



Friday, June 23, 2023
Beloit Public Library
9 -10:30 a.m.

Present: Jessica Austin (SCF), Laura Anastasi (RSVP), Nick Dimassis (BPL), Mary Ellen Fuentes (SDB -Todd), Jessica Graminske (BPL), Cassandra Letcher (OLA Child Care Center), Kayla Oestreich (Community Action), Deborah McCann (CASA Volunteer), Anya Ramsey-Martinez (SDB – Todd), and Michelle Weirich (Blackhawk Technical College)

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

Tara shared a few anecdotes from the June 21st Basics Rollout Breakfast: [Building the Future of Rock County](#). She welcomed additional comments from partners who were in attendance. The collective impression was extremely positive. The video link from the recording will soon be available for viewing.

2) Literacy Event(s)Takeaways: Bill Flanagan, Chair, SCF Literacy for Life

Bill derived 3 main points from presentations by Quint Studer & Dr. Navsaria:

- Our work is without a doubt bottom-up and NOT top-down;
- Greatest future impact is role modeling within families;
- LOVE is key!

Pensacola is tagged as “America’s Early Learning City” – how can we move the dial with The Basics to tag Beloit as America’s BEST Learning City on a national scale? In Literacy for Life’s new chapter, which is moving quite rapidly with the addition of The Basics, we all need to keep “game faces” on because it is collaborations within our partner orgs where the game is being played!

3) Basics Insights Updates: Jessica Austin, Director of Early Brain Development

Statistics:

- 107 families have signed up for the texting service (as of 6/22)
- 13 formal contract partners (corporations & NPO’s)
- 13 new meetings since this week’s event!

It is clear to us that the best messenger for benefit of texting program is shared by YOU! Feel free to take advantage of the page on our website for more information: [THE BASICS ROCK COUNTY!](#)

Anonymous Survey: Results were minimal, anyone still wishing to provide feedback on how we can best support your organization and improve future partner meetings, please click [HERE!](#)

Continued efforts to reach goals: Saturate Rock County, Provide Rock County with reminders for infants & toddlers 0-3, BUILD PARTNERSHIPS!

(Repeat from last meeting minutes)

***How does an agency initiate collaboration?** Direct communication with the Director of Early Brain Development (via Jessica@statelinecf.com or completed form on The Basics page) will be the first step in obtaining necessary materials for client sign-ups, including parent trainings and establishing your agency dashboard to track information. There is NO cost involved to you or your clients!

Partner Reports: Please contact individuals directly for specifics. A few highlights include:

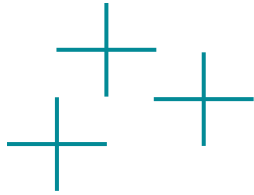
- **Beloit School District** (Todd Elementary: Fuentes/Ramsey-Martinez): Supportive new principal, summer events include film night, Colley cookout, and city-wide wellness at BMHSI
- **Beloit Public Library** (Dimassis/Graminski): Staff surveyed on Basics event; summer reading program & camps; Wednesdays at The Library (WATL) series; merge w/ Prairie Lake System.
- **Retired Senior Volunteer Program (RSVP)** (Anastasi): June volunteer recognition dinner; prepping for fall, including the need for more foster grandparents.
- **CASA (Court Appointed Special Advocates)** (McCann): 3-week training session offered to become a volunteer. Commitment is meet 1x weekly with child and write report 1x monthly.
- **Community Action/Janesville Learning Center** (Oestreich): Field trips to Shedd (Chicago) and Public (MKE) museums; library visits; Merrill clean up days and Merrill Garden visit, PBS Wisconsin activities; Quest grants completed for more childcare slots in Beloit!
- **Blackhawk Technical College** (Weirich): Pleased to have Jessica speak to classes in April; curriculum and site development (\$25K grant towards technical diploma); Michelle & Kayla O. submitted a proposal to present at the WECA (WI Early Childhood Association) conference; BTC does movie night for families in fall & spring – thinking of a BASICS workshop for families.
- **Our Lady of the Assumption (OLA)** (Letcher): In summer mode, using city bus for trips around the community, collaboration with WELTY on bugs; planning own “Touch a Truck” event similar to Culvers; playground revamp and downstairs space (acoustic panels) ongoing; 103 children on the waitlist! Bill added the combined pastoral efforts in Beloit supporting entire community, especially Spanish speaking families.

Calendar: The next Partner meeting will be August 25 at 9 AM. Kindly RSVP: jamie@statelinecf.com. Meetings at BPL are **in-person only**, Blackhawk Ext. Rm 111.

➡ **BUILD A BRAIN, BUILD A LIFE, BUILD A COMMUNITY!** ⬅

Congratulations to Sharon Cox, Beloit Health System, who was our inaugural recipient of the Circle of Leadership Award at the Basics Rollout Breakfast, June 21st.





Basics Insights Text Messaging

Helping Organizations Inform and Inspire the Families They Serve

Basics Insights text messages deliver developmentally appropriate guidance for establishing strong parent-child attachments and teaching young children. The messages build strategically on conversations about The Basics 5 Principles that are already occurring in many communities and can also serve as a stand-alone, bite-sized, science-based curriculum for busy caregivers.

Basics Insights features for parents and caregivers

A parenting curriculum spanning from birth to age five.

Parents and caregivers can enroll at any point.

- **Two messages per week.** The first message shares a science-based “Fact” related to the child’s or caregiver’s development. The second message offers a “Try This,” a suggested activity related to the previous Fact.
- **Complementarity with other The Basics resources.** The content for each week is explicitly aligned with one of The Basics 5 Principles. Text messaging can be used in combination with other The Basics materials, such as videos and tips from [The Basics Toolkit for Parents](#) and [The Basics Community Toolkit](#).
- **Developmental sequencing.** The program uses the child’s birthdate to share age-appropriate content as the caregiver and child grow together.
- **Multiple Languages.** Messages are currently available in English, Spanish, Brazilian Portuguese, and Arabic.
- **Personalization.** Text messages can be customized with the child’s name and gender. A gender-neutral option is now available!

The Basics 5 Principles

1. Maximize Love, Manage Stress
2. Talk, Sing, and Point
3. Count, Group, and Compare
4. Explore through Movement and Play
5. Read and Discuss Stories

Features for organizations that sponsor Basics Insights

- **Easy Sign-Ups.** An organization’s unique URL and associated QR code take parents and caregivers to a website where they can enroll. The sign-up site can be branded with the sponsoring organization’s logo.
- **Bulk Enrollment.** An additional option is the ability to upload a spreadsheet with the relevant information, enrolling multiple users at the same time.
- **Data Dashboard.** A dashboard helps track real-time enrollment data and aggregate demographic information for users that registered using the organization’s unique URL.



- **Caregiver Surveys.** Throughout the program, families are invited to complete a series of surveys. Reports with aggregate survey data are available to organizations upon request.
- **One-Time Enrollment.** Once a family is enrolled, they stay enrolled until their child ages out, with no additional fees. They can opt out at any point.
- **The “Engage” Feature.** For an additional fee, the “Engage” feature enables the organization to send customized messages to enrolled users.

Parents and caregivers report high satisfaction

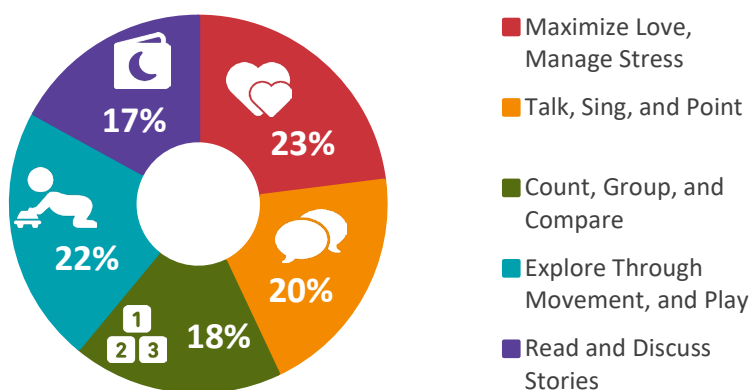
Recipients report a high level of satisfaction after receiving the messages for 3.5 months. For example:

- 74% report they have talked about the messages with a friend or relative
- 98% agree they would recommend the messages
- 97% agree the messages keep them thinking about how to help their child learn.
- 84% use all or most of the messages.

Coverage of The Principles

Figure 1 shows the percentage of messages representing each of The Basics 5 Principles. All five are woven through the 5-year developmental sequence aligned to the child’s emerging skills.

Figure 1: The Share of Basics Insights Messages Covering Each of The 5 Principles



Messages increase the impact of Basics-related conversations in healthcare, child care, and other community settings. As informative reminders, they are “behavioral nudges” that reinforce use of The Principles in the course of everyday routines.

Email Jessica@statelinecf.com for more information.

BASICS INSIGHTS

THE BASICS PRINCIPLES

are five fun, simple, and powerful ways that every family can give every child a great start in life.



Maximize Love, Manage Stress



Talk, Sing, and Point



Count, Group, and Compare



Explore Through Movement and Play



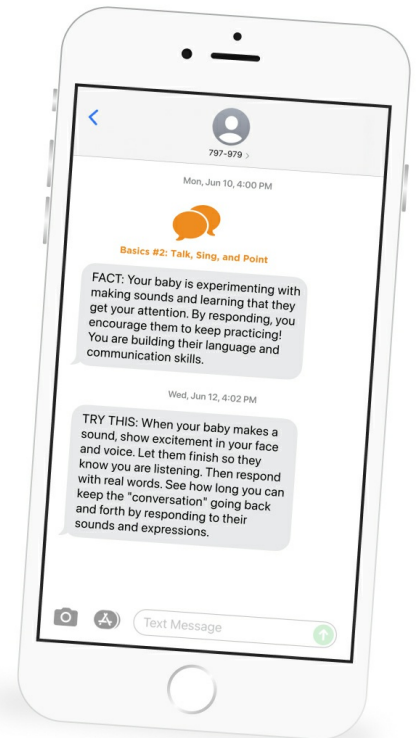
Read and Discuss Stories

LEARN and GROW with YOUR CHILD

RECEIVE TWO **FREE** MESSAGES EACH WEEK!

Science-based facts and activities to boost your child's learning and brain development.

FOR CHILDREN AGES 0-3



TO SIGN UP

- Point your **phone camera** here
- Click on the link that appears