

The Road to America's First Early Learning City

Creating America's First Early Learning City is the largest and most important construction project in the history of Escambia County

The WHY:

Today in Escambia County, every year more than 1,000 children who start kindergarten are already behind. This leads to higher crime, more teenage pregnancies, lower wages and loss of jobs. We must change that and we can. Every child is our child.

The WHAT:

America's First Early Learning City is one in which all parts of the community work as one to make sure every child is ready for kindergarten. Nearly 85 percent of the brain is developed in a child's first 3 years. We are poised to make a difference for our children and other communities will learn from us.

The HOW:

In working with many local and state resources and experts, as well as utilizing resources from the University of Chicago, a leader in early brain development, the steps have been identified that will help every child be ready for kindergarten.

In the coming weeks we will look at these topics in greater detail

WEEK 1

Healthcare

In addition to focusing on the health and wellness of mother and baby, steps are under way to focus on the importance of exposure to language from birth to age 3 — and stressing the power that parents have to impact early brain development.

WEEK 2

Resources

Resources are available in the community to help parents become good first teachers for their babies. Highlighting that work and helping parents access those resources are critical for our children's success.

WEEK 3

Architecture

Children learn from what they see around them. If that environment is colorful, filled with words and encourages them to explore using all of their senses, their brains will build strong connections and thrive.

Buildings, playgrounds, sidewalks, signs and public spaces can help with early brain development and make every space a learning space. Service clubs, governments, schools and churches all are players in building an Early Learning City.

WEEK 4

Education

Education begins way before kindergarten. From preschools to the home environment, there is so much that parents and even siblings can do to help young children get a good start before they enter kindergarten.

WEEK 5

Business

Businesses have a role to play in early learning. By adding children's books to their waiting areas and creating early learning-friendly spaces to support employees who are parents, businesses that are not in "education" can become educational. They also can educate employees on how a baby's brain develops in the first 3 years.

WEEK 6

Community

An Early Learning City maximizes all of the resources in the community and points them toward a common purpose: helping all children have the best chance to be ready for school. Churches, civic groups, PTAs and more can have a role in supporting early learning.

WEEK 7

Media

The media — print, TV, radio and online — are important partners in spreading the message of the importance of early brain development, school readiness and in educating parents on the vital role they play.

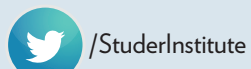
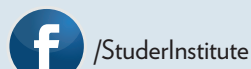
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Build a Life
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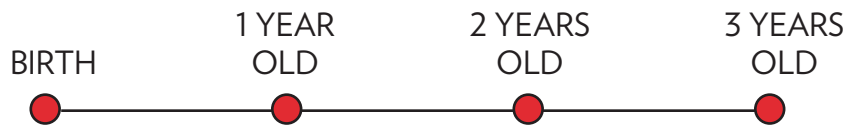
This week we focus on: **Healthcare**

Make your baby smart by talking to them

One of the best times to get a child off to a great start is right after child birth. Each Escambia Hospital will be offered Brain Bags they can provide every new mother and baby. The Brain Bag is filled with material to build the baby's brain so they can be best prepared for learning and life.



By age 3,
85%
of the brain
is developed



The wiring of a child's brain is developed between birth and age 3. The stronger the connections in the brain, the more the brain will be able to learn — and the smarter that child will grow up to be.

Brain Bags: What will be in them?

Local information
A binder with information with community resources, advice, tips, and more.

P is for Pelican... The ABCs of Pensacola
Written By: Anna Theriault
children's book

A small toy

Baby Steps
A book to track your baby's brain development

How you can help
Learn how your organization, business or family can help sponsor the Brain Bags and reach 5,000 local moms.
Learn more by emailing Quint@QuintStuder.com

Your name here

A video provided by the Thirty Million Word initiative will be available to each Escambia County Hospital to help coach parents on the power they have to build their baby's brain.



Thank you to Impact 100 in providing funds to help.

Building blocks of the Early Learning City

- Healthcare Business
- Resources Community
- Architecture Media
- Education

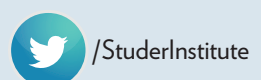
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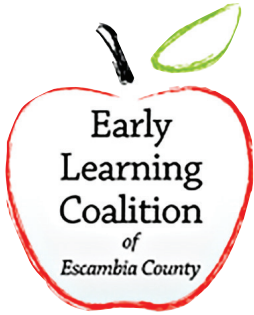
America's First Early Learning City is making sure parents and children have access to the resources that are available in the county.

Did you know?

PROBLEM

Over 1000 children per year that would benefit from Voluntary Prekindergarten (VPK) are not signed up.

RESOURCES



Escambia County has 85 Voluntary Prekindergarten schools. On average, children who attend VPK perform better in school. Florida offers Voluntary Prekindergarten free to every 4-year-old.

QUESTION

How do we get more children enrolled in VPK?

PROBLEM

Head Start is funded to provide services for only 935 children.

RESOURCES



Head Start and Early Head Start support young children of low-income families by providing a range of developmental and educational services.

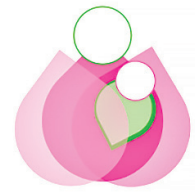
QUESTION

How do we get more children enrolled in Head Start and Early Head Start?

PROBLEM

Escambia County ranks 65th of 67 Florida counties in preterm births.

RESOURCES



Escambia County Healthy Start Coalition

Escambia County Healthy Start Coalition aims to reduce infant deaths, decrease the number of low birth-weight babies and improve the health and development outcomes for babies in Escambia County. Premature birth can lead to long-term intellectual and developmental disabilities for babies.

QUESTION

How do we get more mothers to receive early and regular prenatal care to improve the chances of a healthy baby?

Building blocks of the Early Learning City

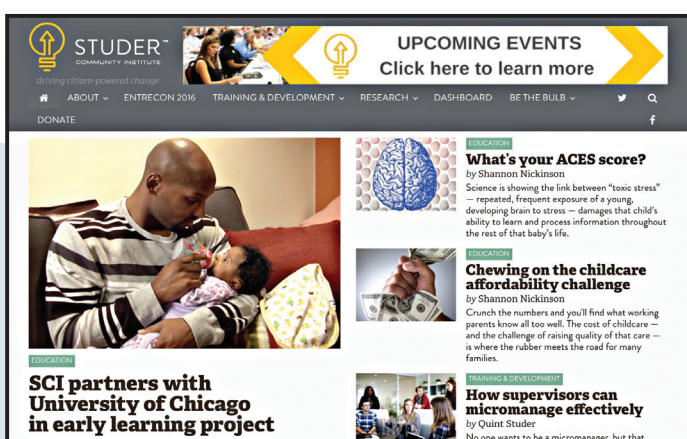
LAST WEEK Healthcare Resources

NEXT WEEK Architecture Education Business Community Media

NEXT STEP

The goal of America's First Early Learning City is to find the answers.

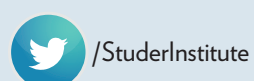
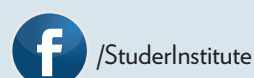
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Children learn while playing.

Build learning into our environment

Currently these play-and-learn areas don't exist in most neighborhoods.

You can change that.

Architecture

Children learn from what they see around them. If that environment is colorful, filled with words and encourages them to explore using all of their senses, their brains will build strong connections and thrive.



EXAMPLE: Educational metal inlays in poured concrete.

A parent can teach their child about numbers. You can turn a concrete area into an educational spot. Put learning underfoot where kids can't resist the urge to play and learn.



We have identified 19 areas that can support children's play-and-learn areas. You can find a map at Studeri.org

Learn how to help and fund a children's play-and-learn area.

For more information on how you can help, contact:

Michelle Henghold
Phone: 808-561-3120
Email: mohs@me.com



Older kids can help teach younger siblings.

EXAMPLE: Long-lasting vinyl decals displaying 123's, ABC's, colors and shapes.



Build learning areas into your business



Bodacious Brew Thru
Main and Baylen streets



Downtown Y
Intendencia and Tarragona streets

Building blocks of the Early Learning City

Healthcare

LAST WEEK Resources

Architecture

NEXT WEEK Education

Business

Community

Media

How you can help

Integrate learning into businesses and organizations to help build brains. To learn how to design education areas into your business, contact Miller Caldwell III, Caldwell Associates Architects
850-432-9500

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UPCOMING EVENTS
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by Shannon Nickelson
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Older brothers & sisters:

Helping with their younger siblings



Public and private schools can play a big role in helping those children not yet in kindergarten



By age 3,
85%
of the brain
is developed



In many homes, older brothers and sisters play a vital part in helping with their younger siblings.

Teachers can talk to students who have brothers and sisters not yet in kindergarten.

Teachers can explain how students can help build their brothers' or sisters' brains.

Teachers can give them assignments to do with their younger siblings, maybe even rewarding them for bringing back completed work.

Building blocks of the
Early Learning City

Healthcare
Resources

LAST WEEK Architecture
Education

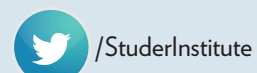
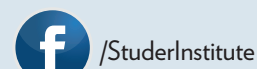
NEXT WEEK Business
Community
Media

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Business

Businesses have a role to play in early learning. By adding children's books to their waiting areas and creating early learning friendly spaces to support employees who are parents, businesses that are not in "education" can become educational.

Businesses can be valuable teachers

How businesses can help:

Businesses play an important part in building an early learning city. They help build brains when parents and children are in their businesses or organizations.

By having learning materials present, children can learn. Information about building brains can be included in advertisements and other materials sent to homes.

Businesses and other organizations employ parents who have or will have young children. Businesses can help educate employees by offering steps to build a brain through newsletters, lunch and learns, videos etc.

This will help create the next generation of talent for businesses and organizations.



Barbershop Books

Barbershop Books is a community-based literacy program that creates child-friendly reading spaces in barbershops for boys ages 4 to 8 years old.

Learn more by visiting barbershopbooks.org



Mark "early learning friendly" businesses:

The Studer Community Institute encourages all businesses to become early learning friendly. That means providing activities and learning experiences for children and parents that will enhance and improve their early education.

Near the cash registers, in waiting areas, and displays can be take-home materials that stress words, numbers, colors, shapes, etc.

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Building blocks of the Early Learning City
Healthcare
Resources
Architecture

LAST WEEK Education
Business

NEXT WEEK Community
Media

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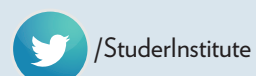
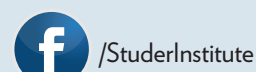
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Find a home for your talents



Every Child A Reader in Escambia (ECARE) Reading Pal Stephanie Mutz reads with Taylor Stanberry at Montclair Elementary School.

Civic groups and service clubs have members with talents and time. Consider sponsoring an early learning friendly playground placard or becoming a volunteer.

Get tools to parents

Outreach to parents will be a key area of focus for Studer Community Institute. Through meetings at churches, community centers and the like, as well as through Pop Up Early Learning events in neighborhoods, SCI staff will pair with people working in the community to spread the word about early brain development and help maximize the impact of early education resources.



A recent book fair at Brownsville Assembly of God.

Churches do their part

In addition to hosting VPKs and early learning centers, churches can integrate readiness skills into their Sunday school and mother's day out programs.

Activity packets — often used to keep little ones occupied in the pews — can include coloring pages, word games and other activities that stress kindergarten readiness skills.

When a new baby comes into the church family, a "first book" or early literacy gift bag, is a way to start a family down a path of reading for a lifetime.

Building blocks of the Early Learning City

- Healthcare
- Resources
- Architecture
- Education

LAST WEEK

Business

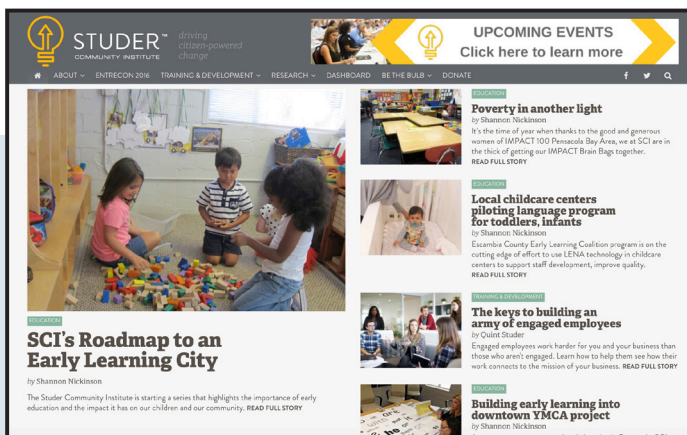
Community

NEXT WEEK

Media

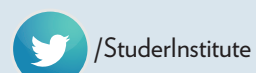
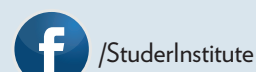
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Spread the word

Media plays a crucial role in creating America's First Early Learning City



The media has the opportunity to educate through Public Service Announcements.

Television

TV stations can run 30-second Public Service Announcements showing how parents and grandparents can engage their children.

Newspapers

Newspapers can run columns and articles showing exactly how to connect with your child; what words to use; when they use the words; and how to read to the child.

Radio

Radio can talk about teachable moments and what a child needs for kindergarten.

Billboards & Social Media

Billboards and social media can constantly help to bring us back to our core values.

It starts with being ready for kindergarten. The media plays a huge role in this effort.

What can we do to make sure every child has the opportunity to maximize their human potential?

Building blocks of the Early Learning City

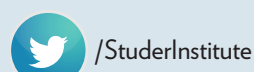
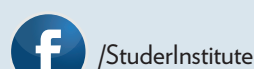
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“ My passion now is to use science and data in the 0 to 5 age range to figure out what works and why, and then roll that out nationwide.

That's why the **Pensacola Project** is so exciting to me.

“Pensacola can be the first community wide test of going into a city and changing it. Once we learn what works in Pensacola, we then take that to a nationwide experiment. We will choose communities in an experimental way and roll out in these communities what we did in Pensacola that worked and then see if it can work nationwide. And I believe it will.”

- **John A. List, Ph.D.**
Chairman, Department of Economics, University of Chicago.



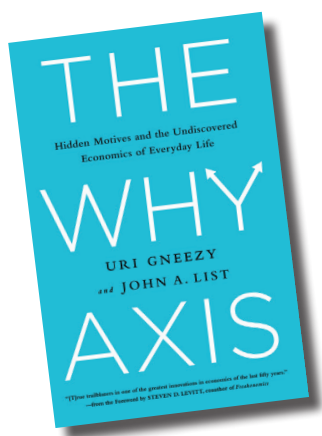
Welcome to Pensacola



ABOUT John A. List, Ph.D.

- Chairman, Department of Economics, University of Chicago.
- Chief Economist, Uber – The world's largest online transportation network company.
- One of the world's leading experts on experimental economics.
- Has served as senior economist on the President's Council of Economic Advisers for Environmental and Resource Economics.
- He is a research associate at the National Bureau of Economic Research, a research fellow at the Institute for the Study of Labor, and in 2015 received an honorary doctorate from Tilburg University in the Netherlands.

His work focuses on microeconomic issues, and includes more than 150 academic publications.



John & Dana

We are fortunate to have Dana Suskind, M.D. and John A. List, Ph.D., in Pensacola as we move one step closer to creating America's First Early Learning City.

In early 2016, research by the Studer Community Institute (SCI) pointed to the fact that Pensacola suffered economically because only 66 percent of the children are ready for kindergarten. To confirm how important kindergarten readiness is, SCI did a national search on the importance of early learning in the success of a child. This search led them to Dr. Dana Suskind of the University of Chicago and the founder and director of the Thirty Million Words Initiative. This initiative is based on research that shows the critical importance of early language exposure on a developing child. In March 2016, Dana Suskind came to Pensacola to spend the day with community members. In the summer, representatives of the Studer Community Institute visited the University of Chicago and spent time with Suskind and John A. List, the chairman of the University of Chicago Department of Economics.

The discussion led to this: Could Pensacola be the first project site for the University of Chicago

to bring its programming to a community? This investment by the University of Chicago would make Escambia County a research site focused on how to help communities make sure their children are kindergarten ready. The first step is to make sure that every new mother in a hospital in Escambia County leaves the hospital fully understanding the importance of early learning and how best to develop her child's brain. This project has the potential to change Escambia County's economic condition by leading to more children being ready for kindergarten. That means more high school graduates, leading to less crime, and a reduction in teenage pregnancies and poverty. The TMW Newborn Initiative will make Escambia County better, but ultimately, it has the potential to change the nation. We are pleased that John A. List and Dana Suskind will spend the week here in Pensacola as more steps are taken to make Pensacola America's First Early Learning City.

ABOUT Dana Suskind, M.D.

- Professor of Surgery and Pediatrics, University of Chicago
- Director, Pediatric Cochlear Implantation Program
- Founder and Director, Thirty Million Words Initiative

PRACTICE LOCATIONS

- University of Chicago Medicine Comer Children's Hospital, Chicago
- Duchossois Center for Advanced Medicine, Chicago

YEAR STARTED PRACTICE: 1992

BOARD CERTIFICATION:

Otolaryngology

MEDICAL SCHOOL: University of Missouri School of Medicine

INTERNSHIP AND RESIDENCY:

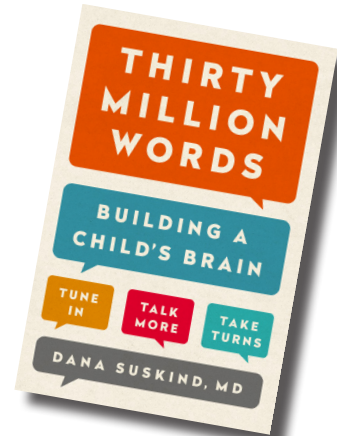
University of Pennsylvania, Philadelphia

FELLOWSHIP: Washington University Children's Hospital, St. Louis

MEMBERSHIPS: American Academy of Otolaryngology/Head and Neck Surgery

AMERICAN MEDICAL ASSOCIATION:

American Society of Pediatric Otolaryngology



THE UNIVERSITY OF CHICAGO

By the numbers

92

Number of Nobel Prize Laureate have been affiliated with University of Chicago, the fourth most of any institution in the world.

#3

U.S. News and World Report 2017 Ranking of U.S. Colleges:

1. Princeton University
2. Harvard University
3. University of Chicago (tie) Yale University

\$390 million

Dollars spent by the University of Chicago on scientific research in 2014.

49

Number of Rhodes Scholars in University of Chicago's history.

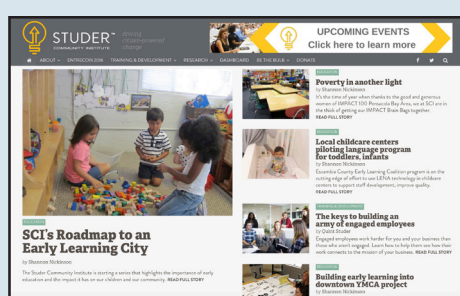
1

Pensacola is the first city in the world, outside of Chicago, to partner with the University of Chicago and its Thirty Million Words Initiative.



BOARD OF DIRECTORS

- Blaise Adams
- Cindi Bear Bonner
- Becca Boles
- Patrick Elebash
- Randy Hammer
- Chad Henderson
- Gail Husbands
- Stacy Keller Williams
- Jerry Maygarden
- Jean Pierre N'dione
- Lisa Nellessen-Lara
- Mort O'Sullivan III
- Janet Pilcher
- Scott Remington
- Martha Saunders
- Julie Sheppard
- Josh Sitton



Learn more by visiting STUDERi.ORG



EMAIL Quint@QuintStuder.com



The Road to America's First

Early Learning City

Thank you

to the Escambia County hospitals for their commitment for early brain development



Mark Faulkner
President and CEO
of Baptist Healthcare.



Susan Davis
President and CEO of
Sacred Heart Health System.



R. Carlton Ulmer
President and CEO of
West Florida Healthcare

Every mother who delivers her baby in Escambia County will benefit from an educational session on a child's brain development due to the dedication of Mark, Susan and Carlton. New mothers also will leave the hospital with material to get their babies off to a great start.

These materials are in what we are calling a Brain Bag.

Brain Bags: What will be in them?

P is for Pelican:
The ABCs of Pensacola
A children's book.

A bag for all
the learning material

Local information
A binder with information
with community resources,
advice, tips, and more.

A small toy

Baby Steps
How to track your
baby's brain development

Safe Sleep For Your Baby

BUILDING YOUR BABY'S BRAIN
The best thing
you can do to help your
baby's brain grow is easy.
Talk Talk Talk
Your words are food for your baby's brain.
The more words a child hears in the
first three years of life, the stronger the
connections in the brain will be.
Experts call it **parenting** — it means
that your baby's brain will learn more,
more easily, in those early years than
at any other time in his or her life.
Remember
The more connections you help
your baby's brain build by talking
readily and often to them,
the more they will learn.

Baby Steps
A book produced by
the Studer Community
Institute to track each
baby's brain development.



Thank you to Impact 100
in providing funds to help.

Build a Brain
Build a Life
Build a Community

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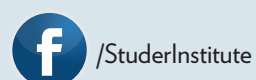
UPCOMING EVENTS
Click here to learn more

What's your ACES score?
by Shannon Nickinson
Science is showing the link between "toxic stress" — repeated, frequent exposure of a young developing brain to stress — damages that child's ability to learn and process information throughout the rest of that baby's life.

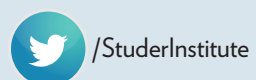
Chewing on the childcare affordability challenge
by Shannon Nickinson
Crunch the numbers and you'll find what working parents know all too well. The cost of childcare — and the challenge of raising quality of that care — is where the rubber meets the road for many families.

How supervisors can micromanage effectively
by Quinn Studer
No one wants to be a micromanager, but that doesn't mean micromanaging shouldn't exist.

SCI partners with University of Chicago in early learning project
by Shannon Nickinson



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EMAIL snickinson@Studer.org



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