



The North Carolina Partnership for Children, Inc.

# **Smart Start's Raising A Reader Programs in NC**

**Smart Start National Conference**

**May 4, 2011**

**Greensboro, NC**

# Investing in the Future



“When we fail to provide children with what they need to build a strong foundation for healthy and productive lives, we put our future prosperity and security at risk.”

Dr. Jack Shonkoff, a pediatrician and founding director of Harvard University’s Center on the Developing Child



The North Carolina  
Partnership for Children, Inc.

# A Brief History



Number of Smart Start Sites in NC:

2007-08 = 5

2008-09 = 9

2009-10 = 18

2010-11 = 22

# NC Raising A Reader

- Serve 3, 4 & 5 star centers
- Offer red book bag rotation cycle for a minimum of a school calendar year
- Offer 4 parent engagement sessions during the school calendar year

# Smart Start RAR Resources

- Sample RAR Logic Model
- RAR Model Fidelity Document
- RAR Contract Activity Description Template
- RAR State Evaluation Process

# Evaluation Highlights 2009-10

- 25 counties
- 940 parents completed pre and post tests
- 58% male; 39.3% female; 2.8% no answer
- 69% White; 12% African-American; 9% Hispanic; 10% other
- 43% < \$30,000; 28% > \$50,000
- 34% 4 yr. degree; 25% 2yr degree



# Evaluation Highlights 2009-10

Increase in number of minutes reading to child

Increase in number of ways parents engaged in book sharing

Increase in visits to the library

There were no changes in the number of times adults in the home read with their child; no change in the number of times children asked to look at books; and no change in the number of books in the home.



# Considerations for NC RAR Sites



- Are you serving the appropriate target population?
- Are you able to find the families that will benefit most from the program?
- If you need to transition to new sites, what is the best way to do that?

# RAR Evaluation 2010-11

- New Book Sharing Survey
- Pre-test data:
  - 2412 children with pre-test
  - 171 classrooms
  - 94% of children in 4 & 5 star classrooms
  - 58% White; 21% African-American; 10% Hispanic
  - 61% income less than \$30,000
  - 17% income more than \$50,000

# Our Future

Today's children are our future leaders, parents and workers. NC's prosperity depends on their healthy development and growth.



## Smart Start Vision

Every child reaches his or her potential and is prepared for success in a global community.



The North Carolina  
Partnership for Children, Inc.

# Contact Information

Emmy Marshall  
NCPC Family Support Specialist  
emarshall@ncsmartstart.org  
919-821-9570