

**Program #80007 - Every Child Initiative** 3/4/2020

**Department:** Library **Program Contact:** Annie Lewis  
**Program Offer Type:** Existing Operating Program **Program Offer Stage:** As Requested  
**Related Programs:**  
**Program Characteristics:** Measure 5 Education, In Target

**Executive Summary**

Every Child Initiative (ECI) prepares children for kindergarten by offering education, motivation and support for parents and caregivers to provide language and literacy experiences that foster children's brain development and early literacy skills. This builds the foundation for learning to read. Experts in early learning and literacy, ECI staff deliver engaging programs and hands-on literacy activities that open up the wonder of stories, music, culture and play. Services are directed toward children and families who experience the greater barriers to accessing library services and literacy experiences.

**Program Summary**

Every Child staff, who are trained in child development, brain development and early reading research, visit parents and caregivers in social service agencies, childcare centers, Head Start centers, teen parent programs, and other locations serving adults with children birth to age five. They teach parents and caregivers easy techniques to prepare their children for learning to read. Classes, taught in English, Spanish, Russian, Chinese, Russian and Vietnamese, show adults how to read, talk, sing, play and rhyme with babies, toddlers and preschoolers so that children develop the pre-reading skills they need before they enter kindergarten.

From birth to age five, children go through a critical window for brain development that supports literacy. Reading, talking, singing, playing, writing and rhyming with children during this sensitive time determines a child's future as a reader. Children must have early experiences with language, books, and writing tools to become successful readers.

Factors that can negatively impact a child's school readiness include poverty, toxic stress, limited access to books, and having caregivers with limited education, low literacy, and/or limited English proficiency. Every Child Initiative reaches these parents on-site and shows them easy ways to help their children gain pre-reading skills during these important years. Program evaluations show that parents and caregivers gain clear knowledge of their role in their children's preparedness for reading.

This program will implement changes that prioritize serving children and families of color and other marginalized communities to reduce the opportunity gap that exists for children birth to five.

**Performance Measures**

Measure Type	Primary Measure	FY19 Actual	FY20 Budgeted	FY20 Estimate	FY21 Offer
Output	Number of parents, caregivers, and adults served in Every Child Initiative outreach	21,328	21,000	22,760	21,000
Outcome	% of participants who show an increase in five reading and literacy activities	61%	65%	65%	65%
Output	Number of books circulated in Every Child Initiative	1,506,269	1,417,000	1,400,000	1,400,000

**Performance Measures Descriptions**

**Output:** The number of parents, caregivers, and adults served in all Every Child Initiative outreach, including those who receive welcome baby gifts for their new baby.  
**Outcome:** The evaluation measures an increase in five behaviors: 1. Reading and sharing books together; 2. Talk about pictures and new words; 3. Rhyming or singing together; 4. Children play with books or pretend to read; 5. Children ask to be read to. The source of the data is the biannual Every Child a Reader program participant survey.

## Legal / Contractual Obligation

The budget reflects the passage of Measure 26-143: "Form Library District with permanent rate to fund library services," November 2012 General Election. The district summary states in pertinent part: "If approved, the Multnomah County Library District would be formed with a permanent rate dedicated to library services, operations, books, materials, programs, activities and oversight of the district. Formation of a District would ... prevent reductions in services, programs and activities, and hours."

## Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Requested General Fund	Requested Other Funds
Program Expenses	2020	2020	2021	2021
Personnel	\$0	\$1,002,066	\$0	\$837,217
Contractual Services	\$0	\$49,900	\$0	\$26,000
Materials & Supplies	\$0	\$323,557	\$0	\$155,869
Internal Services	\$0	\$46,270	\$0	\$25,861
<b>Total GF/non-GF</b>	<b>\$0</b>	<b>\$1,421,793</b>	<b>\$0</b>	<b>\$1,044,947</b>
<b>Program Total:</b>	<b>\$1,421,793</b>		<b>\$1,044,947</b>	
<b>Program FTE</b>	0.00	8.25	0.00	6.75

Program Revenues				
<b>Total Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Explanation of Revenues

This program generates \$21,182 in indirect revenues.

The revenue allocated to this program offer reflects an intergovernmental service reimbursement from the Library District (99.96%) and resources from the County's Library Fund (0.04%). It represents a pro-rated share of property taxes (98.03%) and other revenues such as overdue fines, interest earnings, grants, and user charges for services provided to library patrons (1.97%).

## Significant Program Changes

Last Year this program was: FY 2020: 80007-20 Every Child Initiative

No significant changes.