

United Way in Waukesha County

Born Learning Initiative

Community Issue: Getting parents and caregivers of young children to understand the benefits of early childhood development leading to school readiness.

Targeted Outcome: Parents of children ages 0 to 5 have the information needed to help with their child's development.

Targeted Geographic Area: Waukesha County

Issue. Parents and caregivers of young children understand that the early years are important, yet many aren't sure how to encourage early learning, or feel they don't have time to do what it takes to help their child succeed in school. Many communities are concerned about children coming to school unprepared, but aren't coming together to give parents more choices and children more opportunities. In response, United Way and other partners created *Born Learning*, an innovative public engagement campaign that helps parents, caregivers and communities create quality early learning opportunities for young children.

Major Partners: Lutheran Social Services, National Center for Learning Excellence (Head Start), Pregnancy Support Connection, Inc., Prevention and Protection of Abused Children and United Way in Waukesha County

Intended Results:

- Community has an increased awareness of the issues related to child development.
- Parents and caregivers of children apply practices through knowledge gained in their own daily lives.
- Child develops into a healthy individual through skill development at an age-appropriate level.

To accomplish this:

- Work one-on-one with parents and caregivers of children during an intensive family visit providing information, tips and answers regarding child development.
- Provide and explain *Born Learning* information in group settings such as child birth classes, foster care classes, parent/teacher conferences and at child care facilities.
- Develop a *Born Learning* presentation to train staff of organizations giving them the ability and knowledge to provide information to families they work with.
- Develop a series of Lunch and Learn sessions with businesses, faith based organizations, non-profit organizations or other entities offering educational sessions on child development.
- Continue public awareness of Born Learning through various media outlets.