



COMMUNITY PARTNERSHIP FOR CHILDREN

Sheboygan County

2021-2022 IMPACT REPORT



We envision a Sheboygan County where all children are safe, healthy and prepared to grow, learn and achieve.





A year's overview

Where we are now

What an incredible year!

I joined the United Way team as the Community Partnership for Children Coordinator last October, and I couldn't be more impressed with this amazing group of people. As we emerged from an unprecedented global pandemic, this team worked tirelessly to find balance and innovative new ideas in our new, post-pandemic world.

The year was characterized by a shift back to in-person programming with a brief return to virtual programs during the year. The Welcome Baby program's Resource Specialists returned to performing all of their hospital visits in-person, which has led to a tremendous growth in engagement and successful contacts. Our Parent Café and Community Developmental Screening events also shifted back to an in-person format, and both saw large spikes in attendance numbers over the previous year.

This summer marked a major first for the CPC as we hosted our first-ever Family Fun Fest. The event featured food, games, activities, giveaways, performances and a resource fair, and attendance far exceeded our expectations. Feedback from families and participating agencies was overwhelmingly positive, and we look forward to continuing to host the event on an annual basis.

A major theme of the past year has been expanding our outreach and accessibility to non-English speaking communities in Sheboygan County. Through partnerships with various community agencies, we were able to offer a Spanish-language Parent Café series, Developmental Screenings in Spanish and Hmong and Welcome Baby Hospital Visits in multiple languages. The CPC also participated in multiple events focused on outreach to families speaking languages other than English.

None of this incredible impact would be possible without the tireless efforts, compassion, expertise and generosity of our Parent Educators, Resource Specialists, Developmental Screeners, community partners, volunteers and donors. Your efforts are deeply appreciated, and I am truly proud to call you my colleagues. I look forward to continuing our work together to further advance the state of early childhood programming in our community.

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



Ryan Wilinski
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 UWSC Community Partnership for Children Coordinator

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:

- *Parents are educated and confident in their parenting abilities and knowledgeable about community resources that can support them.*
- *Children are reaching their developmental milestones on time.*
- *Children entering kindergarten possess the social, emotional and academic skills that will provide a strong foundation for learning.*

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How it all began



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

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



We aim to provide our community with access to resources, increase awareness/parenting knowledge and support healthy child development. We offer five programs within the CPC that support our mission: Welcome Baby, Parent Café Workshops, Community Developmental Screenings, Born Learning Trails and our Distribution Network. Through these programs, we have impacted over 7,250 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.

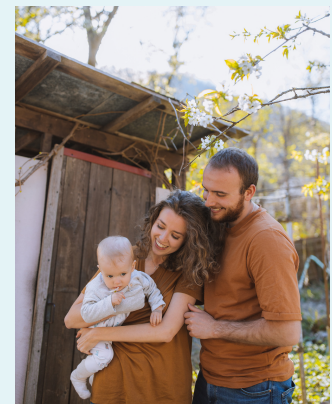
Children who receive high-quality early education are...

Less likely to:

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

More likely to:

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



Where we're headed



As we shifted back to in-person programming, we saw a major increase in participation and engagement in CPC programs. There is an undeniable value in face-to-face connection, and as such, we plan to continue offering as many programs in person as conditions allow.



All of our committees have been working to expand accessibility and improve the data we collect for each of our programs. A data subcommittee has been formed to examine the indicators and outcomes the CPC measures, and we have created a specific outreach team for pediatric providers with additional targeted outreach teams to follow. By inviting new members to the CPC, we will diversify perspectives and areas of expertise, which will better enable us to identify gaps and create innovative new solutions.



In the coming year, we plan to:

- Establish a new Born Learning Trail in Downtown Sheboygan
- Explore methods to expand the data collected by the Developmental Screening program
- Expand CPC community events and increase community awareness of the importance of early childhood programming
- Further refine our data collection practices and standards to better understand the impact of CPC programs on the community as a whole
- Invite additional pediatric care providers to join the CPC Coalition
- Strengthen relationships between the CPC and school districts
- Develop relationships with early childhood education centers 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 is currently offered to all mothers giving birth in a hospital in Sheboygan County.



During the visit, a Resource Specialist meets with families in the hospital to provide information about community resources and 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

- 1,327 families were contacted through the Welcome Baby program
- 98.6% of families indicated an increased awareness of community resources after they met with a Resource Specialist in the hospitals
- 63 families enrolled in the Parents as Teachers home visiting program after talking with a Resource Specialist for a total of 485 home visits

A mom had a baby two years ago and declined PAT at that time because she was too busy with a new job. She recently called the Family Resource Center because she remembered learning about PAT from a Resource Specialist and wanted “a teacher for her child.” She speaks only Spanish.

We will enroll this family and because many of the Parent Educators have now been trained in the 3-5 year PAT curriculum (in addition to the birth-3 year curriculum that all PEs are trained in), we'll deliver PAT until the child enters school!



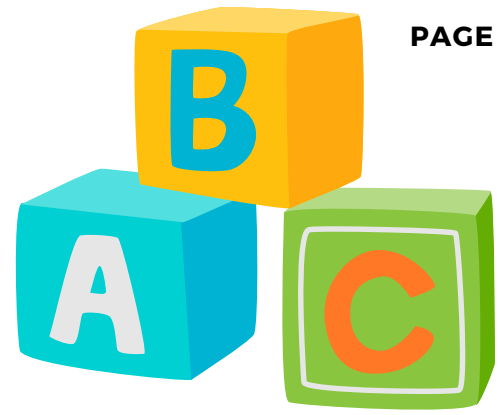
Parents As Teachers

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, 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

- 63 families were served by the PAT program, receiving a total of 485 home visits
- 94% of parents demonstrated the ability to support their child's development
- 48% of families eliminated or reduced at least one identified safety hazard in the home
- 88% of children were on schedule to reach full immunizations by age three
- 91% of children were receiving regular well-child exams
- 96% are willing to try new parenting strategies because their Parent Educator encouraged them to do so

Developmental Screening Events



Community Developmental Screening events give parents and caregivers another opportunity to discuss their child's development with trained staff. Based on screening results, screeners can share activities with parents to encourage healthy child development and connect families to community resources.



Child Development Outcomes

As we shifted back to in-person screenings, we were able to offer six days of screening events. At these events:

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.

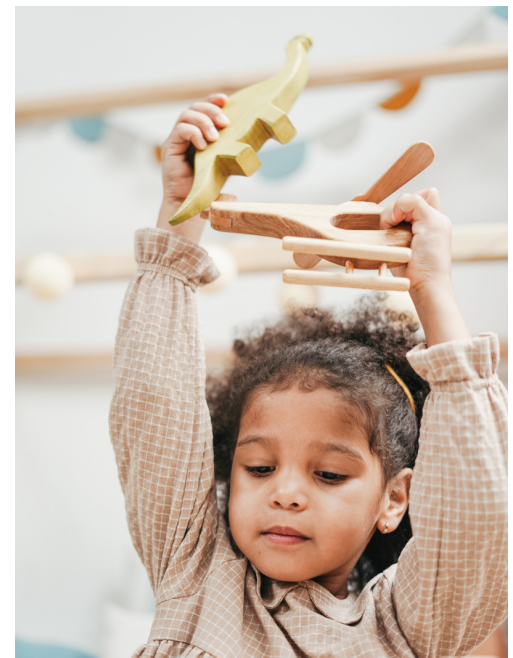
- 80 children received developmental screenings
- 29% of parents were encouraged to bring their children back to the next screening event to monitor progress
- 15% of children were directly referred to a community resource or the school district
- 37.5% of children screened were delayed or should be monitored in at least one domain

The ASQ tests children's development in five domains: 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 unsure of.

If the results indicate a child may be delayed or should be monitored 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.

"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.

The Five Protective Factors:

- Parental Resilience
- Knowledge of Parenting & Child Development
- Social & Emotional Competence of Children
- Social Connections
- Concrete Support in Times of Need

Parent Café Outcomes

The pandemic restricted the number of events we were able to host, but we were still able to offer four in-person and three virtual Parent Cafés.

- 64 parents and 71 children participated in Parent Café events
- 88% of families who attended Parent Café events agreed that they plan to use different ways to handle stress or challenges in their life
- 91% of families indicated an increased awareness of the five Protective Factors
- 93% of parents felt more confident in their ability to support the best possible outcomes for their children

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



Born Learning Trails



Born Learning is a community change strategy 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.

This year, the CPC received City approval and grant funding from the Harbor Centre Business Improvement District to install a new trail in Downtown Sheboygan that will connect several agencies offering youth-focused programs.



Family Fun Fest

This year marked a major milestone for the CPC: our first-ever Family Fun Fest. Originally imagined as a celebration of five years of the Welcome Baby program, this event expanded into a larger celebration of families in Sheboygan County.

On June 25, 2022, an estimated 800-1,000 attendees spent the day in Fountain Park in Sheboygan enjoying games, activities, food, an obstacle course, musical performances and activities and giveaways from over 20 youth-serving agencies serving Sheboygan County. Feedback was overwhelmingly positive from both attendees and participating agencies, leading us to expand the event into an annual occurrence.

By offering activities and giveaways at their booths, agencies were able to spend more time connecting with parents to discuss their programs and services, and parents were far more engaged than usual in conversations. Several agencies expressed their excitement at reaching a new population that they often have more difficulty connecting with.



Distribution Network

Thanks to grant funding from the Child Abuse and Neglect Prevention Board, the CPC launched our Distribution Network for necessary child health and safety items for families in need on June 25, 2022.

Discussions between Coalition members identified a gap in services in Sheboygan County: While some agencies exist in the county to provide these items to families who are unable to afford them, these organizations are primarily based in the City of Sheboygan. Many of the families most in need live in rural areas of the county and struggle to access these services due to a number of barriers including a lack of reliable transportation, schedule conflicts or other challenges.

The CPC's Distribution Network works to remove these barriers by convening several agencies already serving these families to deliver needed items at times and locations that work with the families' schedules.

Through conversations with agencies and individuals already serving these families, we identified the items most in demand and purchased a large initial stock utilizing grant funding. These items are available at no cost to any family referred to the program, and any family served by a participating agency is eligible to receive items.

If your agency is interested in participating in the CPC's Distribution Network, please contact Ryan Wilinski, CPC Coordinator, at ryan@uwofsc.org.



Participating Agencies/Programs:

- BabyCare
- Birth to Three
- Love INC
- Mary's Room
- Parents as Teachers
- Sheboygan County Food Bank
- Welcome Baby
- WIC

Available Items:

- Anti-tip furniture/TV devices
- Baby gates
- Bath tubs
- Cabinet latches
- High chairs
- Outlet covers
- Pack and plays
- Potty chairs



2021 - 2022 PARTNERS



Sheboygan County Community Partnership for Children
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www.uwofsc.org/our-impact/cpc