



Friday, December 16, 2022
Beloit Public Library
9 -10:30 a.m.

Present: Tara Tinder, Laura Anastasi (RSVP), Debbie McCann, Geri Heim, Jackie Moore (SDB), Jan Knutson (St. Paul Lutheran), Kayla Oestreich (Community Action), Lara Hermann (Nutrition Health & Associates/WIC), Lisa Sandoval & Chelsea Miller (Head Start), Mary Porter (BAREA), Mary Ellen Fuentes (SDB) Melany Palombi (Adaptive Alliance), Nick Dimassis (BPL), Derrick Carter (CareerTek), Aaron Wilson (Welty Environmental Center), and Natalie Marino (Youth2Youth).

1) Welcome & Announcements: Tara Tinder, Executive Director, SCF

We are all saddened by the recent and unexpected passing of long-time SCF Friend and BLFLI Partner Sue Stein, who had just retired in July from her many years at Nutrition Health & Associates / WIC of Beloit. Sue made a positive difference in the lives of many here in Rock County. Several applicants are being considered for the interview process of the new Director for Early Brain Development position. This position will umbrella with Build a Brain, Build a Life, Build a Community/ The Basics under the literacy initiative at the Stateline Community Foundation, supporting all of Rock County. Thus, a new, updated logo is in the works.

2) Literacy Program Updates: Bill Flanagan, BLFLI Chair

An anonymous gift was provided to fund the director position. This donor is ensuring 2 things:

- Every child in Rock County can be enrolled in the Basics Insights texting program and have the maximum opportunity to be Kindergarten ready;
- A succession plan exists for longevity and sustainability of literacy in our community.

Resources: (Video from Dr. Ferguson's visit to Beloit on Oct. 5, 2022, which is also on the BLFLI webpage; handout provided below with the 5 Basics Principles & Sociological Saturation chart; and lastly, link to [Online Basics Resources](#) for printable handouts to parents and caregivers. Together, all create awareness and increase general knowledge of The Basics program.



Looking historically at BLFLI, some of our biggest accomplishment's thus far impacting the community have been the return of the Reach Out & Read program (Michele Erikson) as well as the brain bags and video shared with new mothers at Beloit Health System. The power of ongoing collaborations between partner agencies is immeasurable! Because you are working "in the trenches" with families who will benefit from The Basics, this is what we need from you moving forward to maximize the success of this program:

- Familiarize yourselves with The Basics, its 5 principles and resources;
- Educate the families in your agencies who trust you;
- Facilitate the Insights texting "sign up" for these families;
- Maximize use of fundamental tools as provided by the new director position.

The texting component will offer 2 weekly communications to parents/family. Statistics show that 92% of users agree that these tips help them to better understand their child. One of 3 vectors is selected: Infants (0-12 months), Toddlers (12-36 months) and Pre-Schoolers (36-60 months). On Mondays, the theory of a concept is shared related to the child's development stage, and then on Wednesdays, practical suggestions for implementation and incorporation into daily activities are provided.

Sociological saturation is our new buzz word for infusion of these concepts across all social and ethnic groups, community agencies, as well as public and private businesses and institutions. Collaboration among all supports the power of change to develop the future of human capital, quality of life, and improved local workforce for generations to come. As nonprofit leaders, we need to associate ourselves with this program and the professionals in our community to ensure the best way forward possible for visible outcomes.

3) Q & A:

***How does one sign up?** The director will help to facilitate this for Rock County individuals.

***Can multiple people sign up for the same child?** Yes, the child's information is confidential.

***How can we market or promote?** The short answer is by word of mouth within your own agencies by sharing with key players you know and trust. There will be a "roll out" plan once the new director position is filled, with Stateline Community Foundation taking the lead. In the meanwhile, Bill & Tara recently presented on The Basics to members of the Greater Beloit Economic Development Corporation and were very well received! These business representatives understand the benefit to their employees, their families, and the overall well being of the community. Their "buy in" and support will undoubtedly provide both internal and external promotion.

***Why doesn't WI use the same school measurement program for within cities, or counties?** Excellent question, and we would all advocate for such a change! Quint Studer's literacy work in Florida has the advantage of relying upon the same Kindergarten readiness assessment tool for all of Escambia County where the Studer Community Institute is located. This definitely guarantees greater accuracy in tracking statistics!

***What are benchmark opportunities to identify if a child is delayed before Kindergarten?** Regular visits that occur with pediatricians at various ages & stages of a child's development would be a primary touchpoint for further screening if the child isn't meeting milestones. This would also provide quantifiable data (other than parent or caregiver observations) to determine if there are other factors at play. Medical intervention is a physician's due diligence. There is a built-in component with the texting program to help signal what are normal development ranges per age vector and when there might be concern for a disability causing a delay.

***How can we test the baseline for success of The Basics program?** Without any consistent, homogenous testing in place before Pre-School/Kindergarten, it will take time to be able to statistically measure gains made from year to year. We will have to rely on the number of registrations for the texting program (and at which age group they identify) and school readiness testing and 3rd grade reading scores. The metric is macro, not micro. Further, the true burden is on us to saturate the community, not to necessarily prove it is working out of the gate. Sign-up is also an economic development and measurement tool. For districts, budgets and policies are influenced by metrics and expectations.

4) Partner Reports (insufficient time) [BLFLI 2022 Highlights](#)

Partners are encouraged to submit end of year reports via the above online form link.

5) Calendar: The next Partner meeting will be February 24th at 9:00 a.m. Kindly RSVP: jamie@statelinecf.com. Meetings at BPL will remain **in-person only**, Blackhawk Ext. Rm 111.

BLFLI Bi-Monthly Partner Meeting Schedule 2023		
Beloit Public Library Rm 111		
Month	Date	Time
FEBRUARY	24	9:00 AM
APRIL	21	9:00 AM
JUNE	23	9:00 AM
AUGUST	25	9:00 AM
OCTOBER	27	9:00 AM
DECEMBER	15	9:00 AM

WHAT ARE THE BASICS PRINCIPLES?

Science shows that 80% of brain growth happens by the age of three! Beginning from birth, young brains develop like little muscles, getting bigger and stronger the more you and your family interact with your child.

The Basics Principles are five fun, simple, and powerful ways to help all our children aged 0-3 grow to be happy and smart.

Do all five principles every day to help your child become the amazing person you know they can be.



Maximize Love, Manage Stress

Babies and toddlers thrive when their world feels loving, safe, and predictable. Respond with smiles, words, and touch to help them see, hear, and feel your love. You will help them develop a sense of security and self-control.



Talk, Sing, and Point

Babies learn language from the moment they are born. Respond to their sounds, and later, their words. Connect with eye contact and a loving tone of voice, while pointing to help them know what you are talking about.



Count, Group, and Compare

Every child's brain is wired for math. Talk about numbers, shapes, patterns, and comparisons as you go about your routines together. Watch your child learn to love math.



Explore Through Movement and Play

Babies are like scientists who love making discoveries. Watch to see what interests your child, then encourage their curiosity and help them learn when they play and explore.



Read and Discuss Stories

Reading turns kids into confident thinkers. Make books a regular part of your relationship from the very beginning. With infants, point at the pictures and speak with excitement. With toddlers, just make it fun.

Who Is Involved?

Lots of people! Partners include hospitals, health centers, schools, community centers, childcare providers, churches, family members, and others.

What If I'm Not a Parent?

You still care about children! Learn about The Basics principles. Encourage parents and caregivers to make sure their children experience all five with everyone who cares for them.

How Can I Learn More?

Visit TheBasics.org or connect with us on social media for information on the campaign, opportunities in your community, tips, and videos.

Socioecological Saturation



One step further...

