




PREPARING DURHAM COUNTY CHILDREN TO COMPETE IN THE GLOBAL MARKET

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Dear Friends and Neighbors:

Welcome to the **"Week of the Young Child,"** a special time of year when we invite the entire community to focus your attention on the littlest ones. Here at Durham's Partnership for Children, we gauge every decision and judge each activity every week of the year based on what's best for all of our kids, age birth to 5. We are mission-driven, with the charge of mobilizing the community to create and support approaches that best serve the needs of young children and their families.

Together, we have learned a lot about what's best. As a community, our own local leaders clearly direct our public and private dollars to the programs, services and initiatives that meet the greatest needs based on what you have told us, that make the greatest impact based on research and "best practice," and that yield the highest return on investment.

In the following pages, you will see specific examples of what is happening throughout our city and county thanks to the public-private partnership that we represent. You will also hear the voices of leaders from many sectors of our community speaking about why these efforts matter. The way we care for our youngest children is not only the measure of our deepest values of integrity as a community, it's also a sign of our wisdom to drive economic stability today and in the future. When we demand high-quality child care for children in the earliest years, increase child and family health, and provide intentional family support using proven strategies, we are not only preparing children to enter kindergarten ready to learn, we are building the foundation of the learners and leaders of our global marketplace.

Thank you for the role that you play as a concerned citizen, supporting this critical investment and making sure that your community cares for its children. Together, we are reaping the greatest rewards and keeping our community, our state, and our nation at its best.

We welcome your thoughts and we are grateful for your support.

Sincerely,

Angie Welsh
Board Chair
Durham's Partnership for Children

Laura J.S. Benson
Executive Director
Durham's Partnership for Children



COMPETITION IN THE GLOBAL MARKET: Keeping America competitive starts at birth

The job market in almost every corner of the world today is unprecedented. Job creation is slow in an economy that has yet to fully recover. Successful, competitive and highly-motivated students are trekking from across the globe to apply for jobs locally. **So, how do we prepare Durham County students to have a fighting chance?**

Many of the challenges faced by today's schoolchildren are avoidable. Failing to invest in our children at an early age is often to blame for leaving children unprepared for entrance into school, experiencing teen pregnancies, dropping out of high school and misusing alcohol and illegal drugs. They are less likely to be healthy, productive adults and more likely to be involved in criminal activity.

In North Carolina, 300 students drop out of school every day resulting in \$169 million cost for the state. And, increased delinquency and crime has a high price tag as well. According to the North Carolina Department of Correction, the average annual cost per inmate is just over \$27,000.

These negative outcomes not only cost the victims both pain and suffering, but are also a burden on society. Taxpayers share these expenses through paying for larger public health care bills, higher costs to combat crime and delinquency, and an economy destabilized by less-educated workers who are less employable and earn fewer dollars.

It is the mission of Durham's Partnership for Children to mobilize the community to create and support approaches to serving the needs of children birth to 5 years of age and their families. After 16 years of collaborative work, the organization has begun to broaden its role as an economic developer, helping others to prioritize early childhood education as a business strategy.

Effective early childhood investments with measurable returns include support for pregnant women, child health and early diagnosis and intervention, and high-quality early education and pre-kindergarten programs.

According to a study by the Partnership for America's Economic Success,

paying \$10,000 today for a child to attend pre-kindergarten could save taxpayers from paying \$250,000 later to account for a high-school dropout's lower earnings and dependence on public assistance programs.

Children who are prepared for success in school through high-quality early education programs are less likely to drop out. Longitudinal studies, such as the FPG Child Development Institute's More at Four study, show that poor children enrolled in the More at Four Program had significantly higher math and reading EOG scores than similarly poor children who had not attended the More at Four Program. This program is helping to lessen the achievement gap for disadvantaged children, thereby substantially reducing the effects of poverty on More at Four enrolled children. We know that the cost of poverty is high and the rewards of investing early in vulnerable lives have been proven.

Business leaders look at early childhood work on a grander scale, depending upon the education system to prepare their future workers, their human capital. Good workers are a result of good students. Future graduates will be competing for jobs with students living in other countries. Investment in early childhood can help to ensure that every child is reaching their highest possible potential.

Research indicates that current spending levels of U.S. resources in the early childhood sector are equivalent to 2.9 percent of the gross domestic product. That level of spending is far from adequate, according to the latest studies. Our nation's youngest children make up over 8 percent of the U.S. population and will – in the near future – make up our entire workforce.

One indication that these investments are insufficient is that so many children are without access to high-quality early learning programs. Two-thirds of all low-income children are served in child care settings that lack the level of quality proven to produce developmental gains. Economic development strategies should include policies that ensure all children, especially those at highest risk of school failure, have access to high-quality early care and education opportunities.

Focusing appropriate levels of resources on children's needs through evidence-based programs will produce a competitive workforce, improve the nation's health, advance school and career success and amplify a skilled workforce on a national level. In order to maintain a competitive edge, we've got to do more to build upon the foundations of our youngest citizens. Investing today is fundamental for competing in the global economy.

INVESTING IN EARLY CHILDHOOD REAPS THE GREATEST REWARDS

James Heckman, a Professor of Economics at The University of Chicago, a Nobel Memorial Prize winner in Economics, and an expert in the economics of human development, presents his case for investing in early childhood – the Heckman Equation. The Heckman Equation offers a formula for understanding the great gains to be had by investing in children birth to age 5 or as Heckman says, "investing in the early and equal development of human potential."

INVEST in educational and developmental resources for disadvantaged families to provide equal access to successful early human development.

+ **DEVELOP** cognitive skills, social skills, and physical well-being in children early – from birth to age five when it matters most.

+ **SUSTAIN** early development with effective education through adulthood.

= **GAIN** more capable, productive and valuable citizens that pay dividends to America for generations to come.



“Early childhood education is a vital part of our local economy. Durham business leaders know that attracting and retaining a well-trained workforce cannot be accomplished without also addressing the community's child care needs. Child care providers are responsible for educating our youngest citizens and providing the opportunity for Durham County parents to work. Locally, the child care industry employs more than 1,660 individuals.”

Casey Steinbacher, President and CEO
Greater Durham Chamber of Commerce

PARTNERING WITH THE LARGER COMMUNITY

Durham County is known for the diversity of its people, organizations, institutions, and strong community groups. From the very beginning, Durham's Partnership for Children has seized that diversity in building partnerships among the many sectors in Durham and harnessing their collective talents and resources. As a community change agent the Partnership serves as a catalyst and convener - mobilizing parents, child care providers, policymakers, businesses, congregations and community agencies - to join together in a unified vision for Durham's young children and families. The Partnership has helped to launch innovative partnerships that are infusing new ideas and resources into the way Durham helps support young children and their families.

COMMUNITY INITIATIVES IN FOCUS:

Partners in Faith

Durham's Early Childhood Faith Initiative is a collaboration between the Partnership and End Poverty Durham with the main goal of engaging places of worship around the needs of young children. Bringing the ideas of the importance of parent involvement, young children's exposure to learning, and the importance of the first five years of a child's development to a network of faith leaders is part of the Partnership's mission to strengthen Durham's early childhood system. Visit <http://dpfc.net/EarlyChildhoodFaithInitiative.aspx> for more information or contact the coordinator Winnie Morgan at winniewmorgan@juno.com.

Partners in School Readiness

The "achievement gap" is evident in kindergarten and research tells us that when children start school behind, they stay behind. A smooth transition to kindergarten is a significant process in a child's life, a shared responsibility and must be a priority for families, teachers, schools and the community. Together, the Partnership and Durham Public Schools have developed a Transition to Kindergarten Plan for Durham County that begins in preschool and continues through kindergarten, which engages all partners. For more information about Durham's Transition to Kindergarten Plan, please contact Kate Irish, Durham's Partnership for Children, 919-403-



6960, kate@dpfc.net or Kate MacDonell, Durham Public Schools, 919-560-9403, Kate.MacDonell@dpsnc.net or visit the Web site at <http://dpfc.net/TransitiontoKindergartenInitiative.aspx>.

Early childhood education is not only a vital piece of each child's learning and development, but also a smart investment for the future success of the Durham community. Community building has been a focus for the Partnership because it works and because one person alone should not have to support a child. It takes a community to raise the next generation.

“Our work as educators must begin early if we are committed to transforming the lives of young children in the pursuit of success in the global workforce. Durham Public Schools is committed to strengthening partnerships within the community to create an environment in which students can thrive, dream big, and receive an outstanding education that will prepare them for the next phase of their lives.”

*Dr. Eric J. Becoats, Superintendent
Durham Public Schools*

Through Durham's Transition to Kindergarten Initiative, health care professionals and educators sought to alert parents and caretakers on the importance of health and physical development as one of five early childhood school readiness domains. Early preventive care is essential in building a foundation of wellbeing for our children.

Healthy & Ready: A guide to preventive care

What is a Well-Child Check-Up?

- A visit to your child's nurse or doctor when your child is not sick
- A way to track your child's growth and development
- Required shots are given to your child to stay healthy
- An opportunity to ask the doctor questions you have about your child's health

What happens at a Well-Child Check-Up?

- Height & weight measurement
- Developmental screening – answer questions about child's development and behavior concerning potty training, tantrums, talking, reading, interacting with other children, and sleep.
- Vision screening
- Hearing screening
- Blood pressure
- Nutritional assessment
- Immunizations

How often does my child need a Well-Child Check-Up?

Parents should take their child to the doctor for a Well-Child visit at the following ages:
2 weeks, 1 month, 2 months, 4 months, 6 months, 9 months, 12 months, 18 months, 2 - 20 years recommended each year

There is good reason why Be Active North Carolina is on an aggressive campaign to get 1 million North Carolinians – including young children – more active, more often. Engaging children in 60 minutes of structured and unstructured physical activity at a young age is critical for their health as well as academic development and success. Currently, 1 in every 3 children in NC is overweight or obese. Obesity in young children increases the probability of developing type 2 diabetes, high blood pressure, bone and joint problems, risk factors for heart disease and increased chronic lung problems such as asthma. Many of these health conditions, usually found in adults, can be eliminated or lessened by consistent moderate or vigorous exercise.

Structured physical activity in early childhood is a building block to elementary school preparedness. Children learn to follow instructions, learn simple rules, develop basic movement concepts as well as learn the concept of spatial relationships. Not only does movement promote strong gross motor skills it helps develop the brain.”

*Gary Gardner, President and CEO
Be Active North Carolina, Inc.*

How do I know if my child needs a Well-Child Check-Up?

You can call your Medicaid Health Check Coordinator at 919-613-6717 (English), 919-613-4335 (Spanish), your child's doctor's office, or your current health insurance provider for assistance in scheduling an appointment.

Immunizations for Children

Immunizations (vaccinations, shots) help protect your child from very serious diseases. Many of these diseases are rare, but the risk is still present. It is important that your child gets the required shots at the right time to protect them from these very serious diseases. Please ask your child's doctor about the schedule for your child. Up to date immunizations are required for entry into kindergarten.

Required: Hib, DTaP, Hepatitis B, Polio, MMR, Chickenpox
Recommended: Rotavirus, Pneumococcal, Influenza

Demographics

Total Population of Durham County: 260,420

Children ages birth to 5 living in Durham County: 25,218

Children ages birth to 5 living below the poverty level in Durham County: 26.5%

Early childhood resources are shrinking and birth to 5 population is growing.

- Smart Start funding for FY 09-10 is at the lowest level in nine years. Current funding is 32% lower than funding in 2000.
- Meanwhile, there has been a 35% increase in the birth to 5 population between 2000 and 2009.

Impact of Child Care

The average cost of child care for an infant in a 5-star center is \$1,082/month.

Number of regulated child care facilities in Durham County: 360

Children in licensed/regulated child care: 7,350

Economic Impact of Child Care in Durham County

Total direct economic impact: \$337,638,423

Gross receipts of Durham County's child care industry: \$64,828,825

Durham County's child care workforce: 1,676

Total gross income made by parents with children in care: \$310,024,714

Local state and federal taxes paid by parents: \$93,007,414

Results

61% of all Durham County children in early care and education attended high quality (4- and 5-star) programs as compared with 27% in 2001.

90% of Durham County children with special needs and from low-income families were in high quality (4- and 5-star) programs as compared to 75% in 2001.

63% of Durham County children whose families received help paying for early childhood care and education attended high quality (4- and 5-star) centers as compared to 17% in 2001.



As we evaluate North Carolina's investment in More at Four and Smart Start programs, we have been asking the question: Do dollar investments for these initiatives lead to improvements in education outcomes for all a county's children? Our research has shown the impact: By grade three, these two early childhood initiatives will have paid for themselves in educational benefits, and by the time the children grow up, the investment will have yielded large payoffs. We are also seeing 'spillover effects,' whereby children who are not enrolled in these initiatives but live in the same communities also experience academic benefits. The positive effect is highest among the group of children for whom the initiatives were targeted -- children at risk for academic failure. Our research findings show these two initiatives have improved academic achievement and reduced placements for special education. It has been a wise investment.

*Kenneth A. Dodge, Ph.D.
Director, Center for Child and Family Policy; William McDougall Professor of Public Policy; Professor of Psychology and Neuroscience*



As the owner and director of a 5-star child care center I see the positive outcomes of investing in high-quality early care and education for the children of Durham County. My center has 65 children enrolled and employs 16 people. Children in preschool programs that have a low child-to-teacher ratio are seeing the rewards of that close relationship with a qualified caregiver. The attention they receive from the teachers and the focus on a structured curriculum at an early age has measurable results that last through high school. Children have improved social skills, less problem behaviors, a positive effect on IQ, improved achievement test scores, and higher graduation rates. After graduation, these children enter the workforce earning higher wages and being less dependent on welfare programs. There is no better time to invest in these young lives.

*Pam Nichols, Owner and Director
Christian Prep Academy*

Funded Partners Program Directory 2010-2011

Child Care Services Association

Smart Start Child Care Scholarship Program

Supports working parents by increasing the affordability and accessibility of high-quality child care and improves school readiness by promoting quality in the Durham early care and education system.

School Readiness Quality Enhancement/Maintenance

Provides technical assistance to child care programs seeking to improve and maintain the quality of child care for children birth to 5 years in Durham.

Choosing & Using Quality Child Care

Provides information and referral to parents about the quality and availability of child care programs and other family resources.

Grow a Teacher

Provides professional development counseling services to child care professionals. Encourages high school graduates to work towards a degree in early childhood by providing scholarships and counseling/mentoring.

T.E.A.C.H. Early Childhood® AmeriCorps Program

Provides educational release time to teachers of children birth to age 5 working in licensed, nonprofit child care centers. 919.403.6950 for all of the above programs.

WAGE\$®

Provides education-based salary supplements to child care teachers, directors, and family child care providers. 919.967.3272 www.childcareservices.org



Child and Parent Support Services

Healthy Families Durham

An intensive, home-based family support program that serves primarily first-time parents with identified risk factors. 919.419.3474 www.ccfhnc.org

Community Partnerships, Inc.

Durham Inclusion Support Services

Provides consultation, technical assistance and training to child care providers and families who care for a child for whom there is a developmental, behavioral or social/emotional concern. 919.402.9400 www.compart.org

Durham Council for Children with Special Needs

Hispanic/Latino Consultation Services

Offers interpretation and translation services for Spanish-speaking families with children with or at-risk for special needs. 919.956.5016

Durham County Cooperative Extension

Welcome Baby Family Resource Center

Provides parent support groups, parenting classes and family literacy training for families with children, birth to age 5. 919.560.7150 www.welcomebaby.org

Durham County Health Department

Child Care Nutrition Consultation

Provides professional nutrition consultation and training to child care staff and parents to promote nutrition and physical activity. 919.560.7783 www.co.durham.nc.us

Durham's Partnership for Children

Community Awareness & Education

Works collaboratively with organizations, coalitions, groups and individuals across Durham County to educate the local

community about issues affecting young children and families and how quality early care and education is a vital piece to our overall education system.

More at Four

Provides quality pre-k to eligible 4-year-old children. The program is designed to prepare children academically and socially for kindergarten. 919.403.6960 for both programs. www.dpfc.net

El Centro Hispano, Inc.

The Family Support Program

Provides Spanish speaking families with referrals to community resources, ESL classes, parent education and family literacy activities. 919.687.4635 www.elcentronc.org

Exchange Clubs' Family Center

Early Childhood Outreach Project (EChO)

Provides consultation, training, support and referral services to Durham child care providers and families to enhance the social-emotional development or decrease the challenging behaviors of children at-risk for difficulties in kindergarten. 919.403.8249 x233 www.exchangefamilycenter.org

Chapel Hill Training-Outreach Project, Inc. (CHTOP)

Durham Early Head Start

Durham Early Head Start serves 120 children, families, and pregnant women through two different program options: intensive home visiting services and high-quality center-based child care. Participants also receive comprehensive family support and health services. 919-439-7107 www.dpfc.net/EarlyHeadStart.aspx

Other Community Resources*

Durham County Library

Offers story time sessions for toddlers and preschoolers. 919.560-0100 www.durhamcountylibrary.org

Children's Developmental Services Agency of Durham

Provides consultations and early intervention services for children birth to age three who have special needs. 919.560.5600 www.ncei.org/ei/itp/cdsa.html

Durham Connects

Durham Connects provides free nurse visits to mothers 4-6 weeks postpartum to congratulate, support and connect parents with local resources. 919.668.3295 www.durhamconnects.org

Durham Public Schools

Pre-K and Transition to Kindergarten

Provides Title I and pre-k services for exceptional children. 919.560.3505 www.dpsnc.net or <http://kindergarten.dpscalendar.net/>

Family Center of Northern Durham

Provides parent-child playgroups, family literacy programming, ESL classes and a part-time bilingual preschool for children ages 3 to 5. 919.627.7405 www.familycenternd.org

Family Support Network

Provides support, information, and parent matches for families with children with special needs. 919.560.5600

Immaculate Conception Church

Latina Parents Playgroup

Playgroup consists of 10 to 15 parents with their children birth to age 3. The playgroup meets once weekly for 1.5 hours for 12 weeks. 919.682.3449

La Leche League of Durham

Provides breastfeeding support to mothers and information on breastfeeding to mothers-to-be. Offers support groups and instructional group classes in three Durham locations.

1.877-4 LA LECHE (877.452.5324)

www.llofnc.org

Operation Breakthrough

Head Start

Head Start is designed to provide a quality education for young children and help parents establish goals designed to aid the entire family. Programs operate August to May. 919.688.5541 x227

www.obtnc.com/HeadStart.htm

Teer House

A comprehensive educational resource center for patients, families, and the community as part of Duke Medicine's

Department of Clinical Education and Professional Development. Some classes are free. Other classes charge nominal fees. 919.477.2644 http://www.dukehealth.org/locations/teer_house

The Arc of Durham County

Serves people with developmental disabilities and their families. 919.493.8141 www.thearcofdurhamcounty.org

Durham Social Services

Partners with families and communities in achieving well-being through prosperity, permanence, safety and support. 919.560.8000 <http://www.durhamcountync.gov/departments/dssv/>

*This list was not intended to include all existing resources serving very young children and their families across Durham County.