



COMMUNITY PARTNERSHIP FOR CHILDREN

Sheboygan County

2020-2021 IMPACT REPORT



We aim for all children to be safe, healthy and prepared to grow, learn and achieve.





A year's overview

Where we are now

The Sheboygan County Community Partnership for Children is a birth to six initiative focused on prevention support for youth and their families.

Mission: *Develop and support a coordinated system to address the diverse needs of Sheboygan County's children and their families and caregivers.*

Vision: *All Sheboygan County children are safe, healthy and prepared to grow, learn and achieve.*

Priorities:

- Awareness & access to resources
- Strong family support systems
- Healthy child development
- Safe environments for children

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What a year it's been!

I joined the United Way team as the Community Partnership for Children Coordinator in October 2021, and I couldn't be prouder to be a part of this incredible group of people. Our CPC partners and members are some of the most dedicated, compassionate and hard-working individuals I've ever had the privilege of working with, and I was immediately impressed by the enormous efforts they make to better the lives of those in our community.

While the pandemic has continued to present additional difficulties in the lives of everyone in Sheboygan County, the CPC was able to pivot to offer safe, virtual programming for families with young children: The Welcome Baby program's Resource Specialists were able to connect with mothers over the phone rather than in-person; our Parent Café events continued in their virtual setting; and Community Developmental Screenings were offered virtually as well.

Even though these changes presented challenges, they offered opportunities as well. Implementing these changes has taught us new ways to connect with, educate, and support families. This led us to examine how we measure our outcomes, providing the opportunity to make changes to better support the goals of the initiative.

Happily, we have recently had the opportunity to begin shifting our programs back to an in-person setting. With the lessons learned over the turbulent past couple of years, we anticipate even greater growth, reach and impact in the early childhood community of Sheboygan County.

I'd like to extend my deepest thanks to our Parent Educators, Resource Specialists, Developmental Screeners, community partners, volunteers and donors. Without your tireless efforts, compassion, contributions and expertise, we could never achieve the incredible impact we've made and will continue to make in our community.

Here's to another year of learning, growing and serving families in Sheboygan County!

All the best,



Ryan Wilinski
ryan@uwofsc.org
UWSC Community Partnership for Children Coordinator

How it all began



In 2014, United Way of Sheboygan County began to look at strategies and programs that focus on prevention and support resiliency for families with children from birth through six years old. These interactions led to a community conversation in June of 2015. As interest grew within many organizations, a coalition started to form. With the help of donors, other early learning initiatives in surrounding counties and partners from local organizations, the plan was set in motion.

The Sheboygan County Community Partnership for Children (CPC) formed in 2016 with the support of United Way of Sheboygan County and a diverse team of early childhood experts from healthcare, government, education and nonprofit organizations, as well as businesses and individuals in the community. Through this collaboration, the CPC is able to address the diverse needs of families in Sheboygan County.



Our mission is to provide our community with access to resources, increase awareness and support healthy child development. We offer four programs within the CPC that support our mission: Welcome Baby, Parent Café Workshops, Community Developmental Screens and Born Learning Trails. Through these programs, we have impacted over 5,000 families since we began the CPC initiative in 2016. Our vision is that all children in Sheboygan County are safe, healthy and prepared to grow, learn and achieve.

Children who receive high-quality early education are...

More likely to:

- Show improved reading
- Show improved math skills
- Stay in school longer
- Graduate from high school
- Attend a four-year college

Less likely to:

- Drop out of school
- Repeat grade levels
- Be placed in special education



Where we're headed



The pandemic presented many challenges in the past year, forcing us to shift to virtual options for our programs. However, our incredible partners quickly adapted and implemented COVID-friendly options for our programs to protect both families and the individuals working with them.



Fortunately, we have recently been able shift back toward in-person programming, and we feel that the lessons learned during the pandemic will only enable us to more effectively serve families in Sheboygan County. We will continue to offer virtual options for many of our programs, and we have re-examined how we measure our outcomes and have begun implementing new measurement standards that will allow us to better understand the impact of our efforts and make data-based improvements to our programs.



In the coming year, we plan to:

- Re-connect with school districts and strengthen relationships between the CPC and districts
- Develop relationships with early childhood education centers in Sheboygan County
- Expand CPC community events and increase community awareness of the importance of early childhood education
- Further refine our data collection practices and standards to better understand the impact of CPC programs
- Invite new partners to join the CPC Coalition
- Explore opportunities to implement Born Learning Academies and build new Born Learning Trails in Sheboygan County

*According to the National Forum on Early Childhood Policy and Programs, every dollar invested in high-quality early childhood programs can lead to a return of \$4 to \$9.**

*<https://www.impact.upenn.edu/early-childhood-toolkit/why-invest/what-is-the-return-on-investment/>

Welcome Baby



Welcome Baby is a program designed to support parents who recently welcomed a new member to their family and connect them with family and parenting resources available in Sheboygan County. The program recently expanded to be offered to all families in Sheboygan County.



During the visit, a Resource Specialist meets with families in the hospitals to provide community resource information, as well as connect families to the Parents as Teachers (PAT) home visiting program. Prenatal visits have also begun to expand, as the goal is to reach families as soon as possible.

Program Outcomes

- 839 families were contacted through the Welcome Baby program
- 97% of families indicated an increased awareness of community resources after they met with a Resource Specialist in the hospitals
- 86 families enrolled in the Parents as Teachers home visiting program after talking with a Resource Specialist for a total of 747 home visits

Parents As Teachers

The Parents as Teachers (PAT) program is a home visiting program offered to families in Sheboygan County. Families are assigned a Parent Educator (PE) who visits their home on a monthly or bimonthly basis, usually until the child turns three years old. The program provides monthly group activities, developmental and maternal depression screenings, parent/child interaction assessments, annual health reviews and goal setting and more. The PEs educate families on new parenting techniques and are able to refer parents to a wide array of services in the community.

Program Outcomes

- 91% of parents demonstrated the ability to support their child's development
- 59% of families eliminated or reduced at least one identified safety hazard in the home
- 77% of children were on schedule to reach full immunizations by age three
- 73% of children were receiving regular well-child exams
- 86% stated the PAT home visit activities strengthened their relationship with their child
- 96% are willing to try new parenting strategies because their Parent Educator encouraged them to do so

A Parent Educator (PE) working with an English Language Learner (ELL) family utilized the support of Language Line to complete a Home Safety Screen. The PE discussed the elements of fire safety and adjustments the family could make to create a safe home environment for their child's development and stressed the importance of the family developing a fire safety plan, which the family hadn't considered.

Within a couple of weeks, the family developed a fire safety plan and shared that plan with their PE.

-Parent Participating in PAT Home-Visiting Program



Developmental Screening Events



Community developmental screening events give parents and caregivers another opportunity to discuss their child's development with trained staff. They can then share activities with parents to encourage healthy child development and connect families to community resources.



Parents and caregivers with children ages 6 months to 5 years old are able to have their children screened using the Ages and Stages Questionnaire (ASQ) and receive hearing and vision screening.

The ASQ tests children's development in the domains of communication, gross motor, fine motor, problem solving and personal-social. Parents answer the questionnaire to the best of their ability, and screeners perform activities with the children to answer any questions the parents may be unable to answer.

If a child tests delayed or monitoring in any of the domains, the screener is able to provide activities to advance the child's development in those areas and connect or refer them to resources in the community.

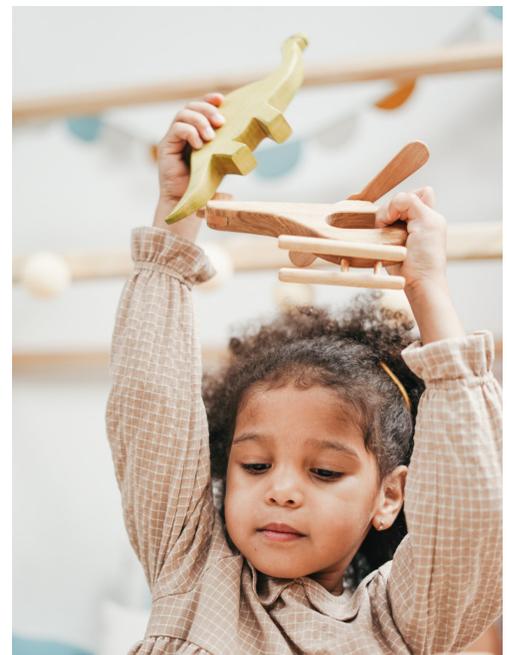
Child Development Outcomes

While the pandemic limited opportunities to meet in-person, we were able to offer three days of virtual screening events.

- 43% of parents were encouraged to bring their children back to the next screening event to monitor progress
- 14% of children were directly referred to a community resource or the school district
- 43% of children screened were delayed or should be monitored in at least one domain

"The ladies who screened my son did an amazing job. They were very knowledgeable and answered my questions in detail. I learned about developmental milestones that I hadn't thought to look for and they made the experience enjoyable for my son."

-Family Participating in
Developmental Screening Event



Parent Café Workshops



Parent Cafés explore the five Strengthening Families Protective Factors through guided peer-to-peer learning, self reflection and conversations that strengthen the social and emotional health of families.

Protective Factors:

- Resilience
- Parenting & Child Development
- Children's Social & Emotional Health
- Social Connections
- Concrete Support in Time of Need

Parent Café Outcomes

The pandemic restricted the number of events we were able to host, but we were still able to offer six virtual Parent Cafés.

- 37 parents participated in the virtual Parent Café events
- 100% of families who attended the Parent Café events agreed that they plan to use different ways to handle stress or challenges in their life
- 98% of families indicated an increased awareness of the five Protective Factors
- 83% of parents felt more confident in their ability to support the best possible outcomes for their children

Born Learning Trails



Born Learning is a community change strategy that is designed to boost children's language, literacy, social, cognitive and emotional skills while encouraging families to get active.

The Born Learning Trails are available 24/7 and located at Generations at 1500 Douglas Drive in Plymouth and on the Shoreland 400 Trail behind RCS Empowers, Inc.

"I always enjoy going to the Parent Cafés. A free meal and childcare are incentive enough! I look forward to having something to do, meeting other parents and having resources and other incentives available to me."



2020 - 2021 PARTNERS



Sheboygan County Community Partnership for Children
2020 Erie Ave, Sheboygan, WI 53081
www.uwofsc.org/our-impact/cpc