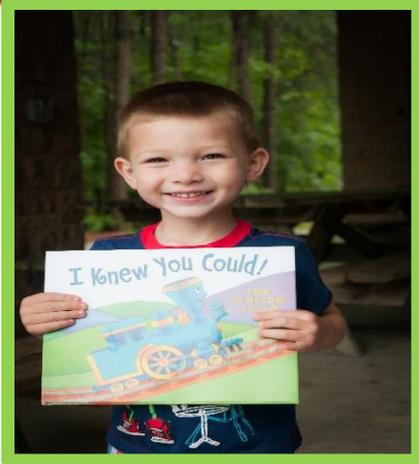


BERKELEY COUNTY



Getting children ready for school.



Parents as Teachers

Imagination Library

Child Care Training

Child Care Scholarships

# Annual Report

2014-15



## OUR VISION:

Every South Carolina child will arrive at kindergarten ready to succeed.

First Steps WORKS for the children of Berkeley County.

### Who We Serve

First Steps serves South Carolina's young children and their families, with the goal of ensuring each is prepared for school success.

<http://datacenter.kidscount.org/>

Number of Berkeley County children under 5:  
**13,468**

Number of Berkeley County children living in poverty:  
**9629**

Babies born each year in Berkeley County to a mother between the ages of 15-19:  
**1 in 3**

### Our Programs

- Parents as Teachers
- Imagination Library
- Child Care Training
- Child Care Scholarships

### Our Results

- ✓ 17 Community outreach events
- ✓ 130 Families served through PAT
- ✓ 19 Providers served through child development and health screenings and outreach.
- ✓ 3,777 books distributed to children and families in Berkeley County.
- ✓ 9 Parent Café and Parent University sessions

### Partnerships for High Quality Early Childhood in Berkeley County

Adrienne Troy-Frazier, Executive Director

Leading an organization through sustainable change that transforms communities and fosters a culture of continuous quality improvement is a complex task. It involves having a sound business strategy rooted in best practices and advocacy.

This fiscal year, our board entered into a strategic planning process with the College of Charleston. In addition to researching and analyzing what is required to build and sustain exemplary programs for young children and families in Berkeley County. Our staff and board have been reflecting and thinking critically about the practices and problems that support or thwart quality services for children and families.

We've focused on strengthening our collaborations with the public and private sector in the Lowcountry. We've received new corporate grants in support of literacy and health from CVS Health, Target and Build-A-Bear Foundation. As a result of funding from the Cooper River Bridge Grant, we expanded our partnership with the Berkeley County School District and Head Start to successfully host the first ever Early Childhood Diaper Derby and Youth Dash in Berkeley County. Through a new relationship with Magnolia Plantations and Gardens, we were funded a grant for early readers in Berkeley County and hosted a festive, child development awareness event and fundraiser in partnership with our neighboring county partnerships.

We know that by strengthening business and leadership relationships in the community we are able to leverage resources that are critical for family friendly communities and high quality early childhood in Berkeley County.

Thank you for supporting children and families in Berkeley County!



**Board Chair**  
 Jean Gooch

**Executive Director**  
 Adrienne Troy-Frazier

6215 Murray Drive  
 Hanahan, SC 29410

(843)863-3030

[berkeleyfirststeps@hotmail.com](mailto:berkeleyfirststeps@hotmail.com)

[www.berkeleyfirststeps.org](http://www.berkeleyfirststeps.org)

# What We Do

Each of the six color blocks of the First Steps logo represents a core area of service, outlining our comprehensive strategy to prepare children for long-term school success.

With **measurable outcomes across each of its six school readiness strategy areas**, First Steps is getting results.



## Healthy Start

We begin with a focus on providing a healthy start to life. This includes prenatal and post-partum services for both mother and baby. In 2007, First Steps collaborated with key philanthropic and agency partners to bring Nurse-Family Partnership to SC having a significant impact on reducing premature births and Medicaid costs.



## Quality Childcare

Quality childcare starts with quality childcare providers. Our quality enhancement and training strategies lead to improved teacher-student interaction, which research shows has a significant impact on a child's development and success in school.



## Family Strengthening

Our home visitation strategies, such as Parents as Teachers, Parent-Child Home and Early Steps to School Success, are helping parents understand their responsibilities to care for and be positive models for their children. As a result of First Steps' intervention and parenting support, 66% of clients initially assessed at "low" levels of parenting have achieved moderate or high levels of parenting skill.



## Early Education

Private-public partnerships through First Steps 4K have led to significant cost efficiencies in the delivery of publicly funded 4K. One recent analysis suggests First Steps is achieving comparable results, without the need for costly capital construction, for 80 cents on the dollar.



## Early Intervention

According to recent federal evaluations, outcomes for clients participating in BabyNet early intervention programs are above national averages. BabyNet matches the special needs of infants and toddlers who have disabilities and/or developmental delays with customized, community-based resources.



## School Transition

Each of the corresponding blocks of services leads ultimately to the goal of transitioning children successfully to school. Programs like Countdown to Kindergarten and From Day One to Grade One are ultimately preparing children for school success.

**Based on the needs of our community, Berkeley County First Steps focuses its investments in Healthy Start, Family Strengthening, Early Education and Early Intervention.**

# Early Identification and Referral

Identifying and referring children with possible developmental delays can help assure school readiness.

## Program Description

First Steps' Early Identification and Referral (EI&R) programs serve families with young children with suspected delays in development and coordinates public awareness for BabyNet services, acting as a local portal to connect families to community-based services they may need or desire to ensure the school readiness of their children

### EI&R services include:

1. **Screenings** (developmental, vision, hearing) for children ages birth to 5 years with suspected delays in development
2. **Referrals**, based up the screening results, to appropriate community resources. This could include the local BabyNet System Point of Entry Office, the local school district, and/or support services such as speech therapy, physical therapy, and programs in libraries and other community resources.
3. **Parent information** including strategies to monitor growth and development.

### Our EI&R program:

- ✓ Provides early detection of developmental delays and health issues
- ✓ Promotes services and activities that promote child development
- ✓ Increases children's school readiness and school success

Berkeley First Steps serves families in greatest need. Among our EI&R families:

100% ... live in poverty  
 30% ... didn't graduate high school  
 15% ... were teen parents

*This program has been excellent and helpful to me and my children.*

*G. Weathers*



## EI&R by the Numbers 2014-15

Children Served	11
Materials Distributed	623
Children Referred to BabyNet, Local School, or Other Services	6

## This year, our Early Identification and Referral program:

- ✓ Screened 120 number of children for hearing
- ✓ Screened 11 number of children using Ages and Stages Questionnaire

## Thank you to our partners!

Berkeley County School District  
 CVS Health  
 MUSC Department of Nursing

**Berkeley County First Steps**  
 6215 Murray Drive  
 843-863-3030  
[www.berkeleyfirststeps.com](http://www.berkeleyfirststeps.com)

**Parents play a critical role in their child's development.**

## Program Description

Parents as Teachers (PAT) is an evidence-based home visiting program designed to build strong communities, thriving families and children who are healthy, safe and ready to succeed. PAT services include:

1. **Personal Visits** at least twice monthly
2. **Monthly Group Connections** with other PAT families
3. **Screenings and Assessments** to identify developmental concerns
4. **Connections to Outside Resources** that families may need to succeed



**Berkeley First Steps serves families in greatest need. Among our PAT families:**

100%	... live in poverty
50%	... didn't graduate from high school
23%	... were teen parents

*I am pleased with this program and my daughters' teacher Renee Gant. I've seen a big change in my daughter and I thank you all so much.*

**K. Harleston**



## PAT by the Numbers 2014-15

Families Served	130	
Children Served	118	
Total Home Visits	1900	
Hours Spent Serving Families	2,056	
Average gain, <i>Keys to Interactive Parenting Scale</i> (pre-to-post):	KIPS 51%	ACIRI 76%

## This year, our Parents as Teachers program:

- ✓ Averaged 14.6 home visits per family
- ✓ Identified and addressed 6 potential developmental delays
- ✓ Improved parenting practices through Parent Café series.

## Thank you to our partners!

Berkeley County School District  
 ABC Child Care  
 CVS Health

**Berkeley County First Steps**  
 6215 Murray Drive  
 843-863-3030  
[www.berkeleyfirststeps.com](http://www.berkeleyfirststeps.com)

# Imagination Library



**Children's reading scores improve dramatically when parents are involved in helping them learn to read.**

## Program Description

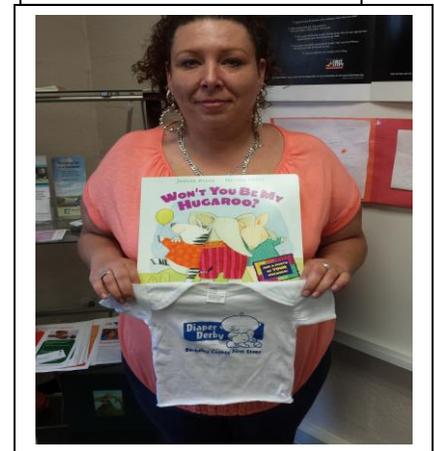
According to the Center on the Developing Child at Harvard University, the peak period for brain development related to language is around **nine months of age. One of the easiest and most effective ways to build this capacity in young children's brains is to read to them.** Berkeley First Steps is the local sponsor of Dolly Parton

Imagination Library, which provides free, age-appropriate books to children age birth to 5 years. Operated by the Dollywood Foundation, Imagination Library is currently in more than 1,600 communities internationally and mails books to about 700,000 children each month.

Children who register with Berkeley First Steps receive one book per month by mail through the month of their fifth birthday. Each book is carefully selected by a committee of educational specialists.



CVS Health Team as Guest Storytellers



## Imagination Library by the Numbers, 2014-15

Children Served	170
Books Given to Children 0-5	1731

**This year, our Imagination Library and Early Readers Fund program:**

- ✓ Provided one book per month to 170 children who were referred from LIST

**REFERRAL SOURCES**

- ✓ Distributed 3,777 books to children enrolled in PAT, Head Start, Child Care Centers, and Family Literacy Programs.
- ✓ Received donations from Target, SCECA, Magnolia Foundation and CVS Health in support of children's literacy and the Berkeley County Early Readers Fund.

## Thank you to our partners!

- Dollywood Foundation
- SCECA
- Magnolia Foundation
- Build- A- Bear Foundation
- Target

**Berkeley County First Steps**

6215 Murray Drive  
 843-863-3030  
[www.berkeleyfirststeps.com](http://www.berkeleyfirststeps.com)

# Child Care Training

Those who care for young children need high-quality, accessible, and affordable professional development.

## Program Description

High-quality child care hinges on high-quality professional development that meets the needs of the local child care workforce.

First Steps-sponsored training is certified through the SC Center for Child Care Career Development and includes topics in the areas of nutrition, health and safety, curriculum, child guidance, professional development and program administration. Best practices in training include not only the training itself, but follow-up in the classroom.



The Early Childhood Business Cohort

Child Care Training Sponsored by Berkeley First Steps, 2014-15	
Topic:	Sessions:
Autism 101	1
Preventing Food Borne Illness in Child Care	2
The Seven Essential Skills Every Child Needs	1
The Visionary Director	1
The Right Fit	1
Ethics and Professionalism in Early Care	1



## Training by the Numbers, 2014-15

Total Number Certified Training Hours Offered	38.5
Child Care Teachers and Directors Served	629
Number of Training Sessions Offered	27

**This year, our Training program provided:**

- ✓ 629 early childhood staff with high quality training
- ✓ 38.5 hours of certified training and 7.5 hours of registered training for staff to meet annual re-certification requirements
- ✓ 23 follow-up visits with Early Childhood Business Cohort training participants to help put training into practice

## Thank you to our partners!

- CCCCD
- Child Care Resource and Referral
- South Carolina Women’s Business Center
- Berkeley County School District

**Berkeley County First Steps**  
 6215 Murray Drive  
 843-863-3030  
[www.berkeleyfirststeps.com](http://www.berkeleyfirststeps.com)

# Child Care Scholarships

Too many families in Berkeley County cannot afford quality care for their children.

## Program Description

Access to quality child care is essential for children while away from their primary caregivers.

Yet, of those families income-eligible for child care assistance in South Carolina, only a small fraction receive it due to lack of funds. In the absence of nurturing and consistently available family, friends or neighbors, parents are faced with few - or no – affordable care options.

In addition to regular monitoring of child care providers that receive Berkeley First Steps scholarships, First Steps conducts at least one developmental screening each year with scholarship children and connects families to needed services within the community.

*Here's a great quote from a client!*  
 Client name



### Scholarships by the Numbers, 2014-15

Children Served	26
Providers Served	9

### This year, our Scholarship program:

- ✓ Provided 26 children with scholarship assistance so their parents could work or attend school
- ✓ Identified and addressed 2 potential developmental delays among scholarship children
- ✓ Supported 6 small businesses in Berkeley County by subsidizing child care tuition for families who would not otherwise be able to afford quality care

### Thank you to our partners!

ABC Child Care

**Berkeley County First Steps**  
 6215 Murray Drive  
 843-863-3030  
[www.berkeleyfirststeps.com](http://www.berkeleyfirststeps.com)



## Berkeley County First Steps and Berkeley-Dorchester Head Start program receive Cooper River Bridge Run Fund Grant for First Annual Early Childhood Diaper Derby and Youth Dash

Berkeley County First Steps and the Berkeley - Dorchester Head Start programs were awarded a \$1,500 grant by The Cooper River Bridge Fund to organize and present the first annual Berkeley County Diaper Derby, Youth Dash and Family Wellness Festival on Saturday, March 14, 2015 at Berkeley Intermediate School.

During the Dash, children were encouraged to crawl, wobble, walk or run along a short course to promote healthy lifestyles and regular exercise regimens.

Adrienne Troy-Frazier, Director of Berkeley County First Steps, said, "This first-ever event brought together more than 25 community health and wellness organizations who provide local health and wellness resources and support to Berkeley families."

Over 150 participants attended the event and received free books, health materials and gifts. Live entertainment, amusements, and health and wellness screenings and resources were offered along with food from local grocers and stores.

The event was underwritten by Home Tel South Carolina and the Nurse Family Partnership Program.

*"Berkeley-Dorchester Head Start is dedicated to improving the health and lives of our families through education and we were truly excited to be a part of this tremendous event."* Antoinette Jones, Berkeley-Dorchester Head Start Director



The Berkeley County Head Start and PAT Youth Dash Planning Committee meets at Berkeley Intermediate School.

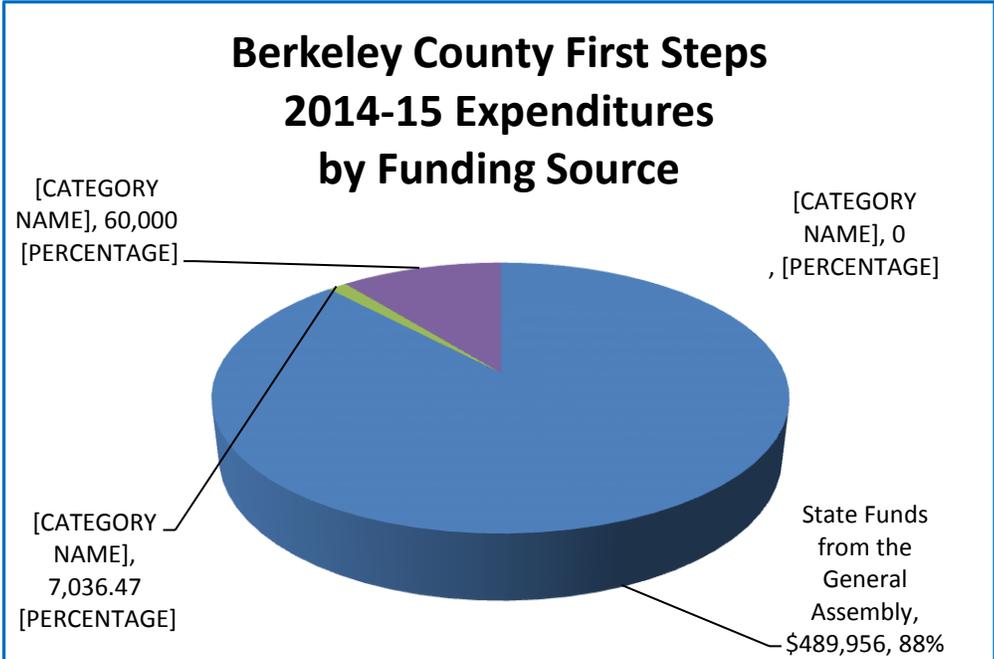
### **Thank you to all our education and health partners!**

Thank you to the following sponsors:

- National Guard Battalion
- Berkeley County School District/Head Start
- Berkeley Intermediate School
- Coastal Community Foundation
- Cooper River Bridge Run Fund
- Nurse Family Partnership Program
- Berkeley Citizens
- Walmart
- BILO
- Publix
- Bojangles
- Starbucks
- Minuteman Printing
- IGA



**Berkeley County First Steps**  
 6215 Murray Drive  
 843-863-3030  
[www.berkeleyfirststeps.com](http://www.berkeleyfirststeps.com)



**Total 2014-15 Expenditures: \$549,956**

**State Funds Leveraged in 2014-15\*: 13%**

\*Percentage of state dollars matched by additional federal, private, and/or in-kind funds

### 2014-15 Expenditures by Strategy

	State \$	Federal \$	Private \$	In-Kind \$	Total \$	% of 2014-15 Expenditures
Parents as Teachers	\$299,559	\$0	\$0	\$60,000	\$60,000	11%
Imagination Library	\$1,818	\$0	\$1,818	\$0	\$3,636	1%
Child Care Training	\$49,487	\$0	\$2,351	\$0	\$51,838	9%
Child Care Scholarships	\$28,000	\$0	\$0	\$0	\$28,000	5%
Nurse Family Partnership			\$625		\$625	
Early Identification and Referral	\$18,705	\$0	\$0	\$0	\$18,705	3%
Program Support	\$69,950	\$0	\$1,605	\$0	\$71,555	13%
Administrative Support	\$22,436	\$0	\$637	\$0	\$23,073	4%
<b>TOTAL EXPENDITURES</b>	<b>\$489,956</b>	<b>\$0</b>		<b>\$60,000</b>	<b>\$549,956</b>	

*Unaudited numbers for the period July 1, 2014 through June 30, 2015*

# Community Impact

*Magnolia Plantation and Garden partners with Berkeley County First Steps to bring awareness to the importance of early childhood education*



## **MAD HATTER TEA PARTY OFFERS AFTERNOON OF FAMILY FUN AT MAGNOLIA GARDENS**

*Event Wraps Up Week of Celebrating the Lives of Young Children*

Saturday, April 18th from 1:00 to 4:00 pm, tri-county families put on their prettiest and silliest hats, to enjoy the beauty of Magnolia Gardens, and remember the importance of play time together.

Berkeley, Charleston and Dorchester County First Steps collaborated to celebrate NAEYC'S Week of the Young Child™ with a family friendly Mad Hatter Tea Party. Storytellers, crafts, activities, tours of the gardens, a silent auction, along with tea (or lemonade) and cookies honored the potential within our region's young children and the importance of all those who make a difference in their lives.

Sponsored by Magnolia Gardens, First Citizens, South State Bank, Target, Cumulus and the tri-county's three First Steps offices, the event welcomed over 100 participants despite rain showers. The event raised \$4,000 through ticket sales and auction items.

"Because children's imaginations and potential knows no boundaries, the Berkeley, Charleston and Dorchester First Steps offices have joined together to connect families from across the region for this special event and to remind everyone of the importance of high quality early education in the tri-county area," said Julie Hussey, SC First Steps Board Vice Chairman. First Steps is South Carolina's commitment to preparing children 0-5 for a life of opportunity and advancement, ensuring that every child arrives at kindergarten ready to learn.

**Berkeley County First Steps**  
6215 Murray Drive  
843-863-3030  
[www.berkeleyfirststeps.com](http://www.berkeleyfirststeps.com)

# Community Impact

## Berkeley and Dorchester County First Steps Celebrate Local Early Childhood Leadership



First Annual Early Childhood Business Leadership Cohort honored in local community celebration and leadership forum.

November 22, 2014 – Berkeley and Dorchester County First Steps local

Christie McConnell, SCWBC, Rep. Joseph Daning, SC House of Representatives present Denise Stanley-Baker with Certificate of Achievement.

legislators and community leaders came together to Childhood Business

Cypress Gardens. The event

celebrate the Lowcountry's first Early Leadership Cohort in a culminating event at

included a "Women in Leadership", panel featuring local private and public leadership including Elmire Raven, My Sister's House, Elaine Morgan, Berkeley County Chamber of Commerce, Sherri Snipes-Williams, Charleston Promise Neighborhood, Donna McQueen, local attorney, and Jennet Robinson-Alterman, businesswoman, and was moderated by Marina Lopez, MUSC. Additional speakers and guests include Jesica Mackey, City of Goose Creek, Roxanne Jones, Trident Technical College and Jean Gooch, Berkeley County First Steps and Rita Berry, from the Dorchester Chamber of Commerce. Certificates and awards will be conferred to Business Cohort graduates by Representative Joseph Daning, of the South Carolina House of Representatives. "The goal of the First Steps Early Childhood Business Leadership Cohort is to support, empower and inspire early education leaders to expand and strengthen administrative practices which are the foundation of high quality early care and education programs and promote positive outcomes for children and families," Adrienne Troy-Frazier, Executive Director of Berkeley County First Steps, said. In February of 2014, 24 women, who are owners and administrators of local tri-county Child Development Centers, began a nine-month professional development series offered through a partnership between Berkeley and Dorchester County First Steps and **The South Carolina Women's Business Center**. The series provided skill building workshops in the areas of finance, technology, program operations, marketing and public relations. Additionally, cohort participants attended a series of leadership and networking sessions facilitated by First Steps staff. The sessions included topics such as The Visionary Director, Ethics and Professionalism in Early Education and Care, The Elements of Change, Promoting Peak Performance in Staff and Managing Stress and Maintaining Balance as Professionals in Early Childhood. Throughout the nine-month period, participants visited programs accredited by the National Association for the Education of the Young Child to learn about best practices in early childhood; completed monthly reflections on leadership; made participant evaluations through program administration evaluations designed to identify program strengths and needed improvements. The cohort model provided the framework for a new early childhood community of practice.

**Thank you to our partners!**

South Carolina Center for Child Care Career Development

Dorchester County First Steps

South Carolina House of Representatives

South Carolina Women's Business Center

Trident Technical College

Cypress Gardens

**Support Berkeley First Steps today through a tax-deductible donation, or volunteer.**



# Community Impact

**Jumpstart**

Read for the Record®

PEARSON  
FOUNDATION

**bcls**  
BERKELEY COUNTY  
LIBRARY SYSTEM

**CVS Health**

## CVS Health, Berkeley County Library System and Berkeley County First Steps Celebrate Jumpstart's *Read for the Record*® Jumpstart Campaign Brings Attention to Early Education Crisis

Jumpstart's *Read for the Record*, presented in partnership with CVS Health, the Berkeley County Library system and Berkeley County First Steps, offered a series of community wide family storytelling events at libraries within Berkeley County during the week of October 20, 2014. Jumpstart's *Read for the Record* is an annual reading celebration that highlights the need for quality early education in America by mobilizing adults and children to set a record for the largest shared reading experience. CVS Health colleagues were guest storytellers at The Berkeley County Library system to present a series of family storytelling events featuring the book *Baby Cakes*, by Rosemary Wells. Child Care providers, families and literacy partners. "Jumpstart's *Read for the Record* is a call to action to Americans to recognize the importance of quality early education, especially for our most vulnerable children," said Sharon Fashion, Deputy Director and Youth Services Coordinator, of the Berkeley County Library. Ms. Fashion is also a Berkeley County First Steps board member.

"CVS Health is proud to support this campaign in partnership with the Berkeley County Library system and the Berkeley County First Steps," said Eileen Howard Boone, SVP Corporate Social Responsibility and Philanthropy. "Our colleagues have a strong spirit of volunteerism and we know they will truly enjoy this meaningful opportunity to give back in their local community." In addition to CVS Team Members acting as volunteers, CVS Health donated 500 copies of the book *Baby Cakes*, to young children and child care centers in the community.



## Target awards literacy grant to Berkeley County First Steps

Target Corp. has awarded a \$2,000 grant to Berkeley County First Steps for a literacy program that will expose children to books before they enter elementary school. The grant from the Minneapolis-based retailer will be used to support the Berkeley County Early Readers Fund, Adrienne Troy-Frazier, Berkeley County First Steps executive director, said. "We are grateful to Target for their investment in Berkeley County children and families," she said. "We look forward to sharing outcomes as we progress with this program that will go beyond only providing books to children." The grant is part of Target's ongoing efforts to build strong, safe and healthy communities across the country. These efforts include Target's long history of giving 5 percent of its profit to communities, which today equals more than \$4 million every week. As part of this commitment, Target is on track to give \$1 billion for education by the end of 2015 to help kids learn, schools teach and parents and caring adults engage. "At Target, we are committed to serving local communities where we do business," said Laysha Ward, President, Community Relations, Target. "That's why we are proud to partner with Berkeley County First Steps as we work to strengthen communities and enrich the lives of our guests and team members." Troy-Frazier said Berkeley County Early Readers Fund will also provide parents with literacy strategies and materials to use at home. "We want to serve as a community resource for early literacy and support child care providers in implementing developmentally appropriate early literacy and language development activities in their programs," she said. The program will also reach out to special groups in the county, including rural, at-risk children and children and families for whom English is a second language, she said.

# First Steps Partnership Board

## Getting children ready for school.



Name	Position	Board Category
Jean Gooch	Retired/ABC Special Needs, ECE Instructor TCC	Early Childhood
Christine Tiller	Owner/Director of Tomorrow Montessori	Business Community
Crystal Campbell	Quality Coach, USC CCRR	Early Childhood
Sharon Fashion	Deputy Director Berkeley Library System	Library Appointee
Martha Dunlap	DHEC Health Educator	DHEC Appointee/Health
Samone Johnson	DSS Service Coordinator	DSS Appointee
Elmire Raven	Executive Director My Sisters House	NFP serving children and women
Jesica Mackey	Public Information Officer Goose Creek	Business Community
Linda Fontaine	Emergency Responder, Red Cross	PAT Grandparent
Tawana Williams	Teacher Assistant, BCSD	PAT Consumer
Marina Lopez	Family Literacy Coordinator, MUSC	Health
Lyndsay Watkins –Knepp	Lead Family Support Coordinator BCSD/Head Start	Head Start Appointee
Donna McQueen, Esq.	Attorney	Legal Expert





## The Goals of First Steps

- (1) provide parents with access to the support they might seek and want** to strengthen their families and to promote the optimal development of their preschool children;
- (2) increase comprehensive services** so children have reduced risk for major physical, developmental, and learning problems;
- (3) promote high-quality preschool programs** that provide a healthy environment that will promote normal growth and development;
- (4) provide services** so all children receive the protection, nutrition, and health care needed to thrive in the early years of life so they arrive at school ready to succeed; and
- (5) mobilize communities** to focus efforts on providing enhanced services to support families and their young children so as to enable every child to reach school healthy and ready to succeed.

-- Section 59-152-30



Interested parents can contact any participating 4K providers to complete an application. To view a list of participating First Steps 4K providers, visit:

<http://scfirststeps.org/4k>



**BabyNet**

South Carolina's Early Intervention System

BabyNet in Berkeley County:  
LOCAL SPOE PHONE # 843-740-3193

<http://scfirststeps.org/babyNet/>

**Support Berkeley County First Steps today through a tax-deductible donation, or volunteer!**