

United Way and CGLR: Aligning for Impact in Education

December 13, 2022

@readingby3rd #GLReading #LearningTuesdays



Reflections on Lessons Learned



Presenters



Reflections on Lessons Learned



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Presenters



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Presenters



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United Way of Central Iowa



United Way of Central Iowa

Crucible of Practice Panel Event
“Backbone of GLR Coalitions”

Evolution of United to Thrive



EVEN THE HARDEST PUZZLES HAVE A SOLUTION

The challenges we face in central Iowa — things like ensuring every central Iowan has access to safe, affordable housing; quality, reliable childcare; the opportunity to graduate from high school with a plan; and others — are like puzzles.

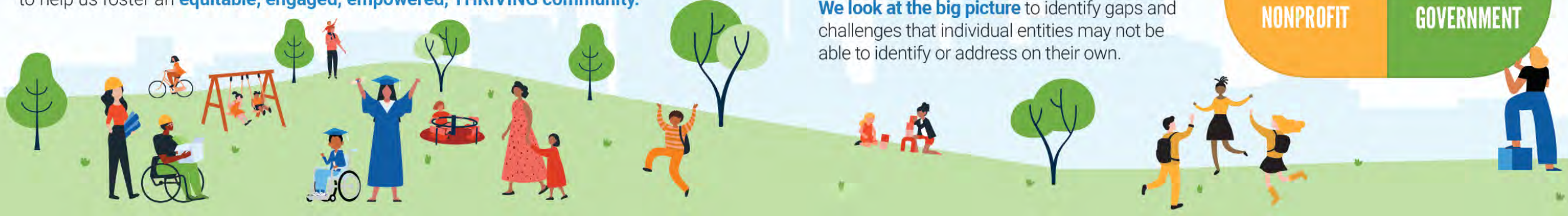
Challenging puzzles are made up of thousands of pieces, they are complex and interconnected, and most importantly, they are solvable!

We need YOU to help us put the pieces together to solve these issues. We need YOU to help us foster an **equitable, engaged, empowered, THRIVING community.**

MAKE LASTING COMMUNITY IMPACT WITH UNITED WAY

United Way of Central Iowa brings together all sectors of our community to identify key challenges, agree upon effective strategies, and work together in a UNITED WAY, to effectively make progress.

We look at the big picture to identify gaps and challenges that individual entities may not be able to identify or address on their own.



THE 5 ELEMENTS OF A THRIVING COMMUNITY

Like a puzzle, every element of a thriving community is connected to and impacted by the others. For instance, when a single mom has access to affordable childcare, it influences that child's education, the mom's ability to earn a living wage, and the family's access to healthcare.



5 Elements of a Thriving Community define how United Way:

Collaborates with others to create strategies addressing our toughest challenges.

Invests your donations and resources where they drive the most impactful changes.

Measures results and reports on progress throughout the year.

Role of Equity





Focused on EQUITY

UNITED to THRIVE places **EQUITY** at the center of our work, impacting every element of a thriving community. Analyzing our community's challenges through an equity lens informs our strategic and resource investment decisions.

United Way of Central Iowa partners with the community to address central Iowa's inequities and disparities. With UNITED to THRIVE, our path is one of hope and opportunity for EVERY central Iowan.

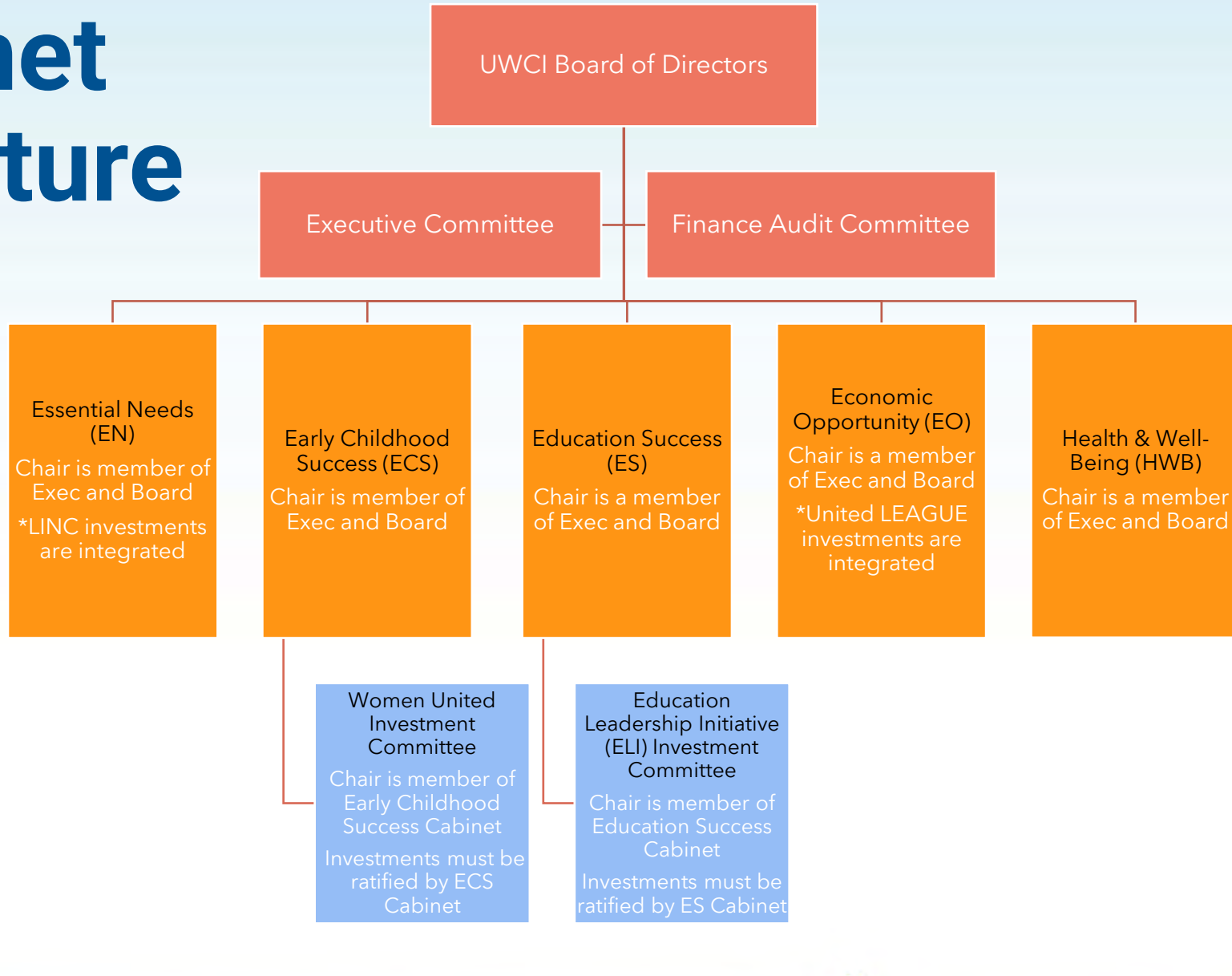


Early Childhood Success

Central Iowa children start out healthy and ready to learn.



Cabinet Structure



INVESTMENT & STRATEGIC CABINET

AFFINITY GROUP INVESTMENT COMMITTEE

Early Childhood Success

Strategies

- Address barriers to prenatal care and improve birth outcomes
- Increase access to and availability to prevention, early identification, and early intervention services for children birth-5 years to promote healthy physical and mental development
- Increase access to and participation of children in a quality childcare or preschool settings that promote kindergarten readiness
- Advocacy: Policies and practices are implemented to improve Early Childhood systems and provide equitable access to central lowans





Women United



Women United

- 30+ Founding Women created this affinity group to better align giving with passion
- Celebrating 20 years in central Iowa
- Over 500 donors committee \$1.5 million dollars annually to support quality childcare and reading supports
- Women advocate, volunteer, elect investment in partners and connect as part of their membership



Impact of Supports

Women United initiated and founded a support team for a coalition of centers. Low-Income childcare centers have access to a team to support them in:

- Literacy Supports
- Developmental Screenings
- Mental Health Screenings
- Grant Process
- State and Federal Programs/re-imbursments



Advocacy Program Overview



Advocacy vs. Lobbying

Advocacy

Informing, educating or advancing for/against a public policy topic with stakeholders, the public or policymakers.

Lobbying

Directly engaging policymakers in a for/against position on a specific legislative action.



Effective Advocacy



Uniqueness

Trusted Resource

Consistent Relationship

Strong Advocates

Consistent Communications

Volunteers Lead Advocacy

Investment cabinet focused on early childhood education and health

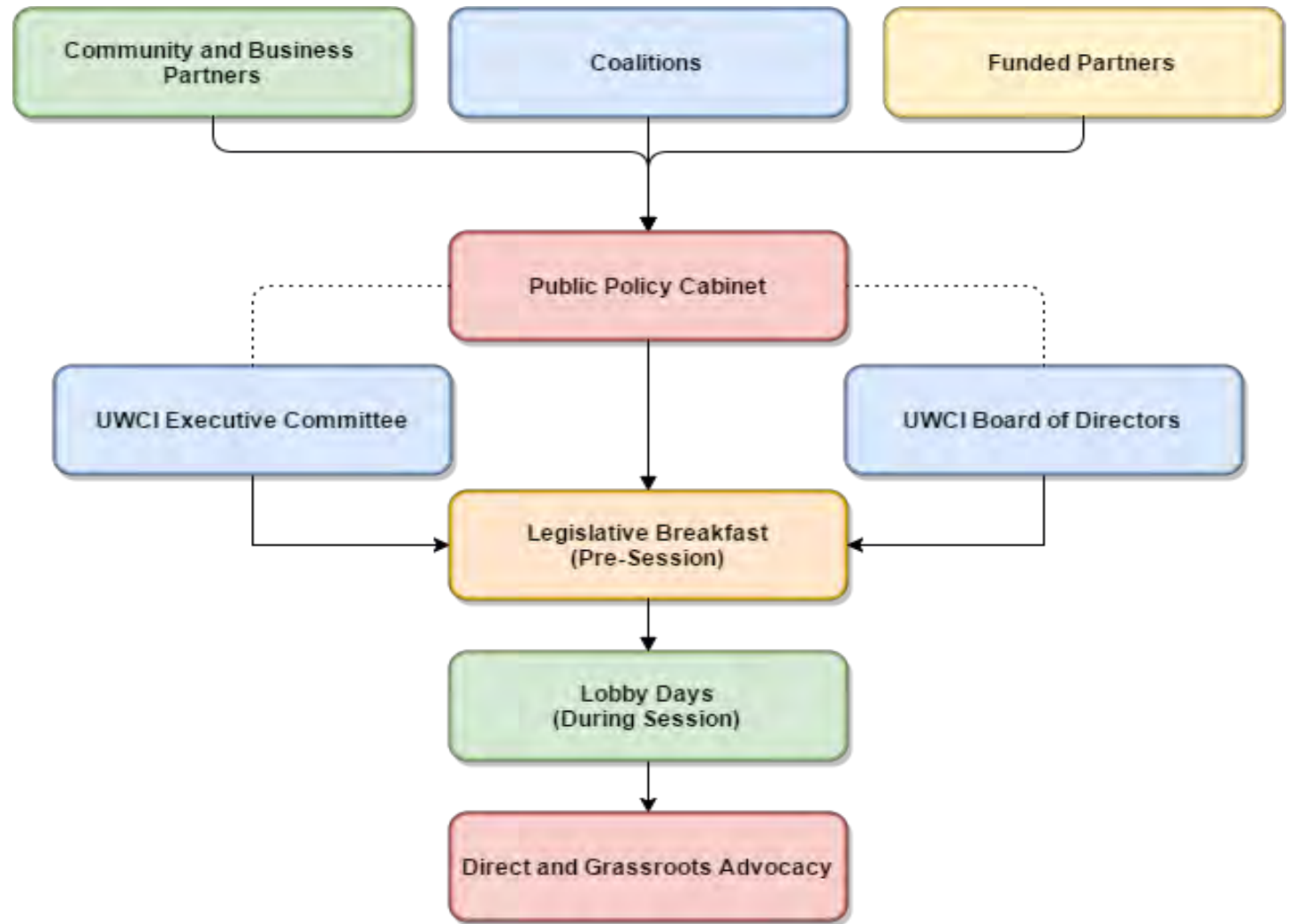
Desire to create broad systems change

Created Women United Advocacy Committee

Drove early advocacy work:

- Low-income childcare centers reported lack of student readiness
- Helped advocate for uniform, statewide assessment
- Statewide Voluntary Preschool Program

Developing Our Agenda



Developing Our Agenda



- Fiscal Ask
- Equity
- UWCI Lead
- OpportUNITY
- Policy
- Support

ADVOCACY AGENDA 2022



UNITED to THRIVE

The five elements of a thriving community are interconnected areas of focus United Way of Central Iowa uses to create strategies and set goals to improve the lives of every person in our community.



ESSENTIAL NEEDS



Lead efforts to begin state investment in the statewide 211 coalition for resource referral and disaster recovery services provided to Iowans.



Support efforts to address affordable housing and reduce cost-burdens for families seeking homeownership.



Support a direct appropriation for the Double Up Food Bucks program allowing SNAP participants better access to healthy, nutritious fruits and vegetables.



Support efforts to increase SNAP access post-pandemic by bringing Iowa's income eligibility more in line with federal guidelines.



EARLY CHILDHOOD SUCCESS



Support efforts to increase funding for the Statewide Voluntary Preschool Program to allow more families to access the program.



Continue to support English-language learners by increasing opportunities and funding for instruction and support.



EDUCATION SUCCESS



Expand career pathway exploration in the PreK-12 education system so students are better prepared for career decisions.



ECONOMIC OPPORTUNITY



Support the recommendations of the Iowa Skills2Compete Coalition including:

Lead efforts to increase affordable access to quality childcare and promote stabilization in the childcare workforce.

Continued

Measures of Success

- RBA Collective Impact
 - A framework for continual improvement
- Scorecard
- Use of data
- Data sharing requests



Results-Based Accountability



Result: Central Iowa children start out healthy and ready to learn.

Indicators

- Infant Mortality
- Developmental Screening
- Quality Childcare
- Kindergarten Readiness

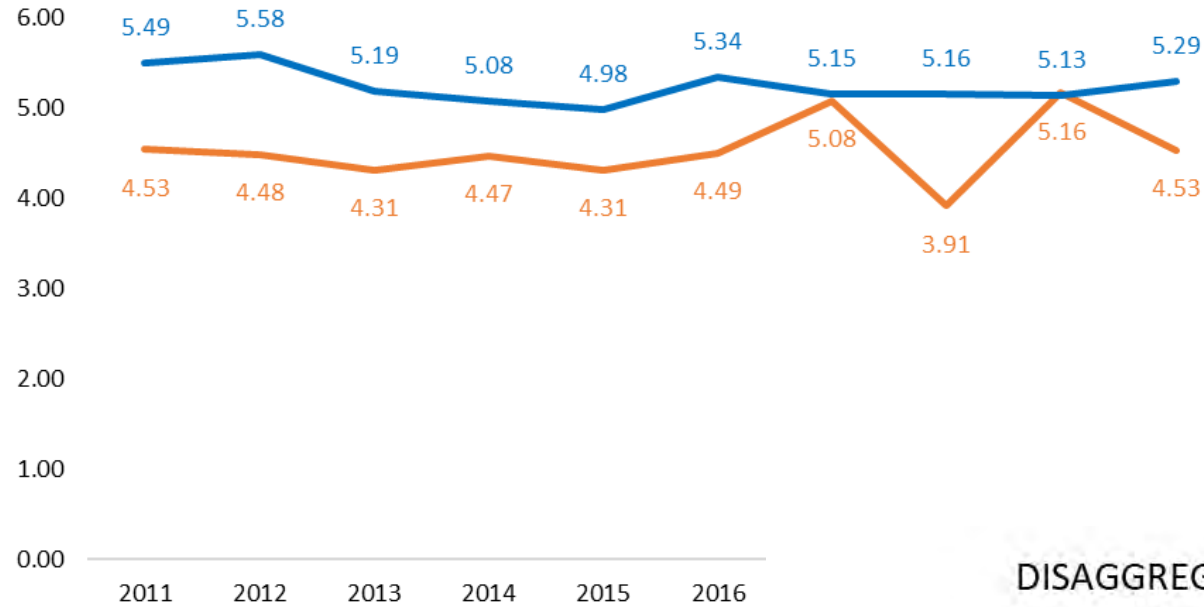
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Data Collection

- Census Bureau
- State Department of Public Health
- State Department of Education
- Local School Districts – Data Sharing Agreements
- Funded Partners

CENTRAL IOWA INFANT MORTALITY



Source: Iowa Department of Public Health

Note: Central Iowa calculated using 5 year averages

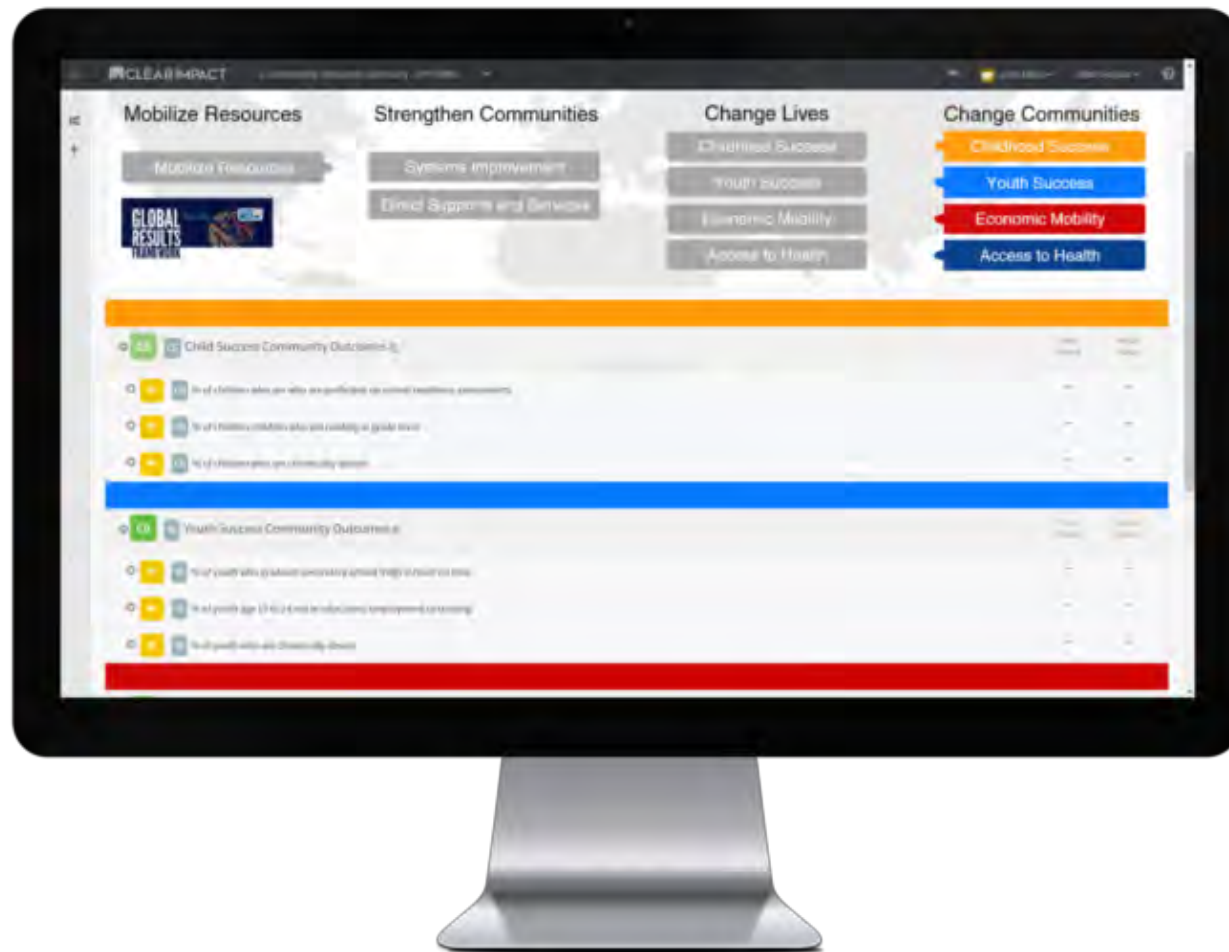
DISAGGREGATED INFANT MORTALITY FOR THE STATE



	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Asian/Pacific Islander	5.17	2.35	5.26	2.89	6.69	7.08	3.30	1.43	8.78	6.54
Black	3.70	9.69	9.26	8.69	7.52	8.14	11.40	10.32	10.65	7.54
Hispanic	6.06	4.43	1.89	4.51	5.27	4.10	4.54	3.81	3.81	3.81
Other	1.03	5.41	2.28	4.30	6.41	3.66	7.39	6.03	3.83	5.97
White	4.76	4.19	4.07	4.24	3.88	4.13	4.45	3.30	4.52	4.06

Scorecard

Aggregate data – Community Level Progress



Book Buddy

Scorecard View



EARLY CHILDHOOD SUCCESS

R ECS Central Iowa children start out healthy and ready to learn.

Most Recent Period	Current Actual Value	Baseline % Change
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P UWCI:BB UWCI: Book Buddy

Most Recent Period	Current Actual Value	Baseline % Change
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PM UWCI:BB Number of children served

FY 2022 147 -

PM UWCI:BB Number of volunteers

FY 2022 132 -

PM UWCI:BB Number of individuals who complete a pre/post screen

FY 2022 106 -

PM UWCI:BB Average pre screen score

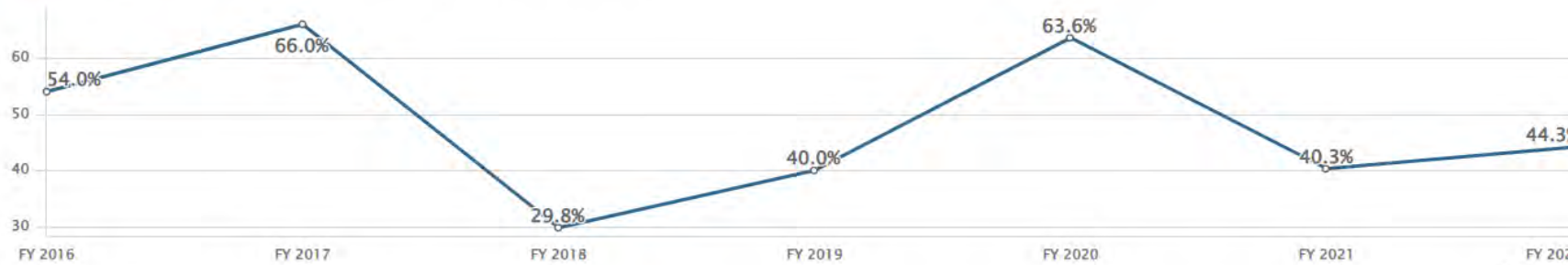
FY 2022 11.3 -

PM UWCI:BB Average post screen score

FY 2022 16.3 -

PM UWCI:BB TARGET MEASURE: Percent change in pre-literacy scores from pre to post screen

FY 2022	44.3%	47% ↑
FY 2021	40.3%	33% ↑
FY 2020	63.6%	111% ↑
FY 2019	40.0%	32% ↑
FY 2018	29.8%	-1% ↓
FY 2017	66.0%	119% ↑
FY 2016	54.0%	79% ↑
FY 2015	37.9%	25% ↑



EARLY CHILDHOOD SUCCESS

R ECS Central Iowa children start out healthy and ready to learn. 📄

- + **PM ECS** Number of children served
- + **PM ECS** Number of children screened
- + **PM ECS** Number of children demonstrating age appropriate skills
- + **PM ECS** Percent of children demonstrating age appropriate skills
- + **PM ECS** Number of children referred for follow-up services/treatment after a screen
- + **PM ECS** Percent of children screened and referred for follow-up services/treatment

Most Recent Period	Current Actual Value
FY 2022	7,240
FY 2022	5,220
FY 2022	2,207
FY 2022	83.0%
FY 2022	575
FY 2022	10.5%

Current Data

	Time Period	Current Actual Value
+ PM ECS Number of children screened	FY 2022	5,220

Disaggregated Measures

	Time Period	Current Actual Value
+ PM BIDWELL:CDC Number of children screened	FY 2022	43
+ PM CP:CDC Number of children screened	FY 2022	201
+ PM GRANDVIEW:CDC Number of children screened	FY 2022	143
+ PM CONMIGO:CDC Number of children screened	FY 2022	74
+ PM PERRY:CDC Number of children screened	FY 2022	79
+ PM WONDER YRS:CDC Number of children screened	FY 2022	76
+ PM DMPS:EC Number of children served	FY 2022	1,300
+ PM ESTEP:EC Number of children who receive a developmental screening	FY 2022	51
+ PM ESTEP:NFP Number of children who receive a developmental screening	FY 2022	41
+ PM LSI:HOPES Number of children who receive a developmental screening	FY 2022	87
+ PM CFI:CDC Number of children screened	FY 2022	71
+ PM DC:LITTLE SMILE TARGET MEASURE: Number of children screened for caries	FY 2022	3,025
+ PM YOUTH LAW Number of children (0-5 yrs) receiving developmental screenings	FY 2022	29

COUNT THE KICKS

text



to 274448

brightbytext.org

*Message and data rates may apply. Text STOP to 274448 to stop. Text HELP to 274448 for help.



Vision To Learn
Focus on the Future

Count the Kicks



Count the Kicks is a highly effective, evidence-based stillbirth prevention campaign.



We developed an early warning system for moms.

We save 1 in 3 at-risk babies in Iowa.

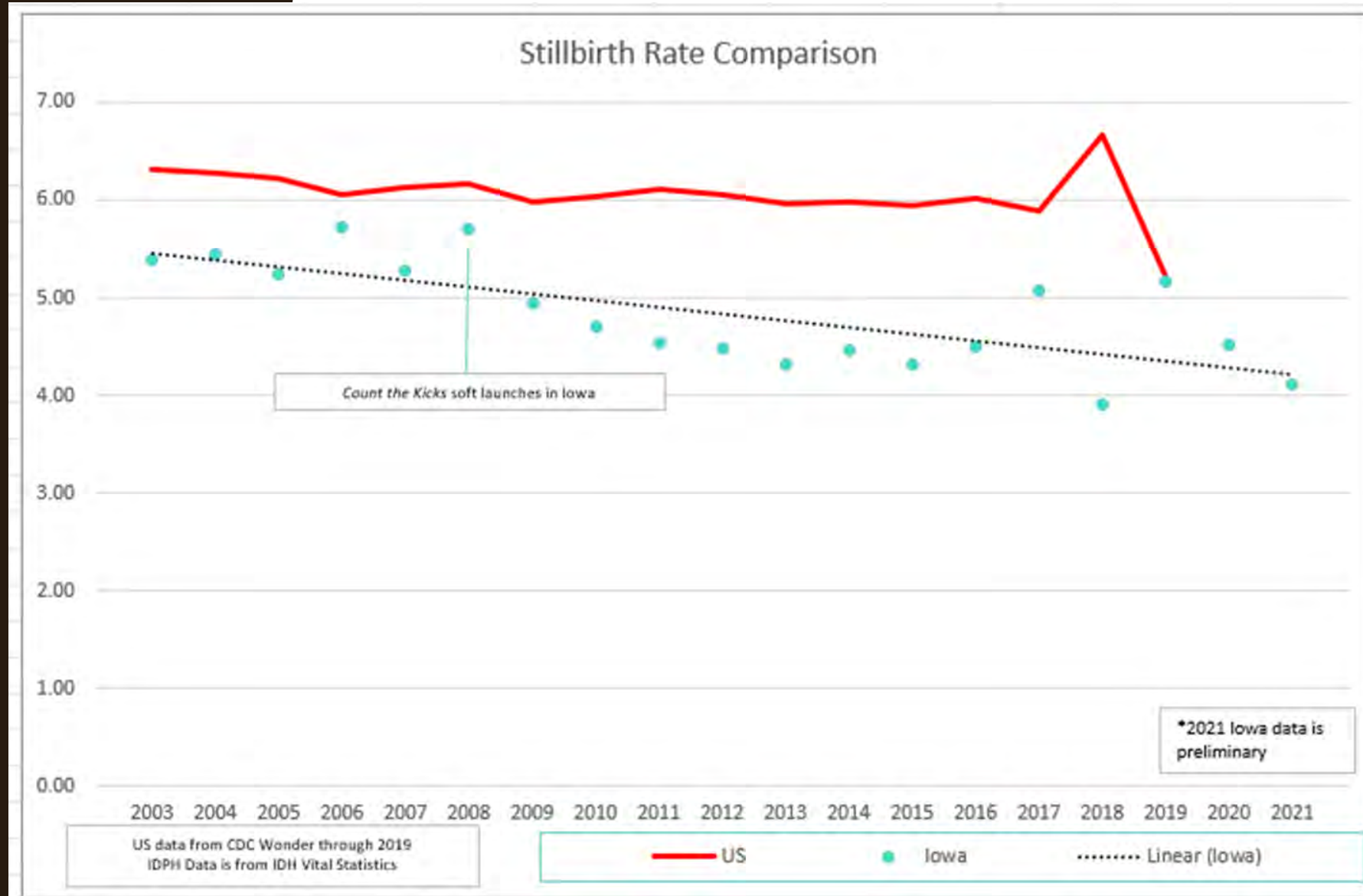


Our campaign is ready to go and low cost.

The 2021 preliminary Iowa stillbirth rate is 4.1 fetal deaths per 1,000 live births.

This is the second lowest Iowa stillbirth rate on record.

The African American stillbirth rate in Iowa decreased 39% in the first five years of our program.



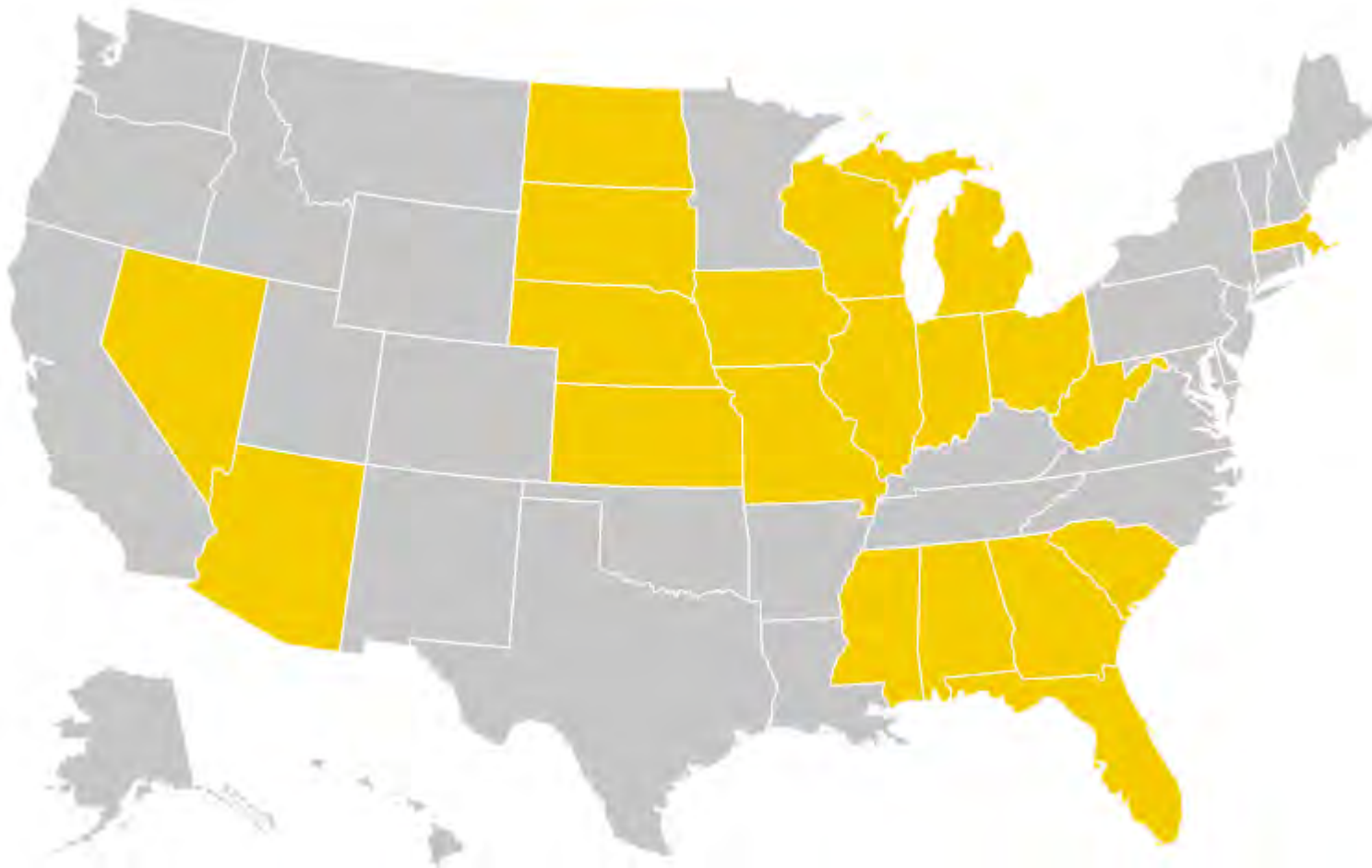
Based on 5-year average, per IDPH vital statistics 2003-2020.



- Our FREE app is available in 16 languages: Amharic, Arabic, Burmese, Chinese, Dari, English, French, Haitian-Creole, Hebrew, Hindi, Marshallese, Portuguese, Russian, Spanish, Swahili and Vietnamese.
- Available for Apple and Android products
- Track Strength of movement
- Restart your session or delete a kick
- Set a daily reminder to *Count the Kicks*
- Review your kick-counting history
- Download your history to share with your provider, family or friends
- *Count the Kicks* with twins
- Track future pregnancies on the same profile
- Manage multiple devices registered to your account
- Available on Apple Watch



Expansion States







text
iowakids
to **274448**
brightbytext.org

*Message and data rates may apply. Text STOP to 274448 to stop. Text HELP to 274448 for help.



BRIGHT BY TEXT CONTENT:

Types of Content



Core Content:

Based on a child's birthdate

- Pregnancy
- Health
- Safety
- Wellness
- Milestones
- Brain development/cognition
- Social-emotional development
- Creativity
- Parent encouragement and wellness



Your example can help your child develop healthy eating habits for life. Get tips to make meals healthy and fun even for picky eaters. [Link](#)

Community Messages:

Based on a family's zip code

- Local events
- Resources such as:
 - Food/diaper banks
 - Health fairs
 - Library storytimes
 - Museum events
 - Disaster aid and relief

The Bronx Children's Museum is hosting ArtSpot in Mill Pond Park on Sat, Sept 28 from 11AM-4PM. Come for art and science activities! [Link](#)

Optional Content

Based on a family's needs or interests

- Information for parents whose child has a speech or language delay
- Social-emotional activities to help children who've been at home during the pandemic
- Early math curriculum for 2-3 year olds
- Summer and spring break activities to keep kids' brains active and happy

TALK: You know your child best! Follow your gut if you think your child has a delay in speech or language. Some things to look out for: [Link](#)

We support parents from pregnancy through age 8.

BRIGHT BY TEXT CONTENT:

A Whole Child, Whole Family Approach

Our messages cover...



Pregnancy:

- Physical health
- Safety
- Preparing for baby
- Parental well-being

Milestones:

Information by age on how children:

- Play
- Learn
- Speak
- Act
- Move

And what to do if a parent has concerns.

Learning:

- Math skills and activities
- Encouraging creativity
- Early literacy and reading
- STEM
- Music and art

We support parents from pregnancy through age 11.

Community & world:

- Social-emotional skills
- Embracing diversity
- Practicing kindness
- Identifying community helpers

Health, Safety & Wellness:

- Doctor visits
- Physical health, including nutrition, sleep, oral health, exercise
- Mental health and well-being
- Preventing poisonings, environmental hazards, etc

Parenting:

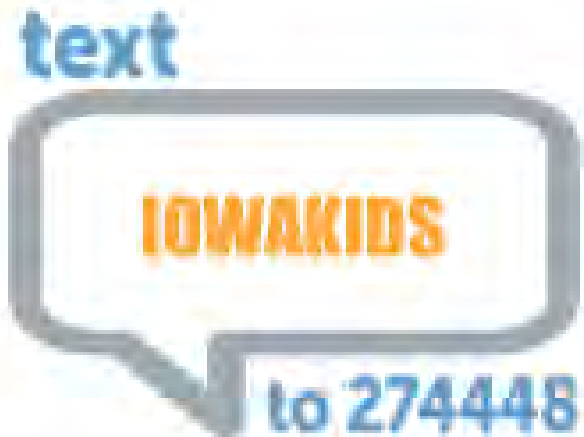
- Resilience
- Encouragement
- Mindfulness
- Stress management
- Challenging behaviors
- Bonding with child

Connections:

- Health insurance, healthy food and other needs
- Local events and resources
- Statewide health and safety resources

Bright by Text **Community Messages**

Brand
Affiliation



Targeted
Audiences



Drive Community
Engagement





Vision To Learn

Focus on the Future







Vision To Learn
Focus on the Future

6,500
Eye exams

5,400
Students have
received
eyeglasses

30,000
Students
Have received a
vision screening

DAKRODGE

NEIGHBORHOOD





Out-of-School-Time Partnerships

Continuum of Services - Birth to Graduation and Beyond



Wrap-Around Support



Program Partnership with DMPS - Edmunds, Callanan, Roosevelt



Partnership with UWCI



Using Data to Inform Programming



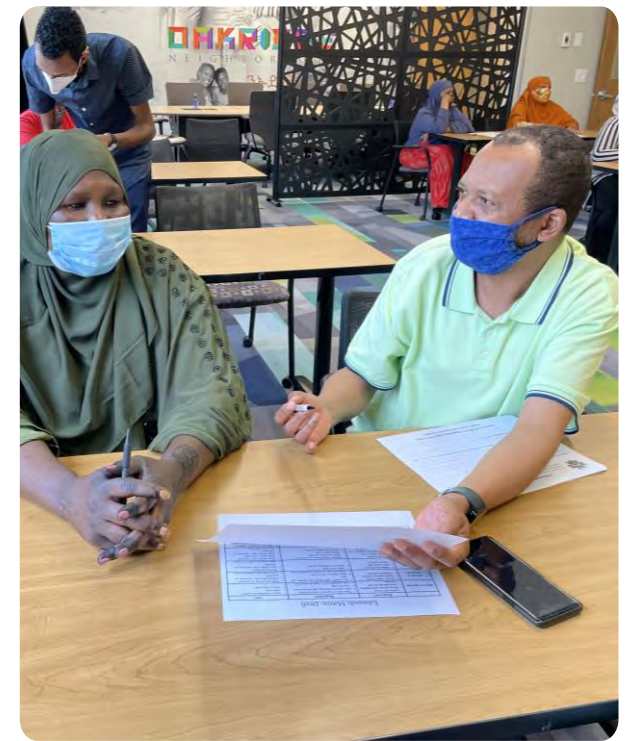


Continuum of Services- Birth to Graduation and Beyond





Wrap-Around Services





Program Partnership with Des Moines Public Schools

Edmunds Elementary



Callanan Middle

Roosevelt High



Partnership with United Way of Central Iowa



Using Data to Inform Programming





Next steps...

Upcoming GLR Learning Tuesdays Webinars:

LEARNING LOSS RECOVERY CHALLENGE

Follow the Money: \$190 Billion to Confront Challenges, Seize Opportunities
Tuesday, December 13, 3:00–4:30 p.m. ET/12:00–1:30 p.m. PT

EARLY MATH/EARLY LITERACY

Developing Math Joy & Identity Through Literature
Wednesday, December 14, 3:00–4:30 p.m. ET/12:00–1:30 p.m. PT

(Special Rebroadcast Session)

LEARNING LOSS RECOVERY CHALLENGE

NAEP Scores: Behind and Beyond the Numbers
Tuesday, December 20, 3:00–4:30 p.m. ET/12:00–1:30 p.m. PT

