



earlychildhoodalliance
ONONDAGA

Onondaga County's Future Starts Now!

Investing in Families & Children Birth to Five

The brain develops as fast as it ever will in the first five years of life.

Nationally, our country underinvests in our children in the early years when it matters most.

Nationally, only 50% of children enter kindergarten ready.



In Onondaga County, only 40% of children are reading on grade level by 3rd grade (compared to the statewide average of 52%).

Families with young children—especially first-time parents and those with both parents in the labor force—are stretched for time and resources.

With the right investments we can change the outcomes for children and families in Onondaga County.

ECA Mission:

Creating a Community Where All Children Are Healthy, Thriving and Ready to Succeed in School, and all families are supported in their parenting.

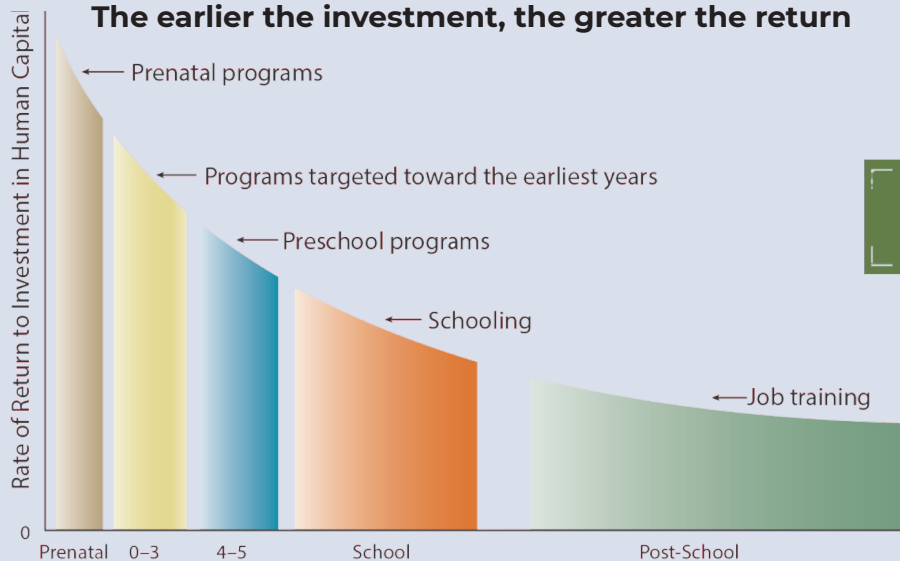
Investing When It Matters Most

When we support them in their earliest years, infants grow into healthy kids who are confident, empathetic, and ready for school and life - and our communities, workforce and economy become stronger and more productive.

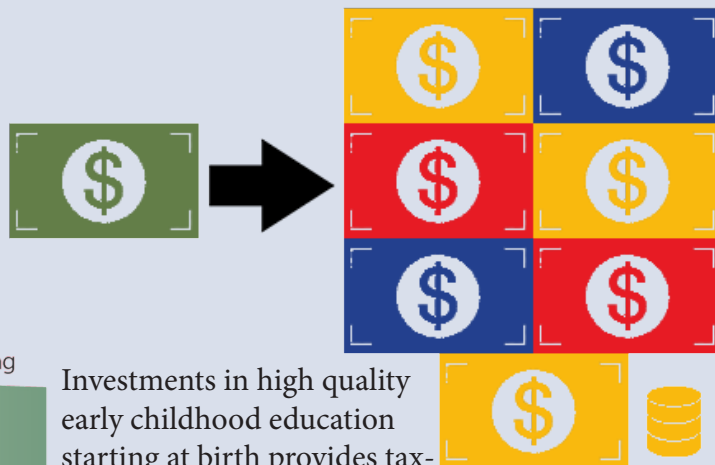
-National Collaborative for Infants and Toddlers

Early childhood provides the best return on the investment

The earlier the investment, the greater the return



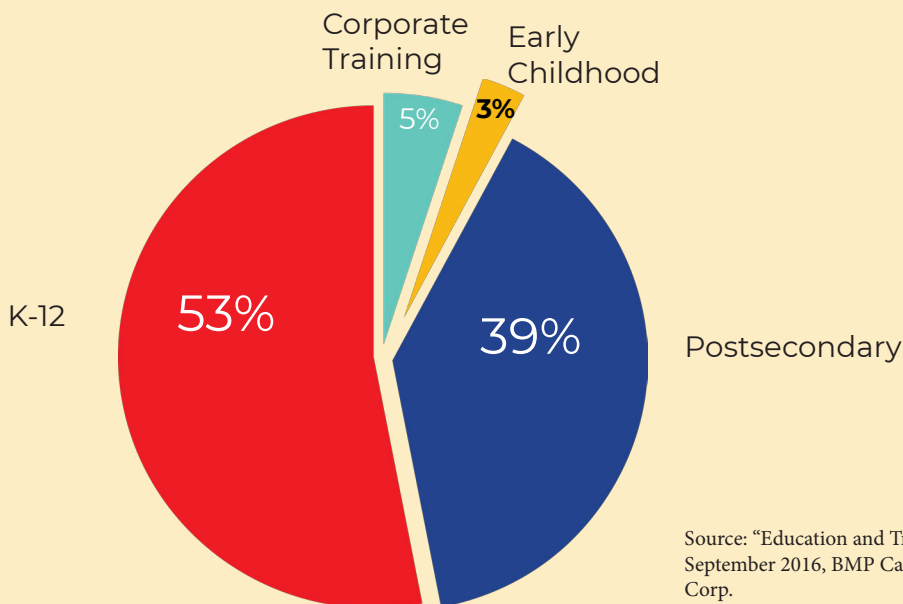
Source: James Heckman, Nobel Laureate in Economics heckmanequation.org



Investments in high quality early childhood education starting at birth provides taxpayers with a return of \$7.30 for every dollar invested.

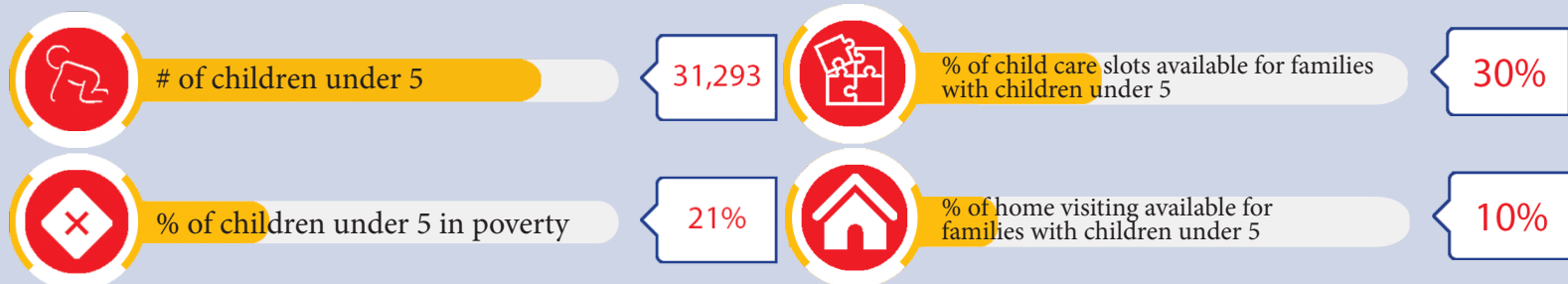
Currently we under invest in early childhood

Distribution of Total U.S. Education Spending in 2016



Source: "Education and Training," September 2016, BMP Capital Market Corp.

Local needs are going unmet



ECA STRATEGIES to Transform the Future

Assess
Landscape

Identify
Gaps

Advance
Solutions



THE NEED

66% of families surveyed by Talk, Read, Sing in Onondaga reported reading less than four times a week to their child.

WHAT WE'RE DOING

Through home visitors, pediatric providers and our early childhood partners, we spread the message that learning begins at birth and that talking, reading and singing with our children every day is the best way to prepare children for kindergarten. We reach thousands of families every year.



1 in 4 children are at risk for one or more developmental delays.

Parents, caregivers, providers can call 2-1-1 and ask any questions about parenting, child behavior, child development or if they are in need of locating services that exist within the community. We also promote free developmental screening for parents using the Ages and Stages Questionnaire (ASQ-3). This is a parenting support for all families in Onondaga County.



Vocabulary at 3 years of age is related to 3rd grade reading ability and local analysis showed gaps in home visiting services for this specific age group.

Early learning specialists visit homes and child care facilities to coach parents on how to read with their children. Families with children 18 months to 4 years get books and toys for their homes, as well. ParentChild+ graduates are 50% more likely to be prepared for kindergarten than their socio-economic peers. This is a parenting support for families in Onondaga County.



65% of parents with a child under six are employed in Onondaga County. Parents need quality child care while they are at work.

Piloting three strategies aimed at improving the quality of child care in Onondaga County at child care centers, family child care homes and legally exempt child care providers. We are focusing on increasing pay for early childhood educators in exchange for implementation of key components of quality programming.



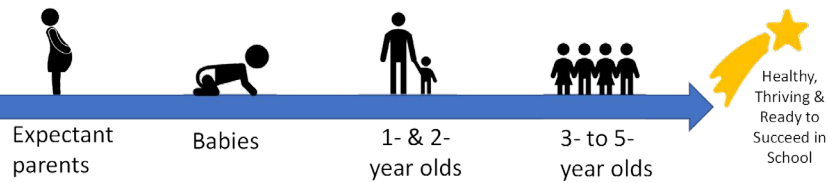
30% of births are unintended pregnancies in Onondaga County. Among African American women, 53% are unintended, and 41% among Hispanic women.

Created "Layla's Got You," a digital and grassroots community building campaign, including a chatbot and website designed to increase contraception knowledge and utilization among 16-24 year-old young women in Onondaga County.



Support Investment in Early Childhood

Be a champion for the first five years of life! Advocate for increased investments in early childhood in our community and in our state. Together we can ensure all children enter school ready.



Community Testimonials

"My son loves the books and blocks that you gave him. He has always loved it when I read to him, but now I know how to use the books to talk to him about lots of other things. It's taught me a lot about how to actually plan and talk to him."

- Talking is Teaching

"Help Me Grow has been very helpful to me and I'm so thankful for all the help that I've received because I was so stressed out about not having anything for my son and now I'm feeling prepared for his arrival."

- Help Me Grow

"I became educated and informed thanks to... Layla, and now I got birth control in my arm. I have 3 sisters and I will do everything in my power to help with Layla... I really love the program."

- Layla's Got You

"My experience with the program is Awesome! I love interacting with my Early Learning Specialist and my kids! "

- Parent-Child+



LEARN MORE

The Early Childhood Alliance (ECA) is a diverse cross-section of community stakeholders that impact the early childhood system in Onondaga County. The ECA is developing a shared vision for a more coordinated and strategic early childhood system that better supports children and families. New resources are being driven into the early childhood system, aligned with the strategic plan developed by the Early Childhood Alliance.



www.ecaonondaga.org

or



www.facebook.com/ecaonondaga/

Early Childhood Alliance – Community Advisory Council

Mobilizing Community In Support of Children and Families

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Intergenerational Learning Programs
Kara Williams, The Allyn Family Foundation*
Randy Wolken, MACNY, ECA Business Council

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