



a look at how we're
growing

Submitted to Governor Mary Fallin

November 1, 2012

our vision: All Oklahoma children will be safe, healthy, eager to learn and ready to succeed by the time they enter school.

our mission: To lead Oklahoma in coordinating an early childhood system focused on strengthening families and school readiness for all children.



2012 ANNUAL REPORT - JULY 1, 2011 to JUNE 30, 2012

smart start
oklahoma 

History

- 2000** Governor’s Task Force on Early Childhood formed by Executive Order of Governor Frank Keating
- 2001** Comprehensive report published highlighting strengths, weaknesses, and needs of Oklahoma’s early childhood programs
- 2002** Local grassroots efforts evolve through partnership with United Way, Bank of America, and Oklahoma Department of Human Services
- 2003** HB 1094 established the Oklahoma Partnership for School Readiness Act¹
- 2008** Governor Brad Henry designated the Oklahoma Partnership for School Readiness as the State’s Early Childhood Advisory Council established by Federal Law as a result of the Head Start Re-authorization Act²
- 2010** HB 3126 established the Oklahoma Partnership for School Readiness as the State’s Early Childhood Advisory Council

¹ The Act, HB 1094, created the Oklahoma Partnership for School Readiness (OPSR) Board, Oklahoma Partnership for School Readiness Foundation Board, and the office of Smart Start Oklahoma (SSO).

² Designation was a result of Section 642 B(b)(1)(A)(i) of the Head Start Act, which requires the Governor of each state to designate or establish a council to serve as the State Advisory Council on Early Childhood Education and Care for children from birth to school entry.

Letter From Oklahoma Partnership for School Readiness Board Chair and Executive Director

Dear Governor Fallin,

On behalf of the Oklahoma Partnership for School Readiness Board, also designated as the State Early Childhood Advisory Council, I am pleased to present our Annual Report for FY2012. This year's report includes recommendations from the Board to support a strong early childhood system in Oklahoma. Over 140 stakeholders from state agencies, local communities, the private sector, universities and parents provided input into the development of these recommendations.

This report provides expanded discussion on these early childhood system recommendations as well as a description of accomplishments toward implementing the goals established by the Oklahoma Partnership for School Readiness and the 18 local Smart Start communities. An overview of the key early childhood indicators, program participation, and costs is also presented to provide a snapshot of the current status of early childhood services in the state.

Thank you for the opportunity to serve as the Chair of the Oklahoma Partnership for School Readiness and your support of early childhood in Oklahoma.

Respectfully,

Marny Dunlap, M.D., Chair
Oklahoma Partnership for School Readiness

Dear Governor Fallin,

On behalf of Smart Start Oklahoma, I am pleased to present the State Fiscal Year 2012 Oklahoma Partnership for School Readiness Annual Report and Recommendations for 2013. These recommendations are the result of input from early childhood stakeholders across the state and include both public and private sector perspectives.

While Oklahoma continues to receive national recognition for its pioneering efforts to provide access to quality early care and education services, there is still much work to be done to assure that all children have the opportunity to be successful upon school entry. This year, we have learned more about the challenges and opportunities for families as they seek early care and learning programs for their children. Through these continued efforts, Oklahoma will come closer to achieving the vision of the Oklahoma Partnership for School Readiness – “all Oklahoma children will be safe, healthy, eager to learn, and ready to succeed by the time they enter school.”

Thank you for your continued support of programs that serve our youngest Oklahomans. We look forward to ongoing discussion and implementation of the recommendations presented in this report.

Respectfully,

Debra D. Andersen, M.A., Executive Director
Smart Start Oklahoma

Introduction

Oklahoma has a well-earned reputation for its investment in high-quality early learning programs. Its preschool program meets high quality standards, and ranks very close to Florida in serving second highest percentage of 4-year-olds in the nation; it has the nation's oldest quality rating and improvement system, and a child care regulatory framework rated by Child Care Aware of America in the *We Can Do Better: 2011 Update* as the best state in the nation (with the second best overall rating for oversight and regulation, behind only the Department of Defense); a state wide network of home visitation programs that serve over 6,000 families with an annual investment of more than \$33 million in federal, state, local, and private funds; and strong Head Start and Early Head Start programs, including four Educare Centers in the state. Oklahoma's commitment to state, local, and philanthropic investment in early childhood is strong.

Oklahoma's Governor and legislature have prioritized economic development as a critical focus for the state's future economic success. Strategies to enhance Oklahoma's economic growth include increasing the educational attainment of its citizens. Increasing college graduation rates will increase the quality of the future workforce, which in turn will improve the economics of the state. We know that the key to a strong and healthy workforce in Oklahoma begins in Early Childhood.

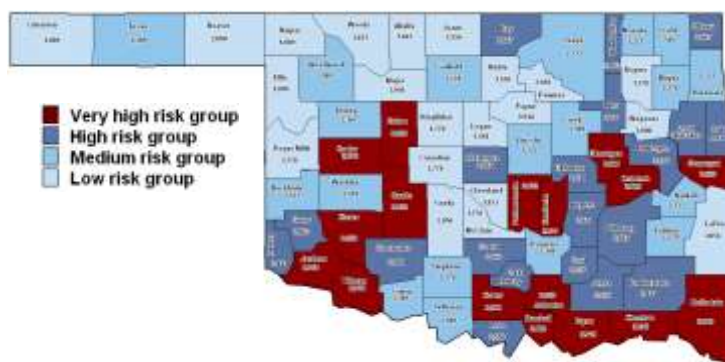
Appropriate early childhood experiences are vital to ensure that children are beginning their educational careers prepared to meet the expectations of today's students. Children who start behind stay behind, and the investment needed to catch up requires extensive use of scarce resources. While Oklahoma is a leader in providing both available and quality four-year-old programs, preschool is only part of the equation for success. Providing the right supports and information for parents beginning in pregnancy and continuing through their child's infant, toddler and preschool years will equip children with the tools they need to be successful when they enter school.

Research supports that children with certain health, family, and socio-economic stresses tend to be less successful upon school entry. Understanding these factors, identifying the prevalence of

risk and focusing on children and families who are experiencing risk factors will increase the likelihood that children will begin school prepared to learn. While all children and families benefit from increased access to information and developmentally appropriate resources, it is critical for the future economic success of our state to assure that children with multiple risks are not forgotten.

In 2011 the Oklahoma Department of Human Services (OKDHS) conducted an analysis of known factors associated with poor school performance. These risk indicators are described in the Benchmarks section of this report. The map below provides a general overview of counties in Oklahoma that have a higher number of risk indicators that can lead to poor school performance. The Early Childhood Learning: Oklahoma School Readiness Risk Index (SRRRI) analysis was prepared by Naneida Lazarte Alcala, Ph.D. Figure 1 illustrates the effect of cumulative risk factors by county where children are most at risk for poor school performance upon school entry.

2011 Oklahoma SRRRI: Overall Risk Classification



Poverty and Education

Poverty has a considerable impact on educational success, and educational success is significantly impacted by poverty. Poverty in Oklahoma reached a six-year high in 2011. Nearly one in four children now lives in poverty. Oklahoma's poverty rate rose higher than the national poverty rate from 2010-2011. Minorities in Oklahoma have higher poverty rates than

Whites, with the exception of the Asian population. The African American poverty rate is more than twice that of the White and Asian populations. In Oklahoma, individuals with only a high school degree are four times as likely to be poor as a college graduate. About a quarter of Oklahomans in poverty (28.5%) over age 25 did not graduate high school (Oklahoma Poverty Profile: 2011, Oklahoma Policy Institute). The success of the Governor and state legislature to improve the economic success of the state will require Oklahoma to increase the supports to students who live in poverty.

28.4% of children under the age of 6 live in poverty (CLASP, 2010)

Children in Oklahoma's public school system are less likely to be proficient on national test standards if they are enrolled in the free and reduced lunch program.³ In Oklahoma, 78% of fourth grade students not eligible for free and reduced lunch scored at or above *Basic* in standardized testing, compared to only 55% of those who are eligible (2011 Reading Assessment, The Nation's Report Card, National Assessment of Education Progress (NAEP)).

Moving the Needle through Policy and Practice Change

In order for Oklahoma to improve the readiness of young children to succeed in school and in life, it is important to maintain access for all children and their families to voluntary early childhood programs. All children benefit from early childhood experiences that promote language development, support healthy social emotional development, and provide opportunities to receive adequate nutrition and physical activity. In addition, Oklahoma has recently launched initiatives to recognize the special needs of some of its most vulnerable group of young children, those who have experienced trauma due to abuse, neglect or family disruption.

³ Eligibility for the Free or Reduced Price Lunch Program (FRL) is based upon federally established criteria for family income. For students to qualify for Free Lunch, their families need to earn less than 130% of poverty level. To qualify for a Reduced-Price Lunch, families must earn between 130% and 185% of the poverty level.

Children in Foster Care: Oklahoma has recently undergone a process to improve services for children in the child welfare system. The Oklahoma Pinnacle Plan is an improvement plan for child welfare services. This improvement plan details a five-year plan, beginning with State Fiscal Year (SFY) 2013 (July 1, 2012 – June 30, 2013), to address 15 performance areas identified in the agreement. The overarching goals of the Pinnacle Plan are a stronger and better-aligned workforce, a greater degree of internal and external collaboration, and greater service flexibility and innovation. Over 60% of the children in state custody are under the age of 6. The Oklahoma Pinnacle Plan provides an opportunity to develop policies and practices that are developmentally appropriate for young children. The Oklahoma Partnership for School Readiness and Smart Start Oklahoma are increasing efforts to support interagency collaboration with the Child Welfare System to promote policies that meet the developmental needs of young children.

Children of Incarcerated Parents: In 2011 the Oklahoma Legislature created a task force to address the needs of children with a parent in prison. Oklahoma leads the nation in the rate of women sent to prison and is ranked fourth in the rate of male incarceration. The task force found that there are an estimated 26,106 children (birth to 18) in the state who have parents currently in prison. Unfortunately there is not a clear system of support for children who have an incarcerated parent. Smart Start Oklahoma is represented on the Children of Incarcerated Parents Committee to ensure recommendations are developed appropriate to the developmental needs of young children.

Third Grade Reading: Children who are not reading proficiently by the end of third grade are less likely to graduate from high school. The Oklahoma legislature has taken serious steps to ensure that systems are in place to prevent third grade reading failure. The degree to which students are prepared to learn to read during the early elementary years is expressed by the percentage of first through third grade students on the reading remediation program. In 2010-11, 34.1% of students in grades 1 through 3 were in the reading remediation program (2011 Annual Report, Office of Accountability). However, learning to read begins at birth, long before children enter school. Oklahoma is providing intensive resources to over 1/3 of its students in first through third grade to ensure that these students will be reading proficiently by third grade.

A strong investment in early childhood development, including early literacy development, can reduce the need for remediation during the early years of school. Oklahoma has documented success with early school performance through programs such as the Oklahoma Early Childhood Program⁴ and Educare. Continued efforts are underway to support families of young children in gaining the knowledge and skills to help children be prepared to learn to read upon school entry.

Financing

The Early Childhood System is a maze of programs and services that are dedicated to improve the lives of young children in the state. The Oklahoma Partnership for School Readiness was established, in part, to “conduct a thorough assessment of existing public and private programs to determine their effectiveness and to maximize the efficient use of current state funds” (H.B. 1094). In 2011, the Oklahoma Partnership for School Readiness commissioned the Oklahoma Policy Institute to prepare a summary report on funding dedicated to early childhood in Oklahoma. The report revealed that in total, approximately \$1.5 billion is spent on a range of health, care, and education services for children under the age of 5 and their families. Health care represents 43% or \$635.7 million of early childhood funding. While Oklahoma makes an investment in early learning of \$446.6 million, only 9% or \$131 million of early childhood funding is spent on programs typically provided for infants and toddlers - parenting education, child care and family support. The majority (66%) of all spending in Oklahoma for early childhood is federal funding. **Total state spending in Oklahoma for children under the age of 5 represents only 10% of the state budget.**⁵

Conclusions

All children benefit from positive and enriching early childhood experiences; some children are in greater need of additional supports to overcome challenges created by the conditions in which they live. It is on this premise that the Oklahoma Partnership for School Readiness makes the following recommendations to the Governor in support of a comprehensive, statewide early childhood system.

⁴ Formerly known as State Pilot Program for Infants and Toddlers .

⁵ This data is provided from the Oklahoma Supports for Early Childhood Health & Education report issued by the Oklahoma Policy Institute. August, 2011.

Oklahoma Partnership for School Readiness Recommendations

Recommendation #1 – Comprehensive Data System

Challenge: Agencies providing early childhood services are not connected through a comprehensive data system.

Why it matters: A comprehensive data system will⁶

- Provide policymakers with information to address identified gaps in services and effective practice
- Provide programs and services with information about the children they serve to improve individualized teaching and learning
- Provide opportunities for state agencies to understand where children may be served by multiple systems that would benefit from greater coordination and integration
- Provide parents and families with information about the early learning and development programs that are available to them and information to support their children's development
- Support enhanced community coordination and improve collaboration by identifying opportunities and barriers

What we are doing:

- Collaborating with the P20 Council to ensure inclusion of early childhood data points in the design of the student longitudinal data system
- Supporting the move to consolidate information technology systems across state agencies

⁶ This data is provided from the *Developing Coordinated Longitudinal Early Childhood Data Systems: Trends and Opportunities in Race to the Top Early Learning Challenge Applications* report issued by the Early Childhood Data Collaborative

- Convening early childhood stakeholders, including representatives from Smart Start Oklahoma communities, on a monthly basis to assimilate research and recommend best practices on developing a plan for a unified data system, including policies and support structure
- Working toward implementing recommendations made at the Data Roundtable meeting held in Oklahoma City in December of 2010. Those recommendations include:
 - Identifying which children are in which programs
 - Connecting young children to services they need
 - Creating a dashboard of indicators to measure the developmental progress of children
 - Identifying and understanding family circumstances
 - Learning about the backgrounds of child development personnel
 - Following program design characteristics and coordination among programs

Governor Recommendation: Encourage state agencies serving children to invest and cooperatively develop early childhood data systems.

Recommendation # 2 – School Readiness

Challenge: The Oklahoma State Department of Education does not currently include kindergarten literacy screening results in the Office of Accountability’s School Report Card. Therefore the Oklahoma early childhood community is unable to make data informed decisions about school readiness.

Literacy is only one measure to consider in school readiness; Oklahoma needs to make significant progress in developing, administering, and reporting on a comprehensive early childhood assessment system.

Why it matters: Early childhood programs are focused on efforts to assure that children are prepared upon school entry to become successful in school and in life. The foundation for reading begins at birth and continues throughout early childhood. Research has linked vocabulary at age three with later school performance. Early childhood program advocates are

interested in determining the impact of early learning experiences to later school performance. One measure that is consistently being collected in Oklahoma public schools is a literacy screening. During the 2011 legislative session, the Reading Sufficiency Act (S.B. 346; amended in 2012 by H.B. 2516) was passed. The Act requires, beginning in Kindergarten, that all children receive literacy screening and reading remediation if they do not pass the screening. Including screening results in the School Report Card produced annually by the Office of Accountability can provide stakeholders, parents and policy makers information about the status of children's literacy skills at kindergarten entry.

What we are doing:

- The Oklahoma Partnership for School Readiness has established an Ad Hoc Early Literacy Committee to develop a state report and recommendation for a birth to third grade statewide literacy plan.
- All local Smart Start communities engage their communities to promote the importance of early literacy. Communities participate in multiple early literacy programs, such as Reach Out and Read, Prescription for Reading, Raising a Reader, and Early Birds, all with a common goal of promoting early literacy, yet provides local decisions on how early literacy is promoted.
- In FY 2012, Smart Start Communities distributed a total of 43,401 books to children, schools, and child care facilities.
- H.B. 2511 directs the Oklahoma State Department of Education to conduct a review and to approve literacy screening tools for use by local school districts.
- The Office of Accountability was moved under the Cabinet Secretary of Education, who is also a member of the Oklahoma Partnership for School Readiness Board and the liaison between the Governor's office and the Board.

Governor Recommendation: Encourage the Secretary of Education to request that the Oklahoma State Department of Education include the state kindergarten literacy screening assessment data, at the school-, district-, and state-level, as well as any other information currently available pertaining to school readiness, in the state profile report for the 2012-13 school years.

Recommendation #3 – Business Investment in Early Childhood

Challenge: Oklahoma needs a broad group of stakeholders to communicate the correlation between investment in early childhood and preparing Oklahoma’s next generation workforce.

Why it matters: Workforce development is a critical component of local, state, and national economic well-being. Traditionally, workforce professionals have sought to close this gap by addressing educational deficiencies during the teen and adult years. Both in Oklahoma and nationwide, the next generation of workforce needs to be well-educated and poised to compete globally for jobs. Early childhood education is what will give them that competitive edge. It is essential to the prosperity and future of this state and the nation to have policymakers and business leaders engaged in this initiative and to put early childhood education on their agenda.

- Global competition and a growing achievement gap have brought America to an economic and educational crossroads. As the need for unskilled labor falls, the demand for a more educationally prepared workforce rises.
- Investing in early learning and development is the best foundation for human capital. Learning is cumulative. Quality child care plus quality early learning sets students on the road to success as they progress through the grades.
- Child Care and early education play a critical role in our national economy. Local spending on the care and education of young children has been shown to strengthen families, communities, and economic development.
- Other countries are well ahead of the United States in early learning and development. The United States spends a smaller percentage of Gross Domestic Product (GDP) on the critical stages of early learning than other developed nations.

What we are doing: In partnership with the Potts Family Foundation and the Oklahoma Business Roundtable, Smart Start Oklahoma has formed an early childhood champion business leader council called Oklahoma Champions for Early Opportunities – OKCEO. This innovative group has harnessed the power of nearly 40 business leaders across Oklahoma to use their

influence and credibility to convey the importance of investing in early childhood, stressing that such initiatives are critical for economic growth.

OKCEOs are committed to raising awareness of the pivotal role early learning has in a child's overall education through effective presentations, public engagement and mass media. To date more than 200 presentations have been presented to groups across the state.

Governor Recommendation: Join the Oklahoma Champions for Early Opportunities (OKCEO) in sharing the message that early childhood development and education are the long-term keys to building a well-prepared, highly skilled 21st century workforce.

Recommendation #4 – Professional Development Alignment

Challenge: Federal legislation requires increased collaboration between higher education and teacher certification. There is not currently a formal mechanism to assure that preparation and certification are aligned.

Why it matters: An effective teacher is the cornerstone of a high-quality environment that can result in children achieving greater school success. Research has shown that a well-trained teacher can significantly impact school performance.

In order to meet the growing demands for early childhood professionals, institutions of higher education must assure that student who obtain degrees are academically prepared to meet teacher certification requirements to facilitate a smooth transition into the workforce.

Teacher certification refers to the requirements by which individuals qualify to teach and in Oklahoma is established by the State Board of Education. Certification requirements affect the education and training that teacher candidates receive in that higher education curricula must adhere to state certification policies.

Federal legislation has had a significant impact on the certification of teachers, including early childhood special educators. The Elementary and Secondary Education Act amendments of

2001 (U.S. Department of Education, 2002) require that teachers be highly qualified. Highly qualified is defined as any elementary or secondary school teacher being certified in the area in which he or she is teaching and demonstrating content knowledge in that area through an exam or a degree in that discipline, or both.

What we are doing: The Professional Development and Workforce Workgroup of the Oklahoma Partnership for School Readiness brings together early childhood professionals from child care, head start, mental health, public schools, and post-secondary education. This workgroup fosters communication and collaboration around strategies to enhance the professional development system in Oklahoma.

The Oklahoma Partnership for School Readiness is utilizing federal State Advisory Council funding to examine the capacity and effectiveness of higher education to prepare students to become early childhood professionals. The Oklahoma Partnership for School Readiness is also conducting an assessment on the effectiveness of the state's professional development system to provide ongoing support and development of early childhood professionals.

Professional development community-based initiatives include:

- Encouraging professional development through training seminars and conferences
- Facilitating community and coalition participation in over 230 training and conference events across all 18 Smart Start Oklahoma communities
- Providing more than 75 training opportunities to more than 4,000 community-based child care providers and professionals. These trainings meet requirements for providers and help to improve their child development knowledge, as well as provide best practices in caring for children.

Governor Recommendation: Request Oklahoma State Board of Education to work with the Oklahoma State Department of Education, the Oklahoma Regents for Higher Education, and the Oklahoma Partnership for School Readiness Board to review and assure alignment of the Early Childhood Education Competencies for Licensure and Certification with college courses for early childhood teacher preparation through 3rd grade.

Recommendation #5 – Quality Early Childhood Programs

Challenge: Oklahoma has a number of wide reaching early childhood programs; however these programs do not share the same set of program standards. Many parents may not be clear about costs or eligibility to participate in high quality programs and may not have information about how certain quality standards impact a child's development and school preparedness. While state policies are in effect to encourage families to seek higher quality programs, many areas of the state lack availability of programs that meet these standards. Further, we lack measurements to examine the impact of the quality standards in fostering children's development.

Why it Matters: High Quality, intensive early childhood programs generate long-term benefits, particularly for children who live in families with limited income. Research has demonstrated lasting effects from early childhood that include:

- Greater school success
- Higher graduation rates
- Lower juvenile crime rates
- Decreased need for special education services
- Lower adolescent pregnancy rates

Oklahoma's child care system has worked diligently to improve the level of quality in center and home based settings. Families who are eligible for child care subsidy are supported through state policy to seek higher rated quality centers to care for their children. For a variety of family reasons, only approximately one in five children who would be income eligible for subsidy actually participate in licensed, subsidized child care programs. It is estimated that the actual need for child care is much greater than utilization, which may indicate that children are potentially receiving low-quality care. In the absence of the availability of high quality care, families may be forced to seek care that does not meet or adhere to quality standards. Low-quality care can have harmful effects on vocabulary development, social development and school performance. Children who received lower quality child care during their first three years were

rated “more difficult” by their preschool teachers and “more hostile” by their kindergarten teachers.

What we are doing: The Oklahoma Partnership for School Readiness is committed to promoting increased availability and affordability of quality early childhood programs. State and local activities include:

- Supporting the Quality, Access, Standards, and Accountability Workgroup to provide stakeholder input into the development of recommendations to improve and align program standards
- Conducting an assessment of early childhood program quality standards
- Convening stakeholders to assure quality standards are aligned and based on evidence
- Supporting local communities to increase families awareness and knowledge of 1) what to look for in selecting high quality programs, 2) the benefits of participation, and 3) resources that are available to assure programs are affordable

Governor Recommendation: Encourage the Governor to direct all relevant state agencies to: 1) Cooperatively develop effective measures of quality for programs of early learning and other programs for children; 2) To support policies that ensure parents, caregivers, and families have the access to resources to support quality early childhood experiences.

Recommendation #6 – Continuation of the Oklahoma Partnership for School Readiness

Challenge: While the efforts of the OPSR have strengthened relationships, early childhood programs and services continue to operate separately. No single agency has overall responsibility to assure services are coordinated and programs are effective. As a result, funding is not being used efficiently, families do not know about many opportunities that are available to them, and our educational achievement is still low compared to the rest of the U.S.

Why it Matters: The Oklahoma Partnership for School Readiness was created to ensure that Oklahoma children will be safe, healthy, eager to learn and ready to succeed by the time they enter school. This requires that all programs designed to support families of young children have

high standards delivered by well trained professionals and ensure a seamless transition from one program to another. This is best accomplished when programs collaborate, communicate, share resources and advocate for common goals.

Research supports that children with certain health, family, and socio-economic stresses tend to be less successful upon school entry. Understanding these factors, identifying the prevalence of risk and focusing on children and families who are experiencing risk factors will increase the likelihood that children will begin school prepared to learn.

While all children and families benefit from increased access to information and developmentally appropriate resources, it is critical for the future economic success of our state to ensure that children with multiple risks are not forgotten.

What We Are Doing: The Oklahoma Partnership for School Readiness was established to develop a coordinated comprehensive early childhood system. The Oklahoma Partnership for School Readiness carries out this charge in a variety of ways including statewide initiatives and community-based efforts in 18 communities across Oklahoma. The Oklahoma Partnership for School Readiness structure is set up to support the wide variety of issues important to early childhood initiatives. With a combination of committee and workgroup efforts, the Oklahoma Partnership for School Readiness is able to accomplish the tasks outlined in the state and federal legislation. Some examples of our 2012 community-based and statewide efforts include:

Community-Based Initiatives

- Partnering with local community programs including Head Start, Child Care, Home Visitation programs, and Pre-Kindergarten programs to improve the quality and availability of early childhood programs
- Implementing the Strengthening Families program, including the Prevent Child Abuse and Neglect: Parent Provider Partnerships in Child Care in six of the 18 Smart Start Oklahoma Communities
- Distributing over 34,000 Smart Start Oklahoma Parent Guides to new parents across the state

- Participating in early childhood mental health and healthy living initiatives in almost all of the 18 Smart Start Oklahoma communities
- Engaging over 400 local and state leaders and elected officials in our 18 Smart Start Oklahoma communities about the importance of early childhood efforts in Oklahoma
- Participating in the Community Connector Home Visitation Program in five of our Smart Start Oklahoma communities

Statewide Initiatives

- Smart Start Oklahoma worked closely with the Oklahoma State Department of Education to develop Oklahoma's Early Learning Challenge application. While Oklahoma was not successful in receiving funding, Smart Start facilitated improved collaboration between state agency staff.
- The Oklahoma Partnership for School Readiness conducted a statewide needs assessment to determine the degree of access to quality early childhood programs in Oklahoma. Findings indicated that many families do not have access to services that are convenient or affordable. Further, many parents expressed concern with a lack of choices in care from individuals that they trust.
- Smart Start Oklahoma hosted a statewide conference that highlighted the benefits of investments in early childhood.
- Supported the OKDHS Child Care Services revisions of the Reaching for the Stars quality rating system to improve classroom environments and provider qualifications.

Governor Recommendation: Support legislation for the re-creation of the Oklahoma Partnership for School Readiness Board for four more years in order to continue to protect and significantly build upon current effective early childhood investments of public and private dollars.

Identified Oklahoma Partnership for School Readiness Benchmarks

School Readiness

Oklahoma does not currently collect statewide information regarding children’s preparedness for entering kindergarten. Efforts are underway to develop a standard definition for school readiness, pilot a school readiness assessment, and develop recommendations for the state leadership on best practice standards for statewide school readiness assessment.

The *National School Readiness Indicators Initiative: Making Progress for Young Children* was a multistate initiative that developed sets of indicators at the state level to track results for children from birth to eight. While Oklahoma does not currently collect all indicators identified through this initiative, below are key indicators that are collected that contribute to school readiness. The School Readiness Risk Index project gathered available risk indicators by county to determine those counties likely to have a greater portion of children at risk for school failure.

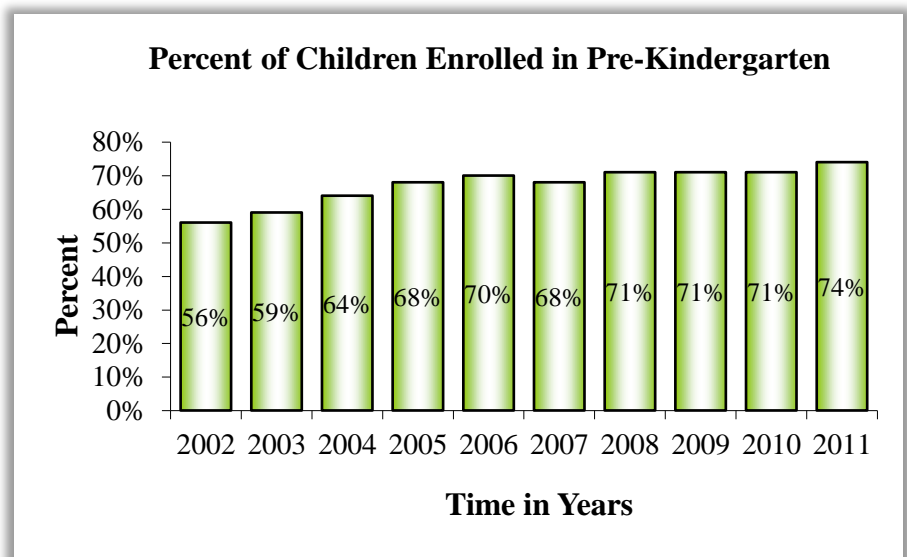
Pre-Kindergarten Programs

Public School Pre-Kindergarten Programs

The Oklahoma State Department of Education was a pioneer in developing a voluntary state-wide Pre-Kindergarten program. The Pre-Kindergarten program was created as a pilot in 1980, and in 1998,

Oklahoma became the second state in the US to offer universal Pre-Kindergarten to all four-year-olds.

Although enrollment was lower than enrollment in one



other state last year, Oklahoma is known as a national leader for enrolling more 4-year-olds in state Pre-Kindergarten than any other state. In 2011, the Oklahoma State Department of Education reported that **98%** of Oklahoma school districts offer Pre-Kindergarten programs through the public schools, allowing **38,441** four-year-olds to be served.

Three-year olds

There are no state appropriations for three-year-old Pre-Kindergarten; however, some districts choose to serve three-year-olds in public schools through a variety of public and private sources (e.g., Title I, Head Start, general funds, and special education). During the 2010-2011 school year, **2,410** three-year-olds were served.

Quality

The National Institute for Early Education Research (NIEER) has established a Quality Standards Checklist in which to measure 10 Quality Benchmarks for state prekindergarten programs. Nationally, Alabama, Alaska, North Carolina, and Rhode Island meet all 10 quality benchmarks. Ten states, including Oklahoma, meet 9 of 10 benchmarks. These measures and Oklahoma’s Benchmarks are:

Policy	State Pre-K Requirements	Oklahoma Benchmark	Oklahoma Meets Benchmark
Early Learning Standards	Comprehensive	Comprehensive	✓
Teacher Degree	BA/BS	BA	✓
Teacher Specialized Training	EC certification for birth-3	Specializing in pre-k	✓
Assistant Teacher Degree	Must meet NCLB requirements	CDA or Equivalent	✗
Teacher In-Service	75 clock hours/5 years	At least 15 hours/year	✓
Maximum Class Size		20 or lower	✓

	3-year-olds: N/A 4-year-olds: 20		
Staff-Child Ratio		1:10 or better	
	3-year-olds: N/A 4-year-olds: 1:10		✓
Screening/Referral	Vision, hearing, health, and support services	Vision, hearing, health, and at least 1 support service	✓
Meals	At least 1 meal	At least 1/day	✓
Monitoring	Site visits and other monitoring	Site visits	✓

Head Start

Oklahoma provides Head Start and Early Head Start services across the state in a wide range of settings. In 2011, **17,170** children and 293 pregnant women were enrolled in Oklahoma Head Start and Early Head Start programs. As in all states the vast majority of these children were 3-year-olds (8,644) and 4-year-olds (8,599).

Collaboration Models

Braiding/blending/sharing resources to increase child participation and program quality are effective strategies to improve the availability of early childhood programs. Collaboration includes the development of a formal agreement between early childhood programs to expand program hours, increase the professional preparation of the teaching staff and provide enhanced services to families. Over **39%** of Oklahoma public school districts reported they collaborate with an outside organization within the community for their Pre-Kindergarten programs⁷.

⁷ As reported by the Oklahoma State Department of Education.

Third-Grade Reading

The implementation of the Reading Sufficiency Act, passed in 2011, developed a sense of urgency toward assuring children have opportunities to develop early literacy skills. The Reading Sufficiency Act requires children in third grade to be reading proficiently by the end of the year. Early identification and support in kindergarten will be an important step to ensure children develop grade-appropriate reading skills.

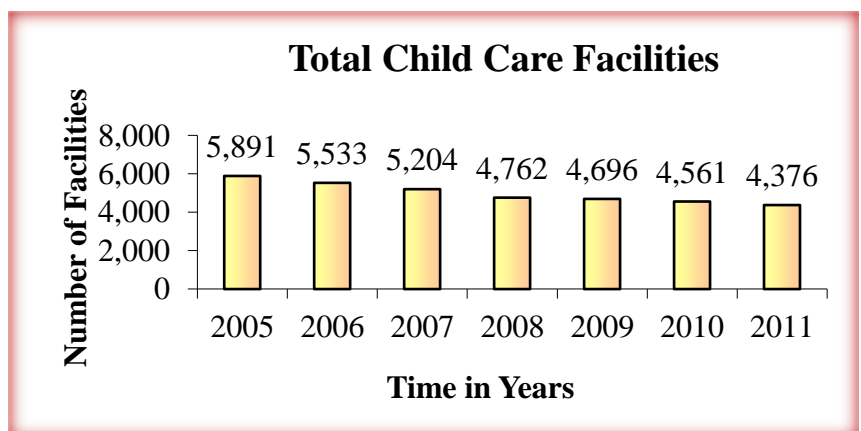
According to data collected as required for the Reading Sufficiency Act, the following trends have been noted in relation to the number and percent of children not passing the literacy screening.

- In the 2011-12 school year, 38% or 20,384 children entering kindergarten in Oklahoma did not pass the literacy screening. By the end of the year 19% or 9,857 children did not pass the literacy screening. This trend has remained consistent since 2008, and reflects similar results in first, second, and third grades.
- At the end of the 2011-12 school year there were 9,012 students in the third grade who did not pass the literacy screening.

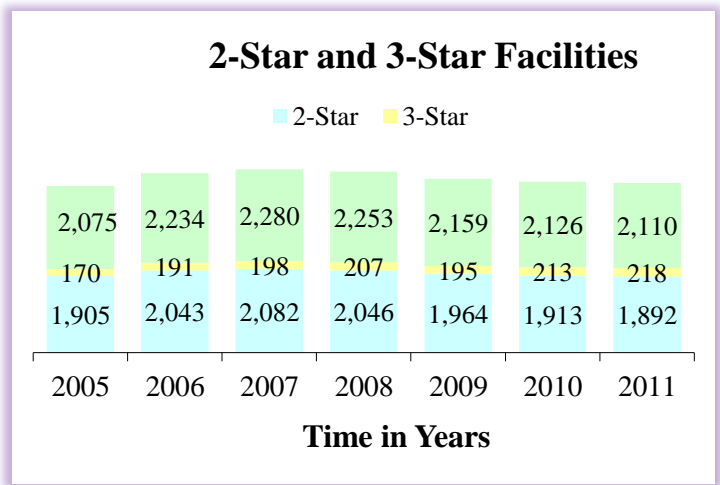
Beginning with the 2013-2014 school year, students who score at the Unsatisfactory level on the Reading portion of the Grade 3 criterion-referenced test(s) may only be promoted to grade four if the student qualifies for a good cause or other statutory exemption pursuant to 70 O.S. § 1210.508C. At the end of the 2011-12 school year there were 5,858 or 12% of students in the third grade who scored at the Unsatisfactory level.

Availability, Quality, and Cost of Child Care

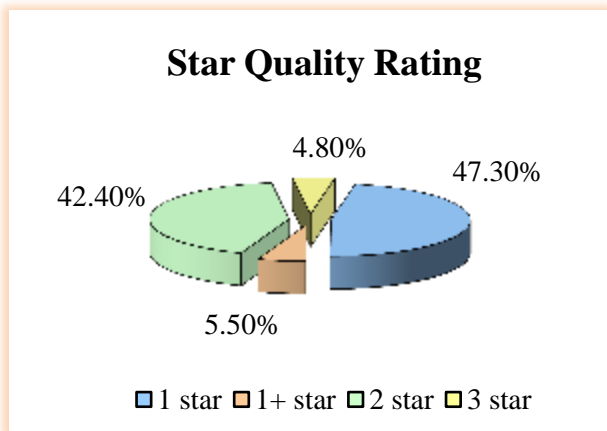
As of June 2011, there were **4,376** licensed child care facilities (1,749 centers and 2,627 homes) with a total of **136,816** slots available. The 2010 U.S. Census reports the birth through five child population to be 316,500. Data from 2010, provided by the Oklahoma Child Care Resource and



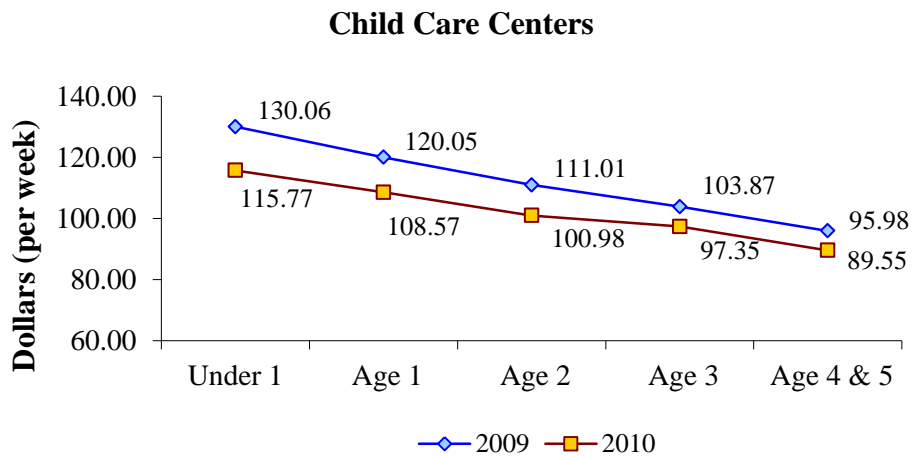
Referral Agency (OCCRRA), indicate there were 164,415 (56%) children of working parents needing child care. This results in approximately 1.2 children per available slot for child care.



The OKDHS Child Care Services administers a quality enhancement initiative to improve the quality of child care in Oklahoma, especially for children receiving child care subsidies. Programs can receive a 1-Star, 1-Star Plus, 2-Star, or 3-Star Rating. Almost half (47.3%) of all child care facilities are a Two Star facility.



Oklahoma child care centers and homes reported charging lower rates for child care across all age groups. On average, child care **centers decreased by 8.6%** and child care **homes decreased by 8.3%** from 2009 to 2010.



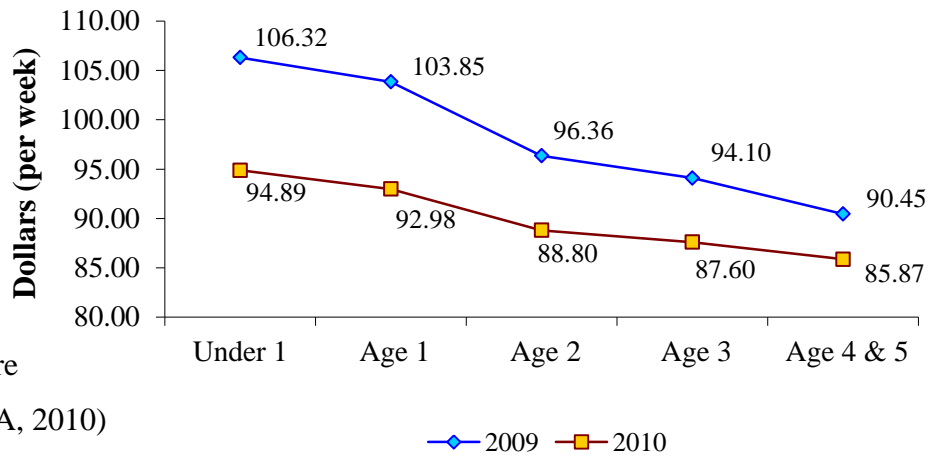
Child Care Homes

4.8% of child care centers are 3-star facilities and are nationally accredited

42.4% of child care centers are 2-star facilities (OCCRRA, 2010)

30.9% of all children in child care are in Subsidized Care (OCCRRA, 2010)

88.9% of children receiving child care subsidies are in 2- or 3-star facilities (OCCRRA, 2010)



Child Health Indicators

A child's health is inextricably bound to school readiness. Health care access, therefore, is as important to school readiness as quality care and education. Early childhood research has identified a correlation between certain key child health indicators and school performance. Children who are living in environments of greater risk tend to experience significant challenges in school.

Family Indicators

21.4% of births were to mothers with less than a 12th grade education (OSDH, 2008)

2,300 births to teens aged 15-17 at a rate of **15.1** per 1,000 girls (OSDH, 2008)

8,110 confirmed cases of child abuse and neglect, **60.73%** of those were children birth to age six (OKDHS, 2011)

Service Indicators

12.7% of children under age 18 without health insurance (OHCA, 2010)

8.3% of infants born weighting less than 2,500 grams – or 5.5 pounds (OSDH, 2008)

5.3% of births to women receive late (third trimester) or no prenatal care (OSDH, 2008)

70% of children 19-35 months have been fully immunized (CDC, 2009)

Public Engagement, Voluntary Parental Involvement, and Private Sector Programs

Public Engagement Efforts

Oklahoma Champions for Early Opportunities

The Oklahoma Champions for Early Opportunities (OKCEO) is a collaborative effort by Smart Start Oklahoma, the Potts Family Foundation, and the Oklahoma Business Roundtable. The OKCEO is a group of nearly 40 committed Oklahoma business leaders dedicated to making the business community aware of the economic importance of early investment in the lives of children for a stronger workforce and stronger Oklahoma economy.

The goal of OKCEO members is to improve Oklahoma's future economic outlook by raising the level of educational attainment and workforce proficiency. To achieve this goal, OKCEO members increase awareness of neighboring local business executives, community leaders, and policy makers regarding the positive impact of investment in early childhood through outreach and presentations. In FY2012, OKCEOs provided over 50 media outreach efforts including press releases, radio and television interviews, and media opinion editorials. OKCEOs also held numerous public events with a variety of civic organizations reaching over 2,000 attendees.

Social Media

Increasing public awareness of the available early childhood programs and services is just one of the Public Engagement goals of Smart Start Oklahoma. It is vital for our Community Coordinators to consistently distribute information for families, caregivers, educators and advocates of children about issues relevant to families with children under the age of six years old. To assist in meeting this goal, training on social media best practices and usage was presented by Koch Communications and held in March, 2012 for the 18 Smart Start Community Coordinators, and covered Facebook, Twitter, and YouTube basics. Koch also assisted the communities in connecting their Facebook pages with the Smart Start Oklahoma Facebook page. Metrics for the social media sites have shown a significant increase since going live on June 1, 2012.

Public Service Announcements

A child's health is inextricably bound to school readiness. Access to health care, therefore, is as important to school readiness as quality early care and education. One way to facilitate health care access is to ensure all children have access to developmental screening. With that in mind, Smart Start Oklahoma partnered with the Oklahoma Health Care Authority (OHCA) and the Oklahoma Educational Television Authority (OETA) to promote the importance of well-child check-ups, good oral health and developmental screening for Oklahoma's youngest citizens. OHCA administers SoonerCare (Oklahoma Medicaid/CHIP), a program that provides access to quality health care for one in four Oklahomans. Smart Start Oklahoma, OHCA, and OETA worked with state and community partners to produce videos on these important topics, and began airing them on OETA several times per day in July 2012. They are scheduled to continue through June 2013. These videos have also been promoted via social media, and OHCA plans to utilize additional communication vehicles to ensure maximum reach.

From Cradle to College

Smart Start Oklahoma partnered with the Oklahoma State Regents for Higher Education to produce and distribute a publication for parents titled, *From Cradle to College: A guide to Succeeding in Early Childhood and Preparing for College Now*. The publication provides information on early childhood development, suggestions for helping parents of very young children prepare for entering pre-school, and promote the 529 Plan – a state savings plan for college. Local Smart Start Communities helped disseminate the publication through health fairs, resource centers, and training.

Revision of Parent Guide, Spanish Translation

The **Parent Guide** is distributed annually to more than 34,000 parents across the state and has been utilized as a primary method to reach new parents. Due to the popularity of this publication and changing demographics, Smart Start Oklahoma had the publication translated into Spanish to better serve families.

CAP Day at the Capitol

Smart Start Oklahoma partnered with the Oklahoma State Department of Health (OSDH) and the OKDHS to sponsor Child Abuse Prevention (CAP) Day at the Capitol, which included inviting all Oklahoma Senators and Representatives. This day is dedicated to bringing greater awareness to the problem along with discussing efforts towards reducing child abuse in our state.

All eighteen (18) local Smart Start communities were encouraged to participate by bringing guests and constituents to spend some quality time with their elected representatives to discuss preventing child abuse and any pending or future legislation on child abuse prevention.

Voluntary Parental Involvement

Parents are strongly encouraged to participate at all levels with Smart Start Oklahoma. Smart Start Oklahoma encourages parental involvement in local coalition activities through board membership, coalition membership, special projects, or needs assessments and focus groups. As part of the Oklahoma Partnership for School Readiness workgroup structure, all workgroups require membership that must include a parent or consumer, a community coordinator, and an individual representing special populations. Over seventy (70) parents are involved in Smart Start community based planning initiatives and activities. In addition, legislative requirements for the Oklahoma Partnership for School Readiness board membership specify the inclusion of two individuals who are parents of young children.

Programs Supported by Private Sector Funding

The Oklahoma Partnership for School Readiness Foundation has been successful in partnering with private business and foundations to provide financial support to local Smart Start community projects. During FY2012, the Foundation received approximately \$459,081 in private donations to support Oklahoma's early childhood initiatives from the following entities:

AEP-Public Service Company of Oklahoma

Chesapeake Energy Corporation

George Kaiser Family Foundation

Hood Family Fund

Inasmuch Foundation

Journal Record Publishing Company

Kirkpatrick Foundation

McLaughlin Family Foundation

Merrick Family Foundation

Oklahoma Child Care Association

Oklahoma Partnership for School Readiness Board Members

Oklahoma Partnership for School Readiness Foundation Board of Trustees

Potts Family Foundation

Target

Smart Start Oklahoma Conference, “Champions for Children”

Smart Start Oklahoma hosted its first annual “Champions for Children” conference on Thursday, August 18, 2011 with support from the Inasmuch Foundation and the Potts Family Foundation.

“Champions for Children” brought together a variety of individuals interested in early childhood including state elected officials, state agency representatives, business leaders, and early childhood professionals and began with a welcome address from Oklahoma State Treasurer, Ken Miller, followed by presentation given by Lisa Klein, Executive Director at the Birth to Five Policy Alliance, who presented “Champions for Oklahoma’s Young Children: A Call to Action.”

Blake Wade, President of the Oklahoma Business Roundtable, recognized the many members of Oklahoma’s Champions for Early Opportunities (OKCEO). Awards were given to members of OKCEO for recognition of the wonderful work they contribute to the field of early childhood education.

Additional presentations included: Barry Downing, Founder of Northrock, Inc. and The Opportunity Project presenting *Power of Early Education in Economic Development*; and the *Early Care and Learning Programs in Oklahoma, a Fiscal Map* by David Blatt and Gene Perry from the Oklahoma Policy Institute.

A panel discussion concerning public/private partnerships, titled *Leveraging Resources for Oklahoma Children* was facilitated by Dave Lopez, Secretary of Commerce, with Martha Burger from Chesapeake, Senator Andrew Rice, Representative Randy McDaniel, and Executive Director of the George Kaiser Family Foundation, Ken Levit, as panelists.

Innovative Grants Program

Through generous funding from the Inasmuch Foundation, \$100,000 was awarded to Smart Start Oklahoma to be used for competitive Innovative Grants in their communities. Smart Start Oklahoma awarded funding for 12 innovative projects that were innovative, community specific, value driven, worked towards Smart Start's vision, replicable by other communities, and capable of being sustained through other funding sources once successful. Grants were prioritized to areas with greater need such as rural communities or those initiatives serving at-risk children.

Literacy Programs

Early Literacy Programs are a requirement for all Smart Start Communities. In FY12 all communities engaged in early literacy efforts. These early literacy efforts were funded by public and private dollars and consisted of the following programs: *Raising a Reader; Early Birds; Leap into Literacy; Rx to Read; Reach out and Read; Read Now; Read to Me; Books for Babies; Bibs and Books; Imagination Library; and Badges & Books: "Book"em Dano.*

In addition to existing funding, the Oklahoma Partnership for School Readiness Foundation received a three-year commitment of \$225,000 from AEP/PSO to support Smart Start Oklahoma and Smart Start Communities in the expansion of early literacy programs. The four Smart Start communities awarded were: Bartlesville; Lawton and Tri-Counties of Harmon, Jackson, and Tillman; Tri-Counties of McCurtain, Choctaw, and Pushmataha; and Tulsa Metro. Each of these communities used the funds to expand their early literacy program coverage areas and combined this funding with other local program funds to maximize efforts for early literacy.

Smart Start Central Oklahoma places a special emphasis on literacy development through a unique family-based school readiness program titled "Early Birds". The Early Birds program is a class for parents currently offered in four Oklahoma County school districts. Through funding

from generous donors, Early Birds is offered free of charge to parents and provides information and activities parents can do with their children to promote early learning. These classes support healthy development and help children learn the skills that they will need to be successful in school. Three classes a year (Fall, Winter and Spring) are offered to parents of children age zero to 5-years of age.

Finally, Smart Start Oklahoma has positioned itself to expand the Reach Out and Read program. Prior to Spring, 2012, Reach Out and Read was administered through Smart Start Central Oklahoma, with the focus of the program in the OKC metro area. Toward the end of the 2011 calendar year, the administration of the program was transferred to the central office of Smart Start Oklahoma to facilitate program evaluation and statewide expansion. Reach Out and Read third quarter 2012 statistics for Oklahoma show a 54% increase in the number of new books distributed annually compared to 2009 data (42,580 vs. 27,584 respectively). In addition, there are currently 40 clinical ROR locations serving 25,941 children annually. Through this change in administration and through newly formed partnerships, ROR-OK is positioned to reach more children and families in the coming years.

Reading Begins at Home - Home Visitation Partnership

In late December, 2011, Oklahoma was selected by the ZERO TO THREE organization as one of seven states (from 25 states that applied) to receive technical assistance to improve connections between early childhood systems and home visiting programs. Early literacy was quickly identified as a common priority for both systems, thus the concept of Reading Begins at Home was born late in 2011. Reading Begins at Home is a collaboration between Smart Start Oklahoma, the Oklahoma State Department of Health (OSDH) home visitation programs, and the Kirkpatrick Foundation.

The purpose of this project is to encourage parents to read daily to their children beginning no later than 6 months of age to increase the amount of time that parents read to their children. Reading to children is one strategy to increase vocabulary and prepare children for school. However, state agencies cannot purchase books to "gift" to children using public funding.

Through generous funding from the Kirkpatrick Foundation, Smart Start Oklahoma will print Literacy Guides for parents of infants/toddlers (from the Center for Early Literacy Program), purchase developmentally-appropriate books (based on Reach Out and Read model), and distribute guides with books and literacy materials through Home Visitation Programs in Oklahoma City and six surrounding counties.

Strengthening Families

Both public and private funding, including federal Early Childhood Comprehensive Systems (ECCS) funds from the OSDH, supported the implementation of Strengthening Families within six Smart Start communities. Strengthening Families is a research-based, cost-effective strategy to increase family strengths, enhance child development, and reduce child abuse and neglect. It focuses on building five Protective Factors that also promote healthy outcomes. These factors include:

- Parental resilience
- Social connections
- Knowledge of parenting and child development
- Concrete support in times of need
- Social and emotional competence in children

Six local Smart Start communities are working to train and mobilize partners, communities, and families to build family strengths, promote optimal development, and reduce child abuse and neglect.

Smart Start South Central (Ada) facilitated training sessions on the Protective Factors in child care centers, public libraries, adult education classes, and home visitation programs in a four-county area.

Smart Start Northwest (Enid) provided Strengthening Families training to community partners and service providers who have direct contact with families and a desire to embrace a coordinated approach. Community participants included OKDHS Licensing Specialists, CASA

(Court Appointed Special Advocate) volunteers, Foster Parents in training, Child Abuse Prevention Home Visitors, and Child Care Providers.

Smart Start Logan County (Guthrie) facilitated two sets of six-week parenting classes that incorporated the Protective Factors. The classes were open to anyone in the community needing assistance with parenting skills. They also revised the website to include Strengthening Families information.

Smart Start Kay County (Ponca City) implemented Strengthening Families in three child care programs; providing training and holding monthly meetings. These meetings have had a combined attendance of nearly 100 parents and nine staff members each month, in addition to the many community partners that have participated. The United Way, the local health department, the parent liaisons, and Kay County Early Childhood Planning Council have provided information and support to the families.

Smart Start North Central (Stillwater) conducted four parent-child workshops at the Oklahoma WONDERtorium, with developmentally appropriate hands-on activities for the families to do together.

Tulsa's Quality Enhancement Initiative (QEI) provided training on the prevention of child abuse and neglect and Strengthening Families to over 140 people. They provided training for four child care providers and families specific to infants and toddlers, with the opportunity to attain the Infant Toddler Caregiver Endorsement. The Tulsa QEI also provided resources and materials for five programs to promote family and cultural awareness.

Educare

Educare is a state-of-the art early childhood center that is open full-day and full-year, with a bachelor-degreed teacher in every classroom, working together in a growing network to advance quality in Oklahoma. The Educare model has high staff and small class sizes, a curriculum based on research, parental involvement, on-site family support, and on-site health/mental health services. Educare seeks to combine the best of Head Start, child care, and preschool to help at-

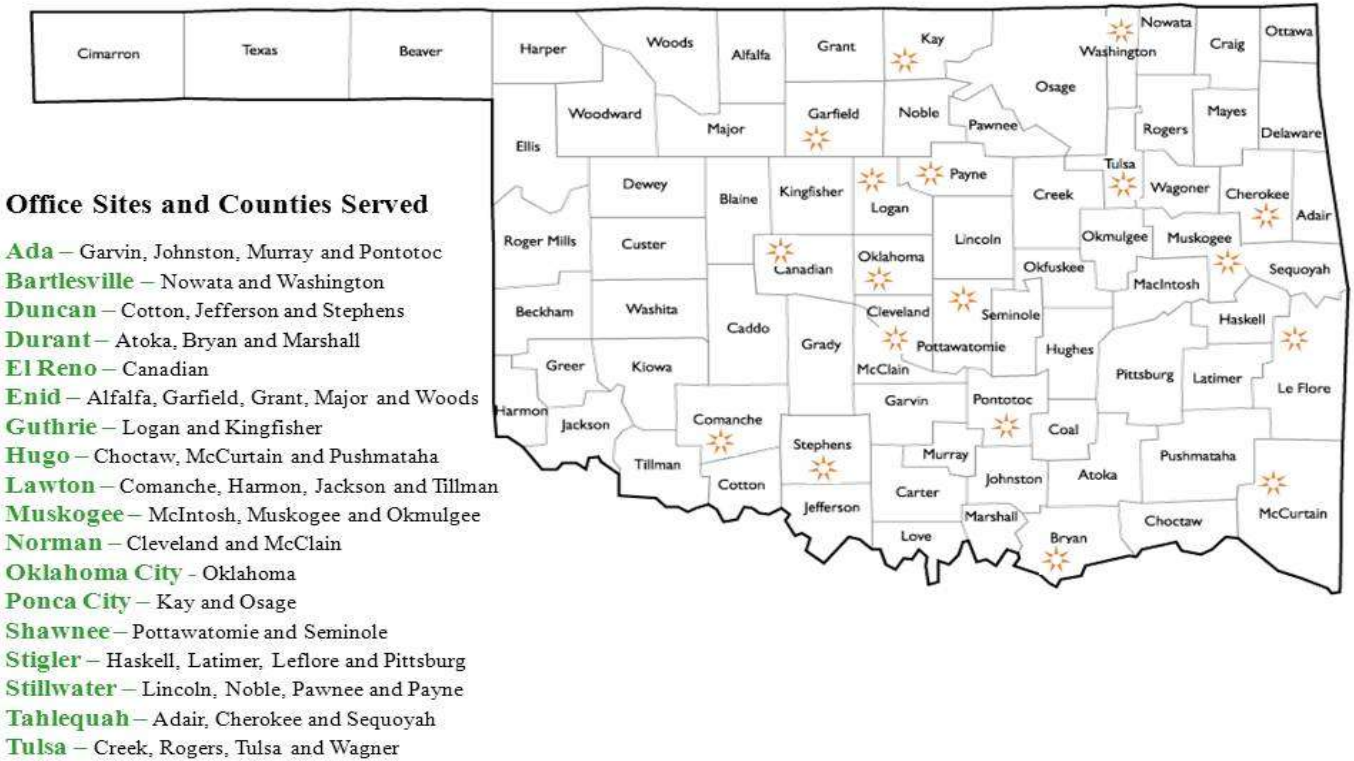
risk infants, toddlers, and preschoolers grow up eager to learn and ready for school. Each Educare is a partnership, a place, a program, and a platform for policy change. Oklahoma holds the national record of four Educare centers located within a state; three in Tulsa and one in Oklahoma City.

Oklahoma Early Childhood Program (formerly known as State Pilot Program for Infants and Toddlers)

During the 2006 legislative session and with broad bi-partisan support, the Legislature directed the State Board of Education to establish a state early childhood pilot program. The Legislature appropriated state funding on the condition that the private sector provided a match. For FY2011, state appropriations were \$10 million with private sector donations of \$15 million. In addition to program expenses, costs included capital improvements and quality enhancement projects. The grant contract is awarded to the Community Action Project of Tulsa County. The number of children served during FY2012 through the Oklahoma Early Childhood Program was **2,642**. In total, 11 agencies operating in northeast, southeast, and central Oklahoma participated.

Smart Start Oklahoma Communities

Smart Start Oklahoma is represented locally by eighteen (18) Smart Start communities, covering **52 of Oklahoma's 77 counties**. The Oklahoma Partnership for School Readiness Board funds in whole, or in part, community initiatives and programs. Each community has the same overarching goal, but each caters its initiatives and programs to best fit the needs of that community.



Smart Start Oklahoma Community Profiles

Community Headquarters	Counties Served	State Funds Received
Ada	Garvin, Johnston, Murray, and Pontotoc	\$63,761
Bartlesville	Nowata and Washington	\$87,217
Duncan	Cotton, Jefferson, and Stephens	\$35,902
Durant	Atoka, Bryan, and Marshall	\$72,732
El Reno	Canadian	\$34,197
Enid	Alfalfa, Garfield, Grant, Major, and Woods	\$83,895
Guthrie	Logan and Kingfisher	\$66,681

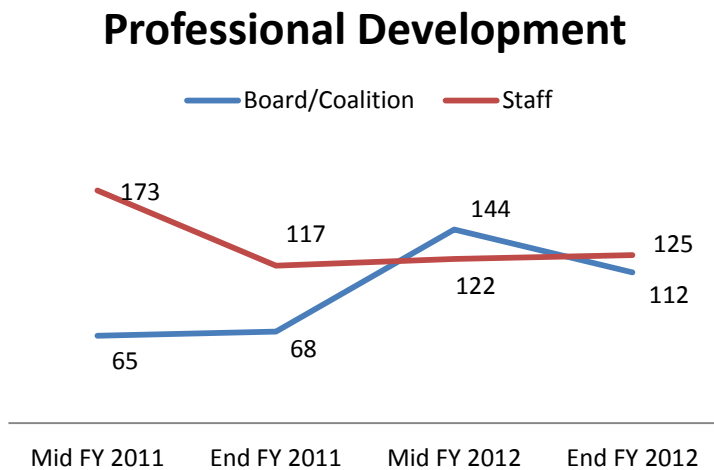
Hugo	Choctaw, McCurtain, and Pushmataha	\$55,336
Lawton	Comanche, Harmon, Jackson, and Tillman	\$85,838
Muskogee	McIntosh, Muskogee, and Okmulgee	\$50,961
Norman	Cleveland and McLain	\$70,846
Oklahoma City	Oklahoma	\$103,272
Ponca City	Kay and Osage	\$55,346
Shawnee	Pottawatomie and Seminole	\$55,336
Stigler	Haskell, Latimer, Leflore, and Pittsburg	\$34,197
Stillwater	Lincoln, Noble, Pawnee, and Payne	\$105,848
Tahlequah	Adair, Cherokee, and Sequoyah	\$50,310
Tulsa	Creek, Rogers, Tulsa, and Wagner	\$109,937

Smart Start Oklahoma Community Report Summary

In End FY 2012⁸, the Smart Start Community network had a total of **46** people contracted under LPF, foundations, and other resources. This includes program, administrative, and finance staff. Currently, **50%** of the Smart Start Communities participated in fundraising during the months of January 1, 2012 through June 30, 2012.

MATCH AND IN-KIND FUNDING				
	<i>Mid FY 2011</i>	<i>End FY 2011</i>	<i>Mid FY 2012</i>	<i>End FY 2012</i>
Matching Funds- Cash Support ⁹	\$1,070,514	\$1,474,496	\$501,183	\$727,553
In Kind Funds- Non-Cash Support ¹⁰	\$231,778	\$169,649	\$188,463	\$102,176

Building professional development through training seminars and conferences is encouraged. From January to June of 2012, local Smart Start staff and their coalition and board members attended a total of **237** training and conference events.



Some types of Training & Events...

- Strengthening Families Training
- Child Abuse Conference
- Intergenerational Conference
- GOLD Assessment
- Trauma Informed Care
- United Way Budget Training
- Children's Behavioral Health Conference
- Adoption Issues & Answers Seminar
- Fatherhood and Family Expo
- Bridges Out of Poverty Training
- Census Training
- Grant Writing Seminar

⁸ FY 2012 is reported semi-annually. Mid FY 2012 reflects July 2011 through December 2011; End FY 2012 reflects January 2012 through June 2012.

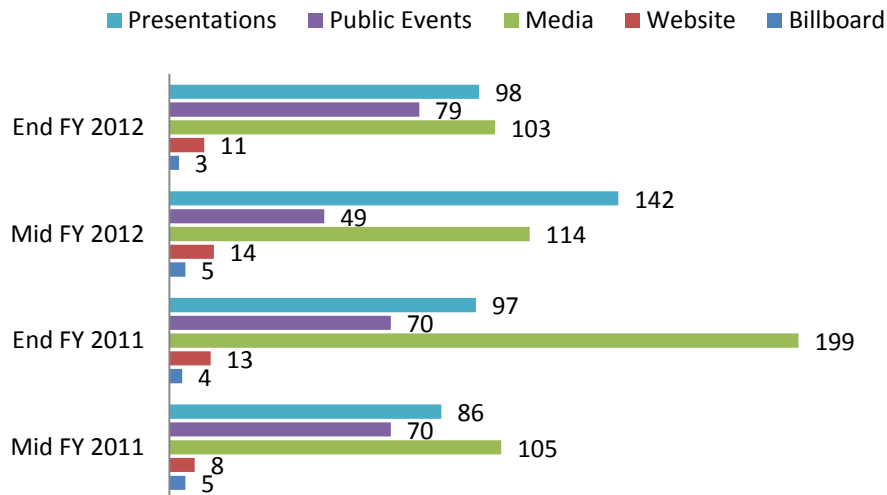
⁹ Matching funding sources include: fiscal agents, public schools, private donors, local businesses, local tribes, foundations, county commissioners, and service organizations.

¹⁰ Types of in-kind funding includes: occupancy and office space, administrative staff, supplies, incentives and gifts, advertising and printing, event venues, and services.

TRAINING AND CONFERENCE ATTENDANCE				
	<i>Mid FY 2011</i>	<i>End FY 2011</i>	<i>Mid FY 2012</i>	<i>End FY 2012</i>
Coalition/board	65	68	144	112
Staff	173	117	122	125
Total	238	185	266	237

The Smart Start Community network maintains a presence by developing public engagement strategies. During the latter half of FY 2012, local Smart Start communities engaged in contacting local policy makers, hosting public events, and engaging the community with early childhood comprehensive initiatives.

Public Engagement



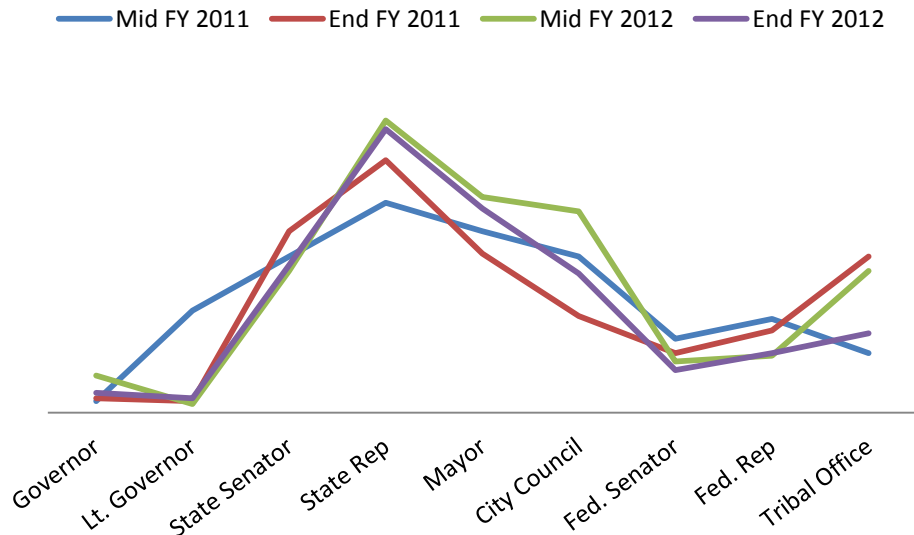
PUBLIC ENGAGEMENT				
	<i>Mid FY 2011</i>	<i>End FY 2011</i>	<i>Mid FY 2012</i>	<i>End FY 2012</i>
Billboard Use	5	4	5	3
Website Development	8	13	14	11
Media Event	105	199	114	103
Public Events Hosted	70	70	49	79
Public Presentations Given	86	97	142	98
Total	274	383	324	294

Additionally, **438** local community brochures and **19,751** parent guides were distributed by the Smart Start community network.

In addition to the distribution of public engagement materials and public awareness events, the local Smart Start communities contact a variety of local policy makers. Contact (such as phone calls, emails, invitations to events, etc.) with local policy makers maintains a positive rapport between Smart Start and local officials, as well as keeping local officials informed of the community’s initiatives and activities.

LOCAL CONTACTS				
	<i>Mid FY 2011</i>	<i>End FY 2011</i>	<i>Mid FY 2012</i>	<i>End FY 2012</i>
Governor	4	5	13	7
Lt. Governor	36	4	3	5
State Senator	55	64	50	52
State Representative	74	89	103	100
Mayor	64	56	76	72
City Council	55	34	71	49
Federal Senator	26	21	18	15
Federal Representative	33	29	20	21
Tribal Office	21	55	50	28
Total	368	357	404	349

Policy Contacts

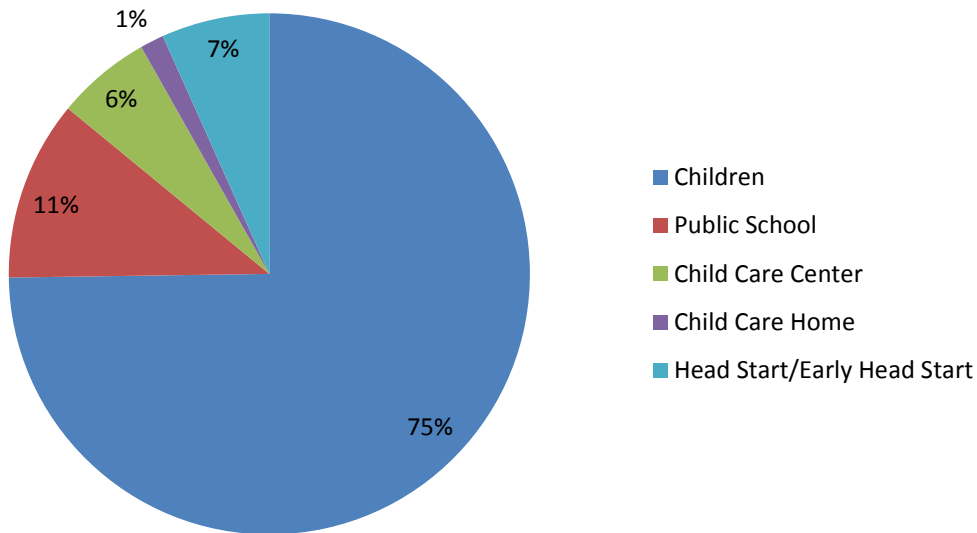


During the latter half of FY 2012, the Smart Start Community network was successful in implementing early childhood initiatives supporting a comprehensive system. All 18 communities were engaged in early literacy efforts and family support initiatives. Sixteen communities were engaged in health initiatives and nine communities were engaged in mental health initiatives.

Early Literacy

Every Smart Start Community participates in early literacy efforts. Community staff and coalition members distribute books to children, schools, and child care facilities. A total of **18,902** books were distributed in from January 2012 through June 2012. It is estimated that over **20,000** children were served by early literacy programs in which Smart Start Community members are involved.

Book Distribution



Family Support

Sixteen Smart Start Communities were engaged in family support initiatives during the latter half of FY 2012. Family Engagement Initiatives include, but are not limited to:

- ✦ Strengthening Families/PCAN Training
- ✦ Maternity Fair
- ✦ Week of the Young Child
- ✦ Community Baby Shower
- ✦ Family Night at the Library

- ✦ Grandparents Raising Grandchildren Support Group
- ✦ Early Birds
- ✦ Support Group for Parents of Children with Special Needs
- ✦ F.A.T.H.E.R. Program

REPORTED FAMILY ENGAGEMENT INITIATIVES				
	<i>Mid FY 2011</i>	<i>End FY 2011</i>	<i>Mid FY 2012</i>	<i>End FY 2012</i>
Participating Adults	10,230	7,091	7,900	9067
Supportive Partners	133	269	119	155
Parent Guides Distributed	23,203	13,876	14,914	19,751

Health and Mental Health

From January 2012 to June 2012, there were 16 communities engaged in health initiatives and 9 engaged in mental health initiatives. Health and Mental Health Initiatives include, but are not limited to:

Health Initiatives

- ✦ Be Fit Kids Fun Run and Health Expo
- ✦ Tiny Teeth
- ✦ Garden Assistance Program
- ✦ Health Screening Promotions
- ✦ Health and Safety Parent Binders
- ✦ Fit 4 Fun
- ✦ Healthy Steps
- ✦ Project LINK

Mental Health Initiatives

- ✦ Bullying Prevention Program
- ✦ Healthy Steps
- ✦ Systems of Care
- ✦ As They Grow Parent Guides
- ✦ Autism Center of Oklahoma
- ✦ Infant Mental Health

REPORTED HEALTH AND MENTAL HEALTH INITIATIVES				
	<i>Mid FY 2011</i>	<i>End FY 2011</i>	<i>Mid FY 2012</i>	<i>End FY 2012</i>
Percentage Engaged in Health Initiatives	94%	100%	94%	89%
Percentage Engaged in Mental Health Initiatives	66.6%	83.3%	61%	50%

Oklahoma Partnership for School Readiness State Expenditures

Smart Start Oklahoma Expenditures - Three-Year Trend

Statewide Initiatives

	<u>State Appropriation¹¹</u>	<u>OPSR Foundation¹²</u>	<u>FY Total</u>
FY2010	397,534	207,503	605,037
FY2011	342,002	290,693	632,695
FY2012	335,762	464,889	800,651

Community-Based Initiatives

	<u>State Appropriation</u>	<u>OPSR Foundation</u>	<u>FY Total</u>
FY2010	1,497,429	234,880	1,732,309
FY2011	1,324,153	410,273	1,734,426
FY2012	1,203,040	255,161	1,458,201

Total Expenditures

	<u>State Appropriation</u>	<u>OPSR Foundation</u>	<u>FY Total</u>
FY2010	1,894,962	442,383	2,337,345
FY2011	1,666,155	700,966	2,367,121
FY2012	1,538,802	720,050	2,258,852

Funds Raised in FY2012

Oklahoma Partnership for School Readiness Foundation¹⁰ \$781,197

Smart Start Communities¹³ \$1,519,375

¹¹ Includes funds appropriated to Oklahoma Partnership for School Readiness through the Oklahoma Department of Human Services.

¹² Includes all private, corporate, state and federal funds received through the Oklahoma Partnership for School Readiness Foundation.

¹³ Includes funding raised for all local early childhood initiatives through local Smart Start community projects and not reflected in expenditures above.

Oklahoma Partnership for School Readiness

Board Members

Janet Barresi

Oklahoma State Department
of Education

Phil Berkenbile

Oklahoma Department of
Career and Technology
Education

Marcia K. Brueggen

Community Volunteer

Caren Calhoun

Tulsa Educare, Inc.

Ann Cameron

Community Volunteer

Terry Cline

Oklahoma State Department
of Health

Kathy Cronemiller

Child Care, Inc.

Phil Dessauer

Community Service Council
of Greater Tulsa

William "Bill" Doenges

Community Volunteer

Marianne "Marny" Dunlap

OU Children's Hospital

Kay C. Floyd

Head Start State
Collaboration Office

Mike Fogarty

Oklahoma Health Care
Authority

Nina Gonzales

Tony Reyes Bilingual Child
Development Center

Barbara Ann Hankins

Oklahoma Head Start
Association

Robert "Bob" Harbison

Community Volunteer

Director

Oklahoma Department of
Human Services

Phyllis Hudeck

Office of the Governor

Glen Johnson

Oklahoma State Regents for
Higher Education

Dave Lopez

Oklahoma Department of
Commerce

John McCarroll

Oklahoma Educational
Television Authority

Janet McKenzie

Tulsa Public Schools

Susan McVey

Oklahoma Department of
Libraries

Michael O'Brien

Oklahoma State Department
of Rehabilitation Services

Lisa Price

Community Volunteer

Sharon Pyeatt

Oklahoma City University

Lisa Smith

Oklahoma Commission on
Children and Youth

Annie Koppel Van Hanken

George Kaiser Family
Foundation

Jay Weatherford

Little Dixie Community
Action Agency

Terri White

OK Department of Mental
Health & Substance Abuse
Services

Stephan M. Wilson

Oklahoma State University

Vacant

Parent Member

Vacant

Parent Member

Oklahoma Partnership for School Readiness Board Member Designees

Lesli Blazer

Designee for OKDHS Director

Robert Brandenburg

Designee for Kay Floyd

Vaughn Clark

Designee for Dave Lopez

Lynn Goldberg

Designee for Terri White

Andrea Hall

Designee for Michael O'Brien

Amy Halliburton-Tate

Designee for Stephan M. Wilson

Janet Karner

Designee for Phil Berkenbile

Treasa Lansdowne

Designee for Lisa Smith

Ed Long

Designee for Mike Fogarty

Kermit McMurry

Designee for Glen Johnson

Teri Brecheen

Designee for Janet Barresi

Edd Rhoades

Designee for Terry Cline

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