

Still Ready To Learn: Philanthropic Support for High-Quality Children's Media

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Panelists



Gregg Behr
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*Chief Operating Officer,
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Moderator



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Manager, Program Partnerships
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Impact on Families

This past year, PBS SoCal...

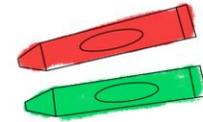
- Hosted 90 Early Learning family workshops, outreach events, and educator events.
- Reached 12,800 caregivers, 22,300 children, and 2,400 educators/providers.
- Distributed 45,000 educational materials to families, including activity kits, FM Activity Books, booklists, and books.

Thank you!



Impact on Families

- 6% increase in caregiver **confidence** to support their child's learning of early math.
- 11% increase in parent **knowledge and awareness** of foundational math.
- 4% increase in caregiver **enjoyment** in helping their child with math.



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National Family Math Evaluation with Stanford

Goals:

- Evaluate the impact of Family Math in new contexts
- Evaluate the implementation and adaptation of Family Math by other organizations

Findings:

- Both parent/caregiver and educator/provider participants across all three sites reported **significant increases in all three core metrics of Family Math**: math positivity, math confidence, and knowledge of children's foundational math skills.
- Participants noticed **improvements in their children's math skills**, especially in number sense and counting, after participating in a workshop series.

“Our findings show that we can collect meaningful information about an early childhood initiative **even if implementation varies from site to site**, which is a lesson about the **power of adaptability** in evaluation design.”

Questions & Discussion