"OUR BABIES CAN'T WAIT" INITIATIVE

1/7/2010

Vision

By the time today's newborns are 20 years old, they will be successful in school and in life because of the foundation we built.

Long-Term Goal

Children are successful in life

Short-Term Goal

Children are healthy and ready for kindergarten

Education

Health

Safety

Self-Sufficiency

Increase the skills of parents, caretakers and the community to maximize our children's physical, social-emotional and cognitive potential for success in school and in life.

Monitoring and Evaluation

Measurements

1. Maternity care rate
2. Immunization Rates
3. Child Neglect and Abuse Reporting Rates
4. Child Neglect and Abuse Removal Rates
5. Kindergarten readiness scores

Recognition/Reward for Success

Increases:

- Success in school
- Graduation rates
- Workforce readiness
- Job productivity
- Community engagement

Decreases:

- Crime rates
- Teenage pregnancy
- Welfare dependency
- Job training costs
- Special education costs
- Grade repetition

Number of newborns in Benton and Franklin Counties annually: 3,900

Annual Target: Families of firstborns: 1,400

Multi-Level Strategies

8 Key Elements of Skills Development:

1. Basic physical needs
2. Nurturing and bonding
3. Knowledge of child development
4. Effective problem solving
5. Effective communication cues
6. Non-punitive guidance
7. Life management skills
8. Stress management

Community-Wide Strategy

- Create community awareness & education, including web-based resources and telephone information and referral (211)
- Provide the environment and structure for improvement
- Celebrate individual and group success

Intensive Services

- Firstborn screening
- Parenting workshops
- Parent Engagement Services

Stakeholders

- Mothers and fathers
- Childcare providers
- Grandparents/family members
- Physicians
- Hospitals
- Public Health District
- Maternal service providers
- Schools
- Funders
- Parent educators
- Early childhood ed. programs
- Local government
- Human service organizations
- Businesses
- Employers
- Faith community
- Volunteers

Community Education and Engagement

1. Create community awareness about the urgency and importance of supporting our youngest residents
2. Provide basic education about the key elements of creating a nurturing environment for a young child
3. Galvanize and mobilize the community around Our Babies Can't Wait

Partners

Bechtel
Benton PUD
Bethany Worship Center
Bethlehem Lutheran Church
BF Family Childcare Assn.
BF Head Start
BF Health and Safety Networks
BF Health District
Brittney Kluse Photography
Catholic Family and Child Service
Columbia Basin College
Columbia Center Rotary
Dr. Sara Zirkle
Dr. Walter Hales
Education Services Dist. #123
Family First of Mid-Columbia
Family of Faith Church
First United Methodist Church
Franklin PUD
Horse Heaven Hills Kiwanis
Imbue/Northwest AgriProducts
Kadlec Regional Medical Center
Kennewick First Presbyterian Church
Kennewick General Hospital
King Point Christian School
Kiwanis Club of Kennewick
KNDU Television
La Clinica
La Nueva Generación de dios
Lourdes Health Network
Lutheran Community Services
Mid-Columbia Libraries
Mid-Columbia Reading Foundation
Ready! for Kindergarten
Safe Harbor Crisis Nursery
The Salvation Army
Tri-City Area Chamber of Commerce
Tri-City Area Journal of Business
Tri-City Herald
United Way of Benton & Franklin Counties
United Ways of Washington
Washington Closure
WA Dept. of Early Learning
WA Div. of Children & Family Srvcs.
Washington State University Tri-Cities
Washington State University-Extension Office
Young Leaders Society
and many more…