

2022 Annual Report

Centering & Engaging Family Voice

The Parents in Partnership Initiative builds partnerships with parents and families in Onondaga County, identifies their strengths, provides leadership opportunities, and increases their voice and engagement in the work of the ECA and its partner organizations.

Initiative Activities	
Parents on the Parent Advisory Council	10
Parent Advisory Council Meetings	11
Mothers Engaged Through Thriving Not Just Surviving Peer to Peer Group	65
Parents Engaged Through Focus Groups	22
Parents Trained/In Leadership Roles	5



100% of Thriving Not Just Surviving peer to peer group participants showed an increase in self-efficacy.



40% of Parent Advisory Council members served on other committees impacting the work of the ECA.

2022 Successes

- Three members of the Parent Advisory Council completed the Train the Trainers program for the Community Organizing and Family Issues (COFI) parent leadership model.
- The Mother Cabrini Health Foundation and the Health Foundation for Western and Central New York renewed their investment in the initiative.
- The ECA was accepted into the Center for the Study of Social Policy's (CSSP) Parent Leader Network (PLN).



Dear Friends,

Since 2015, the Early Childhood Alliance (ECA) has brought together community leaders, early childhood stakeholders, and families to identify gaps, secure resources, and build a more cohesive early childhood system in Onondaga County.

This report showcases the results of our collective efforts to mobilize resources in support of children and families in 2022 and provides a snapshot of the many ways our initiatives are making an impact on families and providers across the county. It also offers a glimpse into the tremendous growth we've experienced in the eight years since our launch.

Under the exceptional leadership of my predecessor, Laurie Black, the ECA has become a national model for cross-sector partnerships, growing from a staff of one to a team of 12 with an operating budget in excess of \$2.5 million. Building on that momentum, we will continue to strengthen and expand our work while looking forward to the promise and possibility of the future.

With Gratitude,



Bethany Creaser
Executive Director



Ensuring Children Develop On Track

Help Me Grow Onondaga empowers parents and caregivers with knowledge about child development, connects them to the services and supports their child(ren) need to thrive, and strives to increase developmental screening.

Initiative Activities	
Total Intakes	1,980
Intakes From Pediatrics	309
Children Served	2,008
Referrals to Services & Supports	2,336
ASQ & ASQ-SE Screens Completed	3,190
Books, Balls & Blocks Parent Education Events	6
Community Outreach Events Attended	85
Individuals Reached Through Outreach Events	5,069



67% of families who completed a screen and received support **learned something new** about child development, parenting, and/or community resources.



69% of families who completed a screen and received support **did something new** to support their child's development.



99% of survey respondents indicated that Help Me Grow met their needs.



Supporting Early Literacy

Talk, Read, Sing Onondaga is a public awareness and action campaign that helps parents and caregivers recognize their power to boost their children's early brain and vocabulary development through simple, everyday actions.

Initiative Activities	
Tote Bags Distributed	912
Books Distributed Through Pediatrics	1,555
Materials Distributed	9,809
Individuals Reached Through Outreach	3,526
Media Campaign Impressions	11 Million*

*Duplicated



83% of participating families are reading 4 or more days a week post tote bag delivery and **43%** are reading 7 days a week



40% of surveyed individuals are familiar with the Talking is Teaching Campaign and/or have seen campaign materials.

Spotlight on Success

In June, Talk, Read, Sing Onondaga partnered with the Rosamond Gifford Zoo at Burnet Park and Onondaga County Public Libraries to launch a special "And Tango Makes Three" StoryWalk® in celebration of Father's Day, Pride Month, and families of all kinds. Members of the Parent Advisory Council and their families, along with ParentChild+ program families, were special guests at the launch event.



Building a High-Quality Child Care & Early Learning Infrastructure

The Child Care Quality Improvement (CCQI) initiative is a partnership between Child Care Solutions and the Early Childhood Alliance and is funded by Onondaga County. CCQI is an actionable plan for improving the quality of child care within Onondaga County's existing infrastructure of care, resulting in optimal child development and school readiness.

Initiative Activities	
Children Participating in CCQI	134
Participating DCC & FCC Locations	12
Providers Receiving Coaching/Hours Provided	35/1,340
Total Value of Stipends Distributed to Providers	\$252,437
Provider Turnover	27%



Developmental screenings were conducted by **100%** of participating programs.



4 new child care providers joined the cohort.



88% of participating providers engaged with all elements of the model.



Spotlight on Success

The first CCQI cohort, which included 3 center-based and 11 home-based providers, concluded in December. Coaches delivered 3,300+ hours of coaching, technical assistance, and support to participating educators. The second cohort, serving 40+ home-based child care educators, is set to launch in 2023.

Strengthening Families

Catholic Charities' ParentChild+ Program focuses on bridging the opportunity gap and strengthening families and communities to ensure all children have equal possibilities from the start and are prepared for school and life success.

Initiative Activities	
Number of Children Served	150
Number of Providers Served	8
Number of Outreach Events	26
Number of Sessions Held*	2,468
Number of Books & Toys Distributed	1,318

*Staffing challenges in Q3-4 reduced the number of sessions.



100% of participating families exhibited strengthened and improved parent-child interactions.



100% of participating children showed overall improvement in one or more of the 5 behavior areas.



84% of 2022 graduates entered a high-quality pre-k or kindergarten program.

2022 Successes

- Early Learning Specialists celebrated 32 family graduations from the core portion of the program.
- The family child care (FCC) portion of the program began the year with 3 participating providers. All 3 providers graduated from the program, and 27 children were served.
- 100% of survey respondents were satisfied with the program.

ParentChild+
Equal Possibilities From The Start

Supporting Reproductive Well-Being

The Reproductive Well-Being Initiative is committed to reproductive justice, woman-centered care, dispelling myths, and changing social norms to empower young women with positive self-images and independent choice.

Initiative Activities	
Number of Young Women Reached Through On-The-Ground Engagements	600
Number of Leadership Opportunities for Women as a Result of Their Work with Layla	8
Number of Training Attendees	100
Number of Film Productions	1
Number of Active Coalition Members (Attendance at 75% of Annual Meetings)	30
Number of Social Media Followers	2,550



Leveraged **\$70,000** in support of health equity and reproductive justice projects.



25 young women trained in professional work skills and social impact at city-wide ambassador training in August.

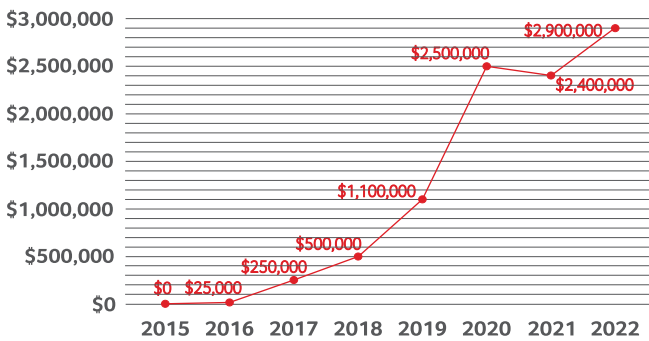
2022 Successes

- Layla ambassadors partnered with the Central New York Community Foundation's LeadSafeCNY initiative to implement a \$150,000 participatory budgeting project aimed at addressing childhood lead poisoning in Syracuse.
- The Reproductive Wellbeing Coalition hosted a total of 5 community convenings, including "Roe My God," which featured a presentation about changes to the abortion landscape and a conversation with local experts around community violence.



Expanding Funding Support

Annual Funding: 2015-2022



Thank You to Our Funders

The work of the ECA is made possible through the generous support of Onondaga County Executive Ryan McMahon and the Onondaga County Legislature, who prioritized early childhood investments as part of their antipoverty strategy, as well as our philanthropic and private sector partners. We gratefully acknowledge these contributions, grants, and contracts toward a community where all children are healthy, thriving, and ready to succeed in school and life.

'22 Community Advisory Council

Meg O'Connell* - Chair
Allyn Family Foundation

Jaime Alicea
Syracuse City School District

Marnie Annese*
Health Foundation for Western & Central NY

Dr. Steven Blatt
Upstate Pediatric & Adolescent Center

Dr. Cynthia Bright
Retired Pediatrician

Carolyn Brown*
PEACE, Inc.

Amy Cunningham*
Onondaga County DCFS

Dr. Donna DeSiato
East Syracuse Minoa Central School District

Peter Dunn*
CNY Community Foundation

Nancy Kern Eaton*
United Way of CNY

Robert Falter
The Reisman Foundation

Lisa Fasolo Frishman*
Independent Consultant

Susan Furtney*
Health Leads

Rich Gasiorowski*
Literacy Coalition/ United Way of CNY

Maria Gill
Mid-State EC-FACE Center

Steve Gorczynski*
M&T Bank

Dr. Indu Gupta
Onondaga County Health Department

Hon. Helen Hudson
Syracuse Common Council

Jennifer King-Reese
Syracuse City School District

Linda Lopez
Salvation Army

Len Lopoo
Syracuse University Maxwell School

Michael Melara*
Catholic Charities of Onondaga County

Sarah Merrick*
Onondaga County DSS

Dr. Maria Murray
The Reading League

Robert Myers*
Partners in Franciscan Ministries

Sharon Owens
City of Syracuse

Frank Ridzi*
CNY Community Foundation

Ann Rooney*
Office of the Onondaga County Executive

Mary Lou Sayles
Huntington Family Centers

Lori Schakow*
Child Care Solutions

Rebecca Shultz*
Onondaga County Health Department

Elizabeth Snow
John Ben Snow Foundation

Sharon St. Louis
Onondaga County Health Department

Chad W. Underwood
Partners in Learning, Inc

Kara Williams*
Allyn Family Foundation

Randy Wolken
MACNY

* 2022 Leadership Council Member

Staff



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Executive Director



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Director of Family Engagement



Emily Dillon
Director of Communications & Ops



Summer Merrick
Help Me Grow (HMG) Director



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Heather Green
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