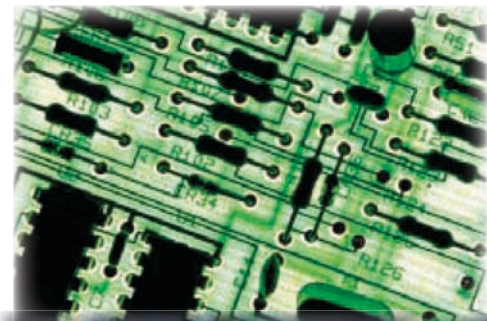


# 2007 Community Report

## Durham's Partnership for Children

1201 S. Briggs Ave. Ste. 210 Durham, NC 27703 | 919.403.6960 P | 919.403.6963 F | [www.dpfc.net](http://www.dpfc.net)



**Early childhood education today helps build tomorrow's workforce.**

### *Inside*

Learn how early childhood education impacts thousands of Durham residents and businesses.

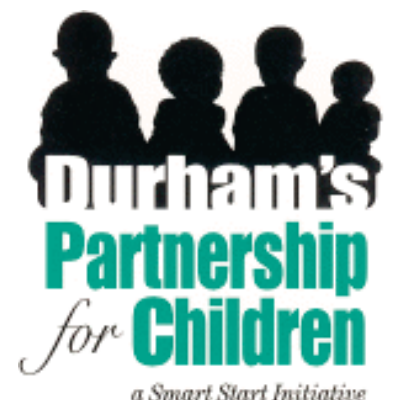
Read what key civic leaders have to say about the importance of investing in quality early childhood education.

Learn how Durham's Partnership for Children helps your community.

Are you invested? Be a voice for issues that affect young children.



**Making Young Children A Priority**



## Dear Friends,

This week marks the beginning of the National Week of the Young Child across our country. The National Week of the Young Child highlights the programs and services dedicated to the care and education of our children. This week Durham's Partnership for Children, Durham's Smart Start initiative, also marks this week by reflecting on the investment made in young children in our county. Moreover, we take this opportunity to share the benefits of this investment in terms of the strength, safety and economic vitality of our communities.

Experts from all domains are converging on a simple fact: early childhood is a critical window of opportunity in which children form the skills and habits that determine life success. Through collaboration, Durham's Partnership for Children is committed to creating partnerships in the community that support children and families. Durham's Partnership for Children works collaboratively with the child care community, direct service providers, non-profit organizations, government, corporations, and policy-makers to ensure that every child in our county arrives at school healthy and ready to succeed.

We are pleased to distribute this educational brochure in collaboration with The Herald Sun which describes our county's efforts on behalf of young children. We hope these materials will provide you with information to use, share and distribute.

As always, we welcome your comments and encourage your involvement as we look forward to working together to ensure that every child in our community gets a "smart start."

Thank you,



Harold G. Sellars,  
Senior Vice President, Mechanics and  
Farmers Bank  
Board Chair, Durham's Partnership  
for Children



Marsha R. Basloe  
Executive Director, Durham's  
Partnership for Children

## Early Childhood Education Impacts Durham's Economy

Durham's Partnership for Children investments in early care and education make a difference.

Early childhood education is more critical than most people may think. Research proves that early childhood education is a foundation for a child's future success in school. What's more, recent economic research, from a variety of sources, is showing how early education supports the economy in a variety of ways.

Consider this: according to Harvard University research, 90 percent of brain growth occurs before a child reaches that age of five! According to National Education and Law Center, the economic impact of child care in Durham County totals more than \$337.6 million!

Both statistics are surprising by themselves. However, more economists, like Nobel Prize winner James Heckman, are coupling the two --- saying the human capital investment along with the investment in the economy even make the case for investing in early childhood education stronger.

Unfortunately, Smart Start funds --- which Durham's Partnership for Children, a Smart Start initiative, administers in Durham County --- have decreased over the past six years.

Despite limited resources, Durham's Partnership for Children continues to make progress working to engage Durham residents, civic leaders and businesspeople about the impact early childhood initiatives have on our present and future local economy.

"We have a narrow window of opportunity to pay now to give children what they need, or pay a lot more later," says Dave Clark, Vice President of Wachovia's Business Banking Group and a Durham Partnership for Children Board Member, citing the High/Scope Perry Study that confirmed more children with early learning success were more likely to finish school, finish college and less likely to be unemployed or commit crimes.

With support from Wachovia, Clark and a group of businesspeople across Durham are working to encourage other businesses to understand that if we don't invest in a continuum of education that starts before kindergarten, Durham's children will not be prepared to compete for jobs globally in the future.

More and more businesses are understanding that a quality early care and education system not only "sets the stage" for continued social, cognitive and academic success in kindergarten and throughout school, but it also supports today's working parents who rely on child care to maintain employment.

In Durham County, regulated child care allows more than 12,000 parents of children ages birth to 5 to work and contribute to the tax base.

Durham's Partnership for Children is working to increase the access to quality child care for young children ages birth to five, especially for more than 5,000 Durham County children who live in poverty.

Last year, Durham's Partnership for Children supported hundreds of local businesses both large and small by providing more than \$4.2 million in child care financial assistance to low-income employees of 2,070 children ages birth to 5.

Many low-income working parents must choose between meeting their basic needs and paying for child care that can cost as much as \$1,000 a month in Durham. By helping to fund child care financial assistance through Durham's Alliance for Child Care Access (DACCA) and other support services to families who need help most, Durham's Partnership for Children is helping to strengthen the local economy by:

- Helping low-income working families' maintain their employment
- Providing access to quality, affordable child care for their children
- Enabling area employers to keep a steady workforce

According to the Nation's Network of Child Care Resource and Referral, families with incomes below the poverty line spend more than three times the percentage of their income on child care than families whose incomes are above the poverty line -- 25 percent versus 7 percent respectively.

Since 1995, Durham's Partnership for Children, recipient of Durham County's Smart Start grant, has been a funding agent, an organizer and a community catalyst for efforts to support the needs of young children in Durham County.

By funding programs that provide, training, technical assistance and linkages to Durham Technical Community College and North Carolina Central University for continuing teacher education, Durham's Partnership for Children has witnessed a 31 percent increase in the number of high-quality child care centers in Durham County and a 58 percent increase in the number of young children enrolled in high-quality child care over the past 11 years.

"We're asking the community to partner with us to make sure quality child care is available for working parents of all incomes and for children to ensure they arrive to school with the skills to succeed," says Harold G. Sellars, Durham's Partnership for Children Board Chair and Senior Vice President of Mechanics and Farmers Bank.



# Key Facts About the Economic Impact of Child Care

## Did you know...?

Durham's childcare industry produces gross receipts of \$64.8 million.

Quality early care and education costs three times the cost of tuition at a four-year North Carolina college or university.

Durham County's child care industry employs a workforce of 1,676 people.

437 licensed childcare facilities in Durham County educate more than 7,152 children.

Sources: N.C. Department of Public Instruction, 2005 Updated Study on the Economic Impact of Child Care in North Carolina conducted by the National Education and Law Center and North Carolina Partnership for Children.

## Are you invested? ...here's how!

### Government and policy

- Contact your legislators and ask for their support for early childhood programs.
- Participate in Tuesdays for Tots at the Legislature (May 22 for Durham).
- Support early child care with local government leaders.
- Stay informed about issues affecting young children. Visit [www.dpfc.net](http://www.dpfc.net)
- Volunteer to sit on Durham's Partnership for Children Committee

### In the workplace

- Implement or boost child care and family friendly policies for

employees.

- Host information sessions for employees on early child development and other parenting topics.
- Volunteer to read to children in child care centers, volunteer in schools or sign on to be a mentor (time commitments vary).
- Start a volunteer group at your place of business.

### Sponsorships

- Sponsor scholarships for childcare teachers to further their education.
- Sponsor a School Readiness Initiative with early child care community.
- Adopt a child care center to improve child care quality.
- Sponsor building projects for early childhood playgrounds.



Dave Clark, Wachovia, Vice President, Business Banking Group and Member of Durham's Partnership for Children Board of Directors

"We have a narrow window of opportunity to pay now to give children what they need, or pay a lot more later. Today's youngest children will be the workforce of tomorrow. It won't be enough for these future graduates to compete for jobs with others living in North Carolina or the Southeast. Instead, our future economy will be determined by their ability to compete for jobs with students living in countries, such as China and India."



Lou Rollins, Executive Director of Durham Technical Community College Foundation

"To benefit every Durham resident, child care industry stakeholders --- businesses, government and the child care industry --- must work and plan together to reach new solutions to the barriers that the industry and its consumers face. Durham Technical Community College is working to support the professional development of child care providers so they can have the increased knowledge of healthy child development and skills to provide quality early care and education to prepare our youngest residents for kindergarten."



MaryAnn Black, Associate Vice President for Community Affairs for Duke University Health System

"The economic impact of the child care industry in Durham County would surprise many of our residents. For instance, families in Durham County who depend on child care, pay more than \$93 million in taxes each year and employees of child care businesses add another \$5 million to the tax base. Durham's Partnership for Children supports dozens of local employers by investing more than \$4 million to help low-income working families with vital child care financial assistance so they can continue to work and care for their young children. Durham's Partnership for Children's financial support helps to pay a portion of the child care costs for more than 3,000 children and their families across Durham County. Without this help, thousands of low-income working parents would have to choose between their basic needs - food and shelter -- or paying monthly child care costs ranging from \$500 to more than \$1,200 a month."



# Durham's Partnership Supports Families



## MORE at FOUR Promoting School Readiness

More at Four is North Carolina's educational pre-kindergarten program that specifically targets at-risk 4-year-olds to prepare them for success in school. This program ensures that children enter school ready to learn by providing them with high quality pre-school experiences. The initiative began enrolling Durham County children in December 2002. Today, 330 children are enrolled in 29 classrooms located in 21 high-quality childcare facilities, which includes private childcare, Durham Public Schools and Head Start. More at Four is administered by Durham's Partnership for Children, your local Smart Start initiative. For more information, please visit <http://www.dpfc.net/Programs/MoreAtFour.aspx>



### Yes, I would like to make a difference!

Recognizing the critical importance of early childhood education and intervention to very young children, their families, local businesses, and the economic vitality of our community – I will support quality early care and education initiatives.

Yes, I would like to make a contribution to Durham's Partnership for Children

My donation will be used to ensure all Durham County children enter school healthy and ready to succeed.

\$1,000  \$500  \$250  \$100  \$50  Other

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Make checks payable to Durham's Partnership for Children and mail to 1201 S. Briggs Ave, Suite 210, Durham, NC 27703.

Durham's Partnership for Children is a 501(c)(3) nonprofit organization.

All contributions are tax-deductible.

Parents are a child's first and most important teacher. Yet, parents face many challenges and sometimes don't have the necessary financial and education resources to best support their children. Today, more mothers are employed, more parents are single parents, families live further away from their kin and families are more transient. These issues place children's healthy development and school success in jeopardy. Many families need the support of their community to successfully raise their children. This is where community-based family support programs come in.



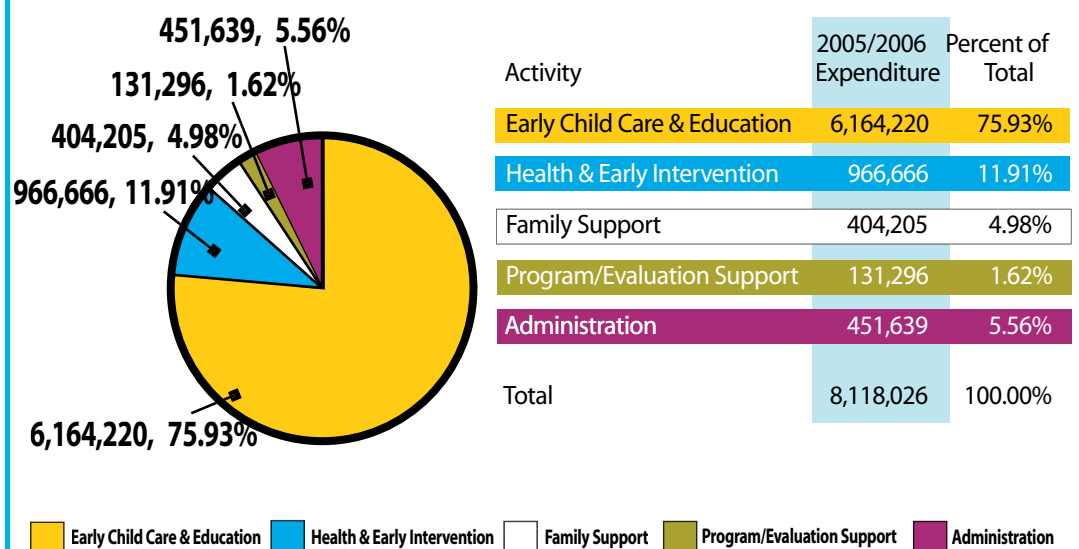
The nurturing and care that young children receive from their parents and primary caregivers sets the foundation for that child's future. Early brain development research shows that the early

years of life are critical. Family support programs teach caregivers—mothers, teen parents, grandparents, single parents, and fathers—the skills necessary to be a positive role model and to help children succeed in school.

### Smart Start funds a variety of family support programs, including:

- Parent education workshops on child development topics and nurturing children's development
- Family literacy programs in which parents are taught about the importance of reading aloud to children starting at early infancy and how to nurture a child's emerging literacy through routine family activities
- Home visiting programs in which new parents receive in-home counseling and guidance on how to support their child's healthy development
- Parent/child playgroups in which parents learn about the importance of play and early learning and how to facilitate that at home
- Services that link parents to other resources in the community for information and assistance they may need in a wide range of areas

## Smart Start Expenditures 2005/2006



# Partnership Funds Help Child with Social/Emotional Concerns

Vivian Adi was frustrated and desperate to understand why her 2-year-old was being disciplined for acting out in his toddler classroom. At first, she thought these difficulties were reactions to transitioning from the home--- where Kabuza was with Adi for the first 18 months of his life --- to the child care center.

Adi said Kubuza is a well behaved child when he is alone with another adult, however teachers told Adi her son would lash out in group settings when he was with other children.

A few months after Adi enrolled Kubuza, his biting and other aggressive behavior resulted in his expulsion from the child care facility. Adi was shocked and stressed because she couldn't afford to stop working and had to scramble to find alternative care for Kubuza.

She pursued another child care setting for Kubuza where she learned about a program funded by Durham's Partnership for Children. The program, called Early Childhood Outreach Project (EChO) is delivered through Exchange Clubs' Family Center and consults with parents and teachers in the child care setting to manage children's challenging behaviors which often may stem from social/emotional concerns or other special needs.

"It was a Godsend because I finally got the help I needed to understand his behavior and I had someone who could advocate on his behalf and work with me and his teachers to manage temper tantrums and other challenges Kubuza had in the classroom," Adi said.

BJ Fusaro, an EChO consultant, began working with Kubuza and his teachers at his second child care facility. Although the boy made progress and his teachers

received technical assistance to manage tantrums, Fusaro observed that noises and other group activities agitated the toddler and used information from a developmental evaluation administered previously and received suggestions from EChO's Occupational Therapist Consultant. Kubuza began occupational therapy to help with visual

special needs.

Fusaro worked with the teachers to transition Kabuza to The Enrichment Center on the Durham County side of Research Triangle Park. His family made sure the change was viewed as a positive, by calling it "big boy school." Fusaro made a book about his

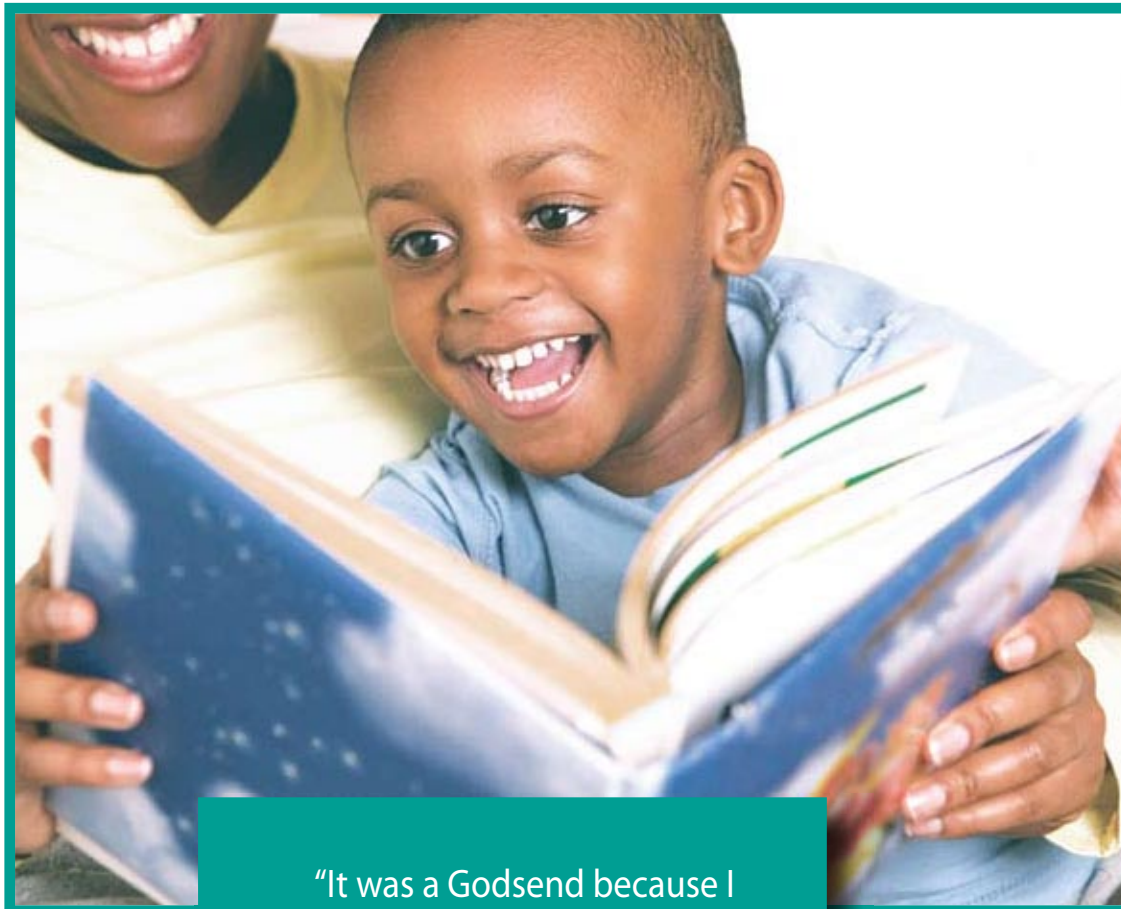
new school with photos of his classroom, teachers and classmates. Kabuza visited a few times before his first day and was made to feel welcome.

According to Sandy Stevens, director of The Enrichment Center, the consultant worked with the teachers to notice situations that triggered Kabuza to react.

Stevens said that the EChO consultants, like Fusaro, are invaluable to helping to develop consistent strategies to support children with challenging behaviors.

"EChO consultants support the professionalism of the early care and education field by introducing child-centered strategies that are developmentally appropriate and create lasting change that not only affect the child with behavior concerns, but also enrich the whole classroom," Stevens said.

In fiscal year 2005-2006, Durham's Partnership for Children investment in EChO helped 90 parents with one-on-one consultation and/or crisis intervention. The Partnership's investment also enabled 70 children with challenges, like Kabuza, to be in a stable quality child care environment and, if needed, linked them to early intervention resources to address a developmental delay or other special need. These efforts will help children and families succeed in school today and in the future.



"It was a Godsend because I finally got the help I needed to understand his behavior and I had someone who could advocate on his behalf and work with me and his teachers to manage temper tantrums and other challenges Kubuza had in the classroom."

motor integration, motor planning and possible sensory integration problems.

Although Kubuza began receiving occupational therapy, the childcare facility was unable to handle behavior associated with his emotional outbursts. The EChO consultant worked to find a child care center that was more equipped to handle Kabuza's

# Program Directory 2006-2007

## Child Care Nutrition Consultation Durham County Health Department

Provides professional nutrition consultation to food preparation staff, teachers and directors in child care centers and homes, and to the parents of the enrolled children. Also, provides dental outreach to the Durham community by promoting proper dental care and food choices that support proper dental care.

919.560.7783  
www.co.durham.nc.us

### Sample result:

1,845 children were impacted by nutrition training given to teachers and directors of early childhood facilities.

## Child Care Quality Improvement Project Child Care Services Association

Improves child care quality and promotes professional development of child care providers through four integrated programs.

919.403.6950 x272  
www.childcareservices.org

### Sample result:

132 child care facilities worked toward achieving upgrades in their star rating (a quality measurement), thereby improving the early learning infrastructure in Durham County.

## Child Care Based Mental Health Intervention Exchange Clubs' Family Center

Increases the capacity for child care providers to foster social-emotional development and address the mental health issues of children.

Exchange Clubs' Family Center  
919.286.9106 x225  
www.exchangefamilycenter.org

## Choosing & Using Quality Child Care Child Care Services Association

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

919.403.6950  
www.childcareservices.org

### Sample result:

1,618 families were served by "Choosing and Using Quality Child Care," which helps place young children in quality early education programs.

## Community Awareness & Education Durham's Partnership for Children

Creates and provides educational and informational materials, coordinates Partnership events, represents the Partnership on local and state committees as appropriate, and keeps community apprised of public policy matters.

919.403.6960  
www.dpfc.net

### Sample result:

44,000 educational materials were shared with the Durham community to further understanding of early childhood education and family support efforts, including brochures, annual reports, etc.

## Early Childhood Outreach Project (EChO) Exchange Clubs' Family Center

Provides consultation, support and referral services to Durham child care providers and families when a child's behavior presents a challenge.

919.286.9106 x225  
www.exchangefamilycenter.org

### Sample result:

99 parents received one-on-one consultation, counseling or crisis intervention services to help deal with children with challenging behavior.

## Family Support Subsidy Project The Arc of Durham County

Provides one-time financial assistance for families with special needs children for special services and equipment.

919.493.8141  
www.thearcofdurham.org

### Sample result:

89 families received intensive family support for dealing with children with special needs.

## FAMOSA El Centro Hispano, Inc.

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

919.687.4635  
www.elcentronc.org

### Sample result:

852 families were linked with community resources to support the development of their children.

## Healthy Families Durham Child and Parent Support Services

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

919.419.3474

### Sample result:

172 parents participated in home visits to support the health and well being of their children.

## Hispanic/Latino Consultation Services Durham Council for Children with Special Needs

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

919.956.5016

### Sample result:

265 parents and caregivers of children with special needs received English/Spanish interpretation services, which allowed children to receive the appropriate therapies and interventions.

## Little River Family Resource Center Journey Institute

Provides parent education, parent-child playgroups, family literacy programming, ESL classes and a twice weekly pre-school for Latino children ages 3-5.

919.471.3231  
www.littlerivercommunity.org/FRC/frc\_index.html

### Sample result:

90 parents received ongoing parent education/English language instruction.

## More at Four Durham's Partnership for Children

Provides a free, high quality pre-k environment to eligible four year old children. The program is designed to prepare children academically and socially for kindergarten.

919.403.6960 x.225

www.dpfc.net

### Sample result:

321 at-risk 4 year olds received high quality early education programs to prepare them for school success.

## Smart Start Subsidy Administration Durham's Alliance for Child Care Access

Provides eligibility and access to child care scholarships, information & access to quality child care, referrals to family services, and payments to child care providers.

919.560.8300  
www.co.durham.nc.us

### Sample result:

Smart Start Subsidy Administration funded staff to support parents of 5,192 children to receive child care and health and human service needs.

## Smart Start Child Care Subsidy and More at Four Subsidy Durham County Department of Social Services

Pays tuition for eligible families of children birth through age five at 3, 4, and 5 star child care centers and homes.

919.560.8300  
www.co.durham.nc.us

### Sample result:

5,192 children of working parents received child care subsidies to quality early education programs. Smart Start Child Care Subsidy for More at Four Durham County Department of Social Services Supports tuition costs for eligible families of children age 4 in the More at Four program.

### Sample result:

253 More at Four spots were supported with Smart Start subsidy to experience More at Four in a private child care setting.

## WAGES Child Care Services Association

Provides education-based salary supplements to low paid teachers, directors, and family child care providers.

919.967.3272  
www.childcareservices.org

### Sample result:

509 professional child care employees received funds from WAGES® to support careers with young children.

## Welcome Baby Family Resource Center Durham County Cooperative Extension Services

Provides information and support to parents and caregivers of children, birth to age 5.

919.560.7150  
www.welcomebaby.org

### Sample result:

2,038 parents were visited in the hospital by Welcome Baby volunteers. 87 parents were matched with volunteers for ongoing support.

\* Sample results from FY 2005-2006

