

Focus Area: Education and Training

Champion: Lee Thornton

Accomplishment Plans by 12/31/03

0-6 project

To develop and disseminate materials that promote early childhood brain development

To target specific audiences to deliver messages

To establish partnerships to foster collaboration

Raise dollars to support public campaign

Key Accomplishments since last workshop

0-6 project

Pilot project, Loving, Listening, Learning-Everyday Moments Count (February 2003)

- Partnership between nine area agencies
- Targeted English and Spanish childcare providers in Benton and Franklin Counties.
- Workshops were held to train childcare providers to disseminate brain development information to parents. Over 80 childcare workers were involved, reaching over 500 parents. Participants presented weekly key messages and activity materials to parents for one month and then came back together to evaluate the pilot project.
- Surveys from parents showed a connection was established between early brain development and later success in school.