



Caswell County Partnership for Children Request for Proposals – Smart Start Services Sample Program Summary Descriptions

Customization Note to Prospective Contractors:

You may also choose to add target population, frequency/duration of service, staffing, contracted services, or other pertinent information.

CCR&R

The Child Care Resource and Referral activity will function with approval of the state CCR&R Council and will participate in the designated geographic region. Council specific outputs and outcome data will be supplied to the state system as required. Services will include: (1) professional development support which may include the coordination and provision of training on child care related topics, (2) technical assistance to child care programs, (3) data collection and analysis, (4) public awareness regarding early childhood issues, and (5) resource lending library services.

Expansion of Subsidy

Financial assistance will be paid on a direct per child basis for subsidy for families eligible for Temporary Assistance for Needy Families (TANF) or the Child Care and Development Fund (CCDF). This activity will be implemented through the state-level subsidy contract and will be governed by a Memorandum of Understanding between the Local Partnership and the Local Purchasing Agency (LPA). This activity may include subsidy rate enhancements. Enhancements are available for: facilities with a star rating of X or better; children in XXX age group; other criteria.

Professional Development Incentives

The Professional Development Incentives activity promotes a stable and educated child care workforce by encouraging child care teachers' pursuit of higher education, providing increased compensation, and supporting employment longevity. Child care providers who work with children between the ages of birth to five years in a NC Division of Child Development and Early Education regulated Caswell County child care facility in a capacity of direct teaching staff or those staff responsible for curriculum and/or lesson plans will be eligible to apply for an annual incentive. Incentives will be based on three elements: 1) level of education already achieved, 2) years of service in the same child care facility, and 3) early childhood college credits earned. As part of the application process, providers can receive professional development counseling to support the provider's attainment of higher education levels. Smart Start funds will be used for the financial incentives for eligible participants.

Parents as Teachers™ (PAT)

The Parents as Teachers (PAT) program will provide: (1) personal visits, based on recommended dosage for each family's number of risk factors; (2) 12 group connections per program year; (3) annual developmental screenings and a health review that includes a record of hearing, vision and general health status; and (4) referrals to community resources provided to families as needed. The PAT program will serve a target population with at least one risk factor and identified as most appropriate for PAT services in the community. The parent educator will have a Bachelor's degree in a human service related field and experience relevant to serving the target population. Parent educators will be PAT trained and certified, and will implement the program with model fidelity. The program will submit an annual report to PAT and participate in the Quality Endorsement and Improvement process as required by PAT National Center (PATNC). Smart Start funds may also be used to support incentives for eligible participants.

Raising A Reader (RAR)

A Raising A Reader (RAR) Community Coordinator will implement Raising A Reader, a program that promotes improved literacy development through daily book sharing between caregivers and young children. The RAR Coordinator will hold a Bachelor's degree in early childhood education or related human service field and is required to attend the RAR National Coordinator Training prior to initial implementation. Coordinators will host two trainings for the site implementers that have been identified to participate in this project. Identified families will be loaned a book bag containing high quality developmentally appropriate children's books. The books will be exchanged each week. Parents of the children in the project will be invited to participate in at least two parent workshops where they will learn book sharing strategies. At least one library event will be provided for RAR participants and their families. Participants and their families will be provided with library information, library card application, and other community literacy resources. The program will be implemented with model fidelity as described above. Child care centers, child care homes, or other community sites with a high percentage of low income children will be targeted. Smart Start funds may also be used for books for children, child care for participants, and/or incentives for eligible participants.

Reach Out and Read® (ROR)

This activity will collaborate with medical care practices to provide pre-literacy opportunities for children and their parents. The participating trained medical care providers will voluntarily incorporate Reach Out and Read® (ROR), an evidence-based model, into young children's regular pediatric checkups or well-child visits. The medical care providers will implement ROR in their practices according to the National ROR guidelines. During each of the routine visits, children will receive a new, culturally- and developmentally-appropriate book to take home and read with their parents. The medical care providers will discuss the importance of reading, model reading a book aloud to the child, and encourage parent-child interactions as part of pre-literacy and language development. The program begins at the child's 6-month checkup and continues through age 5, with a special emphasis on children growing up in low-income communities. Medical practices will participate in the parent survey period and submit parent surveys to ROR Carolinas. This activity will provide a Project Coordinator to support the medical practice with book ordering, data collection, literacy rich waiting room development, and overall program coordination. The medical care practice will display a literacy-rich waiting room area that reinforces the doctor's "prescription to read".

Dolly Parton's Imagination Library

The Dolly Parton's Imagination Library activity will promote emergent literacy skills through a partnership with Dollywood Foundation. Through this activity, age-appropriate books will be mailed to registered children birth up to age five (0-5) monthly. Families will be recruited in target zip codes. Children are eligible to receive books regardless of family income. The books will be ordered using the Dollywood Foundation Book Ordering System (BOS) database. Families will be encouraged to participate in surveys designed to evaluate the program's impact on participating children. Books that are returned as non-deliverable can be redistributed to locations in the community such as waiting rooms at Social Services and Public Health, local child care programs, and other locations where families can receive information about early childhood services.

Program Coordination/Evaluation

The Program Coordination and Evaluation activity will develop and maintain relationships with service providers, and provide services critical to program accountability including: (1) review progress of programs toward meeting programmatic goals and objectives outlined in the strategic plan; (2) development of programmatic short- and long-term outputs and outcomes; (3) measurement and reporting of programmatic outputs, outcomes and performance; (4) compilation and review of programmatic statistical databases; (5) provision of technical assistance to service providers and grantees; (6) evaluation of community infrastructure for the provision of services to children; (7) serving as liaison with community providers of services to children; (8) planning, development and oversight of program evaluation projects; (9) development, collection and review of programmatic reports; and (10) researching best practices for program delivery. Program coordination and evaluation will also include the monitoring of, and enforcing compliance with, legislative mandates; and financial and programmatic monitoring of in-house and direct service providers and grantees. Smart Start funds will include contracted services for an evaluator.

Caswell County Partnership for Children

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a partner in the
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