

## OUR GOAL: Increasing Kindergarten Readiness

### BY THE NUMBERS:

**17.5%**

of families in poverty in  
Marathon County include at  
least one child under age 5

**30 Million**

Fewer words heard 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

**41%**

Marathon County  
ALICE households

### MEET ALICE:

Asset Limited Income Constrained  
Employed. ALICE lives in every  
community and neighborhood. ALICE  
is employed at child 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 emergen-  
cies. Read the complete ALICE  
research report at  
[www.UnitedWayMC.org](http://www.UnitedWayMC.org).

### WHAT SUCCESS LOOKS LIKE:

**"Talk. Sing. Read. Play. Every Child. Every Day."** This message is a foundational recommendation of care for every caregiver – parent, grandparent, anyone sharing time with a young child. This simple, yet deeply impactful message reinforces interactions that support early brain development from birth. When this happens for a child, they develop and grow with the core base needed for future years of success.



### 2017 COALITION ACCOMPLISHMENTS:

- To more deeply embed the "Talk. Sing. Read. Play." message amongst Early Years Coalition member organizations, Coalition members developed a presentation on why these simple actions are so important for early brain development. It included creative examples of how Coalition members and organizations can share this message with work teams and children they serve.
- Launched 2 of 3 prioritized child safety videos of the "Caregivers be a Superhero" project on RaiseGreatKids.org
- Hosted inaugural "Raise Great Kids Day" at downtown Wausau's 400 Block with more than 200 child attendees
- Fifty cross sector representatives attended the "Baby Business 2: Strengthening Today's Workforce, Preparing Tomorrow's" event. They heard about Minnesota's private-public partnership work and local panelists shared local challenges. Attendees were encouraged to participate in developing community solutions and plans of action around local child care and family-friendly workplaces.
- Celebrated 5-year Coalition anniversary and captured the collective efforts to build stronger systems of support for children and caregivers in this video: <https://www.youtube.com/watch?v=9eeJTCv89MA&t=3s>

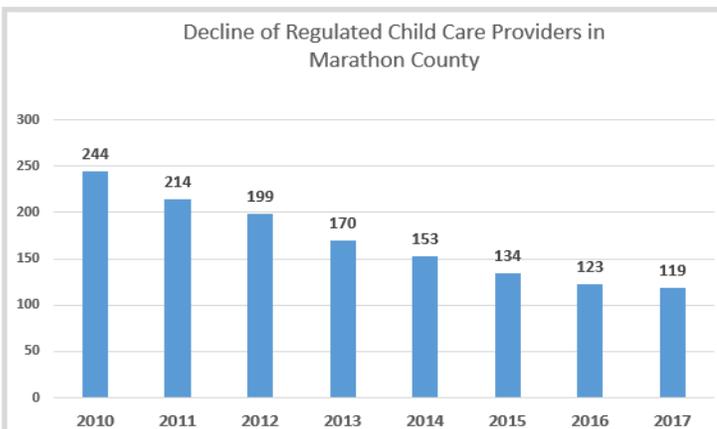
## Mythbusters: Did you know?

MYTH: Children begin to learn when they start school.

- ⇒ FACT: The early years of brain development are critical because they form the foundation for subsequent growth. Because 700 to 1,000 new neural connections are formed every SECOND in the first few years of life, a child's early environment and life experiences impact the brain more than any other time period.
- ⇒ FACT: High-quality early childhood programs increase graduation rates by as much as 44%.

MYTH: Marathon County has enough regulated child care to meet the community's needs.

- ⇒ FACT: Since 2010, Marathon County has lost more than half of its regulated child care providers (group centers and family child care). As a result of this decline, over 1,000 spots for children are no longer available in regulated child care programs.
- ⇒ FACT: A wait list exists...
  - ⇒ in 82% of programs serving children under 2 years of age and
  - ⇒ 71% of programs serving 2-4 year olds.



## MEMBER ORGANIZATIONS

Achieve Center	Healthfirst Network	Mount Olive
Adaptive Community	Hope Life Center	Newman Catholic Schools
Ascension St. Clare's Hospital	Leigh Yawkey Woodson Art Museum	North Central Health Care
Aspirus Wausau Hospital	Lutheran Social Services	Northcentral Technical College
Bethlehem Preschool	Marathon County Health Department	Ruder Ware
Big Brothers Big Sisters	Marathon County Library	Samoset Council Boy Scouts
Bridge Community Health Clinic	Marathon County Social Services	Swiderski Equipment Inc
Childcaring	Marathon County Special Education	The Women's Community
Children's Hospital of WI-Community Service	Marshfield Clinic	True North Counseling & Wellness
Compass Counseling	MCCDA-Head Start	UnitedHealth Group
D.C. Everest School District	Montessori, Mountain View	Wausau Child Care
Girl Scouts of the NWestern Great Lakes	Mosinee School District	Wausau School District

\*Coalition staff support provided by United Way of Marathon County thanks in part to funding from the B.A. & Esther Greenheck Foundation.

## 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 minimizes adverse childhood experiences, increases resiliency, maximizes resources, focuses on evidence-based practices, and advocates for early childhood success.

## GOALS

The Early Years Coalition and its collaborative partners believe Marathon County can ensure a great start for kids by working together around these goals:

- Ensure parents are educated and confident in parenting techniques and the importance of prenatal and early development.
- Ensure access to quality and affordable child care.
- Generate high community awareness about the critical importance of early childhood development and capacity to respond with policies/supports.
- Ensure early child development screening occurs for identification of delays through increased and consistent use of screening tool and appropriate referrals for intervention services.

## ON THE HORIZON

In 2018, the Marathon County Early Years Coalition will:

- Establish a community-level data dashboard to illustrate and assess the wellbeing of young children in Marathon County.
- Continue "Baby Business" efforts to establish community solutions and plans of action around:
  - the child care conundrum and
  - family-friendly business practices.
- Finalize the third of 3 child safety videos in the "Caregivers be a Superhero" project and execute on the promotions' plan.