ED 478 650 PS 031 391

TITLE Smart Start: Celebrating 10 Years, 1993-2003.

INSTITUTION North Carolina Partnership for Children, Raleigh.

PUB DATE 2003-06-00

NOTE 16p.; For the 2002 report, see PS 030 487.

AVAILABLE FROM North Carolina Partnership for Children, 1100 Wake Forest

Road, Suite 300, Raleigh, NC 27604. Tel: 919-821-7999; Fax: 919-821-8050; Web site: http://www.ncsmartstart.org. For full

text: http://www.ncsmartstart.org/Information/

10yearreport.pdf.

PUB TYPE Reports - Descriptive (141)

EDRS PRICE EDRS Price MF01/PC01 Plus Postage.

DESCRIPTORS Access to Health Care; *Child Care; *Early Childhood

Education; Family Programs; *Partnerships in Education; Program Descriptions; *Program Effectiveness; Technical

Assistance; Trend Analysis; *Young Children

IDENTIFIERS Affordability; Availability (Programs and Services); Public

Private Partnership Programs; *Smart Start NC

ABSTRACT

Smart Start, a public-private initiative celebrating 10 years of operation, invests in high quality early care and education services for all children, birth to age five, and their families in North Carolina. The initiative funds programs to improve the quality, affordability, and availability of child care as well as children's health and family support efforts that address the needs of each community's young children and their families. This report highlights Smart Start's accomplishments over the past 10 years. The report notes that the number of children receiving higher quality child care has increased from 20 percent in 1993 to nearly 70 percent in 2003, with much of that progress due to Smart Start's focus on improving the quality of care. Eighty-two percent of child care teachers have some college education. Other results of the Smart Start initiative include improved access to children's health services and increased assistance to working families for child care costs. The report next highlights findings from over 30 research reports evaluating Smart Start conducted over the past 10 years. Comments from state leaders and program participants are cited to illustrate the support Smart Start has received in the state. Also included in the report is a timeline delineating important events for the initiative over the past 10 years and a list of major contributors. The role of Smart Start's National Technical Assistance Center is then described, and information is provided on the progress made by states currently participating in the center's intensive technical assistance program. The report concludes with Smart Start's vision for the future of North Carolina. (KB)



Smart Start: Celebrating 10 Years, 1993-2003.

North Carolina Partnership for Children

June 2003

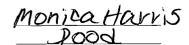


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Why Smart Start?

Letter from the President

More than a decade ago child advocates often said, "If you breathed you were qualified to care for young children in North Carolina." At that time, the ratio of caregivers to children for infant care was one to nine; the legislature was debating the pros and cons of corporal punishment; child care standards were among the lowest in the country; and North Carolina ranked 49th in SAT scores.

In 1991, child advocates persuaded the North Carolina General Assembly to create a Study Commission to raise awareness of the needs of young children throughout the state. Gov. Jim Hunt heard their call. Once elected to his third term as governor in 1992, he said in his inaugural address, "I am ready to lead a crusade for the future of our young children and our state."

Smart Start was launched in July 1993 with the vision that every young child would enter school healthy and prepared for school success. Smart Start's authorizing legislation confirms this promise. It states:

"The General Assembly finds, upon consultation with the Governor, that every child can benefit from, and should have access to, highquality early childhood education and development services. The economic future and wellbeing of the State depend upon it."

The first Smart Start board chairman, Jim Goodmon, used to say, "People can argue about politics and ideology all they want, but that does nothing to get children ready for school."

So, where are we 10 years later? The quality of child care in North Carolina has significantly increased; studies have shown children are better prepared for school because of Smart Start; more children are getting the health screenings they need; more families have access to resources and services; and above all working families have better, more affordable choices

for the care of their children.

Smart Start is North Carolina's nationally recognized early childhood initiative designed to ensure that all children under the age of six are healthy and prepared for success when they enter school.

This report highlights Smart Start's many accomplishments over the past 10 years. These achievements would not be possible without the efforts of 82 local partnerships working daily in all 100 counties to coordinate services with agencies and organizations that work on behalf of young children. Smart Start would not be possible without the hundreds of thousands of volunteers across this state serving on boards, committees and contributing their time and resources to improve the lives of young children.

We look to the next 10 years with the hope that one day every child in North Carolina will enter school healthy and ready to succeed, the quality of care will be among the best in the nation and early education remains North Carolina's top priority.

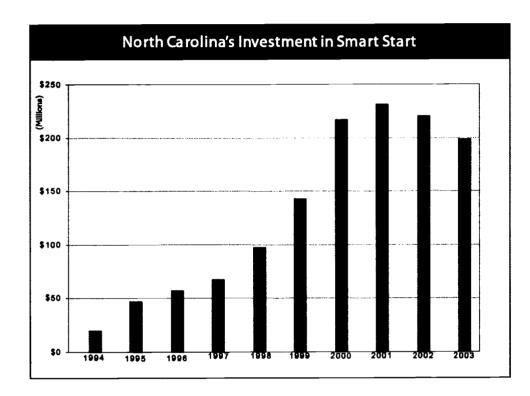
Karen Ponder, President North Carolina Partnership for Children



Smart Start, a public-private initiative, invests in high quality early care and education services for all children, birth to age five, and their families. Administered by 82 nonprofit organizations called Partnerships for Children, Smart Start funds programs to improve the quality, affordability and availability of child care as well as children's alth and family support efforts that address the needs of each community's young children and their families.

Dollars and Sense

The cost of preparing North Carolina's children for school is one that should be shared by public sources, parents, philanthropy and corporations. As a public-private initiative, Smart Start raises from other sources \$1 for every \$10 it receives from the state. More than \$200 million in non-state contributions has been acquired since 1995-- a real testament to Smart Start's success and support. (See page 10-11 for more on Smart Start's private support.)



Pilot Initiative Becomes National Model

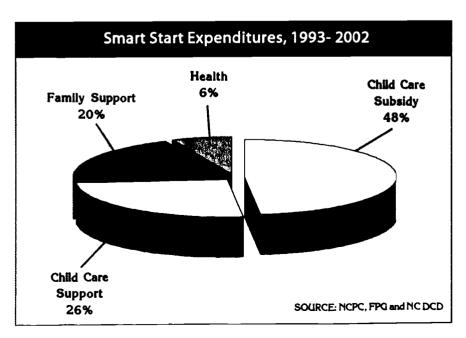
In 1993-94, the NC General Assembly provided \$20 million to establish 12 'pilot' Smart Start partnerships. The success of the pioneer partnerships led to the five year expansion of the initiative until 1998 when Smart Start services were available statewide.

As of 2003, the Smart Start model has been replicated in at least 14 states across the nation.

While Smart Start has made tremendous progress in improving children's readiness for school, more work and resources are needed to continue its progress.

Financial, Program Accountability: Smart Start's Top Priority

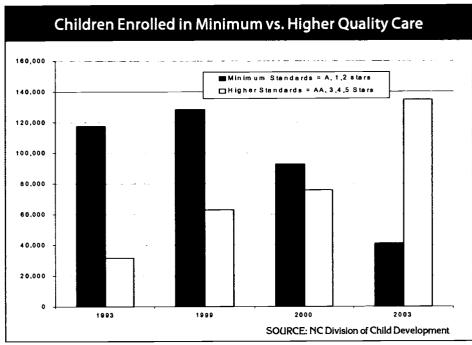
Smart Start partnerships are required to spend 70 percent of all funds to improve the quality of child care. (Of that amount, at least 30 percent is used to make child care affordable for working families.) The remaining 30 percent may be used for these services and for children's health and family support services. Local Smart Start administration is strictly limited to 8 percent. Smart Start's multi-layered accountability plan ensures Smart Start funds are used in the nost responsible way possible.





Programs and Services

A child's education begins at birth and early experience -whether good or bad- has a lasting impact on his ability to come to school eager and able to learn. Smart Start strives to ensure every child has the highest quality early childhood experience possible, through high quality child care, ensuring health and developmental problems are addressed early and supporting families to assure their success.



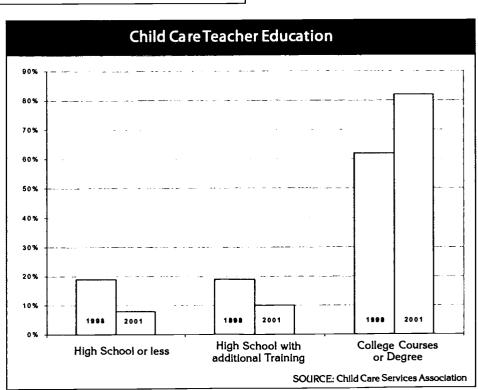
More Children are Enrolled in Higher Quality Care

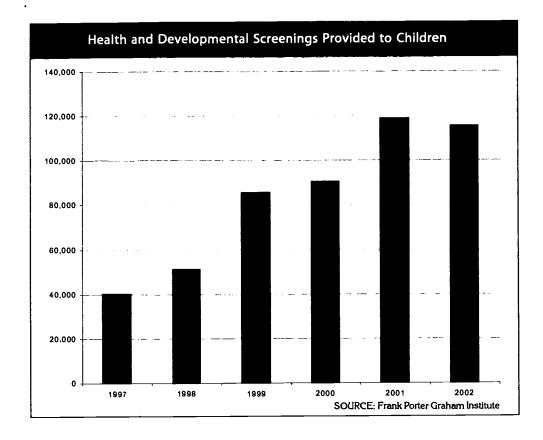
Since 1993, the number of children receiving higher quality child care has increased from 20 percent to nearly 70 percent. Much of that progress is due to Smart Start's focus on improving the quality of North Carolina's child care programs. Research shows that children receiving a high quality early childhood experience are better prepared for school than children in low quality care.

Dramatic Child Care Teacher Education Results

Thanks to a variety of Smart Start-funded programs, child care teachers now have the resources, support and incentive to attend college. An amazing 82 percent of NC child care teachers now have some level of college education. Research shows the education of the child care teacher is critical to ensuring children in their care are prepared for school.





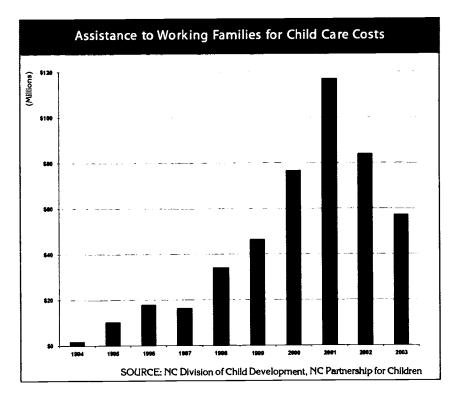


Smart Start Improves Access to Children's Health Services

Undetected health problems harm children's ability to learn in school. Since 1993, thousands of health and developmental screenings funded through Smart Start have provided early detection and treatment for children's health and developmental problems.

Smart Start Supports Working Families

Smart Start invests more than 30 percent of all funds in helping families pay for child care. Since Smart Start began, more than 175,000 families have benefited from Smart Start-funded child care subsidies so they can stay in school or in the workforce. In North Carolina and across the nation, the cost of child care is nearly twice the cost of tuition at a public university.



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10

most people considered the quality of their child's elementary school as essential to their child's future school success.



Now... parents understand that quality is even more important before a child's fifth birthday.



Research Shows Smart Start Works

From 1993-2003, the NC General Assembly provided funding to the Frank Porter Graham Child Development Institute at UNC-Chapel Hill to conduct research on all aspects of Smart Start. Below is a summary of the more than 30 research reports conducted by the FPG Institute in the last 10 years.

Smart Start and Preschool Child Care Quality in NC: Change Over Time and Relation to School Readiness study finds: child care quality has increased; children are better prepared for school because of Smart Start. (FPG Institute, 2003)

Children who attend Smart Startsupported child care centers have better mathematics and language skills and fewer behavioral problems when they enter kindergarten than children from other child care facilities. (A Six-County Study of the Effects of Smart Start Child Care on Kindergarten Entry Skills, 1999)

The increased quality of care in both child care centers and family child care homes is related to participation in Smart Start. (The Effects of Smart Start on the Quality of Preschool Child Care, April 1997; Family Child Care in North Carolina, 2000)

Smart Start partnerships have improved the coordination and effectiveness of local service system agencies and programs that serve young children and their families. (Collaboration: A Smart Start Success, 2001)

Smart Start children are more likely to be immunized on time and have a regular source of health care. Non-Smart Start children are more likely to use an emergency room as their regular source of health care. (The Effect of Smart Start

Health Interventions on Children's Health and Access to Care, 2001)

Over 90 percent of Smart Start families read to their child at least once a week. (Families and the NC Smart Start Initiative, 1997)

Children with special needs are more likely to be in higher quality child care because of Smart Start. From 1994-1999, the number of child care facilities enrolling children with special needs increased by 50 percent, thanks to Smart Start training and resources. (Smart Start and Quality Inclusive Child Care in NC, 2000)



FPG's Smart Start research is available at www.fpg.unc.edu/~smartstart/reports.html



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services for families and young children were often duplicated and did not reach those who needed them most.

day... services for families and young children are better coordinated among agencies, resulting in fewer duplicated services and a more focused understanding of each county's needs.

-6-

NC Supports Smart Start



"The Smart Start program gives young parents an alternative to all the negativity in the world and teaches us positive ways to love and care for our children."

NC teen parenting participant

"I could not have become accredited and wouldn't be helping other providers today if it weren't for Smart Start. Smart Start paid 80 percent of my [college] tuition, 50 percent of my books, and gave me a bonus through WAGE\$. Now I tell people, 'Take a class that helps you. Once you do you'll want to learn more and more."

~Family child care provider

"As the leader of a health care company and as a parent, I understand the importance of making investments at the right time in a child's life. Every parent wants their children to lead happy and successful lives. That's what Smart Start is all about—making smart,

timely investments in North Carolina's future."

~Bob Greczyn, CEO of Blue Cross and Blue Shield of

North Carolina



"As a physician that has worked in family practice, university settings, correctional facilities and psychiatric hospitals, I have seen firsthand the impact of not getting a good start in life. What happens to a child in the first five years of life makes a difference for a lifetime. Smart Start is reaching children during those vulnerable years and is making a difference for North Carolina's future. "

~Alton Anderson, M.D., Cherry Psychiatric Hospital

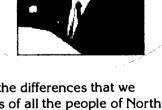
"In a short time, we've created ideas, momentum and found our voice for children. We're working together in a way we never did before... We would never want to go back to where we were before [Smart Start]." ~Local Smart Start board member



"The heated debate to pass the Smart Start legislation lasted past 3:30 am. I was determined the bill was not going to be defeated because I knew it was too important. Smart Start was one of the highlights of my

26 years in the House of Representatives." ~ Rep. Ruth Easterling, one of the sponsors of the legislation o establish Smart Start in 1993

"Young children are a perishable commodity that we can't put on the shelf for three or four years and wait for a better economic time hoping that they would wait for us to come to them. We have to go out and reach those



children early on to make the differences that we wanted to make in the lives of all the people of North Carolina, and not just the children. Smart Start is not just about the children. It is about all of us, it's about a quality of life for the entire state."

~Gov. Mike Easley

"Each child is born with promise. It is our failure to meet their needs that puts them at risk."

~Parent



1993

Smart Start's authorizing legislation is ratified on July 9; Smart Start receives \$20 million appropriation; structure, goals and funding processes are established; the North Carolina Partnership for Children is created; the newly created NC Division of Child Development develops and implements Smart Start; in September, Gov. Hunt announces selection of 12 "pioneer" partnerships representing 18 counties

1997

Smart Sta

Smart Sta

Start wins award from

In January, the state level Strategic Planning (tee develops core services to guide local partin developing and implementing services; NC ship for Children assumes full oversight and a trative responsibilities for Smart Start; Appropriately 597 million, including planning function function for the start of the start

1995

Ten percent fundraising mandate established; Gov. Hunt announces \$7 million pledge to Smart Start by six of the state's top corporations; Smart Start appropriation increased to \$58 million; additional 11 counties are selected, Smart Start services available in 43 counties

1993 1994 1995 1996 1997

1994

Smart Start appropriation grows to \$47 million; 12 additional partnerships are named from 13 counties

1996

Independent performance audit calls Smart Start a credible program that should be expanded; Smart Start appropriation now \$67 million; 12 additional partnerships added; legislation passes requiring 30 percent of Smart Start funds be used for child care subsidies; legislation mandates administration of Smart Start be moved to the NC Partnership for Children; Gov. Hunt wins re-election to historic fourth term







2001

Smart Start funding decreases to \$220 million; National Smart Start Technical Assistance Center established; Performance Based Incentive System is created to evaluate partnerships on statewide standards; Building Brighter Future ad campaign is launched with contribution from Blue Cross and Blue Shield of North Carolina; Federal legislation proposed by Sen. Edward Kennedy uses Smart Start as model

1999

Smart Start wins national award from the Council of State Governments; FPG Institute evaluation team releases study of six counties which shows children are better prepared for school; Smart Start appropriation grows to \$217 million

2003

FPG Institute finds Smart Start is achieving its goal, children are better prepared for school; Performance Audit of Smart Start shows financial compliance, NC Partnership for Children is providing effective assistance and local partnerships are effectively assessing local needs and developing strategic plans to meet community needs; Smart Start private support tops \$200 million; 14 states use Smart Start as the model for early education programs

1999 2000 2001 2002 2003

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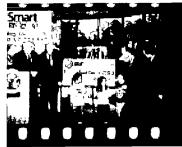
vices are now available statewide; propriation now \$143 million; Smart novations in American Government vard University and Ford Foundation 2002

Smart Start funding reduced to \$198 million; Hundreds of child advocates attend first "Keep the Promise to North Carolina's Young Children" rally at the NC Legislature, law-makers presented with petitions with more than 10,000 signatures supporting Smart Start

2000

NC Ready for School Goals Team releases report defining school readiness; General Assembly appropriates \$231 million to Smart Start, an all-time high; Smart Start tops more than \$100 million in combined private support since 1995; Working Mother magazine ranks NC's Smart Start as one of nation's top child care initiatives





Donors and Smart Start

Kindness in words creates confidence. Kindness in thinking creates profoundness. Kindness in giving creates love. - Lao Tzu (604 - 531 BC)

Many generous, forward-thinking leaders are making sure that North Carolina's young children are ready for school. These donors understand that Smart Start's work for young children requires a partnership of parents, educators, businesses, legislators, foundations, all of us, and all of you.

The needs of young children will not wait. Together, we have the means to do what needs to be done for North Carolina's youngest citizens.

Unprecedented Cash and In-Kind Donations and Volunteer Hours 1993 - 2003	
\$136,498,407 \$65,286,374	Cash Donations In-kind Donations
\$201,784,781	Total Donations
1,118,607	Total Volunteer Hours



66

GlaxoSmithKline was an early supporter of Smart Start because we believe one of the most important investments any of us can make is in the future of our children. So many families and young children in North Carolina need just a little extra help. The result is a huge difference in the lives of these children because we improve their chance to succeed, to do well in school and to find a meaningful career. The program really benefits all of us in North Carolina.

~Bob Ingram, Vice Chair of Pharmaceuticals GlaxoSmithKline

Smart Start is an important resource in helping to close the achievement gap. Public and private money are important factors in the success of Smart Start. With insecure state budgets and shrinking federal funding, it is important that we pool our resources both private and public to provide stability in early childhood education programs.

~Jim Goodmon, President & CEO Capitol Broadcasting Company

We're certainly proud to be part of a program dedicated to preparing the young children of Wilson and Robeson counties and across North Carolina to enter school healthy and ready to succeed. We congratulate the North Carolina Partnership for Children on its first decade of service and thank them for helping make our communities better places to live.

~John Allison, Chairman & CEO BB&T

10

children learned to read in first and second grades.

day... higher academic performance is mandated and children are expected to have ERIC vanced reading proficiency by the end of first grade.

11

Investing in the Future

The North Carolina Partnership for Children recognizes the major contributors to Smart Start since it began in 1993.

\$4+ Million

W. K. Kellogg Foundation Wachovia Foundation

\$2+ Million

The Atlantic Philanthropies

Bank of America

David and Lucile Packard Foundation

\$1+ Million

T3TA

BB&T

Blue Cross and Blue Shield of North Carolina

Carnegie Corporation

Duke Endowment

Duke Energy

Food Lion

GlaxoSmithKline

IBM

Progress Energy Carolinas, Inc.

\$500,000 +

Bernhardt Industries

Cape Fear Memorial Foundation

Guilford Mills

Kate B. Reynolds Charitable Trust

Park Foundation/Triad Foundation

R. J. Reynolds Tobacco Company

Z. Smith Reynolds Foundation

\$200,000 +

Mary Reynolds Babcock Foundation

Charles A. Cannon Foundation

A. J. Fletcher Foundation

Jefferson Pilot

Kaplan Early Learning Company

Lowe's Companies

RBC Centura

Rosie's For All Kids Foundation

Sara Lee

State Employees Combined Campaign

Surdna Foundation

United Way of Central Carolinas, Inc.

Weverhaeuser Corporation

\$100,000 +

BellSouth Foundation

Blumenthal Foundation

Broyhill Foundation

Consolidated Diesel

Ford Foundation

Janirve Foundation

Effie Allen Little Foundation

United Way Success By 6®

Winston-Salem Foundation

\$50,000 +

Albemarle Hospital

Anonymous donor in Wayne County

Catawba College

CBC/WRAL Community Fund of the

Triangle Community Foundation

First Union - Liberty

Forsyth Memorial Foundation

Hurley Foundation

Nortel Networks

Rajan Shamdasani

Roanoke-Chowan Foundation

Shelton Foundation

Sprint

Triangle Community Foundation

Volvo Group North America

Weaver Foundation

\$25,000 +

Anonymous individual donor in Madison County

Burlington Industries

Central United Methodist Church

Cone Mills

Danforth Foundation

GMAC Insurance (formerly Integon Corporation)

Hanes Foundation

F. B. Heron Foundation

Junior League of Raleigh

Laura and David Lisle

Maersk Sealand (formerly Sealand Service Inc.)

McClean Foundation

Mebane Charitable Foundation, Inc.

Piedmont Cheerwine Bottling Co.

Polk Community Foundation

Salisbury Community Foundation

Schindler Companies Ltd.

Sisters of Mercy of NC Foundation, Inc.



Smart Start's National Technical Assistance Center

Playing a crucial role in the nation's early care and education movement

Smart Start's National Technical Assistance Center (The Center), a part of the North Carolina Partnership for Children, shares resources and experiences with other states that are attempting to develop their own comprehensive early childhood initiatives like Smart Start. The Center was developed in response to the thousands of requests for information and assistance from nearly every state across the country. With more than \$3 million in grants from the David and Lucile Packard Foundation, the Carnegie Corporation of New York, and the Park and Triad Foundations, the Center provides states and national organizations with a variety of resources to strengthen their work in the early childhood arena. It also provides an opportunity to bring resources and information back to North Carolina to support the work of local Smart Start partnerships.

The Center currently provides intensive technical assistance to six states and one community, as well as resource materials, information and referral, site visits, speakers and personalized consultation to leaders in many other communities and states.

Smart Start's National Technical Assistance Center will continue to grow and expand to assist other states. The Center looks to develop new programs to support and promote the work in North Carolina and around the country on behalf of young children.

For more information on how to take advantage of services from Smart Start's National Technical Assistance Center, visit www.ncsmartstart.org or contact Gerry Cobb at (919) 821-9540 or gscobb@smartstartnc.org.

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Learning Community Launched on Financing for Early Care and Education

In collaboration with Anne Mitchell and Louise Stoney of the Alliance on Early Childhood Finance, Smart Start's National Technical Assistance Center launched a new learning community to focus on the financing of early care and education systems. This effort was created as a pre-conference session at the National Smart Start Conference in January 2003 and has expanded to include a national website, list-serve discussion group, resource materials and numerous other special projects.

This new learning community is designed to focus on issues related to strategies to finance and sustain an early care and education system on the local, state and national levels. These important financing issues have long concerned advocates in the early childhood field. This new nationwide learning community provides an ongoing dialogue and discussion to share experiences, ideas and resources.

For more information on the resources available as part of this effort, visit www.earlychildhoodfinance.org. This website will regularly be updated with new information that is designed to offer new ideas, support ongoing efforts, and provide information on national progress and ongoing financing strategies.

www.earlychildhoodfinance.org



parents had two levels of quality child care from which to choose and child care standards were among the poorest in the country.

W... parents have five levels of licensing standards to better choose the quality of RICeir child care program.

A-Full fact Provided by URIC.
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States Build on Smart Start's Success



As part of the funding from several foundations, Smart Start's National Technical Assistance Center is providing intensive technical assistance grants to support the development of early childhood initiatives like Smart Start in six states and one community. Participating states receive many resources, including site visits to North Carolina, participation in the National Smart Start Conference, consultation with Smart Start experts and ongoing support from a coach who provides one-on-one assistance to early childhood systembuilding efforts. Below is information on the progress made by the states currently participating in the Center's Intensive Technical Assistance Program.

Alabama

The Alabama Partnership for Children was created in 2002 to lead the work of Kidstuff, Alabama's early childhood initiative. Every new Alabama parent now receives Kidstuff's parenting kit; the T.E.A.C.H. Early Childhood Scholarship® Program is now underway; and a state child care workforce study has been completed. Alabama has launched a planning effort in several local communities as they begin working to develop the local component of Kidstuff.

Colorado

Much of Colorado's efforts are focused around the community-based work of the Colorado Community Consolidated Child Care Pilot Initiative, led by a collaborative partnership between the Departments of Education and Human Services. Educare Colorado is a key partner in this effort through its development of a quality rating system that is being piloted in seven Colorado counties.

Iowa

Launched in 1998 and championed by Gov. Tom Vilsack, lowa's early childhood initiative is known as lowa Community Empowerment. Designed as a statewide initiative, its goal is to assure that "every child, beginning at birth, will be healthy and successful." Community Empowerment includes all 99 counties in single-county or regional partnerships.

Memphis

Memphis has launched a new nonprofit organization, the Community Institute for Early Childhood, bringing together key decision-makers from the city and county to design its comprehensive early childhood initiative that will serve as a model for Tennessee. It has the support of key leaders including Shelby County Mayor A.C. Wharton and has received generous funding from local foundations to support its development and work.

Oklahoma

Oklahoma's early childhood initiative has received strong backing from the state's newly elected governor. A bill was recently passed that establishes the Oklahoma Partnership for School Readiness and underscores the state's commitment to its early childhood efforts. Oklahoma's First Lady is expected to kick off a media campaign to build public support around key early childhood issues.

South Carolina

First Steps is South Carolina's results-oriented, state-wide, early childhood education initiative and is designed to ensure that South Carolina children arrive at first grade healthy and ready to succeed. First Steps is implemented locally through 46 county partnerships. A recent evaluation notes its work is "indeed fostering collaboration to strengthen services for young children and their families."

Vermont

Vermont has numerous programs designed to assure that children arrive at school at the highest level of readiness. State and local leaders have begun working together to link these many programs into a comprehensive, statewide early childhood system. The Vermont Children's Cabinet is playing a lead role in this effort.



some child care teachers had to drive three hours to attend classes in child care and child development.

Now... every community college in North Carolina offers an associate's degree program in early childhood development.



THE FUTURE OF SMART START

Smart Start's vision for North Carolina's future is a state where:

Young children are our state's first priority.

All children including children with special needs have access to safe, high quality early learning environments.

Quality child care is available and affordable for every family.

Children's developmental needs are met and early intervention services are available to every child who needs them.

Every child has access to primary health care and adequate health insurance.

Every child has access to dental, hearing and vision screenings to detect and correct health problems early.

Every family receives the support they need to be their child's first and most important teacher.

All mothers receive appropriate prenatal care so their infants are born healthy.

Every community places children in the highest regard and ensures that all children are healthy, safe and ready to succeed.

Every child care teacher has a college degree and is treated and compensated as a professional.

Every public school is **ready and equipped** to educate kindergarteners and every kindergartener is ready to succeed in school.

Every elected official considers the impact to the state's young children before making important policy and funding decisions.

10

child care for infants, toddlers and parents who work third shift were nearly nonexistent.

ow... Smart Start has created 56,455 child care spaces to alleviate this critical shortage.

Continuing the Success

Here's what you can do ...



Voice your support

Call or write your elected officials and/or local newspaper. Speak up in support of parents, quality child care and ensuring children are ready for school. North Carolina's young children need you to ensure their success!

Become an e-advocate

To sign up, visit www.ncchild.org/covhome.htm

Contribute

Your donation is important and urgently needed for young children in North Carolina. Donate online at www.ncsmartstart.org/overview/donation.htm



North Carolina Partnership for Children 1100 Wake Forest Road Raleigh, N.C. 27604 919.821.7999

www.ncsmartstart.org





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