

District Program and Activities Committee (DPAC)

***Purpose:** Monitors LMCHD directly sponsored programs, partnerships, and activities.*

LMCHD Strategic Goals:

Goal One. LMCHD will improve availability of and access to direct health and mental health services for all residents of the District, with a focus on reducing the District's health disparities.

Goal Two. LMCHD will support preventative and public health efforts that promote and protect the personal, community, and environmental well-being and health of District residents.

Goal Three. LMCHD will engage in population-specific efforts to address those District residents that are historically underserved or particularly impacted by health disparities.

Goal Four. LMCHD will support research and educational programming that moves the Los Medanos community towards improved and innovative practices, ensures that healthcare professionals receive the best training, and further enhances service delivery to District residents.

Instructions: Please fill out the following Workplan in full and email to: programs@lmchd.org.

Project Contact Information:

Contact: Deborah Polk

Contact Address: 1145 Second St., Suite A, #113 Brentwood Ca, 94531

Email: deborahp_read@yahoo.com

Telephone: 925-698-0098

Today's Date: 4-13-21

Suggested Coordinator:¹	Deborah Polk
Sponsoring public or governmental entity:	REading ADvantage Inc., 501. (C) (3)
Project Title:	Patent Power! Learn the ABC's of Early Literacy and Help Your Child Succeed in School and in Life
Projected duration of project:	7/1/2021 to 6/30/22
Total Annual Budget (\$)	\$57,180
Requested Funds from LMCHD (\$):	\$14,300

¹ The coordinator will be responsible for overseeing the day-to-day activities of the program or activity in question and to ensure that all expenditures are aligned with this workplan and the LMCHD's strategic goals. The coordinator will also be responsible for presenting quarterly reports to the District Programs and Activities Committee (DPAC) and for presenting expenses exceeding an amount to be determined to the DPAC for approval.

Project Description

The purpose of the project:

Through REading ADvantage's (READ's) **Parent Power!** project, we continue to provide children ages 0-8 years in the Pittsburg and Bay Point communities with free healthy living children's books and we provide their parents with sound methods and tools to assist them in establishing daily reading routines with their children. We provide this through several community venues including: **Parent Power! workshops, Read Me A Story** new parent kits, children's libraries, and at community events.

READ's **Parent Power!** project is directed at improving young children's brain, language, vocabulary, reading, and listening skills development, and promoting longer and healthier living as better educated adults, through regular reading. The **American Academy of Pediatrics** recommends that pediatric providers advise parents of young children that reading aloud and talking about pictures and words in age appropriate books can strengthen language skills, literacy development and parent child relationships. (AAP News, June 24,2014)

READ is keenly aware of the need to place a higher focus on pregnant parents and parents of infants age 0-2 years. The "foundations of early literacy begin at birth, and that reading aloud to infants and toddlers is an equally strong-and much earlier predictor -of preparedness for and success in school." (Literacy Developments for Infants and Toddlers, Newman, S.B. 2006.)

READ's **Parent Power!** is very fortunate to have multi-agency collaboration with public and private non-profit organizations including Contra Costa Health Services, Pittsburg WIC Clinic, DeAnza Gardens housing complex in Bay Point, Contra Costa County Libraries in Pittsburg and Bay Point, Contra Costa Head Start, Welcome Home Baby, Black Infant Health, elementary schools and New Destiny and Solomon Temple Church's.

READ also takes children's books and our message to parents and the importance of reading to their children when we participate in community events such as: the annual African American Baby Shower, WIC's annual World Breast Feeding event, Unity in the Community, Juneteenth and Marin Luther King Jr. Day.

Detailed description of the project:

READ's **Parent Power!** project purpose is actualized in several ways in Pittsburg and Bay Point

(1) Parent Power! and Train the Trainer Workshops:

- a. Our **Parent Power!** workshops which consist of a 45-minute presentation to parents and covers such topics as: the many benefits of reading to your children, including brain development, speech and language development, reading comprehension, developing listening skills, parent-child bonding and future academic and financial success, parental modeling of reading behavior and tips if reading is difficult for the parents. All handout materials are provided in English and Spanish.
- b. **Parent Power!** and **Train the Trainer Workshops** are available to nonprofit agencies in the LMCHD district upon request.

c. Head Start sites across the county have been trained to provide READ workshops.

(2) Read Me a Story

a. **Read Me a Story** New Parent Kit for Parent's of Children ages 0-2:

- i. READ is partnering with multiple agencies serving families in the LMCHD district, e.g. Head Start, Welcome Home Baby, WIC, Black Infant Health, CCRMC Hospital Auxiliary, Pediatricians at the Pittsburg Clinic and Healthy Start, to promote early literacy with pregnant and new parents by providing the. Our **Read Me a Story** kit (available in English and Spanish) for their families.
- ii. Each new parent kit includes a:
 1. **Read Me a Story** bib and hand-made hat or toddler socks,
 2. **Read Me a Story** "Reading Pledge" (to encourage parents to read 20 minutes every day to their little ones starting from pregnancy and or birth.
 3. Parent Tip Sheets on how to make the most of reading time what their babies.
 4. Educational fact sheet about why it's so to read to babies from birth and of course,
 5. A brand new book for baby!
- iii. By giving our babies a jump chart on early literacy with an adorable bib and homemade hat, we are providing parents a sure fire reminder to read to their little ones every day! All in all, a fun filled and emotional experience with a solid early literacy and family engagement message!
- iv.. CCRMC Hospital Auxiliary is also distributing our new parent kits to mothers delivering babies at CCRMC (we estimate that 25% of births at CCRMC are from Pittsburg and Bay Point.

(3) Community Events

- a. READ takes an active role at local community events by hosting a table. At our table we talk to parents one-on-one about the importance of reading daily to their children, give out educational handouts on the benefits of daily reading, and give out free children's books.
- b. READ participates in several community events throughout the year. In the Pittsburg/ Bay Point area we participate in: the African American Baby Shower, Juneteenth, Unity in the Community, the annual World Breastfeeding, and Martin Luther King Jr. Day.
- c. READ also goes to local sites on a routine basis to promote daily reading and to distribute free children's books (e.g., Solomon Temple, DeAnza Garden Children's Library, New Destiny Church, and the Pittsburg WIC clinic lobby.

Number of people in District who will be served:

2000+ To Be Served

- READ will distribute up to 1800 **Read Me a Story** kits at local community events and partner agencies including Pediatricians at the Pittsburg Clinic, Healthy Start, Black Infant Health and the CCRMC Hospital Auxiliary.
- *READ* will participate in at least three community events
- READ will partner with the Pittsburg WIC Clinic to provide monthly kits to new parents
- READ will partner with the Pittsburg Library to provide **Story-times** monthly at Pittsburg WIC.
- READ will continue to provide children's books to De Anza Gardens and Pittsburg WIC libraries.

Describe how this project relates to the District's strategic goals, set forth above:

READ's **Parent Power!** Directly relates to LMCHD's strategic goals #2 and #3.

Goal Two: By providing out **Parent Power!** Program through workshops, community events, new parent kits, we educate parents about the developmental benefits that exposure to daily reading can bring to young children, thereby promoting the well-being and health of District residents, 80% of a child's brain development occurs by age three. 90% occurs by the age of five. When children are read to, their brains build neural connections that enable them to learn vocabulary (California First 5) Children whose brain, language and speech are better developed, should do better in school. Children who do better in school and are at a grade-level reading in third grade are more likely to graduate from high school. "People with more education are likely to live longer and experience better health outcomes." (Contra Costa County Community Health Indicators Report, December, 2010)

Our READ message of the long-term benefits of daily reading does not stop with the current parents we educate. These parents will, in turn, carry the message to their children, who will pass it on to their children, and so on, to future generations.

Goal Three. A child born in a high-education area in Contra Costa can expect to live 7 years longer than a child born in a low-education area. (Contra Costa County Community Health Indicators Report, December, 2010) By giving children free healthy-living books to take home and keep, READ is helping to reduce the "achievement gap" found between children from medium to high-income level homes and children from low-income homes thus working to decrease the academic disparity generated from economic disparity. (Hart and Risley, 1995)

Program Actions and Timeline

Action Item	Responsible Party	Time Frame: 7/1/21 to 6/30/22	District Staff Activity (if applicable)
Purchase Books	READ	7/1/21 to 6/30/22	
Purchase Pre-printed Bibs	READ	7/1/21 to 6/30/22	
Purchase Handout Materials	READ	7/1/21 to 6/30/22	
Participate_in.Community Events	READ	7/1/21 to 6/30/22	
Replenish Children’s Library Books	READ	7/1/21 to 6/30/22	
Purchase Books for Pediatricians at Pittsburg Clinic	READ	7/1/21 to 6/30/22	

Program Budget and Expenses

(Please include documentation of all projected expenses)

Total Annual Budget Amount: \$57,180 (See budget below).

\$14,300 LMCHD Funding Requested

Healthy-living Children’s Books-	\$5600
Read Me a Story Kits.	-\$8200
Storage Facility.	-\$ 500
Total	\$14,300

Funding from LMCHD is directed for: healthy-living children’s books and Read Me a Story new parent kits, which include a book, bib, hat or socks, early literacy educational handouts.

Program Item/Expense	Category of Expense	Projected Date or Time Frame of Expense:	Expense Amount
Project Manager	Personnel	7/1/21-6/30/22	\$7,200
Workshop Volunteers	Personnel	7/1/21-6/30/22	\$4,800
Knitters	Personnel	7/1/21-6/30/22	\$12,580
Books	Services/Supplies	7/1/21-6/30/22	\$18,600
Read Me a Story Kits	Services/Supplies	7/1/21-6/30/22	\$10,800
Event Supplies	Services/Supplies	7/1/21-6/30/22	\$800
Storage Facility	Facility Usage	7/1/21-6/30/22	\$2,400
		Total: (should equal the total budget amount)	\$57,180

Bids/RFP's (If applicable):

N/A

What other resources/in-kind donations have you leveraged/will you be leveraging for this project?

READ received \$10,000 from the Leshar Foundation for this fiscal year. The primary purpose of this funding is used to provide **Read Me a Story Kits** to CCRMC and Concord WIC. We estimate that 25% of births at CCRMC are residents of Pittsburg and Bay Point. Twenty-five percent of the LMCHD grant will be leveraged to fund **READ ME a Story** kits for the Pittsburg and Bay Point communities.

READ also receives donations of used books from Half Priced Books in Concord to supplement book distributions at community events.

For staff use only:

This Workplan was originally reviewed and recommended by DPAC on: __/__/__

This Workplan was originally approved at the District Board Meeting on: __/__/__

Annual Budget for the Workplan approved by the District Board: \$ _____

Date that the First Quarterly Report is due to DPAC: __/__/__

Has the project sponsor agreed to include District sponsorship information on all of its publicity materials? _____