



Greenville County First Steps FY2011 Annual Report

Submitted by:
Derek Lewis, Executive Director
Danny Varat, Board Chair

Building the Perfect Sand Castle

Derek Lewis, Executive Director

This summer the Lewis's headed to the beach for a family reunion weekend. As we settled in on the shoreline, the boys began the annual task of constructing the perfect sandcastle. This was no ordinary castle, it also had to include a massive wall and moat to keep the water out. In years past, we all just dove into the work, and after hours of digging, we got up sunburned and exhausted, and realized that the water was moving in faster than we could prepare for it.

This year, we decided to make a plan. Two of my nephews drew out the design. I was in charge of digging the trench. My niece helped her cousins build the walls. My sister in law helped fortify all the work. Everyone got on their hands and knees, and for nearly an hour, 10 adults and children of all ages dug sand out of trenches, built walls, and formed the castle. We all had different roles, working to reach the same goal: building the perfect sandcastle.

Over the past year, over 50 community partners, including 100 community volunteers have taken a similar approach to ensure we have a plan to help every child enter school ready to learn. With partners as diverse as School District trustees, Head Start leaders, business owners, retired teachers, faith based child care providers, city and county elected officials, and neighborhood leaders, we set about creating the School Readiness Roadmap.

We brought each of our shovels and sand buckets to the table and developed a plan. With leadership support from the United Way of Greenville's School Readiness Council and Greenville First Steps, the Greenville community worked to create a School Readiness Roadmap, a plan that helps ensure every child has the opportunity to enter school ready to learn.

The biggest achievement was the acknowledgement that there isn't ONE answer: there is no magic bullet. There is not a program or service that fits the needs of every child in our community. Children, families, com-

munity leaders need different supports to ensure every family is reached. We need parenting program, technical assistance and training for child care providers and physicians, community awareness campaigns, and we need everyone speaking the same message: Kids Drive Our Future.

As the finishing touches are being applied, we are able to step back and see a comprehensive plan that proposes that a child is most likely to be "ready" when he/she is provided with supportive parents, well trained educators, and a community that understands that nothing is more important to Greenville's prosperity than ensuring every child enter school ready to learn.



The roadmap should be launched in December. After that comes the time for each of us to roll up our sleeves and get to work: building a community where every child enters school ready to learn. Don't you want to get involved?

Contact Information:

Derek Lewis, Executive Director
derek@greenvillefirststeps.org

Leslie Latimer, Community Engagement
leslie@greenvillefirststeps.org

Beth Jamieson, Community Awareness
beth@greenvillefirststeps.org

Like us on Facebook: www.facebook.com/gvlfirststeps
Follow us on Twitter: @GvlFirstSteps
Visit us online at www.greenvillefirststeps.org

We've Moved! To help reduce costs and increase accessibility and collaboration, we've moved to the Non-Profit Wing of the Greenville Chamber of Commerce.
Our new contact information:

24 Cleveland Street
Greenville, SC 29601

864-239-3720



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Greenville First Steps Board of Directors

Danny Varat-Board Chair
 Karen Allen-Greenville County Library
 Jamie V. Bach-Legislative Appointee
 Brenda Barcroft-Bob Jones University CDC
 Linda Brees-Greenville Hospital System University Medical Center
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 Cynthia Sosebee-SHARE Head Start
 Karen Sparkman-Greenville County School District
 Carrie Woodward-Michelin North America

Community Snapshot:

The condition of Greenville County children today determines what our county will be like tomorrow because Kids Drive Our Future. The following shows a brief look into the barriers children in Greenville County currently face.

For Children aged 0-5:

39,039 = Children living in Greenville County
 7,222 = Children living in poverty
 890 = Number receiving TANF
 874 = Number of investigations of abuse and neglect
 557 = Children served by BabyNet
 731 = Children born to teens (11%)
 1465 = Children born to mothers without high school degree
 562 = Estimated number of children born with low birth weight

School Readiness Web Portal: PHASE 1- Complete

Greenville First Steps launched the first phase of the School Readiness Web Portal. The website, www.greenvillefirststeps.org, is designed to serve parents of young children, early care educators, and the community.

Visit us online for access to developmentally appropriate activities families can do with their children, access to training information, and opportunities increase child care quality in Greenville.

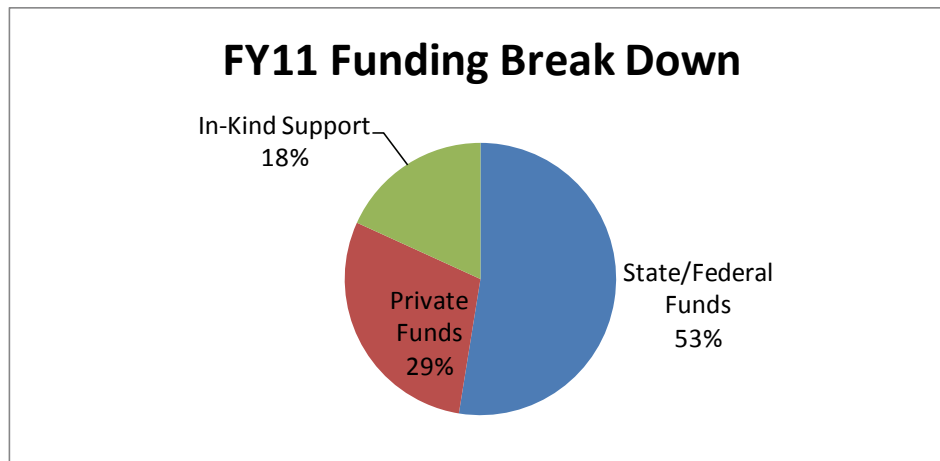
Phases 2 and 3 coming this fall.



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	State Funds	Private Funds	In-Kind Funds	Total
Administrative Functions	\$144,843	\$25,000	\$0	\$169,843
Parents As Teachers	\$253,472	\$0	\$169,655	\$423,127
3K/4K	\$267,414	\$0	\$187,000	\$454,414
Nurse Family Partnership	\$373,068	\$505,361	\$70,000	\$948,429
Child Care Training	\$64,874	\$23,000	\$0	\$87,874
Child Care Scholarships	\$90,681	\$50,000	\$0	\$140,681
Countdown to Kindergarten	\$34,091	\$31,685	\$0	\$65,776
BABYSTEPS	\$0	\$50,000	\$0	\$50,000
Play and Learn	\$2,040	\$0	\$0	\$2,040
TOTAL FUNDS	\$1,230,483	\$685,046	\$426,655	\$2,342,184

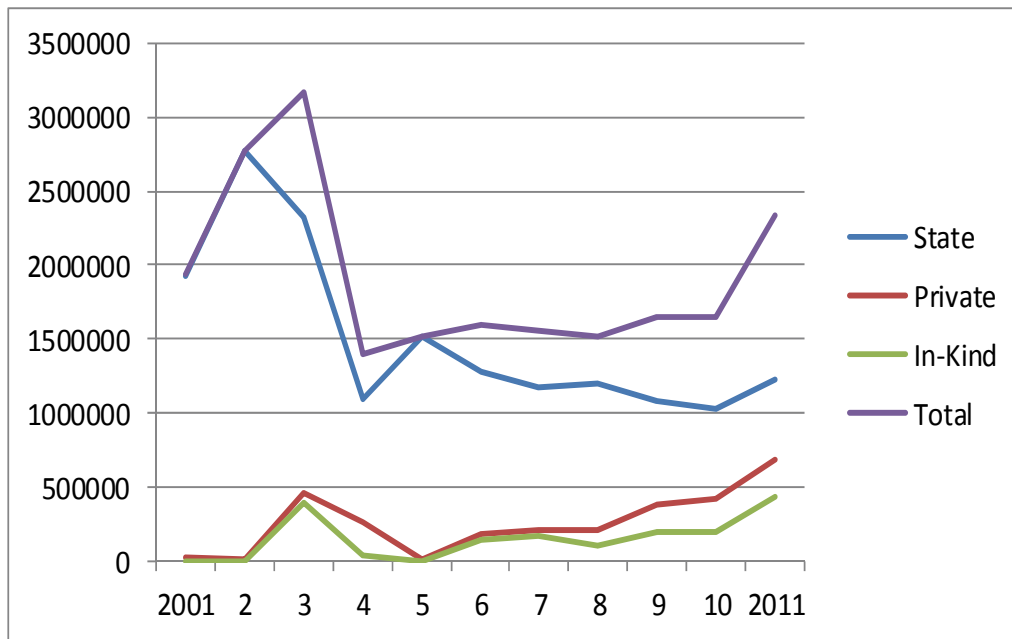


(*)= FY11 Private Funding comes from the following:

- \$505,361 Duke Endowment (for Nurse Family Partnership)
- \$77,000 United Way of Greenville County (NFP and Scholarships)
- \$ 50,000 21st Century Community Learning Center Grant (BABYSTEPS)
- \$ 5,000 Funds paid from Partner Agencies (Child Care Training)
- \$ 2,685 Local Private Fundraising Events (Firehouse Subs, Barnes and Noble)



Greenville County First Steps FY2011 Update Funding Sources FY01-FY11



Life after 2008: Adjusting to the “New Normal”

State dollars have been our primary source of funding since our founding in 2001. As with other state supported agencies, we have experienced the “new normal” of life after funding cuts. The Greenville First Steps board had a choice: bemoan our lost revenue, or develop a plan to ensure we continue to provide the most effective services to the children and families of Greenville County.

Greenville First Steps adopted aggressive strategies that serve as a model of success for our partner agencies:

1. Partnerships go a long way. Gone are the days when First Steps can go it alone. We found that projects that cannot garner community support are unsustainable. Rely on state dollars

Since 2009, Greenville First Steps will only commit funding to projects up to 50% of the total cost.

2. Private Fundraising. Since 2009, First Steps has focused efforts on raising additional private support through fundraisers, sponsorships, individual donations, and creative revenue projects like our recent Yard Sale and Surplus Auction (which generated \$4500).

3. Online Presence. Through private donations, First Steps developed an online media presence including website (www.greenvillefirststeps.org), Twitter, Facebook, LinkedIn and Blogs. By relying on digital communications, we have created a platform to develop updates, training, content, and resources at a fraction of the cost of print media.



Greenville County First Steps FY 2011 Report

Most prevalent barriers to School Readiness

% of children possessing this Risk Factor “Not succeeding by 3rd grade”	Readiness Risk Factors	Statewide % (and estimate #) of children under 6 possessing this risk factor	Greenville County % (and est. # , state rank) of children born in 2005 possessing this risk factor
53%	Abused, Neglected, or in Foster Care	3% (10,173)	(175* #1 in state)
48%	Low Maternal Education (less than High School)	24.13% (81,852)	24.9% (1,465 #1 in state)
45%	Temporary Assistance to Needy Families (TANF) (50% of Federal Poverty)	8.4% (28,690)	4.2% (1,448 #5 in state)
43%	Teen Mother (under 18)	4.6% (15,618)	9.8% (731 #1 in state)
42%	Food Stamps (130% of Federal poverty)	20% (67,897)	4,780 (4,500* #2 in state)
37%	Mother (age 18-20)	8.83% (29,946)	
36%	Low Birth Weight (> 2500 grams)	10.2% (35,340)	8.8% (562 #1 in state)

(*)= these are totals for county, not just births in 2005



Parents As Teachers

(Greenville County School District)



Program Description

Parents as Teachers (PAT) is a voluntary, parent home visitation program for children between birth and kindergarten (K5). The model is designed to enhance child development and school achievement and is designed for use by families across the socio-economic spectrum.

The PAT Program includes regular home visits conducted by PAT-certified parent educators, group meetings for parents, regular developmental and health screenings, and resource referral within the community.

The “Born to Learn” curriculum is designed to meet the intensity needs of individual families and is intended to be used either twice monthly or weekly. According to *Home Visiting: Recent Program Evaluations (The Future of Children, Spring/Summer 1999)*, home visitation programs generally struggle to retain families and deliver - on average - about half of the scheduled number of home visits, no matter what the intended frequency.

Parents As Teachers is operated through Greenville County Schools.

Comments from High/Scope Assessment

Financial Summary

	FY2010	FY2011
State Funds	\$471,477	\$253,472
Private Funds	0	\$0
In Kind Support	\$67,000	\$169,655
Total Funds	\$538,477	\$423,127
# Participants	231	99
Avg. cost/participant	\$2,331	\$2,560
Total completed visits	3118	2709
Avg. cost/visit	\$172.70	\$93.50

Participant Demographics

Client Risk Factor	% enrolled
Medicaid	88%
TANF	95%
Single Parent Family	45%
< HS Diploma	49%
Teen Mother	12%

Overall, 54% of participants who scored low quality of parenting improved to a moderate quality of parenting. Forty four percent who scored moderate parenting skills moved to high quality parenting. And, 11.9% who had low quality parenting at pre-test increased their skills to high quality after participating in First Steps home visitation strategy.

The average score at pre-assessment was 3.06. This score lies near to the border of low quality parenting. This indicates that First Steps appears to be identifying and recruiting parents in need of parenting support.

The lower number of participants who move from moderate to high-quality parenting indicates that it is easier to assist poor parenting skills parents to develop moderate parenting skills than it is to assist moderate parenting skills parents to develop high quality skills. Moving from poor to great parenting skills is the most difficult.

Percentages for parents attempting to move from moderate to high levels of quality are lower (44.2%) when compared to those who move from low to moderate. Participants who experienced home visitation for more than 12 months had the highest percentage (57%) while 4-6 month participants were not significantly different. All the others have significantly lower percentages of gain when compared to those who participated more than 12 months.

KIPS scores used to calculate parenting interaction are based on the following scale:

- 1.0 -2.99 Low quality parenting
- 3.0 -3.99 Moderate quality parenting
- 4.0 -4.99 High quality parenting



3K/4K Half Day Classrooms (with weekly home visit)

Program Description

Greenville County First Steps partners with local childcare programs to serve low income, at-risk families through funding quality 3K/4K classrooms in Greenville County. Funded programs use High/Scope classroom curriculum, combined with a weekly home visit.

High/Scope research validated curriculum starts with the assertion that children's learning and development is best supported through an active, participatory process in which children have hands-on experiences with people, materials, events and ideas. In addition to being certified in High/Scope curriculum, certified teachers and their assistants are required to report in an online data system for accountability and measurement of outcomes.

Greenville County First Steps has partnered with local public, private and faith based centers to help serve at-risk families who are not enrolled in Head Start or School District funded 3K and 4K classrooms.

St. Anthony of Padua Catholic Church School is a historically African American congregation located in West Greenville that was founded in 1951. Funding provided for 28 students in 3K and 4K classrooms.

Small Impressions Child Development Center is a for-profit center located in Taylors that was founded in 2005. They serve both first and second shift to cater to parents with challenging hours. Funding provided for 17 students in a combined 3K/4K classroom.

YMCA Judson Community Center is located in the Judson Mills community (near Hollis Academy). Funding provided for 17 students in a combined 3K/4K classroom.

Comments from High/Scope Assessment

Compared to children (in non First Steps funded 4K), First Steps 4K children were much more likely to be diagnosed as special needs in kindergarten and, particularly, as speech impaired. Speech impairment however decreased with advancement of grade and First Steps 4K tended to close the gap with their counterparts by 4th grade.

Children were, in general, not significantly different in grade retention up to 4th grade, SCRA levels in kindergarten and 1st grade, PACT scores at 3rd and 4th grade and speech impairment. Children trended toward being less likely to be diagnosed as learning disabled in K5.

Children were, in general, not significantly different in SCRA level at kindergarten and 1st grade (except for 1 FY with a general lower levels in language and math); and PACT scores at 3rd and 4th grade

Center	# enrolled	Dial-3	Letters	Numbers
Small Impressions	19	73%	80%	67%
St Anthony 3K	14	75%	62%	30%
St Anthony 4K	17	100%	100%	88%
YMCA Judson	20	77%	38%	46%

Financial Summary

	FY2010	FY2011
State Funds	\$231,948	\$267,414
Private Funds	\$18,530	\$0
In Kind Support	\$51,274	\$187,000
Total Funds	\$301,752	\$454,414
# Participants	56	70
Avg. cost/participant	5388.42	\$3,820
Total completed visits	1178	1556
Avg. cost/visit	256.15	\$171.86

Participant Demographics

Client Risk Factor	% enrolled
Medicaid	48%
TANF	73%
Single Parent Family	No Data Collected
< HS Diploma	8%
Teen Mother	26%

Program Successes

This year, Greenville County First Steps has set new measurement outcomes based off of information gathered from state office of First Steps and the School District of Greenville County. Using the DIAL-3 assessment and 2 achievement goals (literacy and math), our goal is to have 75% of the classroom participants at or above the 50th percentile on the DIAL-3 assessment. along with 75% being able to identify 15+ letters and 7 out of 10 number concepts by the end of the school year. A pre and post test will be conducted on

each child, and will be reported at the end of the school year. The following reports are the pre-test numbers for each classroom:



Nurse Family Partnership



Program Description

Nurse Family Partnership (NFP) is an evidence based, nurse home visitation program designed to improve the health, well-being and self sufficiency of low-income, first time parents and their children. NFP is an intensive intervention spanning a 2 ½ year timeframe. Home visits begin prenatally (every week for the first four weeks and every other week until birth) and continue through the second year of the child’s life (visits range from weekly to every other week). However, visit frequency is flexible and can be altered if the nurse feels there is a need for more visits.

Bachelor’s degree level nurses utilize Visit-to-Visit guidelines, clinical consultation, and intervention resources to implement the programs content in a way that is adaptable to each family.

Locally, NFP is a partnership between the Greenville Hospital System and Greenville First Steps. In 2011, NFP expanded to serve 125 families. Funding is provided by the Duke Endowment (7 year commitment), Greenville First Steps, and the United Way of Greenville County (3 year commitment). Additional funding was provided through Holingsworth Funds and the Community Foundation of Greenville. We have plans to expand to serve clients in Pickens in 2012.

Comments from High/Scope Assessment

Nurse Family Partnership was not included in the High/Scope assessment, primarily because the program was launched in South Carolina in the middle of the assessment period. However, with over 30 years of peer-reviewed research nationally, this is one of the strongest evidenced based programs we have been involved in implementing.

Nationally recognized Nurse Family Partnership Program Outcomes

- Improve pregnancy outcomes (including reduction in Low and Extremely low birth rates)
- Improving diet, and reducing use or cigarettes, alcohol, and illegal drugs among mothers
- Improve child health and development by helping parents provide more responsible and competent care for their children
- Improve families’ economic self sufficiency by helping parents develop a vision for their own future, plan future pregnancies, continue their education, and find jobs.

Financial Summary

	FY2010	FY2011
State Funds	\$180,882	\$373,068
Private Funds	\$470,418	\$505,361
In Kind Support	\$76,025	\$70,000
Total Funds	\$727,343	\$948,429
# Participants	118	167
Avg. cost/participant	\$6163.92	\$5,260
Total completed visits	1285	2485
Avg. cost/visit	\$566.02	\$353.49

Participant Demographics

Client Risk Factor	% enrolled
Medicaid	100%
TANF	75%
Single Parent Family	92%
< HS Diploma	58%
Teen Mother (<18)	16%

Program Successes

Greenville Nurse Family Partnership celebrated a big milestone this year. NFP client Jennifer Clouse became the program’s first college graduate. Jennifer graduated from ECPI University with a degree in nursing.

Jennifer attributes her desire to go into the nursing field to her relationship with Veronica, her nurse home visitor. About Veronica, Jennifer said, “(She) was such a positive influence in my life. My son and I are at a better place in life because of her and this program.”



Child Care Training

Program Description

Greenville First Steps offers certified trainings for the child care workforce in Greenville County. The trainings focus on providing content that supports best practices in early education and care. All licensed child care programs and registered family home providers are invited to attend trainings, however, child care programs and family homes serving low income families with high percentage of ABC voucher families are targeted.

Greenville First Steps has partnered with SCPITC (South Carolina Program for Infant Toddler Care), United Way Child Care Resource and Referral, Center for Child Care Career Development, and The Children's Trust of South Carolina to provide trainings using the PITC, PCAN, and Strengthening Families curriculums to increase quality trainings focusing on improving infant/toddler care and creating awareness of ways the child care workforce can prevent child abuse and neglect.

Greenville First Steps is a contracted provider of PITC trainings through MOAs with Lifelong Learning (Greenville School District), CCCCDD (DSS funded), and through Pickens, Oconee, and Greenville First Steps tax check-off funds.

Comments from High/Scope Assessment

Data is not available regarding the impact of training of Child Care staff as it relates to school readiness outcomes. However, there is a strong link between high quality training (matched with on-site technical assistance) and the quality of care provided through Child Development Centers and Family Home providers.

Financial Summary

	FY2010	FY2011
State Funds	\$106,910	\$64,874
Private Funds	\$131,470	\$23,000
In Kind Support	\$0	\$0
Total Funds	\$238,380	\$87,874
# Participants	168	294
# hours of trainings offered	30.5	24
# hours of on-site technical assistance	3	6
Avg. cost/participant	\$794.6	\$298

Participant Demographics

Client Risk Factor	% enrolled
Medicaid	No data collected
TANF	No data collected
Single Parent Family	No data collected
< HS Diploma	No data collected
Teen Mother	No data collected

Program Successes

Program Outcomes: 100 participants will receive DSS certified training hours and follow up on-site technical assistance. To increase awareness of ways to support families in crisis in order to prevent child abuse and neglect within the child care workforce in Greenville County (#1 County for abuse, neglect or foster care).



Child Care Scholarships

Program Description

In October 2010, Greenville First Steps and the United Way of Greenville County applied for matching funds from the state office of First Steps (TANF funds and state private funds) to provide scholarships for families to receive child care assistance through high quality child development centers and family home providers.

Greenville First Steps provides scholarships to families who meet the following criteria:

- Priority is given to families currently enrolled in NFP or PAT.

Additionally, funding is available for families who meet the following criteria:

- Family must be eligible for, but not currently receiving DSS ABC vouchers
- Family must select a pre-approved center/family home provider with a level BB rating or higher
- Parent must be either enrolled as a student (HS or College) or employed at a minimum of 20 hours/week
- Parent must participate in a minimum of 2 hours/month of financial literacy, parenting, positive discipline or GED work.

Scholarships are provided directly to the center on behalf of family. Funds are awarded on a rolling basis. Funds are awarded on an annual basis (with funds planned to be spent by June 30, 2011).

Comments from High/Scope Assessment

High/Scope did not assess this program

Financial Summary

	FY2010	FY2011
State Funds	\$0	\$90,681
Private Funds	\$0	\$50,000
In Kind Support	\$0	\$0
Total Funds	\$0	\$140,681
# Participants	0	37
Avg. cost/participant	0	\$3,802

Participant Demographics

Client Risk Factor	% enrolled
Medicaid	100%
TANF	100%
Single Parent Family	No data collected
< HS Diploma	20%
Teen Mother	20%

Program Successes

Measurable Outcomes:

- Minimum of 5 centers will receive a 12-month performance plan from CCR&R for improving quality to Level BB or Higher.
- 75% parents will attribute scholarship to enabling them to either: return to school or return to work through Pre and Post survey
- 75% parents will participate in additional services (e.g., VITA, GED, Greenville Works, IDA, PRIDE, Parenting sessions)



Countdown to Kindergarten (Greenville County School District)



Program Description

Countdown to Kindergarten is a school transition program with an intended purpose of assisting low-income rising K5 students and their families with a smoother transition to kindergarten. Countdown uses weekly home-based curriculum led by the child's K5 teacher or teacher assistant. Visits are conducted during summer months before the child officially begins school. Teachers visit families 5 times during the summer, each time providing a new lesson/activity/game.

Teachers leave materials and suggestions with parents to do with the student that will reinforce already taught skills and activities until the next visit. At the conclusion of the program, the family accompanies the teacher on a tour of the school and experiences elements of a typical day in the classroom with other Countdown to Kindergarten families. Title I elementary schools from Greenville County Schools have been selected to participate in the program to afford families of need with a "jump start" to ease transition to kindergarten. This program provides a unique opportunity for parents (and their children) to develop a comfortable and trusting relationship with their K5 teacher before the school year begins.

Schools Served: A.J. Whittenburg Elementary, Duncan Chapel Elementary, Slater-Marietta Elementary, Sue Cleveland Elementary, Thomas E. Kerns Elementary and Welcome Elementary

Comments from High/Scope Assessment

The vast majority of home visitors reported having significant amounts of discussion about math and reading, but less about writing. Overwhelmingly home visitors reported significant increases in child familiarity with kindergarten settings as well as confidence and excitement about attending kindergarten as a result of participation in CTK (Table 40). Additionally they believe CTK provides significant assistance in children's transition to kindergarten.

A major goal of CTK is to assist parents in understanding the importance of parental involvement in their child's school experience. Home visitors reported that CTK parents are more likely to connect with teachers (parent-teacher conferences, talking to teacher, calling teacher and asking how child is doing). At the completion of CTK both parents and children reported a significant increase in their familiarity with a kindergarten classroom.

Parents also reported their children having significant increases in confidence and excitement about attending kindergarten. Pre/post evaluation of parent's likelihood of participating in specific behaviors that teachers often identify as important showed that post-CTK all identified behaviors saw gains.

Financial Summary

	FY2010	FY2011
State Funds	\$16,355	\$34,091
Private Funds	\$10,000	\$31,685
In Kind Support	\$0	\$0
Total Funds	\$26,355	\$65,776
# Participants	100	80
Avg. cost/participant	\$263.55	\$365
Total completed visits	460	796
Avg. cost/visit	\$57.30	82.63

(*)=FY11 #s include July '10 and June/July '11

Participant Demographics

Client Risk Factor	% enrolled
Medicaid	85%
TANF	85%
Single Parent Family	No Data Collected
< HS Diploma	20%
Teen Mother	15%

Program Successes

95% of families participating in this program attended the meet the teacher night at their child's school—the school average for non-Countdown participants is 50%.

Teachers have reported significant increase in parent involvement (attending conferences, PTA sponsored events, phone calls, responding to notes, volunteering in the classroom, and chaperoning school field trips).

Collaborative Successes: Administrators at A.J. Whittenburg Elementary were very interested in a literacy enrichment summer program. They partnered with Greenville First Steps to develop and implement a summer curriculum for all rising K4 and K5 students with the most at risk rising K5 students receiving five home visits from a certified teacher.



BABYSTEPS

(21stCCLC grant funded)

Program Description

BABYSTEPS is a 7-week summer enrichment program operated by Greenville First Steps. This initiative is fully funded through a 21st Century Community Learning Center grant provided through the South Carolina Department of Education.

The program provides educational, social, and community resources to 25 teens who are either pregnant or new mothers. Program participants rotated through classes focusing on educational tutoring, labor and delivery, infant care, nutrition, peer group counseling, and parenting. In addition, the teens were given cooking classes and provided with opportunities to go on field trips in Greenville County.

Through partnerships with Greenville Hospital System, Little Steps, Greenville Library System, and Greenville School District, BABYSTEPS is able to provide these classes along with free transportation to and from home in addition to free childcare for the children of the new mothers. BABYSTEPS was housed at Augusta Heights Baptist Church on Augusta Street in Greenville.

Comments from High/Scope Assessment

Because this is a program fully funded through another entity it was not a part of the High/Scope assessment

Financial Summary

	FY2010	FY2011
State Funds	0	0
Private Funds	50000	50000
In Kind Support	0	0
Total Funds	50000	50000
# Participants	20	25
Avg. cost/participant	2500	2000
Total hours instruction	16	28

Participant Demographics

Client Risk Factor	% enrolled
Medicaid	95
TANF	95
Single Parent Family	Data not available
< HS Diploma	100
Teen Mother	100

Program Successes

90% of participants reported an increased awareness of services within the community

100% of participants were reported by Child Development Staff as having modeled appropriate approaches to positive discipline behaviors

80% of participants were reported as being “on track” or “making significant progress” towards high school graduation

90% of participants reported a change in their eating habits and an increased understanding of the importance of nutritious food for the mother and child

100% of participants were given opportunity to sign up for a year round visitation program.



Play and Learn

Program Description

The Play and Learn program is a partnership between First Steps and various community centers and local faith based organizations. The program reaches at-risk participants aged 0-5 and their parents or caregivers. The emphases of families served are those who are experiencing such things as economic struggle, teen pregnancy, abuse and neglect and domestic violence.

The Play and Learn curriculum, developed by Greenville County First Steps, teaches families the importance of early learning through interactive parent workshops and family literacy time. The program helps improve the child's school readiness indicators and their potential for classroom success. The Play and Learn curriculum reinforces early literacy, language skills, logic and reasoning and other best practices. A Play and Learn session usually takes place weekly and lasts about one hour.

The foundation of Play and Learn is a weekly meeting hosted by the faith community or local community agency and facilitated by a coordinator and volunteers from community centers or local congregations. They are trained on the Play and Learn curriculum and on up-to-date early childhood development information and research.

First Steps has partnered with several agencies over the years to run the Play and Learn program. This year, First Steps partnered with 3 community agencies and a faith-based organization for Play and Learn. Also, First Steps has partnered with Golden Strip Sunrise Rotary to help with funding for the program at Little Steps. Local congregations and community agencies who have the passion and commitment for serving at-risk families are chosen to host the Play and Learn program.

Financial Summary

	FY2010	FY2011
State Funds	\$30,470	\$2,040
Private Funds	\$0	\$0
In Kind Support	\$11,000	\$0
Total Funds	\$41,470	\$2,040
# Participants	83	310
Avg. cost/participant	\$499.63	\$6.58
Total completed sessions	57	73
Avg. cost/session	\$727.54	\$27.95

Participant Demographics

Client Risk Factor	% enrolled
Medicaid	90%
TANF	80%
Single Parent Family	No Data Collected
< HS Diploma	50%
Teen Mother	70%

Current Play and Learn Sites:

Safe Harbor
 Pendleton Place
 Little Steps*

New Beginnings Methodist Church*

*=only sites reporting demographic data

High/Scope Assessment and Program Outcomes

This program is considered a “non-standard strategy” because it was developed and implemented in-house. Non-standard strategies are not assessed through High/Scope. Instead, they are measured based on their internal goals/objectives, listed below:

Short Term (To be completed before program year ends):

1. Upon completion of program, families report reading together 3-4 nights/week.
2. 90% of parents who complete program will be able to identify community resources that provide services for families.
3. 100 participants will complete 4000 hours of parenting workshops, child/family activities and early literacy trainings.

Long Term (Impact of program beyond funding year):

1. Families that read together will create higher vocabulary bases and will encourage school readiness and success.
2. 85% of parents will report an increase in knowledge of support groups and organizations for parents of young children.
3. Children of families who participate in this program will outscore their peers in school readiness indicators.