growth in development across all domains she has seen in her daughter. Parents as Teachers has supported this family through the process of accessing community services and achieving their family goals.

(Parent Educator with Parents as Teachers)

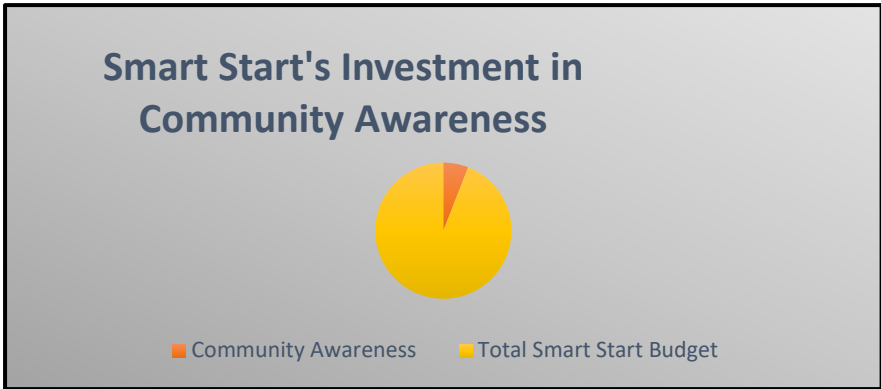
QUICK FACT → Of the young children (ages 1 and 2 years) in New Hanover County who received lead screening - 37% had confirmed elevated blood lead levels

Community Awareness

Smart Start Funded Service	Agency	Funding Received
Community Outreach and Education	Smart Start of NHC	\$134,901

Community Partners:

- ✓ Some of our fellow collaborators: NHRMC, Catholic Social Ministries, Coastal Horizons, NHC Courts, Trillium, Family Support Network, UNCW, Health Department, Nourish NC, NHC Schools, NHC Arboretum, Communities in Schools of Cape Fear, Feast Down East, Samara’s Village, United Way of Cape Fear, CDSA, Planned Parenthood, T.E.A.C.C.H., Methodist Home for Children



Local Goals:



- ✓ Increase access to and awareness of services for children and families
- ✓ Leverage partners and supporters
- ✓ Engage the community in an early childhood campaign
- ✓ Educate the community about the importance of the first 2000 days in a child’s life
- ✓ Facilitate trainings for professionals which focuses on using a strength-based approach to working with families
- ✓ Help to facilitate the coordinate of services for families in our community

Measurement Tools:

- ✓ Wilder Collaboration Factors Inventory
- ✓ Social media tracking
- ✓ Outreach event tracking

Community Awareness

Local Quality Assurance:

Program Monitoring	Program Evaluation
Community Awareness program was implemented as designed 	Community Awareness program met all goals 



= met all goals



= met most goals



= did not meet goals

Evidence of Impact:

- ✓ In 2017, Smart Start helped to form the New Hanover County Resiliency Task Force
 - **To date, over 1800 New Hanover County residents and professionals have been introduced to Adverse Childhood Experiences (ACEs), resiliency, and stress management skills**
- ✓ 1,609 family and community members participated in Smart Start hosted events to bring awareness to early childhood issues
 - **264** → **Breakfast for Children's Champions**
 - **100** → **Smart Start Early Childhood Family Festival**
 - **175** → **First 2,000 Day's Summit**
 - **1,070** → **Outreach events**
- ✓ 997 Facebook and/or Twitter postings were made about the importance of the first 2,000 days in a child's life and inventing in our children

QUICK FACT → Each local Smart Start agency is required to make an in-kind match equal to or greater than 19% of the total annual budget

↓ **SUCCESS STORY**

Smart Start of NHC raised \$60,303 through our Breakfast for Children's Champions

Community Awareness

*State Goals:

Smart Start of New Hanover County’s community awareness efforts broadly address the state goals in ALL of the topic areas. This includes the indicators specifically related to health below and the within others previously described in this report.

Description	State Standards	Most Current Local Results
% of children ages 0-2 who receive early intervention or special education services	>= 4.0% and <10.0%	5.4% Within range
% of children ages 3-5 who receive early intervention or special education services	>= 4.0% and <10.0%	4.2% Within range
% of children enrolled in Medicaid who receive a well-child exam	<u>Minimum</u> : 75% <u>High Performing</u> : 85%	84% Meets Minimum
% of low income children age 2-4 who are at a healthy weight	<u>Minimum</u> : 66.1% <u>High Performing</u> : 70%	69.30% Meets Minimum

*Based on the *Early Childhood Community Profile*

QUICK FACT → Smart Start of NHC has a diverse and engaged board of directors that have set strategic goals focused on the entire early childhood system. These individuals represent various entities in our community including the Department of Social Services, the Health Department, County Commission, family members receiving services, child care representatives, Public Library, religious community, and business leaders

Steps to Move the Needle:

- ❖ Utilize an agency-wide data collecting and reporting system
- ❖ Increase the number of speaking engagements and/or board memberships
- ❖ Continue to spread the message about the importance of the early years for children

QUICK FACT → Smart Start of NHC has been working in the community for 20 years- providing direct services to early childhood programs to enhance the quality of care as well as to families desiring parenting education and support

Want to know more about Smart Start of New Hanover County?



Contact Us.....

Location: 3534 South College Road, Suite F, Wilmington, North Carolina 28412

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Phone: 910-815-3731

Visit our Website.....

www.newhanoverkids.org

Follow Us on Social Media



Data Sources:

NC Early Childhood Action Plan / NHC Data Report, 2019

Community Early Childhood Profile, NC Partnership for Children, 2018

SSNHC Family Engagement Landscape Scan, November 2019

