

Almost twelve years ago, community leaders in Lane County, Oregon came together in response to a number of high profile, tragic child abuse cases and the fact that Lane County had one of the highest rates of child abuse in the state. This group of community leaders became the Success By 6® Leadership Team and adopted its mission to ensure that all children in Lane County are safe, healthy, cherished and enter school ready to learn. The success of this initiative is attributed to its ability to convene key partners that do not ordinarily work together, leverage existing resources, create new resources, focus on prevention, and commit to long-term work. Lane County was the only county in Oregon with a five year declining trend in child abuse rates and moved from one of the highest to the middle of the state in rankings.

KEY SUCCESSES IN SUCCESS BY 6®'S FIRST TEN YEARS:

- **Cherish Every Child** norms changing media campaign – TV, radio and print campaign to create healthy community norms on parenting and early childhood development. Phase I: Cherish Every Child, Phase II: Every Moment Matters. Local media matched our ads with a 3:1 ratio. Sample materials are available.
- **Parent HelpLine** – Success By 6® convened local partners to establish the Parent HelpLine, a single point of telephone access for parents, caregivers and professionals to receive voice-to-voice parenting support and direct connection to community resources.
- **Children Do Come With Directions: A Parenting Guide** – distributed at local human service organizations, schools, medical clinics, hospitals, children’s retailers, childcare centers, and in Welcome Baby kits for all newborns.
- **Early Childhood Brain Development Speakers Bureau** – a presentation developed for local civic groups and community stakeholders.

At its tenth anniversary, the Leadership Team acknowledged the need to fully address its entire mission and advocate for community efforts to be spent on achieving the best possible outcomes, rather than prevention of the worst possible outcomes. The group decided to focus its efforts on ensuring that all children enter kindergarten prepared for success in school and life.

The Success By 6® Leadership Team then worked with University of Oregon students to compile a Best Practices Literature Review of current research related to early learning and adopted the following two outcomes (one additional outcome statement regarding parent involvement is in development):

- *Children enter school with age-appropriate early language and literacy skills.*
- *Children enter school with age-appropriate social and emotional development.*

United Way of Lane County aligned community investments with community impact outcomes.

CURRENT PROJECTS:

Promise Neighborhoods – To focus efforts and achieve greatest impact, the Leadership Team performed an environmental scan of our whole county and identified the two highest need neighborhoods in our county, modeled after the Harlem Children’s Zone.

- The National Institute on Drug Abuse funded the Promise Neighborhood Research Consortium (PNRC) to assist the Obama Administration’s “Promise Neighborhood” initiative, in which 20 high-poverty neighborhoods will receive help in implementing comprehensive preventive interventions by creating the scientific infrastructure to support such interventions and to conduct the research needed to evaluate them. Oregon Research Institute is a partner in the PNRC and is working with potential pilot sites in Lane County.
- Kids in Transition to School pilot project – SB6 is partnering with Oregon Social Learning Center and our two Promise Neighborhood School Districts to pilot the expansion of its Kids In Transition to School (KITS) project from foster children and children with developmental delays/disabilities to the broader group of at-risk children entering school in our two neighborhoods.
- Community investments in consideration for our Promise Neighborhoods: parent education classes in

elementary schools/family resource centers, teen parent education classes in high schools, quality improvement networks of childcare providers, KITS pilot project.

- In development – partnership with Retired Senior Volunteer Program (RSVP) to develop a project modeled on Dane County's Pre-Schools of Hope, placing volunteer readers in pre-schools in our two Promise Neighborhoods.

Kindergarten Assessment – We are working with our county's school districts to consistently measure early literacy and social emotional skills and parent involvement. The school districts that our two Promise Neighborhoods are in will pilot the following measurement tools this fall:

- DIBELS/EZ-CBM – measure early literacy skills in Kindergarten
- Strengths and Difficulties Questionnaire (SDQ) – measure social emotional skills in Kindergarten
- Parent Involvement Questionnaire

Born Learning Trails – two trails will be installed in city parks in one of our Promise Neighborhoods this summer, with plans for additional trails across the county.

Reach Out and Read – convened local medical groups, independent pediatricians and safety net clinics to form a Lane County Reach Out and Read Coalition, with the intent of forming a statewide coalition in the future. Reach Out and Read is an evidence based literacy program that partners with pediatricians to provide books at each well-child visit and encourage parents to read with their children/offer age-appropriate tips on literacy development.

Help Me Grow – Success By 6[®] is co-lead on a statewide technical assistance grant from the Commonwealth Foundation and Connecticut Children's Medical Center. Help Me Grow has four, interrelated core components:

- Enhancing early detection and early intervention for children at risk for developmental and behavioral problems through supporting effective developmental surveillance and screening.
- Creating and maintaining a resource inventory of community-based programs and services addressing children's developmental needs and supporting families' capacity to promote their children's optimal development (211).
- Linking at-risk children and their families to early childhood programs and services through a single point of telephone access and effective care coordination and outreach. The Parent HelpLine serves as this component and is poised to expand to other counties and eventually statewide.
- Performing data collection and analyses of children's developmental status and resources to identify gaps and capacity issues and advocate for system strengthening and reform.

Key Partners:

Business Community
Child Care Resource and Referral
Department of Human Services
Early Intervention/Early Childhood Special Education
Elected Officials & Local Government
Foundations
Health Sector
Human Service Agencies
Media
Pediatric Society
Research Organizations
Retired and Senior Volunteer Program
School Districts
United Way of Lane County Income and Health action areas
Universities and Higher Education