

# Using Parent Coaching to Promote Kindergarten Readiness

June 22, 2021



The Campaign for  
**GRADE-LEVEL  
READING**

# Presenter



**Carly Roberts**

Senior Program Officer, Early Impact  
Overdeck Family Foundation

# Co-Presenters



**Marena Burnett**  
Chief Engagement Officer  
Centering Healthcare Institute  
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President & CEO  
LENA  
@LENAEarlyTalk

# Co-Presenters



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Director, Story County Reads  
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Director Early Childhood Initiative  
Community Foundation of Northwest Georgia  
@CFNorthwestGA

# Parent Coaching in Early Childhood

June 22, 2021

Overdeck Family Foundation

# Overdeck Family Foundation

## Mission and Funding



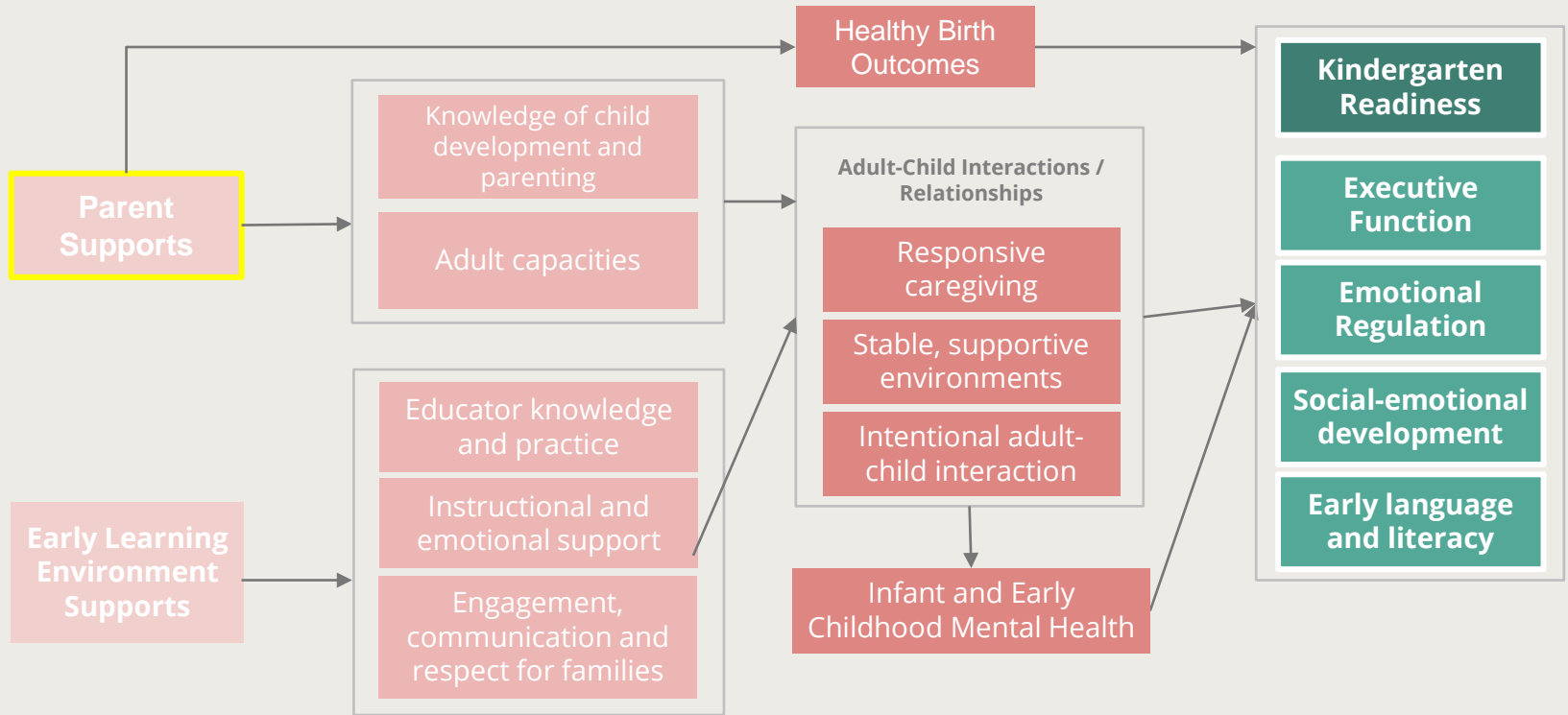
We seek to open doors for every child in the U.S. by measurably enhancing education both inside and outside the classroom.

We provide direct service and ecosystem funding to identify and fuel the scale of cost-effective solutions that accelerate improvement in academic and socioemotional outcomes for all children

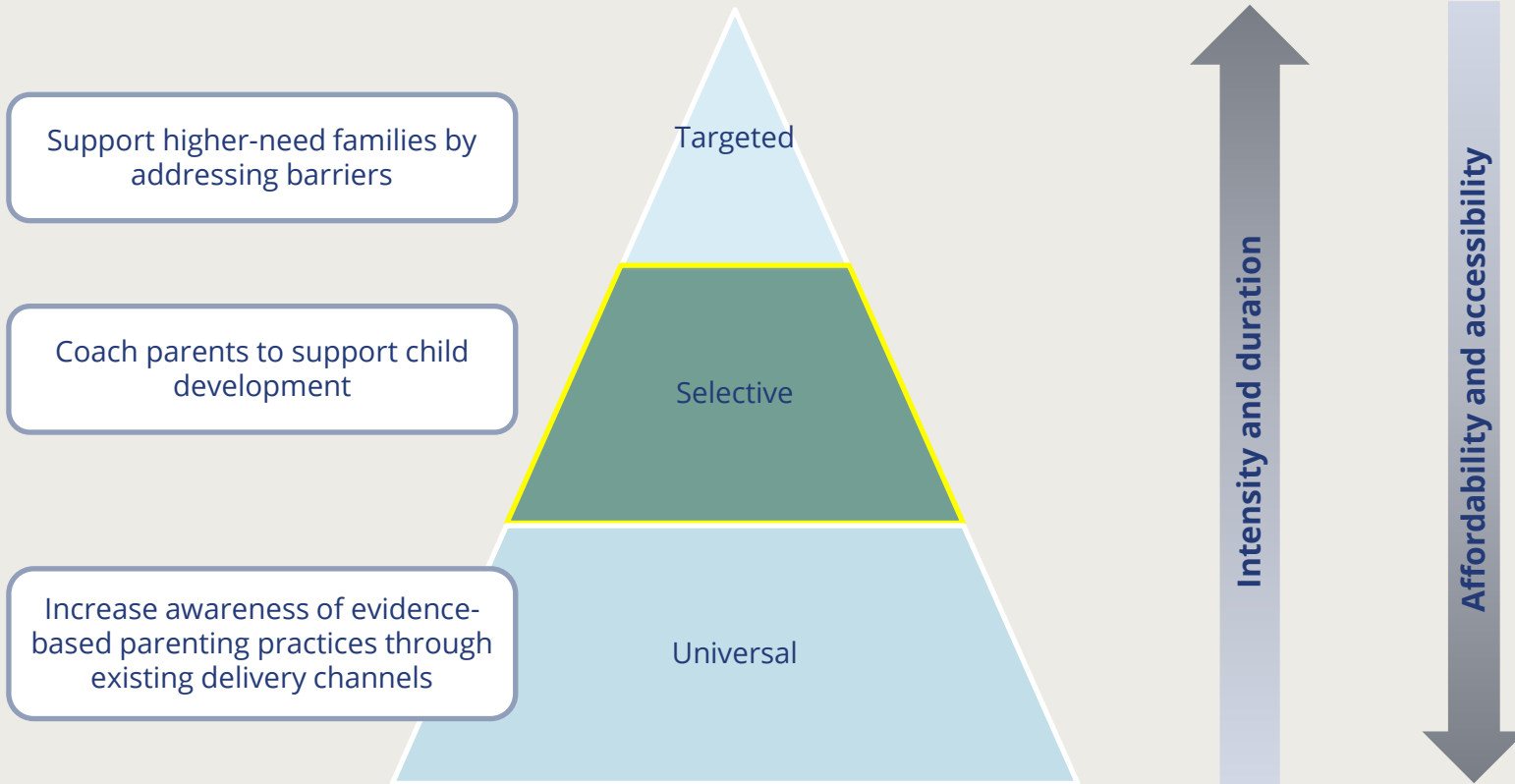
# We believe parents are the key to child success

... But access to opportunities and resources are not equally distributed

Our early childhood grantmaking is aligned to a research-informed set of priority outcomes

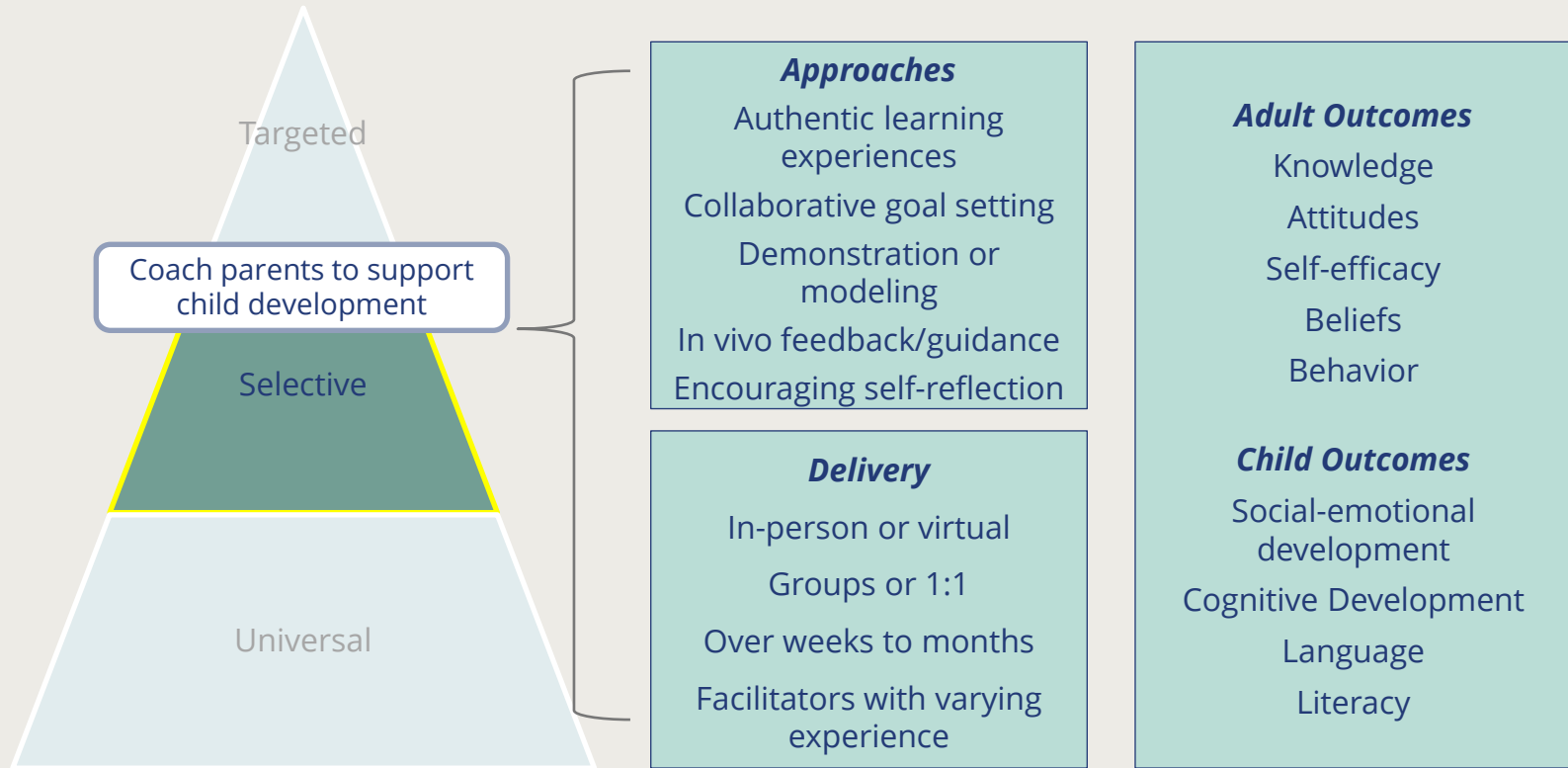


# Parent coaching as part of a population approach





# What is coaching?



# Learning from research

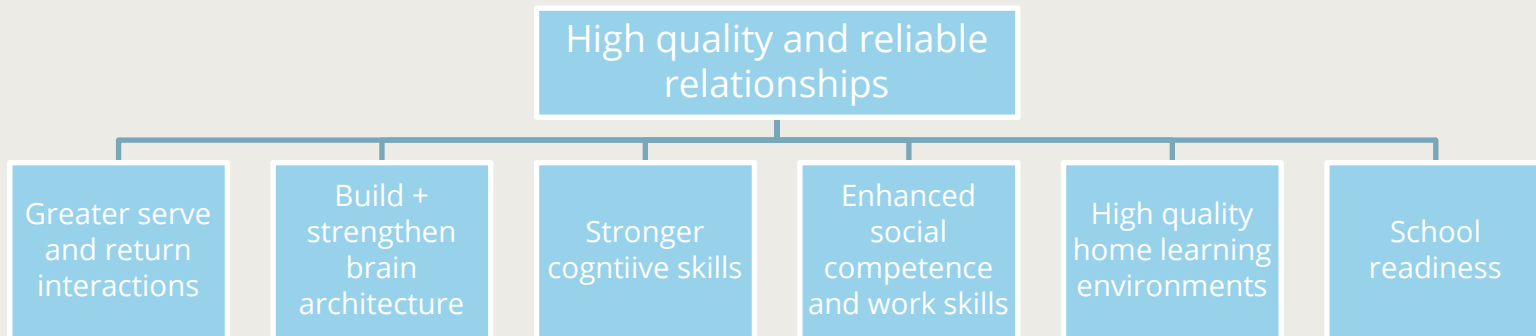
## The power of coaching

**83%** of parents agree that good parenting can be learned...

**69%** say that if they knew more positive parenting practices they would use them...

Evidence finds that the quality of early parent-child relationships **can be strengthened** and that children can be **motivators for behavior change** for adults

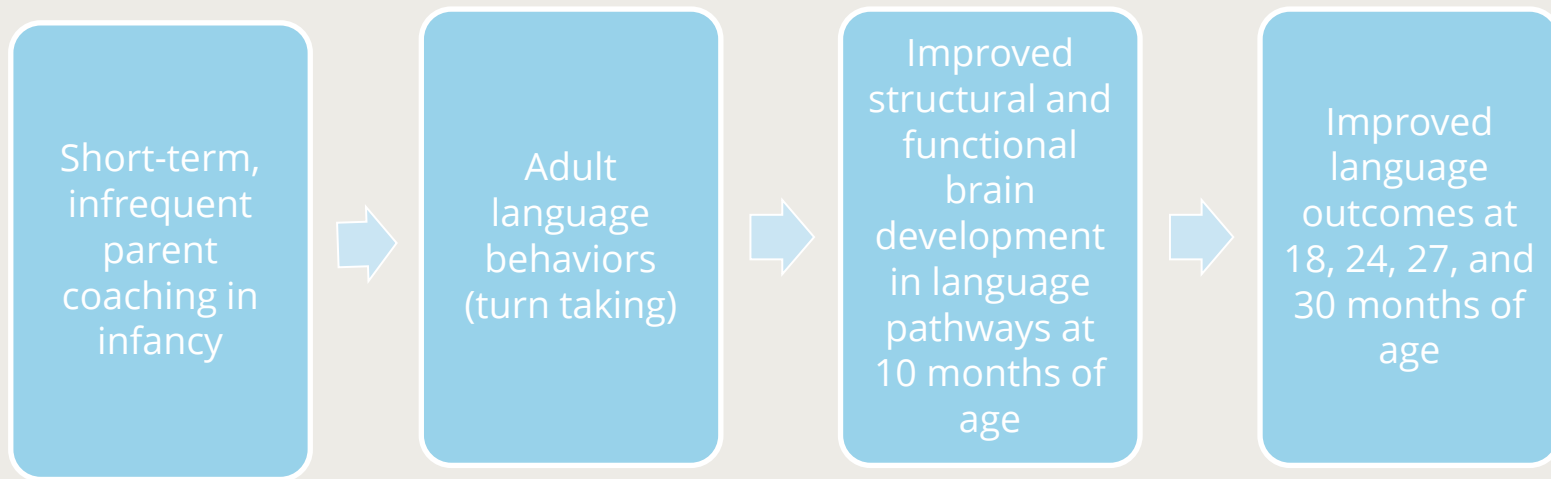
"Parent training interventions provided by coaches have been shown to increase responsive and developmentally stimulating parenting and, in turn, children's early achievement and positive social behavior." – *Parenting Matters*



# Learning from research

## A deeper dive into language coaching

In a study from University of Washington's I-LABS, short-term coaching improved parent language behaviors, which in turn influenced brain development and predicted later language achievement and trajectories



Parent coaching increases conversational turns and advances infant language development  
Naja Ferjan Ramírez, Sarah Roseberry Lytle, Patricia K. Kuhl  
Proceedings of the National Academy of Sciences Feb 2020, 117 (7) 3484-3491; DOI: 10.1073/pnas.1921653117



# Coaching in Context

## When and where




Parent coaching meets families where they are: age range, content, setting

	Prenatal	Infant and Toddler	Preschool and Early Elementary
Healthcare			
CBOs, libraries			
Childcare / early learning			
K-12 education			



# Coaching in Context

## Examples of approaches and impact

	Prenatal	Infant and Toddler	Preschool and Early Elementary
Healthcare		 	
CBOs, libraries		 	
Childcare / early learning			
K-12 education			 

**ParentCorps**

SEL coaching for teachers, parents, and children →

50% fewer child mental health problems  
24% more likely to read on grade level

**Springboard Collaborative**

Literacy coaching for parents and teachers →  
3-4 months of reading growth in 5-10 weeks



# Improving health, transforming care and disrupting inequitable systems through the Centering group model

Marena Burnett, Chief Engagement  
Officer

Centering<sup>®</sup>  
Healthcare  
Institute

Centering is the **billable**  
primary care visit

Centering\*  
Healthcare  
Institute



Centering patients take an active role in their own assessment learning more about their health and the importance of self-care and wellness

The result: collaborative partnership with their healthcare team





Each visit includes traditional 1:1 prenatal or pediatric health assessment, screenings, exams, tests, immunizations and oral health within the group space

Participants raise issues and explore solutions through facilitated discussions and engaging activities, resulting in better learning and understanding





The group environment is safe and inclusive; group members are encouraged to share from their own experiences, cultural beliefs and values

Centering moms have healthier babies,  
including a 33-47% reduced risk of  
preterm birth and a flattening of racial  
disparities



LENA<sup>®</sup>

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*Building brains through early talk*

# LENA<sup>®</sup>

Global standard for measuring talk in early childhood



*"talk pedometer"*



Recording



Data & Feedback



Management & Evaluation

# Our Programs

LENA  
START<sup>®</sup>



*Parent-group classes to  
strengthen community.*

LENA  
HOME<sup>™</sup>



*Early-language focus for any  
home-visiting program.*

LENA  
GROW<sup>™</sup>



*Practice-based professional  
development for early  
childhood teachers.*







re things  
down to their level  
ch, hold, hug  
e in, respond  
d for their response  
ate them  
ke faces, use gestures

- 12. Follow their lead
- 13. Encourage them
- 14. Be silly!

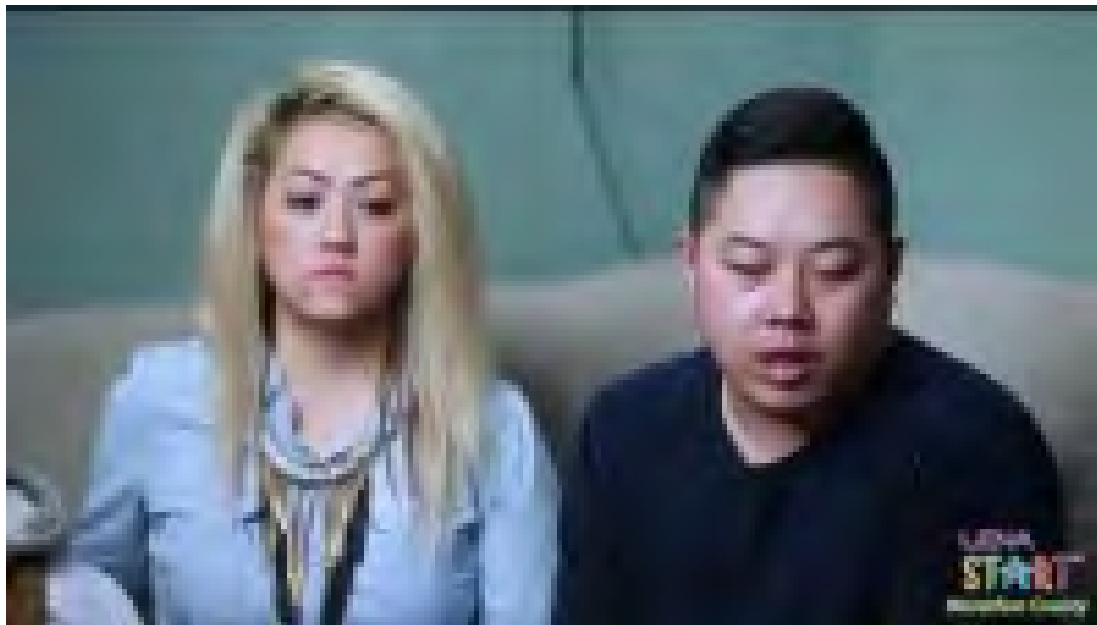
LENA  
START<sup>®</sup>



**10 sessions + LENA Days**  
**>70% graduation rate**



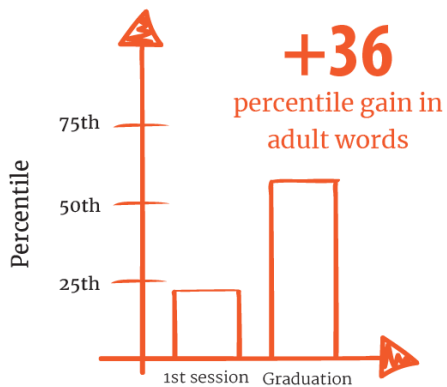
# Marathon County, Wisconsin



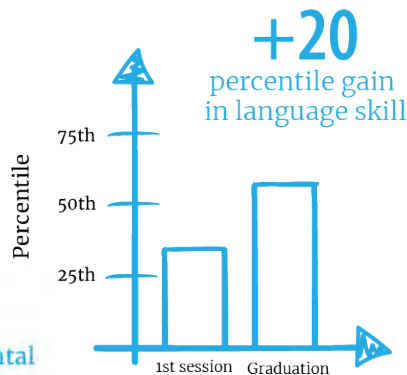
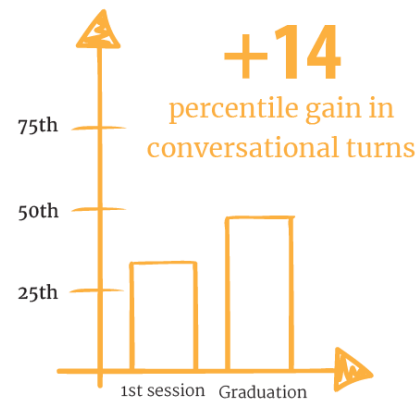
# Built-in measures of effectiveness

Child Change ↓ Parent Change

## Words



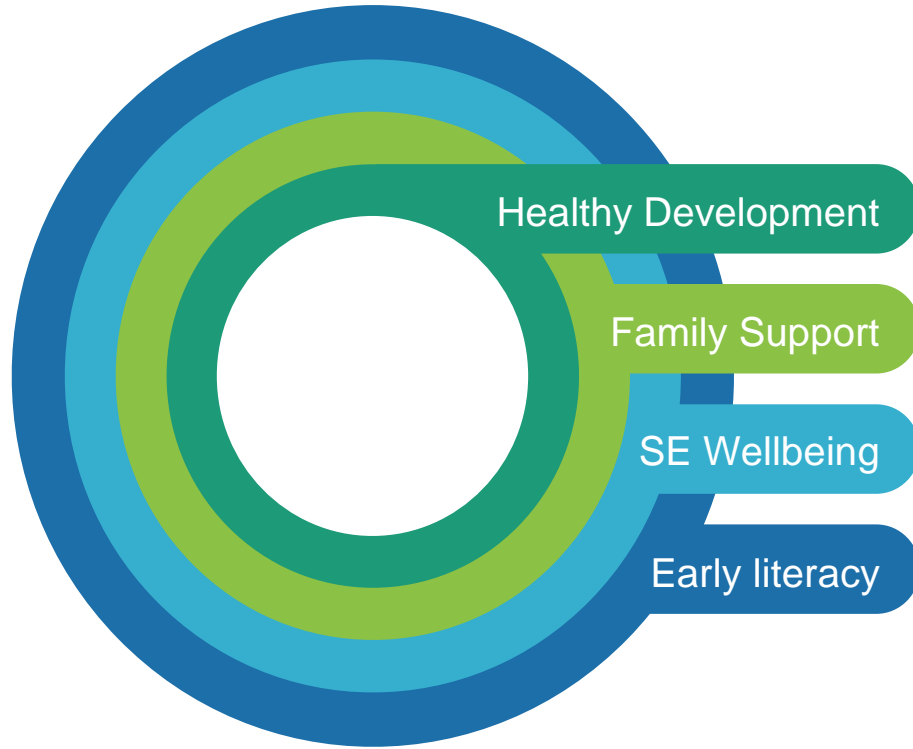
## Turns



# Philanthropy partnerships:

- Implementation Awards – removing barriers
- Advocacy and building awareness
- COVID grants
- Food security grants
- CHI initiatives and growth

# Parent/Caregiver Engagement Programs and United Way of Story County



## Partners in these programs

- Public Libraries
- School Districts
- Non-profits
- Iowa State University
- Families
- Health Care Providers
- Community members
- Volunteers
- Philanthropy

Small Talk - *has transitioned to a different program*

- *ISU, Ames Public Library, Raising Readers*

STARS (*Singing – Talking – And Reading for Success*)

- *ISU, Raising Readers*

Healthy Futures

- YSS

Parents as Teachers

- LSI

## Our Funded Parent/Caregiver Engagement Programs



United Way of Story County



# Our Why

- LENA Start model is rooted in an evidence-based practice that combines science and technology with the LENA devices, research, and practice.
- This approach also supports that the parent/caregiver is the most important teacher in a child's life.
- Investment in these types of programs are life changing and yield a high ROI.



# Example of How These Programs Yield a High ROI for our United Way



Healthy development in early childhood programs...

**SUPPORTS**

Building upon families to be able to support early literacy skills...

**SUPPORTS**

Ensuring children and youth have the foundation to cultivate school success...

**SUPPORTS**

Creating opportunities for an economically stable Story County.







Evidenced based program to reach new families



# Talk With Me Baby

*Collaboration*

- Emory's School of Nursing and Dept of Peds
- Marcus Autism Center (Jennifer Staple-Wax, PsyD)
- GA Departments of Public Health and Education
- Atlanta Speech School's Rollins Center for Language and Literacy
- Get Georgia Reading – Campaign for Grade Level Reading
- GA Children's Cabinet
- United Way
- WIC
- Former First Lady Sandra Deal

# Talk With Me Baby

Teaching/modeling Language Nutrition from birth



Literacy is a critical skill and early childhood is a critical time for skill development

All RNs and LPNs in Mother Baby, Labor and Delivery and Neonatal ICU have become models for TWMB

**THE CITY OF DALTON**



**"THE CARPET CAPITAL OF THE WORLD"**



## Several Key Indicators :

- 29% of our children were born to mothers who have less than 12 years of formal education
- 66% of children under the age of 6 are living in poverty
- 49% of children under the age of 5 are Hispanic or Latino

earlychildhoodinitiativenwga.com

## Community Partners

1

Reach Out and Read;  
Talk With Me Baby

2

Quality Rated  
Childcare Centers

3

Public School System

4

Institutes of Higher  
Learning

5

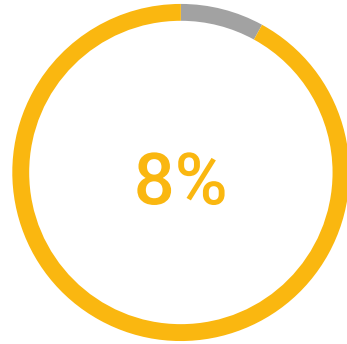
Additional non-profits  
and service agencies

To convene and collaborate with organizations and diverse groups to improve school readiness and 3<sup>rd</sup> grade reading scores among the children of Northwest Georgia

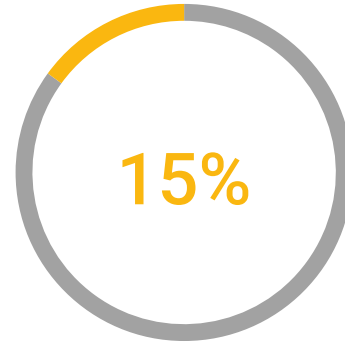


# 2015 – 2019 Milestone

*2015 – 2019 3<sup>rd</sup> Grade Reading Scores Improved by:*



Dalton Public  
Schools increased by > 8%



Whitfield County Schools  
increased by > 15%

# Cross Sector Collaboration Makes Us Stronger



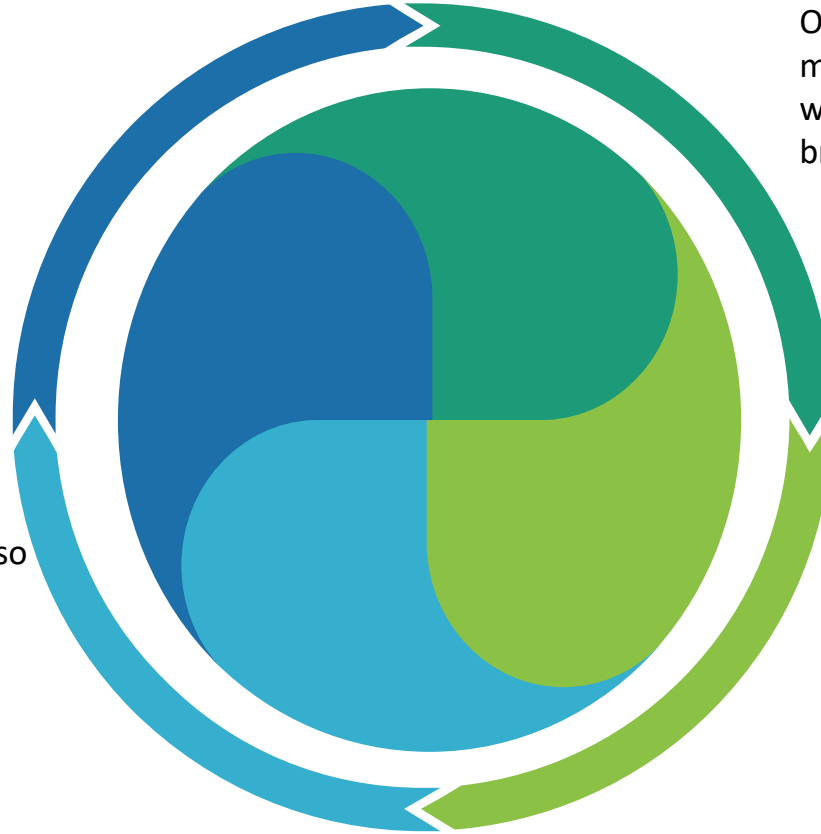
Roles that UWSC plays to reach across sectors:

- Community convener – starts with a broad-based community conversation
- Coalition builder and collective impact backbone
- Volunteer recruitment
- Network “weaver”
- Funder of programs and initiatives



# Example: How We Leverage the Network

Our social capital and strong relationships with so many partners reinforces the cycle



Along with funding, we may also recognize other resources that can be pooled to support producing a higher impacting program

Our role in the community places us in many “community based” conversations with various sectors to learn about broad needs

We are able to shape our funding priorities based on these needs and influence change

# Rural and Urban Engagement

“Rural” in Story County means:

Collins: Pop. 477

Colo: Pop. 984

Gilbert: Pop. 1,013

Huxley: Pop. 3,769

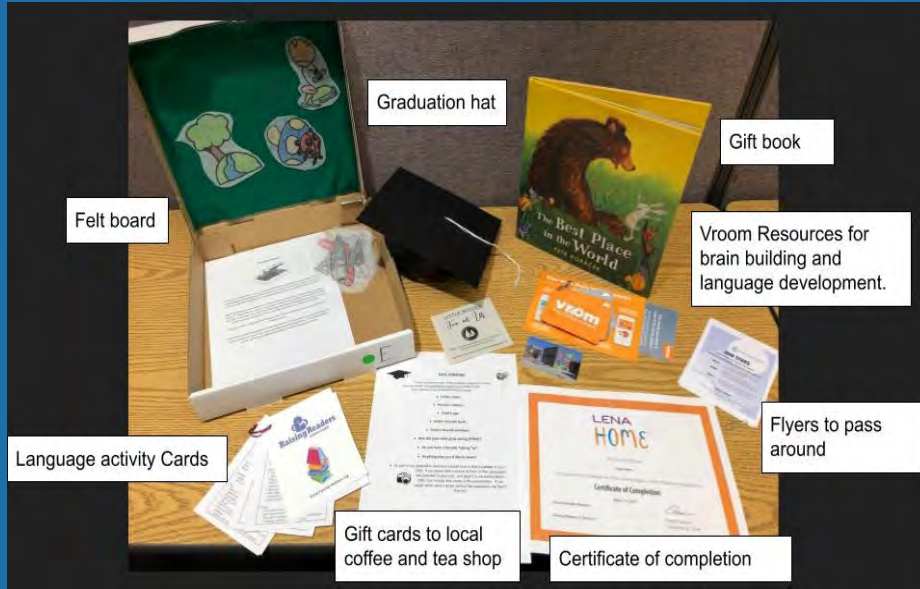
Nevada: Pop. 6,754

Story City: Pop. 3,377

“Urban” in Story County means:

Ames: Pop. 66,023

# Implementation Example from Raising Readers in Story County



United Way of Story County



# We Know These Programs Work



Parent/Caregiver programs meet families where they are and offer learning that is scaffolded.

Parent coaching programs in Story County are “asset based” rather than “deficit based” and acknowledge the critical role parents and caregivers play in healthy development.

# Questions & Discussion

# Upcoming GLR Learning Tuesdays Webinars:

## LEARNING LOSS RECOVERY CHALLENGE

Tools of the Mind: Key Steps to Create a Culture of Learning  
with Deborah J. Leong, Ph.D. (EdWeek follow-on)

Tuesday, June 22, 3 p.m. ET/12 p.m. PT

## PEER EXCHANGE CONVERSATION

The Role of Higher Education in CGLR Communities

Tuesday, June 29, 12:30 p.m. ET/9:30 a.m. PT

## LEARNING LOSS RECOVERY CHALLENGE

Meeting the Moment? State Policies and Spending Decisions

Tuesday, July 6, 3 p.m. ET/12 p.m. PT

## LEARNING LOSS RECOVERY CHALLENGE

Learning Happens Everywhere: Returning to School with a Whole-Child Perspective  
with Pam Cantor, M.D. (EdWeek follow-on)

Tuesday, July 13, 3 p.m. ET/12 p.m. PT

**Please Join Us!**

[gradelevelreading.net](http://gradelevelreading.net) @readingby3rd #GLReading #LearningTuesdays

