



*Square One
Annual Report
2004*

CHESAPEAKE • FRANKLIN • GLOUCESTER COUNTY • HAMPTON • ISLE OF WIGHT COUNTY • JAMES CITY COUNTY • NEWPORT NEWS • NORFOLK POQUOSON • PORTSMOUTH • SMITHFIELD • SOUTHAMPTON COUNTY SUFFOLK • SURRY COUNTY • VIRGINIA BEACH • WILLIAMSBURG • YORK COUNTY

SQUARE ONE



During the summer of 2003, Hampton Roads was selected by the Annie E. Casey Foundation (AECF) as one of six communities in the United States who had developed successful school readiness coalitions. During a three day visit, a senior consultant from the AECF met with local mayors, city managers, parents, school officials, and childcare providers from the Peninsula and Southside to evaluate Square One and its impact on the community. As a result of the site visit, Square One was featured in *Improving School Readiness Outcomes: Lessons from Six*

Communities, a publication of the Foundation, in spring 2004. The publication was distributed nationally and is available for download on the Annie E. Casey Foundation website (<http://www.aecf.org>).

Square One's primary funding for 2004 was a second year of an \$804,000 grant from the U.S. Department of Health and Human Services, Administration on Children and Families, Early Learning Opportunity Act (ELOA) Discretionary Funding. *Square One has used this funding to:*

- Launch an interactive website (www.sqone.org);
- Provide technical assistance in the region and to other states;
- Develop a regional Square One Advisory Council consisting of community leaders, parents, faith-based organizations, corporate partners, coordinators of Ready to Read projects across the region, a military child development center, parents and early childhood educators who met quarterly to rally around early childhood and collaborate;
- Launch a public awareness campaign on the importance of reading to young children 0-5 years.

SQUARE ONE'S OUTCOMES RESEARCH AND REPORT

Since its inception, Square One has contracted with the Applied Social Psychology Research Institute at the College of William and Mary to produce a comprehensive outcomes report on the status of young children (from birth to age 5) in Hampton Roads. *Square One's benchmarks for healthy children and children ready for school include:*

- Increase the percentage of women who receive prenatal care during the first trimester of pregnancy;
- Reduce the percentage of low birth-weight babies (weighing less than 5.5 pounds);
- Increase the percentage of healthy births (a composite measure based on birth weight, APGAR score, gestation, and initiation of early prenatal care);
- Reduce the infant mortality rate;
- Increase the percentage of children who are appropriately immunized by the age of two;
- Increase the percentage of students assessed as ready to read and ready to learn using the Phonological Awareness Literacy Screening (PALS).

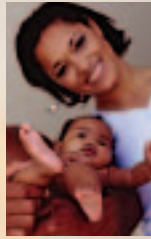
These benchmarks are useful to those directing efforts aimed at improving children's health and well-being. The full report, researched and written by Joseph Galano, Ph.D. is available online at www.sqone.org.

Square One reported biannual outcomes data to the community in September 2003; another report will be released in fall 2005.



In August 2001, Square One launched the Hampton Roads *Ready to Read* Initiative to support localities in creating action plans to improve reading readiness. *Ready to Read Outcomes for Norfolk and Portsmouth:*

- 1097 adults and children participated in *Ready to Read* programs;
- 84 childcare providers, home visitors, and literacy mentors trained;
- 250 families participated in home visits;
- 1161 children received literacy back packs
- 60 prenatal parent literacy kits distributed;
- 100 children's books and classroom enrichment resources provided;
- 13 teachers participated in a preschool-kindergarten collaboration program.



TRAINING, PARENT SUPPORT AND EDUCATION

In partnership with the Virginia Institute for Social Services Training Activities (VISSTA) and Virginia Commonwealth University (VCU), Square One provides a competency-based, standardized training curriculum – *Prevention and Early Intervention* (PEI) – for home visitors, primary caregivers, and others working with young children and families.

ELOA funding supported:

- **1,600** parents, childcare workers, home visitors, nurses, and others concerned with prevention and early intervention received **free** training;
- **9,000** training newsletters and course catalogs distributed;
- 5 new courses developed;
- 5 courses revised to include current research-based, best practices and statistics;
- 8 content experts and trainers completed a Train the Trainer course to ensure continuous improvement;
- Continuing Education Units (CEUs) for all 14 courses offered through Norfolk State University and Virginia Commonwealth University;
- Secured performance-based contract with Virginia Commonwealth University (VCU) to build PEI training capacity in the Commonwealth of Virginia.

QUALITY PRESCHOOL AND CHILDCARE

Square One continues to serve as the Hampton Roads administrator for Teacher Education and Compensation Helps (T.E.A.C.H.®), a national research-based program that provides scholarships for childcare providers to pursue an Early Childhood Education Associate degree. T.E.A.C.H. strives to increase the education levels and salaries of childcare providers while reducing turnover to provide a more stable and enriched environment for young children. Square One works in partnership with Voices for Virginia's Children, (www.vakids.org) the state license holder for T.E.A.C.H.

- Square One contracted with the first T.E.A.C.H. graduate from Hampton Roads to provide outreach to area childcare centers to increase enrollment and provide ongoing support.
- 43 childcare providers recruited in Hampton Roads.



CHILDREN'S HEALTH

Square One continues to support the Consortium for Infant and Child Health (CINCH), a community partnership whose mission is to promote health and prevent disease among all children in Hampton Roads. Home-based at the Center for Pediatric Research, a joint program of Eastern Virginia Medical School and Children's Hospital of the King's Daughters, CINCH is a nationally recognized health coalition model which has made significant progress in improving the health of children. Square One staff members are involved with the asthma, obesity prevention, immunization and strategic development work groups. For more information, contact www.chkd.org/cpr/cinch/cinch.asp

PUBLIC AWARENESS AND COMMUNICATION

Square One launched a multi-media public awareness campaign – *Operation Bedtime Story* – maximizing exposure to the message of the importance of early reading among parents, childcare providers, and caregivers.

- Over 1,200 Hampton Roads residents voted for their favorite bedtime story online and events register-to-win contest;
- 4 outdoor billboards promoting *Operation Bedtime Story* were on display in the cities of Hampton, Norfolk, Newport News and Portsmouth;
- 20,000 bookmarks featuring the Read to Your Child message and storytelling tips were distributed in English and Spanish;
- TARGET Corporation, Radio Disney, local retailers, Hampton Roads public libraries and schools joined forces to promote early and family literacy;
- *Working for Tomorrow's Workforce* diorama secured at Norfolk International Airport to promote early childhood to business travelers and visitors to Hampton Roads. Annually, 1.29 million passengers pass by (38% of the market share).

WORKFORCE DEVELOPMENT (1998-PRESENT)

The returns on investment (ROI) in early childhood are significant and long lasting. Economic development research, according to the Perry Preschool Study, indicates that for every \$1 invested in early care and education, the community benefits from an \$8 to \$9 long-term savings by: improving the skills of a regional workforce, reducing crime, decreasing need for remediation, lowering rates of juvenile delinquency and delaying parenthood.

- Square One secured \$2.2 million to support early care and education in Hampton Roads.
- \$325,018. passed through to localities to support best practices and early care and education.



ABOUT SQUARE ONE

Square One serves as a regional, public-private collaborative partnership on early care and education. Square One's mission is to help **all** children in Hampton Roads enter school healthy and ready to succeed and, ultimately, to provide the region with a competitive workforce in the global economy.

SQUARE ONE:

- Reports the status of healthy births and school readiness for children ages 0-5 in Hampton Roads;
- Identifies and promotes programs and practices that increase healthy births and school readiness;
- Works with government, business, agencies and communities to develop and implement healthy births and school readiness strategies;
- Provides regional and statewide training and networking opportunities for local leaders, home visitors, prevention and early intervention workers and those working with young children birth to five years.

Square One is dedicated to early childhood issues that impact a child's earliest experiences and their ability to learn and succeed in school and later in life.

Square One believes communities need to invest in young children and their families and identify early childhood development as a priority.

HAMPTON ROADS PARTNERSHIP

In 1999, the Hampton Roads Partnership (www.hrp.org), an economic development coalition that represents 17 localities and a population of 1.5 million in southeastern, Virginia, founded Square One. The partnership is comprised of the chief elected officials of 17 localities, along with business, education, military, labor, and community leaders. Its focus areas are ports, transportation, regionalism and workforce development.

HAMPTON ROADS HEALTH COALITION

The Hampton Roads Health Coalition (HRHC) is a non-profit employer-driven organization committed to improving the quality of health care in the Hampton Roads community through the cooperative efforts of employers and health care providers. Learn more about HRHC at www.hrhc.org. Hampton Roads Health Coalition serves as the grant administrator for Square One.

ADMINISTRATIVE STAFF

Barbara Wallace, Ed.D., Executive Director Lisa Howard, Training Director
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COLLABORATIVE PARTNERS OF SQUARE ONE

Hampton Roads Partnership (HRP)
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Healthy Families Virginia
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City of Norfolk Public Libraries
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Healthy Start
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Places and Programs for Children, Inc.
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Portsmouth Department of Social Services
CHKD Discovery Care Center
Dann Neck Military Child Development Center
Early Childhood Development Commission (ECDC)
Judeo-Christian Outreach Center (JCCO)
Lisa Mullins Public Relations & Associates

WHRO
The Norfolk Foundation
Stratum New Media
The Literacy Partnership
Prevent Child Abuse Virginia
Wingspan
Child Development Resources
Voices for Virginia's Children
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City of Poquoson
City of Hampton
City of Newport News
City of Norfolk
City of Portsmouth
City of Suffolk
Town of Smithfield
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City of Williamsburg
City of Franklin
Isle of Wight County
Gloucester County
Southampton County
Surry County
York County
Portsmouth Reads/Ready to Read
Children's Harbor
The Children's Center
York County Children's Services
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