

2011

# Smart Start Rowan Annual Activity Results Report



*"A Partnership for Children and Families"*

Salisbury, NC 28147

704-630-9085

*The information contained in this document reflects data provided by the NC Partnership for Children, and individuals and organizations under contract with Smart Start Rowan.*

*The report was compiled by Karen P. Campbell, Planning and Evaluation Consultant.*

*Photographs of Rowan's young children provided by Tracy Ratliff, Jill Wagoner Karen Campbell*

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## **What is Smart Start?**

Smart Start is a successful public-private partnership, launched in 1993, by the state of North Carolina to ensure high quality, affordable and available child care, health and family support services for families with children ages birth through 5 years of age. It is a nationally recognized early childhood initiative designed to ensure that every child arrives at kindergarten healthy and ready to succeed.

## **Why Smart Start?**

Education doesn't begin when a child enters kindergarten. It should begin at birth. Research shows that when you change the first 5 years of a child's life you change everything. The latest research tells us that the first three years of a child's life are the most important for future development and success. The experiences a child receives during those first critical years make a difference for a lifetime.

## **What is Smart Start Rowan?**

Start Rowan Board of Directors and Committees are part of a dynamic non-profit organization helping to provide critical services and resources to young children and their families. Working collaboratively with other organizations in the community, we are changing the lives of children in Rowan County, insuring all children have access to quality early childhood education and the support services they need to enter school healthy and ready for success.

## **Our Vision**

Our vision for Rowan County is that the entire community will join with its families to ensure that every child grows up in a healthy, safe, supportive, nurturing environment with hopes instilled, dreams encouraged, and individuality valued.

## **Smart Start Rowan Board of Directors**

**2010-11**

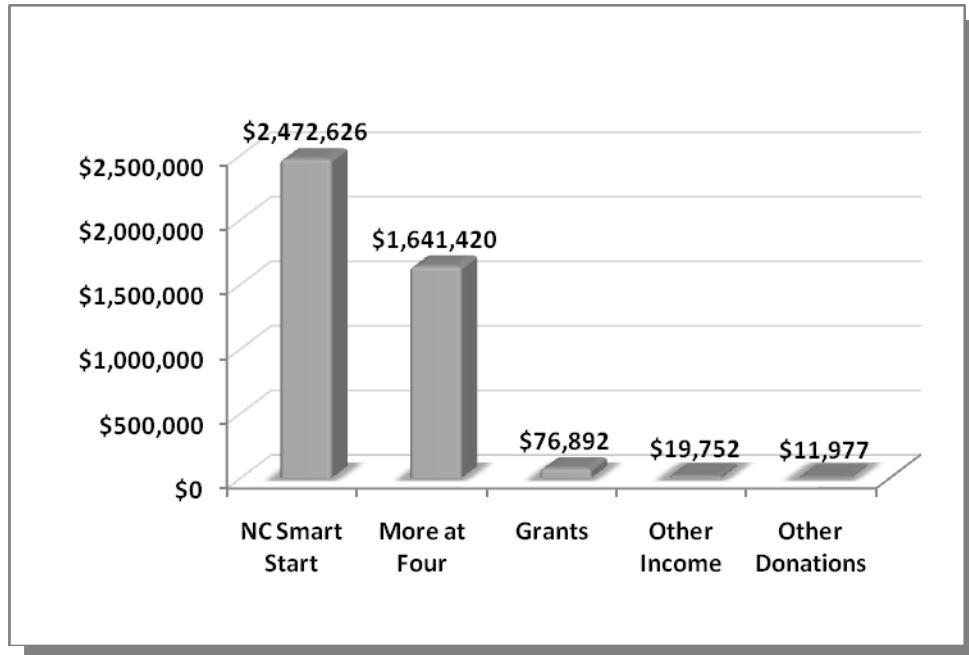
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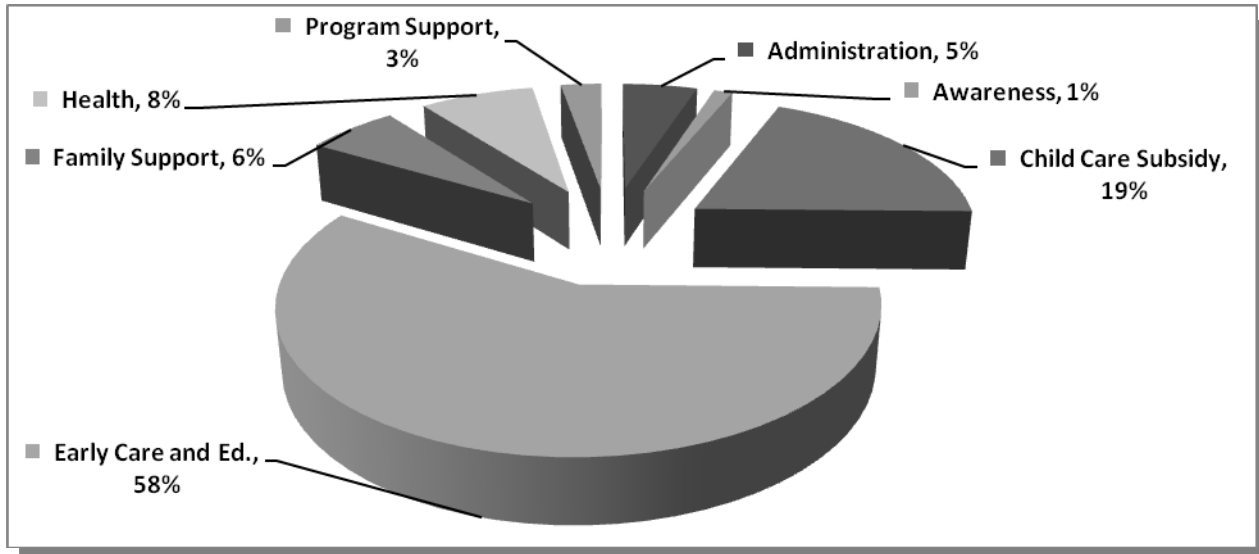
# Performance Based Incentive Standards *In order to track progress and objectively evaluate local Smart Start partnerships based on outcomes and results, the North Carolina Partnership for Children developed a Performance-Based Incentive System. These standards focus the work and resources in targeted ways that make a difference in areas that are proven to impact a child's readiness for kindergarten.*

Health PBIS Criteria	Status 01-02	Status 05-06	Status 09-10	Minimum Met	High performing met
Early intervention for children with or at risk for special needs (birth – 2) 3% Minimum 5% high performing	2%	3.9%	5.2%		Yes
Early intervention for children with or at risk for special needs (3 - 5) 3% Minimum 5% High performing	3%	4%	5%		Yes
Use of primary health care (preventive health services) 70% Minimum 80% High Performing	68%	75%	73%	Yes	
Early Care & Education PBIS Criteria	Status 01-02	Status 05-06	Status 09-10	Minimum Met	High performing met
PLA 40 Child placements: 3.25 average star rating of child placements (0-5) in regulated programs (including centers and homes and facilities that operate under notices of compliance)	2.79	3.45	3.98		Yes
High performing and >50% in 4 and 5 star placements	24%	59%	78%		
PLA 50 Subsidized child placements: 3.25 average star rating of subsidized child placements in programs including centers, homes and regulated part day preschool	2.82	3.42	4.04		Yes
High performing and >60% in 4 and 5 star placements		61%	83%		
PLA20: % of children receiving child care subsidies who are enrolled in regulated child care programs (90%) High performing (97%)	99%	99%	100%		Yes
EDU 10 Lead Teacher Education: % of children enrolled in star rated child care centers that have at least 5 education points (60%) High performing: 7 lead teacher education points (35%)	NA	NA	74%	Yes	
EDU 20 Administrator Education: % of children enrolled in star rated child care centers that have at least 5 administrator education points (60%) High performing: 7 administrator points (35%)	NA	NA	70%	Yes	
COMP 10 Median Teachers Salaries: The median salary plus supplement for teachers with a 2 year degree in ECE or its equivalent equal to or greater than \$9.65 per hour	No data	No data	No data	NA	
BE20 Sick Leave % of child care centers that offer paid sick leave 70% High performing 80%	No data	No data	No data	NA	
Family Support PBIS Criteria	Status 01-02	Status 05-06	Status 09-10	Minimum Met	High performing met
FS 10 Parenting skills and confidence 90% High performing 95%	NA	92%	96%	Yes	

## Investment of Resources for Rowan's Young Children 2010-11 Revenue



## 2010-2011 Expenditures



# **Assuring Better Child Health and Development (ABCD) Activity Report FY 10-11**

## **Contract Activity Description**

The Assuring Better Child Health and Development (ABCD) Project is a community-based initiative created to improve the quality of child developmental services in primary medical practices by enhancing the developmental screening and referral for children ages birth to 5 in the context of the medical home. Training and on-site technical assistance will be provided to 5-7 medical practices to facilitate the identification of children who may benefit from early intervention services. Services will be provided to physicians and their staff during practice hours to support the integration of standardized, validated developmental screening and referral services into well-child visits, the provision of information and education to families regarding their child's development and collaboration with community partners to ensure follow-up to referral and services. A qualified early intervention specialist will be contracted to provide services. This project will also develop and disseminate appropriate materials to the participating practices which may include a community resources directory, referral handouts or a set of North Carolina Pediatric endorsed screening tools as needed. Project staff may also work with parents of children in the medical setting to help anticipate and strengthen their child's developmental skills. Smart Start funds may also be used for meeting expenses, food, travel, and supplies.

**Service Provider:** Lisa Edwards, Early Intervention Specialist

**Total Expenditures:** \$27,275

## **Outcomes**

100% (6 of 6) of participating practices utilize a state approved NC Pediatric Association endorsed screening tools for children birth to 5 years of age, at their well child visits. Projected: 100% ( 6 /6 )

There was 12% increase in the number of children in participating practices who receive developmental screenings. No specific projection

100% (6 of 6) participating health care practices with 26 primary care providers have implemented a system for tracking referrals. Projected: 83 % (5/6 )

100% (6 of 6) of participating health care provider practices, with 28 primary care providers will have a process in place to ensure that parents/families received educational information to help them anticipate and strengthen their children's developmental skills. Projected: 83 % (5/6 )

100% of children (30/30 children from 330 charts) in participating practices who scored at risk received an appropriate referral as measured by randomly pulled chart reviews.

## **Assuring Better Child Health and Development (ABCD) Activity Report FY 10-11**

<b>Primary Outputs:</b>	<b>Number Projected</b>	<b>Number Served</b>
Number of primary care practices participating in ABCD activity.	<b>6</b>	<b>6</b>
Number of providers in primary care practices that participate in ABCD.	<b>28</b>	<b>30</b>
Number of children 0-5 in practices that participate in the ABCD Activity.	--	<b>8533</b>
Of the children 0-5 in practices participating in the ABCD Activity, number of children who receive Medicaid.	<b>3200</b>	<b>3478</b>
Number of medical practice staff trained	<b>15</b>	<b>22</b>
Number of workshops or TA session offered	--	<b>10</b>
Number of chart reviews completed	<b>300</b>	<b>330</b>
Number of visits to medical practices	<b>45</b>	<b>64</b>

### **Report Narrative**

Over the past year, the ABCD program has continued to encourage pediatric primary care providers of their role in a child's life as not only being medical, but as being involved in the whole child and their community. When visiting practices and talking about screenings and whether or not they referred, or are they making sure that the new Autism screen is being performed, etc., there has been a new sense of awareness that I am feeling with the practices and their staff. They are asking more questions and wanting to know how they can do more. They are attending meetings that involve other types of professionals that work with children. They are looking into providing secondary screenings within their offices to assure a proper referral. Some practices are seeking funding to be able to provide books during children's well-child checkups. When ABCD started it was mandated for children with Medicaid to have a validated screening at their doctor's office. Practices were concerned how they would integrate this into their office flow. Now they are screening all children and understand the importance of early intervention. They have identified children not at risk on the screening, and referred them anyway based on their observations and parental concerns.

## **Child Care Health Consultant Activity Report FY 10-11**

### **Contract Activity Description**

A full-time credentialed Child Care Health Consultant (CCHC) employed by the Rowan County Health Department will provide health and safety consultation and education to licensed child care facilities, More at Four, Head Start sites and church affiliated facilities in Rowan County. Services provided will include on-site, telephone, email, or mail consultations on health and safety topics. Assessments of any potential or immediate safety or public health concern at the child care facility will be observed and documented by the CCHC who will assist in the development and implementation of a corrective action plans as needed. Health and safety trainings for child care staff, children and/or their families, immunization reviews and assistance with written facility health and safety policies will be offered to child care facilities as needed. The CCHC will provide assistance to child care facilities in preparing Emergency Preparedness Plans and monitor the routine practices of those plans.

**Service Provider:** Rowan County Health Department

**Total Expenditures:** \$74,266

### **Outcomes**

67 of 73 (92%) of child care facilities submitted immunization records. The compliance average for the total number of immunization records reviewed was 95%. Projected: 90 % submit reports (65/72)

Of the 30 child care facilities responding to a year end survey, 97% agreed that the Primary Medical Care information provided by the CCHC was utilized to educate parents. Projected: 50 % (36/72)

Of the 11 child care facilities utilizing dental totes and responding to a survey 100% reported that the totes very helpful in teaching dental awareness to children in their care. Projected: 7 centers will utilize totes

100% of the 30 child care facilities responding to a year end survey agreed or strongly agreed that the Child Care Health Consultant services assisted them in following good health and safety practices. Projected: 90% ( 32/36)

100% of the 17 survey respondents that serve infants acknowledged implementation of Safe Sleep policies. Projected: 100%

90% (125 of 139) of workshop participants Agreed or Strongly Agreed that the training provided them with new knowledge and skills. Projected: 90%

## Child Care Health Consultant Activity Report FY 10-11

Primary Outputs:	Number Projected	Number Served
The number of child care facilities that receive at least one on-site consultation from a Smart Start funded CCHC	57	67
The number of children enrolled in the child care facilities that receive an on-site consultation from a CCHC	1900	2367
The total number of on-site consultations made to child care facilities by a CCHC	141	142
The number of direct teaching staff who participate in at least one scheduled training conducted by a Smart Start funded CCHC	75	138
The number of child care facilities that employ direct teaching staff who participate in at least one pre-scheduled training conducted by the CCHC	--	25
The total number of scheduled trainings conducted by the CCHC	10	12

### Report Narrative

The North Carolina Health and Safety Assessment tool has been instrumental in identifying areas which need improving in the Child Care Settings. It has helped to identify areas to focus on to facilitate an improved score on the Rated License scales. The tool continues to be updated to include the newest rules and laws helping to keep providers up to date in all areas and they are beginning to request the services of the Child Care Health Consultant to help them prepare for the rating scale in areas needing improvement. This is a positive change observed in the childcare facilities in Rowan County.

Childhood obesity continues to be an area of concern. The Child Care Health Consultant in conjunction with Smart Start Rowan provided thru a Build a Bear grant, trainings which required the five participating facilities to set a goal in Nutrition and one in Physical Activity. Upon confirmation of achievement of each facility's individual goals, the facilities were awarded nutrition and exercise packages to further their focus on prevention of obesity.

We continue to seek avenues to improve the health and safety of children in childcare and in our community.

## **Child Care Resource and Referral**

### **Activity Report FY 10-11**

#### **Contract Activity Description**

Child Care Resource and Referral staff and/or contracted consultants will provide the following on-going services: a) information about child care availability and child development to parents via telephone, a resource room and trainings, b) on-site technical assistance to child care staff for improving the quality of care and assistance with professional development plans, c) training at sites across the county to assist child care staff in improving their skill level, d) a resource center at the Smart Start Rowan office with materials for check-out to child care staff and parents, e) outreach into the community to determine needs and educate the community regarding the importance of quality early learning experiences, f) coordination of the De Madres a Madres educational program for Latino families of young children and g) sponsorship of the annual child care recognition event. Smart Start funds may be used for meeting expenses, food, incentives, educational materials and contracted services.

**Service Provider:** Smart Start Rowan

**Total Expenditures:** \$311,786

#### **Outcomes**

97% (33/34) of parents receiving a follow-up survey reported using at least one quality indicator when selecting child care. Projected: 75%

90% (27/30) receiving technical assistance visits who responded to a survey reported an increase in the knowledge and skills need to improve the quality of care in their facility as measured by a provider survey. Projected: 90 %

96% of workshop participants (1033/1077) indicated an increase in skills and knowledge that will improve the quality of care they provide children as measured by post workshop survey. Projected: 85%

99% of families (119/120) participating in parent trainings reported an increase in knowledge and parenting skills as measured by a retrospective survey. Projected: 85%

9 child care facilities, receiving CCRR technical assistance increased star ratings and 9 child care facilities, receiving CCRR technical assistance, maintained their 3, 4 or 5 star license. Projected: 4 to increase and 10 to maintain

100% (19/19) of child care providers responding to a survey, who made use of the Early Learning Resource Center, indicated that the center has provided resources that enhance the quality of care in their classroom. Projected: 95%

## Child Care Resource and Referral Activity Report FY 10-11

### Outcomes

90% of families (18/20) responding to a survey, who made use of the Early Learning Resource Center reported an increase in knowledge of developmentally appropriate activities to do with their child. Projected: 90%

100% (23/23) of families responding to a survey who participated in the De Madres program reported that they can communicate in English as a result of participating in the De Madres activity. Projected: 85 %

5 preschool age children whose mothers participated in the DeMadres program learned basic English vocabulary that will assist them when entering school. Projected: 8

<b>Primary Outputs:</b>	<b>Number Projected</b>	<b>Number Served</b>
Number of children whose families receive referrals for child care services.	494	146
Parents who participated in De Madres a Madres program for Latino mothers and children.	60	55
Parents/guardians who participated in a one-time parent workshops.	80	99
Child care facilities that received on-site consultation to increase their rating to 3-star or higher.	4	9
Child care facilities that received on-site consultation to maintain their current rating of 3-star or higher.	12	15
Child care facilities that receive on-site consultation for general program improvement.	50	44
Total number of on-site consultations to all facilities	---	320
Child care professionals who attended at least one workshop	400	377
Number of workshops offered	75	65
Families using the Early Learning Resource Center	240	223
Child care facilities using the Early Learning Resource Center	55	49

## **Child Care Resource and Referral Activity Report FY 10-11**

### **Report Narrative**

Smart Start Rowan's Resource and Referral provides on-site consultations to child care facilities throughout Rowan County not only to help facilities maintain and/or increase their star rating but to also provide assistance with classroom management such as helping with room arrangements so teachers can more effectively provide an appropriate learning environment, as well as helping teachers learn new and different teaching strategies to better manage the classroom environment. The following is a note from a family child care home provider who received assistance with her licensing reassessment from Mary Sain, child care consultant.

*This past year has been one of the best years I have had in my Daycare because of all the training and information with Smart Start Rowan. They are always there for me when I need training or information. Most of all Mary Sain you have been a real blessing to everyone. Always calling, helping and caring for us home daycare providers. If it had not been for Mary helping me and encouraging me I would not have raised my home to a two star home. I am seeing each year how it is important to try to reach new goals because of caring for our precious little ones. Keep on keeping own Mary and Smart Start Rowan.*

Providing on-going professional development is a critical component of assisting child care professionals in continuing to incorporate new ideas into their classrooms. A recent workshop participant shared the following.

*My name is Iryna Ramsey. To enrich my knowledge about outdoor activities, I attended a workshop titled, "Project Learning Tree", provided by Smart Start Rowan. My expectations were met, and I was eager to implement the activities presented in this course.*

*Nature is always available to us and does not need an appointment. This is why I chose to utilize the outdoor environment in my recent planning. My past themes were "Seasons and Weather through Five Senses". Hands on activities and learning by being engaged in real experiences are an important part of my teaching philosophy. To make the children's exploration more exciting and more memorable is why I chose to use "Exploring Nature with Five Senses" from the book "Environmental Experiences for Early Childhood".*

*We began our activity by talking about seasons and weather. We made binoculars, and we took magnifying glasses outside to explore the wintry day. It was an amazing success full of excitement and joyful memories. The children had the chance to feel, to smell, to taste, and to see the beauty of the winter snow. Back in the classroom, the children expressed their creativity by drawing a vivid masterpiece as they listened to the instrumental music "Winter" by classical violinist Vivaldi that played in the background. I felt a deep sense of success by immersing the children into a world of winter wonderland. By including "Project Learning Tree" as a part of my weekly planning, I realized that nature is a complimentary benefit to every child's positive growth.*

One parent shared the following comment about our well stocked Resource Center and playroom: *The ELRC has been a valuable resource for our family. It was so much more than just a safe place to play. The ELRC taught us how to play with our children to allow them to achieve their full potential. The materials used for playing were always imaginative and age appropriate. We enjoyed be able to borrow toys, books and videos. My children always looked forward to going and would ask to go.*

# **Child Care Scholarship Activity Report FY 10-11**

## **Contract Activity Description**

The Child Care Scholarship program will assist eligible families, residing in Rowan County, by providing child care financial assistance. Assistance will be based on a parent/guardian enrolled in an educational activity beyond the 24-month limit allowed by DSS and families whose income is up to 25% higher than the DCD income guidelines. The activity may also provide a bridge for families that are DCD eligible but, are waiting for an appointment or on a waiting list with DSS as well as providing other crisis/emergency care. If a waiting list develops with the Rowan County Department of Social Services, Smart Start Rowan will be unable to accept new clients who exceed DSS income guidelines, but will continue to manage the current Child Care Scholarship case load, as long as clients continue to meet eligibility requirements.

**Service Provider:** Smart Start Rowan

**Total Expenditures:** \$342,476

Dual Subsidy Administration: \$56,520

## **Outcomes**

The average star rating for child placements of children enrolled the child care scholarship program was 3.81. Projected: 4.0

11 families received Emergency Child Care Scholarships allowing their children to receive consistent child care during times of family stress due to emergency situations.

## **Primary Outputs:**

	<b>Number Projected</b>	<b>Number Served</b>
Number of families who participate in the Child Care Scholarship program.	134	170
Number of children receiving Child Care Scholarships	164	222
Number of child care facilities that participated in the Child Care Scholarship Program	25	55

## **Child Care Scholarship Activity Report FY 10-11**

### **Report Narrative**

The average cost of care based on information provided to CCR&R from provider rates survey for a preschool child is \$5,493 per year and for an infant the average cost is approximately \$6,764 per year. A family of four with an infant and preschooler in care and median family income of \$46,675 could spend approximately 26% of their annual income on child care.

Families shared these comments regarding their experiences with child care scholarship.

- *If it was not for this program, I could not go to college. I'm working hard at school to make a better life for me and my son and without this program I could not do this. Hopefully in 2013 I will be graduating.*
- *I am able to work due to the Child Care Scholarship I receive from Smart Start Rowan. Without this assistance, quality child care would not be affordable for me. I appreciate the assistance received.*
- *The child care grant assistance helps my family make ends meet out monthly expenses. By providing caring, quality choices for my children I'm able to work with peace of mind that my middle daughter and youngest son are well taken care of.*
- *This program has made it possible for me to start school and also for my husband to continue school. Without this program, I wouldn't be in school trying to make our lives better. My daughter has learned so much be attending the daycare she goes to. I am able to work while I know she is in the best of care.*
- *I am able to work and afford safe, reliable and rewarding child care for my daughter. She loves going to school each day and comes home sharing all that she has learned throughout the day*
- *I am a single mother that is able to work full time and go to school thanks to the service Smart Start provides. Thank you so much for all that you do*
- *Thank you Rowan County Smart Start for allowing my husband and I to work and provide for our family in addition to your assistance. Your help locating quality child care and financial aid is greatly appreciated and needed.*
- *The Child Care Scholarship program has helped my family a great deal during my husband's illness in which he has been getting treatment from his doctors for the past year and a half. I personally am very grateful for what this program has done and for all the help from the Smart Start staff.*

## Community Awareness and Education Activity Report FY 10-11

### Contract Activity Description

The Community Awareness and Education activity will develop a public education plan to disseminate information about Smart Start's programs and collaborations in Rowan County. The plan may include designing and producing outreach materials/literature, press releases, power point presentations and participation in special community events such as community fairs and volunteer recognition events. The Community Awareness and Education staff will work to increase community awareness and involvement concerning issues affecting young children ages 0-5 and their families. The activity will expand parent's knowledge of available resources in the community, improve access to services, ensure stakeholder and media relations, and promote Smart Start Rowan's programs and accomplishments. Smart Start Rowan staff will implement this activity. Contractors may be used as needed for specific tasks. Smart Start funds may be used for meeting expenses, food, incentives and educational materials.

**Service Provider:** Smart Start Rowan

**Total Expenditures:** \$50,874

### Outcomes

The average hits to the Smart Start Rowan Web Page increased from an average of 1450 per month for FY 09-10 to 1825 per month for FY 10-11. Projected: An increase in the average number of hits per month.

92% (34/37) of E-News recipients responding to a survey reported reading Weekly E-News ""All or Most of the Time.

77% (28/26) of E-News recipients responding to a survey reported that the Weekly E-News brings useful information to their attention ""All or Most of the Time"".

### Primary Outputs:

	<b>Number Projected</b>	<b>Number Served</b>
Hits to Smart Start Rowan website	15,000	21908
Presentations to civic clubs or other community organizations	8	4
Issues of E-News published and distributed	45-50	49
Number of times printed materials were distributed	---	29
Number of press releases, newspaper articles or public service announcements	30	37

## **Community Inclusion Specialist Activity Report FY 10-11**

### **Contract Activity Description**

The Community Inclusion Specialist will provide on-site technical assistance to child care facilities serving children with special needs or developmental concerns, assisting child care providers in making modifications as needed to the environment or the curriculum to address needs. The specialist will provide information on available resources and assist with appropriate referrals as needed. A Part-time Family Support Specialist and/or Community Inclusion Trainer will provide trainings to child care providers and families on topics related to caring for children with special needs. Support may be provided to families during the referral and placement process, to aid during transition from CDSA services to school system services and through the facilitation of parent support groups. Smart Start funds may be used for meeting expenses, food, and incentives and educational materials.

**Service Provider:** Partners in Learning Child Development and Family Resource Center

**Total Expenditures:** \$58,429

### **Outcomes**

93% (43/46) of child care professionals, who received at least 2 visits by the Community Inclusion Specialist and responded by survey, either agreed or strongly agreed that they have been provided strategies that have assisted them in meeting the needs of the children in their care. Projected: 90 %

87% (40/46) of child care professionals, who received at least 2 visits by the Community Inclusion Specialist and responded by survey, identified at least two strategies they have used to modify their environment or curriculum. Projected: 90 %

99% (163/164) of the children with special needs or developmental concerns whose teachers received on-site visits continued to be enrolled in the same facility. Projected: 60%

87% (20/23) teachers participating in Center for Social Emotional Foundations for Early Learning trainings and technical assistance were utilizing 3 or more strategies in their classroom as measured by a follow up observation. Projected: 86%

92% (176/192) of child care professionals participating in trainings identified at least 3 ways that workshop information learned will enhance the way they work with children in their care. Projected: 90 %

100% (18/18) parents attending at least 2 support groups reported that as a result of the support groups they feel less isolated. Projected: 90 %

100% (19/19) families receiving one-on-one assistance and responding to a survey reported having a better understanding of the potential services available for their child. Projected: 90%

## Community Inclusion Specialist Activity Report FY 10-11

<b>Primary Outputs:</b>	<b>Number Projected</b>	<b>Number Served</b>
Number of children 0-5 in regulated child care identified with a special need or developmental delay or those with developmental concerns including challenging behaviors whose teachers receive technical assistance	175	163
Number of teachers/FCCH providers/child care directors who receive on-site visits to assist them in working with children with special needs or developmental concerns.	175	205
Number of on-site visits to teachers/FCCH providers/child care directors to assist them in working with children with special needs or developmental concerns.	325	298
Number of child care facilities receiving technical assistance visits	--	41
Number of trainings for child care providers on topics related to caring for children with special needs	8-10	20
Number of child care providers attending one or more trainings	200	274
Number of parents attending one or more support group meetings	60	115
Number of parents receiving individual assistance during referral or placement process.	40	69

### **Report Narrative**

CSEFEL (Center on the Social and Emotional Foundations for Early Learning) program has been implemented throughout the county through a series of teacher training programs, workshops and on site classroom visits. A Model CSEFEL site in a classroom of four-year-olds at Partners In Learning has been developed. This new addition to our program has been very effective, giving teachers in our community an opportunity to see a CSEFEL classroom in action and to talk to the CSEFEL classroom teachers.

A six-week parent CSEFEL workshop was implemented this year. On the first evening, we asked parents to talk about any challenges they were experiencing. As one parent spoke, others looked on in amazement to learn that many parents experience some of the same challenges. " Through presentations, role-playing and weekly homework assignments that involved interactions with their children, parents learned CSEFEL strategies and have reported improved relationships within their families.

# **Good Beginnings for Teen Parents**

## **Activity Report FY 10-11**

### **Contract Activity Description**

The Adolescent and Family Enrichment Council will offer Good Beginnings for Teen Parents (GBTP). GBTP program for pregnant and parenting teens will offer educational group meetings at high schools in Rowan County and in middle schools dependent upon school enrollment of pregnant and parenting teens. The groups will meet approximately two times per month during the school year. Information and support will be provided during group sessions to encourage a healthy pregnancy and positive parenting skills. Topics may include prenatal care, nutrition, immunizations, child development, the importance of reading to children, smoking cessation, discipline, dental care, pregnancy prevention, and safety. At least one group session will focus on assisting program participants with setting goals for continued enrollment in school. As part of this effort, pregnant and parenting adolescents will be referred to Parents as Teachers and other appropriate community resources. Staff will also collaborate with Rowan Regional Medical Center to offer Teen Lamaze. Non-cash incentives will be used to encourage program participation. Smart Start funds may also be used for meeting expenses, food, child care for participants' children, and other contracted services.

**Service Provider:** Adolescent and Family Enrichment Council

**Total Expenditures:** \$30,160

### **Outcomes**

71% (60/85) of GBTP participants who were enrolled in the program by February attended at least 4 sessions. The average number of sessions for all participants was 5.7 sessions. Projected: 75%

92% (33/36) of GBTP participants, attending at least 4 of the Good Beginnings group meetings and completing the Parenting Ladders measurement tool, reported an increase in their knowledge of positive parenting practices. Projected: 90%

Of the GBTP participants attending at least 4 of the Good Beginnings group meetings, 97% (58/60) remained in school or graduated. Projected: 80%

## Good Beginnings for Teen Parents Activity Report FY 10-11

Primary Outputs:	Number Projected	Number Served
Teen parents participating in Good Beginnings for Teen Parents	90-100	85
Number of teen participants who have developed plans to address goals for staying in school.	90-100	74
Schools where sessions were held	7	9
Number of GBTP sessions offered	---	106
Total attendance at all sessions	----	486

### Report Narrative

One of the seniors from GBTP, Ms. Jesse Bree Gibson, has demonstrated herself to be an exceptional young lady. When she entered her teen years and high school, she had no dreams or commitment to anything, especially her education. She reported that there was no one encouraging her or expecting her to succeed. Early in her teens, she gave birth on November 12, 2008, to a beautiful baby boy, Andrew Ray Hawkins. She was unable to live at home and after living with her child's father for 2 years and being constantly disrespected, Jesse is now living on her own in an apartment. While finishing her senior year of high school (with straight A's), Jesse worked 40+ hours every week as a CNA at Bayada Nursing. She is currently enrolled at Rowan Cabarrus Community College pursuing a career as a registered nurse, all while being a full-time employee and a full time single mother.

# **Health Link**

## **Activity Report FY 10-11**

### **Contract Activity Description**

Health Link through the Rowan County Health Department will provide services to families with children, ages 0 to 5 years of age to assist at-risk families in adopting healthy behaviors and creating social and physical conditions that improve the health and school readiness of children. Families in Rowan County will be provided with a variety of support which may include information about or referral to health and dental care, nutrition services, health and wellness education, family planning, quality childcare, early education and literacy and workforce development resources. Health Link staff and contracted community health workers will provide both group meetings and intensive family support services based on Motivational Interviewing. Free transportation to health and dental care and family support services will also be provided as needed. Smart Start funds may be used for meeting expenses, food, incentives and educational materials.

**Service Provider:** Rowan County Health Department

**Total Expenditures:** \$67,633

### **Outcomes**

90% (18/20) women receiving intensive family support spaced the birth of their babies by at least 2 years. Projected: 85 %

80% (20/25) Health Link families with infants report implementing one or more SIDS (Sudden Infant Death Syndrome) prevention practices. Projected: 80%

96% (94/99) children whose families receive intensive family support are enrolled in a health insurance program. Projected: 80%

92% (86/93) of health link clients of child bearing age report taking a multivitamin with folic acid. Projected: 70%

85% (79/93) families report that smoking is prohibited inside their homes or vehicles. Projected: 35%

## Health Link Activity Report FY 10-11

<b>Primary Outputs:</b>	<b>Number Projected</b>	<b>Number Served</b>
Number of parents/guardians who received Health Link home visits/face to face contacts.	100	93
Total number of home visits or face to face contacts provided.	---	908
Number of parents/guardians who participated in Health Link parent support group.	25	79
Families using transportation rides to community resources	50	59
Number of transportation rides provided and bus passes	50	228

### **Report Narrative**

The Health Link program impacts the health and well being of low-income families and children birth-5 years living in Rowan County. Through the delivery of intensive family support utilizing Motivational Interviewing techniques, Health Link has helped families adopt healthy behaviors by: connecting them with health care and family support systems; improving family economic self-sufficiency by helping clients attain a Graduate Equivalency Diploma and/or college degree; and, improving job skills and assisting with securing better employment.

Here is one story of how Health Link has impacted a family in our community. ML has been a Health Link client for five years. She has five children 10, 9, 6, 4 and 10 months. All five children were breastfed for at least seven months.

ML is enrolled in the nursing program at Rowan Cabarrus Community College. A Certified Nursing Assistant, ML works part-time at a local nursing home. Numerous setbacks have caused delays in her education. However she remains committed to staying the course. She tells me frequently that her family is her best motivation. She plans to further her nursing career and complete a Nurse Practitioner program.

ML reports that she has no siblings and was in foster care for a number of years due to her mother's substance abuse problems. Her mother passed away 2 years ago and she has developed a good relationship with her father. Having a big family is important to her and she realizes that she will need a good job. Three years ago she married the father of her children and they are working together to make a "good home for the family."

She and her husband read to the children "almost every day and enjoy spending time together as a family. She takes a multivitamin daily, is using a reliable birth control, the home is smoke free and the family completed the Strengthening Families program this spring.

## **Healthy Beginnings Activity Report FY 10-11**

Healthy Beginnings through the Rowan County Health Department will provide health care to uninsured or underinsured children aged 0 to 5 years and to uninsured or underinsured pregnant women. Services for uninsured and underinsured children will consist of the provision of well visits, including required immunizations, laboratory services and required screenings, and sick visits with limited medications and treatments as needed. Age appropriate anticipatory materials will be provided during well child visits and other educational materials will be given as requested or as appropriate during sick child visits. Information about Medicaid and North Carolina Health Insurance will be given to parents of uninsured children. Programmatic and educational materials will also be provided in Spanish. Services for uninsured and underinsured pregnant women will include the provision of prenatal visits, which may include required screenings, laboratory services, appropriate prenatal education and prenatal vitamins as needed. Interpreter services at no charge will be provided to families with children aged 0 to 5 years and to prenatal clients as needed. To assist clients in keeping their appointments, transportation services may be provided at no charge for those requesting assistance.

**Service Provider:** Rowan County Health Department

**Total Expenditures:** \$87,894

### **Outcomes**

98% (100/102) of children receiving Healthy Beginnings services were either up to date or provided appropriate immunizations. Two sick children needing immunizations were deferred because of their illness. Projected: 90 %

97 of 104 (94%) of the Latina women responding to a survey indicated a financial need for interpreter services and confirmed that services were beneficial. Projected: 90%

100% of the 165 babies born to Moms receiving Healthy Beginnings prenatal care had a 5-minute Apgar score of 8 or higher. Projected: 95%

Of the 165 babies born to uninsured or underinsured women, only 6 (4%) had low birth weights of less than 5.5 lbs. Projected: Less than 10%

## Healthy Beginnings Activity Report FY 10-11

<b>Primary Outputs:</b>	<b>Number Projected</b>	<b>Number Served</b>
Total number of uninsured/underinsured children ages 0-5 receiving a well or sick visit	100	102
Medications provided to uninsured/underinsured children	100	24
Smart Start funded interpreter contacts made	6000	6149
Uninsured/underinsured women enrolled in prenatal care.	200	260
Uninsured/Underinsured prenatal visits provided	1500	1437

### **Report Narrative**

Here are 3 short stories about how Healthy Beginnings makes a difference.

The state lab notified the Health Department that a 2 yr old child from a local physician's office had an extremely high lead level. In completing an environmental investigation where this child visits on a daily basis, we learned that 4 other young children also lived at this residence and needed to be tested for lead poisoning. Three of the children had medical providers and parents were instructed to take their children for lead testing. One 3 year old child was uninsured and did not have a medical home. This child was tested through the Health Department and also scheduled for a well child visit. This child will now have a medical home for obtaining well child exams and immunizations at the Health Department.

The mother of a 5 year old came to the Health Department because of a reminder letter she received from the Health Department letting her know that her child was due immunizations. The child was seen several months prior for a well child checkup. The child presented this day with cold-like symptoms, runny nose and eyes. Through our Spanish interpreter we learned that the child had been sick for several days, including a sore throat. He was worked in to our sick child clinic where he was diagnosed with tonsillitis, pink eye and otitis media. He received 2 antibiotics, one for tonsillitis and one for the eye infection. He was also taken to the dental clinic to make an appointment. This family of 5 had no insurance, was seen on a sliding fee scale through our child health and primary care programs. Medications and interpreter services were provided at no charge.

A pregnant Hispanic woman presented for prenatal care at 24 weeks gestation. She had received no prenatal care. She was eligible to receive prenatal visits, lab tests, sonograms, and interpreter services at no cost to her. WIC services were also provided. Because she was screened and found to be at risk for preterm labor, medication was provided to help prevent an early delivery.

## **More at Four Activity Report FY 10-11**

### **Activity Description**

Smart Start Rowan was the administrator for the More at Four program, which is a high quality pre-kindergarten experience in the following types of facilities: public schools, non-profit child care facilities and/or for -profit child care facilities.

**Service Provider:** Smart Start Rowan in collaboration with local child care facilities

Head Start and public schools

**Total Expenditures:** More at Four Allocation: \$1,603,423

Smart Start Supplemental funding: \$0

### **Outcomes**

97.3% (108/111) of families responding to More at Four Family Support Surveys reported that they strongly agree or agree that their child is better prepared for kindergarten after participating the More at Four program. Projected: 90%

According to teacher reports on the Monthly Statistical reports, 40 children were referred to Preschool Outreach as of June. Of the 40, seven children have received services (17.5%). Projected: 30%

92% (11/12) teachers/assistant teachers completed their yearly education requirements according to the More at Four requirements. Projected: 95 %

100% of the selected classrooms scored at least a 5.0 on an ECERS-R evaluation  
Projected: 100% Average score: 5.31



## More at Four Activity Report FY 10-11

<b>Primary Outputs:</b>	<b>Number Projected</b>	<b>Number Served</b>
Number of children served.	334	352
Number of More at Four Sites	15	15
Number of More at Four staff earning at least 3 semester hours of additional college level education	--	15
The number of children who receive a developmental screening.	334	300
Number of children referred to Preschool Outreach who are now receiving services	--	7

### **Report Narrative**

More at Four is preparing children to enter kindergarten ready for success. Parents have shared the following comments about their children's experiences this year.

This program is great! It helps teach the children the basics of what will be coming in kindergarten instead of having them overwhelmed in Kindergarten when they have so many other expectations.

- We feel confident leaving our child in the very capable hands of the entire staff. He has developed socially and academically, which will prepare him for Kindergarten.

Increases our son's learning opportunities. Provides school we couldn't have afforded.

I would like to say that this More @ Four program has now helped my two children be better prepared for Kindergarten. My oldest was in the first More @ Four class at Morgan Elementary and she is now in the sixth grade and is a child who enjoys school and I feel that her experience with the More @ Four has influenced the way she feels about school.

It was a great experience for me and my child. Love all the staff at Lash. I'm just sad that it had to end. I hope that More at Four continues to stay active for our children because they are our future. Thank you!

# **Parents as Teachers Activity Report FY 10-11**

## **Contract Activity Description**

The Adolescent and Family Enrichment Council (AFEC) will implement Parents As Teachers (PAT). PAT is a comprehensive parenting program following the National PAT Curriculum for parents with children birth to age five. Priority will be given to families who have at least one risk factor such as low-income, single parent, teen parent, etc. Home visits will be offered to families monthly or more often as determined by family circumstances. PAT certified educators making home visits will provide information and guidance to parents who are either expecting a baby or have children birth to five years of age using the Born to Learn Curriculum. PAT services will also include annual developmental screenings and at least 6 group meetings that provide opportunity for parents to acquire information about child development, parenting and positive parent-child interaction. Parents will receive referrals as needed to connect them to community resources. AFEC will submit an annual report to PAT as required by the National PAT office and will engage in self-assessment as recommended by the national office. Services will be available in both English and Spanish. Refreshments may be served at the group meetings and childcare and small incentives may be provided to encourage family involvement.

**Service Provider:** Adolescent and Family Enrichment Council

**Total Expenditures:** \$153,893

## **Outcomes**

Two new tools were piloted this year for measuring PAT outcomes. Projections were not set due to no prior experience with the two instruments.

30 of the active clients in May who had received at least 6 PAT visits completed both a Pre and Post Protective Factors Survey. 56% (17/30) showed an improvement in family functioning, 44% (13/30) improved in emotional support, 67% (20/30) improved in concrete support, 48% (14/30) improved in Nurturing and Attachment, and 52% (16/30) showed improvement in their confidence in knowing what to do as a parent.

21 clients receiving at least 6 home visits completed pre and post Smart Start Book Sharing Surveys. 62% (13/21) showed an overall increase in book sharing practices as measured by mean scores from Pre to Post. 53% (10/19) showed an increase in the number of times they typically read to their child in a week.

100% (4/4) children who were referred because of developmental concerns are receiving appropriate services. Projected: 80%

75% (70/94) families referred to community resources were successfully linked to the needed services. Projected: 90 %

## Parents As Teachers Activity Report FY 10-11

<b>Primary Outputs:</b>	<b>Number Projected</b>	<b>Number Served</b>
Number of parents who participated in PAT home visits	120	151
Number of children 0-5 in families that received PAT home visits.	150	196
Total number of home visits provided	---	837
Number of children who received a developmental screening	75	75
Number of PAT group meetings held	6	7
Number of parents attending at least one group meeting	75	37

### **Report Narrative**

Parents as Teachers is working with a young mother and father. Their referral came from the Department of Social Services . The family is presently homeless and living in a tent. The child is not currently in the custody of the parents. The initial referral was for Mom only, but Mom and Dad scheduled an appointment with Parent Educator to come to the office and do their enrollment. They called about 30 minutes before the appointment saying they had run out of gas and were at the local McDonalds. The Parent Educator met them there to do the enrollment into the program. Upon discussion the father asked if he could be included in the visits. In working with the social worker and individual who currently has custody, PAT arranged for the visits to be held at Department of Social Services so the father can be included. The Dad has stated many times how much he likes the visits. He is glad he is able to be included. He most recently stated to Parent Educator "I really thank you for coming here so I can be included. It's the only time I get to see my child. If it weren't for meeting here I would not get to see him." Working together with parents and the Department of Social Services is helping this family move forward on the road to family reunification.

# Planning and Evaluation Activity Report FY 10-11

## Contract Activity Description

Planning and Evaluation will provide adequate tools to measure and report the progress of programs and activities funded by Smart Start Rowan. The Smart Start Rowan staff or contracted consultants will work closely with the Smart Start Rowan Board of Directors, the Executive Director, and direct service providers to ensure accountability, build capacity, and monitor effectiveness of all programs. The Planning and Evaluation activity will coordinate the strategic planning process for the Board of Directors and provide the necessary technical assistance to potential bidders for the development of successful activities. On-site technical assistance in program implementation and the development of evaluation plans will be provided for activities as needed. Monitoring of all activities will be done through site visits. The Planning and Evaluation staff will be the liaison between Smart Start Rowan, the direct service providers, the NC Partnership for Children, and the community with regard to reporting, measuring progress, and developing Rowan County's success story. Contracted consultants and Smart Start Rowan staff may be utilized to implement this activity.

**Service Provider:** Smart Start Rowan, contracting with Karen Campbell  
More at Four Evaluation: contracting with Amy Brown

**Total Expenditures:** \$48,140

## Outcomes

100% (14/14) of service provider staff members responding to a survey will report satisfaction with the assistance provided by the Planning and Evaluation activity.  
Projected: 95%

100% of activities were monitored. All were found to be in compliance with their contract activity description. Projected: 100%

100% (12/12) of Board members responding to a survey indicated satisfaction with the information and assistance provided by the Planning and Evaluation activity.  
Projected: 95%

100% of documentation required by NCPC has been submitted in a timely manner.  
Projected: 100 %



## Planning and Evaluation Activity Report FY 10-11

<b>Primary Outputs:</b>	<b>Number Projected</b>	<b>Number Served</b>
Number of technical assistance/planning meetings/contacts with service providers	54	104
Number of observations visits to service providers	25	29
Number of monitoring visit, follow-up and reporting tasks completed	--	90
Number of board or committee meetings and assistance	--	17
Reports published	2	2
Number of NCPC contacts/reports	--	11

### Report Narrative

Planning and Evaluation consultants provided services to ensure appropriate and effective delivery of Smart Start Services. All activities were monitored for compliance to their contract activity description as well as effectiveness of service delivery. All were in full compliance with their activity description. Assistance was provided throughout the year as needed to all providers. The activity assisted the Allocations committee in reviewing budgets and provided support for the Annual plan approval process during the February Board meeting. The Annual Plan was submitted to NCPC and approved prior to the required date for submission. Activity reports were received quarterly, reviewed and the necessary data submitted to NCPC. Quarterly activity progress reports were provided to the board. The Evaluation consultant was available at most board meetings and participated in the Smart Investing and Board Governance initiatives.



# **Play to Learn Activity Report FY 10-11**

## **Contract Activity Description**

Up to eight, Play to Learn groups will be offered at a variety of community or faith based organizations in different areas of the county. Parents will attend with their child(ren). The program will provide an enriched developmentally appropriate learning environment with materials and activities to assist in the development of physical, cognitive and social skills for typically and atypically developing children. Children 0-5 years of age and their parents or primary caregivers will be eligible to enroll in the program. Recruitment will focus on children who are not currently enrolled in regulated child care. A part-time Play to Learn Coordinator will facilitate activities for the children and assist parents/caregivers by modeling age appropriate adult/child interactions through play, provide information on child development and community resources and furnish ideas for activities to be used at home. The 1.5 hour playgroups will meet regularly, approximately once a week during the school year and during the summer months as needed. Play to Learn will collaborate with the Smart Start Rowan Early Learning Resource Center by utilizing Resource Center materials to supplement learning materials for the playgroups and to have developmentally appropriate materials for parents to check out for use at home. Nutritional snacks may be provided. Incentives may be offered to parents to encourage regular playgroup participation.

**Service Provider:** Smart Start Rowan

**Total Expenditures:** \$27,375

## **Outcomes**

27% (36/133) parents attended at least 16 weekly sessions. 43% (42/97) of those parents who attended more than one time, attended 10 or more sessions. Projected: 40% will attend at least 16 times

100% (19/19) of parents attending at least 16 sessions and responding to a survey indicate they have seen an improvement in one or more areas of their child's development. Projected: 90%

100% (19/19) of parents attending at least 16 sessions and responding to a survey indicate that they have improved the quality of their interactions with their child. Projected: 90 %

100% (19/19) of parents attending at least 16 sessions and responding to a survey indicate agreed that they have increased knowledge of child development or resources in 2 or more areas. Projected: 90 %

## Play to Learn Activity Report FY 10-11

<b>Primary Outputs:</b>	<b>Number Projected</b>	<b>Number Served</b>
Parents participating in Play to Learn with their children	100	133
Children participating in Play to Learn with their parents	120	190
Play to Learn Play group sessions held	250	287
Total child attendance at Play to Learn play group sessions	--	1868 6.5 per session avg.
Play group locations	4	4

### Report Narrative

The story below is just one example of how Play to Learn is making a difference.

*Play to Learn has been of incalculable benefit to us. The program come to our (East) side of the county and was the one thing I could get my 2 year old to, in between working two daily part time jobs where he is with me all the time. Without the funds for daycare I was worried about my son's socialization skills and was filled with questions. Our relatives live far away, and parenting had been a lonely experience before PTL. At PTL my son made friends and I enjoyed chatting with other moms or grandma's. Everyone was eager to share their experiences and the teacher Kimber, had the perfect balance of listening to our concerns and advising based on her professional and also personal experience as a mom of older kids. The information sheets giving developmental and parenting tips and also events going on in the community at weekends was appreciated and used. I pinned them up to inspire and inform my husband how to ensure TV is used appropriately among other things, and I have noticed how that practice alone has improved family life. Every day we come away with something - a vegetable actually tried at snack time (inspired by eating with other kids), or first time drinking from a real cup or first time sitting through or participating during an entire story in a group setting, first time painting-since Mum had no craft skills- but thanks to PTL have ideas on how to be creative. Fire and water safety, first aid and health, reading and physical skills, developmental concerns, parental camaraderie-all precious and valuable to kids, women and at home dads.*

## **Program Coordination Activity Report FY 10-11**

### **Contract Activity Description**

The Program Coordination activity will provide oversight and technical assistance of all of Smart Start Rowan's in-house service providers to ensure effectiveness in service delivery, quality customer service, and compliance with mandates. The staff for the activity will assist service providers in fulfilling the expectations of Smart Start Rowan and the North Carolina Partnership for Children. The Program Coordination staff will meet regularly with in-house staff to provide assistance with developing appropriate procedures for both service delivery and reporting and will serve as the liaison between Smart Start Rowan and other agencies providing funds to support services. Collaboration with the Smart Start Rowan evaluation consultants may occur to monitor activities, identify emerging needs, and assist service providers in making modifications to service delivery to address those needs.

**Service Provider:** Smart Start Rowan

**Total Expenditures:** \$65,175

### **Outcomes**

100% (5/5) of SSR's in house activities were in full compliance with their activity descriptions as determined by monitoring performed by Planning and Evaluation consultants. Projected: 100%

100% (5/5) of SSR's in house activities have completed customer satisfaction surveys. Projected: 100%

100% (5/5) of SSR's in house activities submitted quarterly reports in a timely and accurate manner as determined by monitoring performed by Planning and Evaluation consultants. Projected: 100%

Sufficient on-going monitoring of in-house activities has occurred to ensure appropriate documentation is on file.

## Program Coordination Activity Report FY 10-11

Primary Outputs:	Number Projected	Number Served
General coordination and assistance provided to in house activities	150	250
Activity reviews or monitoring	20	48
Staff development or supervision	65	103
Reporting and data collections	50	56
Community Relations contacts	140	83

### Report Narrative

The Program Coordination activity does just that, coordinates the multitude of opportunities and challenges that must be addressed to ensure successful implementation of our activities.

During quarter 2 implementation of the new Baby Bucks program was coordinated under the leadership of the Program Coordination activity. The Baby Bucks program is designed to be an incentive to encourage families to participate consistently in the De Madres a Madres and Play to Learn parent education programs, as well as encouraging families to attend parent trainings and be more active in the events sponsored by Smart Start Rowan. Setting up the Baby Bucks program involved researching a similar program in Iredell County and at AFEC, developing a spreadsheet to track, baby bucks earned, usage and developing informational brochure to advertise the program. The Baby Bucks store opened in December, with 9 parents redeeming Baby Bucks which they had earned in the amount of \$274.75. M. Perez was one parent who redeemed her Baby Bucks Maria said " Purchasing items from the baby bucks room was very beneficial for me and my grandchildren because I found educational material that I can use with them. I purchased books that their parents can read to them and a book for myself that will help me educate them on different things they can do if they run into a problem. It was also nice to be able to purchase toys to give to my grandchildren as gifts."

During quarter 3 the support and training needed to implement a new program within the DeMadres activity to further promote literacy was an important focus. The program provides books to each of the children enrolled. Prior to the books being given to the parents, the Rowan Literacy Council provides reading support to each of the participating mothers so they can engage in shared reading experiences with their children at home. Each week the children will receive a new book, which will further build their collection of books at their home library and will also serve to promote the education of each mother, as they learn new words in a fun way, through sharing books with their children.

## Star License Enhancement Activity Report FY 10-11

### Contract Activity Description

Star License Enhancement is offered to star licensed child care facilities in Rowan County and is aimed at encouraging child care facilities to maintain the high quality care through the distribution of monthly enhanced subsidy purchase of services payments based on the number of enrolled subsidized children, residing in Rowan County, and the star license level of the child care facility. Eligible child care facilities will maintain a 4 or 5 star license and offer sick leave benefits to their staff. Facilities with a 3 star license that work to increase star licensure within 2 years of program enrollment may be eligible if sufficient funding is available.

**Service Provider:** Smart Start Rowan

**Total Expenditures:** \$386,225

### Outcomes

100% (34/34) 3, 4 and 5 star child care facilities participating in the Star License Enhancement program offered sick leave benefits to their staff. Projected: 100%

89% (33/37) eligible 4 and 5 star facilities were participating in the Star License Enhancement program and providing sick leave benefits as of 6-30-11.  
Projected: 85% ( 34/42 )

<b>Primary Outputs:</b>	<b>Number Projected</b>	<b>Number Served</b>
3, 4 and 5 star facilities participating	34	35
Child care professionals at participating facilities	375	366
Children enrolled in participating facilities	1535	1502
Average number of subsidized children enrolled participating facilities	---	535

## **Star License Enhancement Activity Report FY 10-11**

### **Report Narrative**

The following comments were taken from the Star License Enhancement survey.

- This program allows us the opportunity to provide our employees with sick pay. The program has also allowed us to assist employers with college tuition and books; Employees that would otherwise not have the opportunity to further their education. The employees have used this program to obtain degrees in early childhood for career achievement.
- This program has been very valuable to me. Not only have I been able to purchase additional materials for my daycare with this money, but I have also been able to have the extra money to pay a substitute so I can take extra classes and workshops to increase my knowledge and offer a higher quality early childhood program for the children and parents I serve.
- This program is so valuable for helping us provide our staff with necessary training/workshops and for giving them sick leave pay. This gives them opportunities for treating health concerns for themselves and their families without missing out on much needed income. This helps us prevent staff turnover also which is invaluable to us!
- This program has allowed my family (myself and spouse are self employed) to have insurance coverage. This is the most beneficial program that SSR offers.
- The SLE has provided a way for the staff to further their education in taking courses and training workshops. The staff also receives professional bonuses at the end of the year using SLE funds. The SLE funds have been a great benefit to our center and staff."
- It gives us that little extra money to do just a little bit more and to go a little bit beyond. To give more to the staff and children thru new toys, furniture, workshops, outings, etc. Thank you for helping us be the best we can be.

# **Stories to Go**

## **Activity Report FY 10-11**

### **Contract Activity Description**

Rowan Public Library's Stories To Go (STG) program will improve the quality of child care by providing training and technical assistance, modeling proven methods of bringing literature to life, incorporating interactive language building experiences, and providing resources to child care teachers and family child care providers in Rowan County by assisting them in successfully completing college level classes. Eligible children in child care facilities will board a child friendly bookmobile to select developmentally appropriate books to take home to their families. STG to family child care providers will deliver an interactive training and leave a collection of children's books and other resources for the family child care facility staff to use for the month. The STG staff will provide intensive on-site technical assistance to family child care providers to assist in improving their star rating and improving quality child care through teacher education. Participating children will receive notes to take home that describe the program presented in their child care facility as well as detailed ways for families to incorporate literacy into their everyday activities. Stories to Go may distribute books to children served by More at Four and will support families by encouraging literacy in the home. Parent workshops may be offered. Literacy experiences will be provided to young children and their families. Smart Start funds may be used for meeting expenses, food, incentives and educational materials.

**Service Provider:** Rowan Public Library

**Total Expenditures:** \$121,618

### **Outcomes**

97% (110/113) teachers participating in STG and completing Pre and Post Surveys reported that they have increased their knowledge of developmentally appropriate language activities for young children after participating in the Stories To Go program. Projected: 90 % ( 167/185 )

100% (21/21) family child care home providers participating in the Stories To Go program identified on the Post Survey at least 4 different literacy activities in addition to reading books, that they now use with their children. Projected: 90 % (19/21 )

100% (46/46) of the teachers participating in Stories To Go workshop identified at least 4 literacy activities, in addition to reading a book that they will now use in their classroom. 61% (28/46) of these teachers listed more than 4 literacy activities, in addition to reading a book, which they will now use in their classroom. Projected: 95 % ( 47/50 ) identify at least 4

The number of families participating in Stories to Go/Books to Grow workshops, reporting reading to their children at least 4 times per week increased by 22%, the number reporting visiting the library at least one time during the last month increased by 33% as measured by Pre/Post Smart Start Book Sharing Surveys. (New survey-no projections)

## Stories to Go Activity Report FY 10-11

Primary Outputs:	Number Projected	Number Served
Number of child care professionals receiving at least one program modeling enriching literacy experiences for children	185	227
Number of programs modeling enriching literacy experiences provided to child care professionals	525	521
Number of child care centers participating	34	35
Number of family child care home participating	21	21
Number of More at Four classes participating in Books to Grow	7	7
Number of parents of More at Four students attending literacy workshops	80	106
Number of literacy workshops provided to parents	14	13

### Report Narrative

**Teresa Kesler (Learning Step by Step) wrote the follow comment about the Stories to Go services to Family Child Care Homes:**

“Thank you Smart Start Rowan for providing funding for STG and Books To Grow. These programs have increased the love of books 110% for the children. The flannel board gift to FCCH will improve our way to introduce literacy and language. It makes us more professional. As I watch the children sit and listen and interact with the book and Miss Jane I think about the boys and girls who have never had a book read to them. There are children who have never been asked open-ended questions about a story. And the biggest sadness for me is the children who have never held a book before kindergarten. By these programs serving FCCH, we are so lucky to be able to provide the best foundation of learning for our children. How can anyone consider taking funds away from our future leaders! “

## **Stories to Go Activity Report FY 10-11**

### **Report Narrative**

**Stories To Go staff presented a literacy workshop in January with 47 child care providers in attendance. Below are some comments written by attendees:**

“Without these workshops and STG program, I would not be able to provide quality books, great puppets and have the knowledge to provide educational activities for the children.”

“I am always challenged by these workshops to think outside the box. Thanks for all that you do to ensure that the children of Rowan County have the resources needed to help them sore!”

“I learned a lot of things that will help me to introduce things in a manner that will encourage my children to learn.”

“Going home excited, ready to do something new - This workshop was so full – rich with new ideas and great stuff for our kids. A month of things to do! Going home and reorganize my resources! I wouldn’t have missed this! Best ever!”

**Books To Grow distributed book bags of books to the More at Four children in the Public School along with providing workshops for their parents to help encourage reading at home. One Parent Commented:**

“I did not have a routine of reading to my child every day. Now after participating in the Books To Grow program, I read with my child routinely. He has to have his bedtime story every night. This is something we did not do before this program. We loved the book bags so much that every week we would share them with our neighbor who has a young daughter. She also read the books and had her daughter draw a picture of her favorite story each week.”



## **Strengthening Families Activity Report FY 10-11**

### **Contract Activity Description**

The Adolescent and Family Enrichment Council will offer three (3) series of the Strengthening Families Program 3-5 (SFP). SFP will be offered to parents of children, age's three to five. Priority will be given to families who are at high risk and who have at least one risk factor such as low-income, single parent, teen parent, etc. The SFP curriculum will be used which includes 3 life-skills courses - Parent Training, Children's Skills Training, and Family Life Skills Training delivered in tandem in 14 weekly sessions for 2½ hours each. Approximately six to twelve families will participate in each series. Up to four facilitators and a part time site coordinator, who are trained in the SFP model and have the required education and experience, will staff the program. Smart Start funds may be used for meeting expenses, food, non-cash grants to participants, transportation, and other contracted services.

**Service Provider:** Adolescent and Family Enrichment Council

**Total Expenditures:** \$33,593

### **Outcomes**

100% of parents (21/21) who completed 11 of 14 sessions have experienced an improvement in at least half of the parenting skills measured by the SF Parent Retro Post Questionnaire. Projected: 85% (30 /36 )

85% (18/21) families completing 11 of 14 SF sessions showed an increase in Nurturing and Attachment, Family Functioning and Child Development/Parenting Knowledge as measure by an increase in mean scores from pre to post on the Protective Factors Survey.

91% (19/21) of clients who completed at least 11 of 14 sessions did report improvement in parent/child interactions as measured by facilitator observations.

### **Primary Outputs:**

	<b>Number Projected</b>	<b>Number Served</b>
Number of parents who participated in Strengthening Families group education sessions	36	38
Number of parents completing at least 11 of the 14 sessions	30	21

**Primary Outputs:**

	<b>Number Projected</b>	<b>Number Served</b>
Number of children impacted	40-50	35
Number of sessions offered	42	42

## **Strengthening Families Activity Report FY 10-11**

### **Report Narrative**

We have seen great improvement in the way the parents are interacting and speaking to their children with the families that have stuck with the program. Several of the parents have expressed their personal gratitude for the program, sharing with us that SF 3-5 along with its facilitators has shown them a different and more appropriate side of child rearing. There was one family in particular that openly admitted to having issues with having to attend "parenting classes" they even said that they had no intentions of returning after the first night of class. The family went on to share with me that it was the warmth and caring nature of the facilitators that made them feel as if they were in a "judgment free zone". Since that point this family has expressed interest in participating in some of the other parenting programs that AFEC has to offer.

There was a family enrolled in our cycle 2 program that has previously taken this same program. The mother in the family shared how much positive impact the SF 3-5 program has had on her parenting skills. She shared that she has learned many valuable ways to communicate, redirect and even discipline her children when need be. This mother admitted that her life used to be all about correcting her children. She says now that she has learned to pick her battles and let her children be children as long as they are not endangering themselves or someone else. Mom also says that she has seen a change in her children's attitudes and behaviors; she said that her children are more open to doing what is asked of them without putting up a fight. Mom credits this change to the Strengthening Families 3-5 program.

There was a family in cycle 3 that was recommended to the mother by her social worker. However, the children's father and grandparents also came as a support to the mother. All members of this family showed marked improvement from the beginning to the end of cycle 3. At the end of cycle 3 mom shared that she came into this class broken down and disheartened. She said that she always tried her best but her best didn't seem to be good enough because DSS would stay away. Mom then says that she left the class knowing that she was a good parent. She was thankful for the new ideas and techniques that she had learned. She said that her house was running a lot more smooth and since the children's father and their grandparent also took the class that they were all on the same page and life for the children was more consistent than it had ever been before.

# WAGES

## Activity Report FY 10-11

### Activity Description

The WAGES program provides salary supplements based upon education levels to child care directors, teachers and family child care providers. WAGES supplements are paid semi-annually to eligible participants meeting the established educational criteria during a 6-month period. The purpose of the supplements is to provide child care staff with an incentive to attain higher levels of education, lessen turnover and enhancing child care quality. The statewide program is administered by Child Care Services Association.

**Service Provider:** Child Care Services Association, Chapel Hill-Statewide contract

**Total Expenditures:** \$321,200

### Outcomes

#### Improved Retention

9% turnover rate of WAGES participants (vs. PBIS goal of 25% or less)

#### Education

Sixty-two percent (62%) of the active FY 11 WAGES participants in Rowan are currently being funded for having an Associate Degree in Early Childhood Education, its equivalent or higher based on the WAGES scale.

Thirty-six percent (36%) of those active participants with education below the Bachelor's Degree focused on early childhood education or its equivalent sent in documentation to verify their pursuit of additional education. Thirty percent (30%) actually earned enough education to move up to a new level on the supplement scale

	<b>Number Served</b>
<b>Primary Outputs:</b>	
Child care professionals who received a WAGES supplement	220
Child care facilities with staff receiving supplements	51
Children enrolled in facilities with staff receiving supplements	1971
Average six month supplement paid	\$815

## **WAGES**

### **Activity Report FY 10-11**

#### **Report Narrative**

“WAGES makes me see the importance of education.” (teacher)

“I have two teachers in my center that are working on their bachelor’s and master’s degrees. Without your supplement, they wouldn’t be able to continue their education. The higher the education is, the greater the expense. I see teachers trying new outlets within their classrooms.” (teacher)

“I think the WAGES Project is important because it is extra funds twice a year that help to pay for additional items that need to be purchased for my day care. It also motivates me to continue to go to school and finish my degree program. As a child care provider, it makes you feel good that we are thought of and can receive some additional money for our hard work.” (home provider)

“It’s a great incentive/supplement that motivates teachers to stick to the early childhood field. Also, it helped me pay for additional education and family expenses.” (teacher)

“The Child Care WAGES® Project\* has provided additional income for me to help pay bills and support my family. This extra money helps child care centers maintain staff which gives children stability.” (teacher)

“Without the supplement, I would have financial difficulty staying in this field. ...The WAGES Project has made it possible to financially keep doing what I can do best and that is working with young children.” (teacher)

“I need the income to continue to stay in the field as this is not a high paying field, yet it is a passion.” (director)

“It has made the staff turnover better because staff are staying at the centers and not leaving.” (director)

“I think WAGES is important to help supplement the income of a group of working people who in my opinion are underpaid for the responsibility that they take on each day. It helps them to financially continue in a job that they love. It helps to provide better qualified teachers to care for the children.” (director)





## Rowan County Basic Demographics

Total population (2010)	138,428	
Population of children ages 0-5 years (2010)	10,382	7.5% of total population
Number of children in regulated care (2011)	2359	22.7% of 0-5 population
Number of children in high quality care (2011)	1755	74.4% of children in regulated care
Third grade students proficient in math (2008)		75%
Third grade students proficient in reading (2008)		59.8%
Percent of children enrolled in free and reduced lunch (2007)		55.5%
Number of children living in poverty (2008 all ages)	7891	24.93%
Percent of Low Birth weight infants (2008)		10.5%
Infant mortality rate per 1000 live births (5 year avg. 2005-2009)	6.3	
Percent of children without health insurance (2009 all ages)		11.4%
Child Abuse and Neglect Substantiated Reports (2010 all ages)	302	

*The information contained in this document reflects data provided by the individuals and organizations under contract with Smart Start Rowan and the NC Partnership for Children. Demographics information comes from the KIDSCOUNT.org and the NC Division of Child Development and Early Education.*

*The report was compiled by Karen P. Campbell, Planning and Evaluation Consultant.*

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*“A Partnership for Children and Families”*

## **Our Mission**

*Smart Start Rowan will develop, or assist in the development of services that foster growth, encourage learning, and provide resources and support to child care professionals and families of children, ages 0 – 5 in Rowan County.*

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