

## OUR GOAL: Increasing Kindergarten Readiness

### BY THE NUMBERS:

**15.6%**

Marathon County children live in poverty (For a family of four: \$24, 250 or less)

**30 Million**

Fewer words hear by low-income 4 year olds

**88%**

Kids not reading in Kindergarten still struggle in Grade 3

**90%**

Accuracy rate of 3rd grade outcomes predicting graduation rates

### 2016 COALITION ACCOMPLISHMENTS:

- ⇒ Completed an educational video for a car seat safety module to launch on RaiseGreatKids.org in 2017.
- ⇒ Partnered to host two educational offerings for early childhood providers and caregivers:
  - ⇒ Early Childhood Conference featuring Linda DeMoe, Early Childhood Education instructor.
  - ⇒ 5-part Love & Logic educational series.
- ⇒ As 1 of 6 partnerships in Wisconsin to receive State funding to encourage business and organizations to invest in early childhood priorities, ensured the below grant deliverables:
  - ⇒ With five local business champions, distributed Welcome Baby Bags to employees expecting a baby.
  - ⇒ Increased awareness among more than 100 community members, primarily business representatives, on the return on investment of ensuring quality early starts for children through the Baby Business Event featuring highlights from the "Raising of America" documentary and speaker Rob Grunewald, Economist with Federal Reserve Bank of Minneapolis.
  - ⇒ [www.RaiseGreatKids.org](http://www.RaiseGreatKids.org) relaunched with a stronger emphasis on local resources, activities and events for children and families in Marathon County, incorporating resource information from United Way's 2-1-1.
  - ⇒ Launched "Talk. Sing. Read. Play. Every Child. Every Day." as core message to encourage action that supports early brain development.

### MEET ALICE:

**A**sset **L**imited **I**ncome **C**onstrained **E**mployed. ALICE lives in every community and neighborhood. ALICE is employed at day care centers, nursing homes, retail centers, in offices and assembly plants, but barely gets by, often living paycheck to paycheck. They struggle to make ends meet and are challenged to save money "for a rainy day" or emergencies. Read the complete ALICE research report at [www.UnitedWayMC.org](http://www.UnitedWayMC.org).

### WHAT SUCCESS LOOKS LIKE:



During 2016, several local companies partnered with the Early Years Coalition on a pilot project to help new parents feel more comfortable in the role of their child's first teacher. Participating companies agreed to distribute "Welcome Baby" bags to their employees who were expecting a child.

Each bag was filled with things like a bib, a rattle, books, and other useful items. There was also an incentive offered to parents who attended the Parent Connect sessions to learn more about effective parenting. The Welcome Baby bag distribution was part of the re-launch of the website RaiseGreatKids.org and reinforced the message Talk.Sing.Read.Play.Every Child. Every Day.

Ministry St. Clare's Hospital, one of the participating businesses reported that, "We have received very positive comments. Recipients enjoy knowing that we are supportive of their pregnancy. They express an interest in learning more about the Early Years Coalition in Marathon County and what it does."

## VISION

Every child in Marathon County is supported in their early years for a journey of lifelong success.

## MISSION

Ensure child and family wellbeing through a coordinated county-wide effort which maximizes resources, focuses on evidence-based practices, and advocates for early childhood success.

## GOALS

- Ensure healthy pregnancies resulting in healthy babies.
- Expand the use of evidence-based developmental screening (i.e. Ages & Stages Questionnaire (ASQ), ASQ-Social Emotional, etc.) to increase opportunities for access for early screening, identification and referral of children and families at risk.
- Help parents/care-givers become confident and knowledgeable about being their child's first teacher.
- Improve access and quality of local child care centers and child care homes in connection with the work of YoungStar.
- Expand community understanding about the importance of the early years as a critical time for child development.

## ON THE HORIZON

- Launch car seat safety module on RaiseGreatKlds.org and continue development of modules for safe sleep and shaken baby syndrome.
- Engage local business partners in exploring family-friendly business policy and recognition of businesses who support their employees in their role as a parent.
- Broaden the community-wide awareness campaign on Talk•Sing•Read•Play• Every Child. Every Day.
- Research strategies and opportunities to increase family engagement and ensure support to families who are most vulnerable.
- Establish priorities for local quality child care considering access for families in need of care as well as support and professional development of child care providers.

## MEMBER ORGANIZATIONS

Achieve Center	Marathon County Child Development Agency	Ruder Ware
Aspirus, Inc.	Marathon County Health Department	Shadow Collaborative
Bethlehem Preschool	Marathon County Library	St. Joseph Hospital
Big Brothers Big Sisters	Marathon County Social Services	State of Wisconsin
Bridge Community Health Clinic	Marathon County Special Education	The Women's Community
Cooperative Educational Service Agency	Marshfield Clinic	United Way of Marathon County
Compass Counseling Wausau, LLC	Montessori	Wausau Child Care
D C Everest School District	Mosinee School District	Wausau School District
Family Planning Health Services	Mount Olive	WI Dept. of Workforce Development
First Impressions SC	Newman Catholic Schools	Woodson Art Museum
Girl Scouts of the NWestern Great Lakes	North Central Health Care	Words to Wake the World
Hope Life Center	Northcentral Technical College	WXCO Radio
Lutheran Social Services WI & Upper MI	Ontogeny Advertising & Design	