



# SMART START MATTERS

A publication of Richmond County Partnership for Children

## Partnership programming makes major impact on county economy

New data shows that the early care and education industry in Richmond County is an economic driver, with 31 early care and education programs generating \$8.9 million in local revenue and employing 171 people.

The industry serves as a critical support for working families, including the 2,389 Richmond children under age 6 whose sole parent or both parents work.

A statewide report by the Insight Center for Community Economic Development and The North Carolina Partnership for Children, Inc (NCPC) are available on [www.smartstart.org](http://www.smartstart.org).

Key findings from the report show that child care in North Carolina generates \$1.7 billion in revenue annually and accounts for at least 49,600 jobs—more than real estate, nursing facilities, and chemical



manufacturing. It also allows 380,000 North Carolina parents with young children to work, earning \$12.5 billion annually in revenue.

“Businesses rely on employees, and employees rely on quality child care,” said Dr. Olson Huff, MD and board chair of NCPC.

“Early education benefits employers now and our entire society in the long-term. We should be investing in, not cutting, programs that strengthen our early care and education system.”

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## Partnership providing holiday fun for child care center students

Halloween’s such a fun time for children, and the Partnership for Children is going to make it a little more fun.

Child care centers have been invited for a holiday treat on Oct. 20. Students will enjoy games with prizes, face and hand painting plus a snack.

Happy Haunting!



# Partnership budget cut 17%

The Richmond County Partnership for Children is operating with a diminished budget this year, like all other Smart Start partnerships in the state.

Overall, state funding for Smart Start and NC Pre-K (previously More at Four) was cut 20 percent. In Richmond County, the 17 percent total cut was 16.5 percent or \$170,783 in direct services and 19.6 percent or \$24,003 in administration.

“It’s difficult to provide the services our county needs and that families have become accustomed to,” said Martha Vance Brown, executive director. “But we’re doing the best we can with the limited funds.”



Martha Vance Brown

The county’s funding from the General Assembly dropped from \$1.145 million last year to \$949,925. Of this allocation, 70 percent of service funding or \$597,739 is required to be spent on child care programming, with 39 percent or \$333,026 being spent on child care subsidy.

The Partnership is required to raise \$94,992 in cash and in-kind contributions before the end of the fiscal year – June 30, 2012.

Two Partnership employees resigned for personal reasons, resulting in the elimination of one program and a second program being absorbed with existing staff. “Everyone was busy last year,” Vance Brown said, “but everyone is busier this year. We all have to do more.”

The Partnership is adding a literacy program called Motherread/Teacheread, which is designed to increase literacy skills of adults in reading and helping children learn to read. The program, which is being implemented by the Anson County Partnership, will meet the needs of child care workers and family members.

“We’re also pleased to be able to fund \$100,000 to NC Pre-K, which is implemented by Richmond County Schools,” Vance Brown said. The program’s 20 percent cut by the state meant the loss of four classrooms without Partnership funding. “We’re delighted to work with the school system again,” she said.

## Others tell why early childhood programs are crucial

“We could do things that do have a promise for reducing crime in the long run. Smart Start and More at Four are perfect examples of those kinds of programs.”

– Tye Hunter, executive director of the Center for Death Penalty Litigation.

Early childhood education has a tremendous impact on the national economic security and the viability of the American dream.”

– US Chamber of Commerce, “Ready, Set, Go: How Business Can Support Early Childhood Education”

“Today’s youngest children will be the workforce of tomorrow. It won’t be enough for these future graduates to compete for jobs with others living in North Carolina or the Southeast. Instead, our future economy will be determined by their ability to compete for jobs with students living in countries such as China and India.”

– Dave Clark, vice president of business banking, Wachovia - a Wells Fargo Company



## Free arts and crafts class for parents and children

Want some new, fun, artsy ideas to share with your child?

The Partnership is offering a Parent-Child Make-n-Take on Thursday, Nov. 10, 6 p.m. - 7:30 p.m. at the Partnership office.

You and your child will enjoy various crafts to make and take home, plus a snack.

There is no charge to attend, but you must register by Thursday, Nov. 3 at 4 p.m.

# October-December Training Calendar

## Asthma Education for Child Care Providers

Thursday October 13  
6:15 p.m. – 7:15 p.m.  
At the Partnership office  
Cost is \$3

Taught by Marsha Williams

Participants will learn what asthma is, how to know if a child has asthma, common triggers, signs and symptoms plus treatment and management.

Must register by Tuesday, October 11

## Fire Safety

Tuesday, October 18  
6 p.m. - 8 p.m.  
At Rockingham Fire Department  
Cost is \$10

Taught by Gus Bellamy

Participants will learn the proper way to operate a fire extinguisher in this session. Participants will also learn about fire safety practices in the child care setting.

Must register by 4 p.m. on Thursday, October 13

## Toy Safety

Thursday, November 3  
6:15 p.m. – 7:15 p.m.  
At the Partnership office  
Cost is \$3

Taught by Marsha Williams

Information presented in this class will help participants to be more aware of the possibilities of children being injured by toys and ways to protect children from toy-related injuries.

Register by Tuesday, November 1

## SIDS

Thursday, November 17  
6:30 p.m. - 8:30 p.m.  
At the Partnership office  
Cost is \$3

Taught by Michell Kocan and Brandi Covington

Participants will learn safe sleep practices and creating a safe sleep environment to reduce the risk of SIDS.

Must register by 4 p.m. Tuesday, November 15



## Handwashing and Diapering

Thursday, December 1  
6:15 p.m. – 7:15 p.m.  
At the Partnership office  
Cost is \$3

Taught by Marsha Williams

Participants learn the importance of proper handwashing, diaper changing and clean-up procedures to prevent contamination and spread of germs and illness.

Register by Tuesday, November 29

## Child care providers, centers earn supplements

Last year, 54 child care providers earned salary supplements for completing related education courses. In addition, three facilities – Fayetteville Street, Romper Room and South Hamlet – received supplements. In total, the Partnership distributed \$64,650.

Tara Baldwin  
Tanua Bethea

Jackie Blue  
Abby Branton  
Angela Bruton  
Tinika Capel  
Val Chavis  
Cassie Cloninger  
Kristen Chance  
Beverly Covington  
Jennifer Dumas  
Jessica Davis  
Vickie Easterling  
Temeka Everett  
Katie Fox

Lauren Gaddy  
Crystal Gary  
Tara Gaston  
Annete Greene  
Tina Griffin  
BJ Hatchell  
Ashley Hill  
Meredith Hood  
Latoza Jackson  
Gwendolyn Johnson  
Vickie King  
Sheena Knight  
Linda Lammonds

Monnie McCain  
Renee Lawson  
Lisa Marshall  
Cathy McGee  
Iris McRae  
Darlene Montgomery  
Sylvia Moore  
Sherry Morgan  
Rhonda Moses  
Kimberly Nicholson  
Yashika Park  
Hattie Reep  
Dorothy Short

Joanne Simmons  
Hope Smith  
Marguita Smith  
Debbie Soloman  
Lashunda Spencer  
Monica Terry  
Michelle Watkins  
Daphine Watkins  
Marcia White  
Pam Wilkerson  
Gina Williams  
Regina Wright  
Monica York

# Registration sheet for classes

Session Title	Date	Number Attending	Fee	Total Amount
Asthma Education for Child Care Providers	October 13	_____	\$3	_____
Names _____				
Fire Safety	October 18	_____	\$10	_____
Names _____				
Toy Safety	November 3	_____	\$3	_____
Names _____				
SIDS	November 17	_____	\$3	_____
Names _____				
Handwashing and Diapering	December 1	_____	\$3	_____
Names _____				

Registration only valid with cash or check payable to Richmond County Partnership for Children. Forms and payments can be delivered or mailed to PO Box 1944, Rockingham, NC 28380. Registration is due two business days before training; refunds only if a session is canceled. Children are not allowed at training classes. If you bring a child, you will be asked to leave. Participants who arrive more than 15 minutes late will not receive a certificate of completion. However, you may still participate.

Amount Enclosed \_\_\_\_\_

## Economic impact *Continued from Front Page*

Science shows that the human brain develops faster before the age of 3 than any other time in life.

During the past legislative session, Smart Start and NC Pre-K (formerly More at Four) each received 20 percent cuts to funding, resulting in fewer services for children, including fewer slots in preschool programs.

In Richmond County, early care and education programming:

- ◆ Serves as a critical support for many working families. 2,389 children younger than 6 live in families where

their sole parent or both parents are working.<sup>i</sup>

- ◆ Generates more than \$8.9 million in revenue annually.<sup>ii</sup>

- ◆ Includes 32 licensed child care programs that directly employ 171 people.<sup>iii</sup>

- ◆ Provides safe learning environments for 1,044 young children.<sup>iv</sup>

- ◆ Provides high quality child care to 62 percent of all young children enrolled in child care, increasing their chances of succeeding in kindergarten.<sup>iv</sup>

- ◆ Benefits all industries by enabling

parents to work productively or attend school, which ensures a well-prepared workforce.

- ◆ Builds a ready workforce for the future, laying the groundwork for Richmond County's future economic success!

*i. U.S. Census Bureau (2000)*

*ii. Based on NC Department of Health and Human Services state market rates for early education, October 2007*

*iii. The Division of Child Development and Early Education, collected January 2011 by Child Care Services Association*

*iv. The North Carolina Partnership for Children, Inc., Performance-Based Incentive System FY2009-10 Report*

# Early child education drives better local job creation

*(The following article was written by Timothy J. Bartik, senior economist at the W.E. Upjohn Institute for Employment Research. Bartik is the author of the book “Investing in Kids: Early Childhood Programs and Local Economic Development.”)*

In understanding the connection between early childhood education and local economic development, I think that people intuitively get how early childhood programs can lead to a “better path” of skills acquisition. People intuitively understand from their own experiences, and those of people they know, that kids do much better if they start out on the right path in learning, rather than getting sidetracked.

The notion that “skills beget skills,” as Nobel-prize-winning economist James Heckman has argued makes intuitive sense. We all know that if you get off to a good start in learning any set of skills, it is easier to learn more skills.

What is less intuitive, for most people, is the local economic development case for early childhood education. How does all of this skills development lead to more and better local jobs?

Here are the top five reasons why investing in early childhood education can drive better local job creation:

**Human capital is the key local competitive factor for businesses that is not readily portable.** In a global economy, most factors of production are readily transportable, such as capital, energy, information, etc. Labor is not so portable. You can’t just put your business anywhere and expect to get the labor skills you need.

**Human capital matters not just to my individual business, but to building regional clusters of businesses.** The importance of a local area’s job skills is not just the workers I recruit for my business, but also the skills of workers working in similar businesses in my local industry cluster, as well as workers in the suppliers that are part of that cluster.

*Early childhood programs, if designed correctly, pay big economic dividends down the road because they increase the skills of their participants. And since many of those participants will remain in the same state or local area as adults, the local economy benefits: more persons with better skills attract business, which provides more and better jobs for the local economy.*

Regional clusters of industries, such as in Silicon Valley, steal ideas and workers from one another. Therefore, any individual business’s productivity depends in part of the skills of its local competitors.

In addition, the competitiveness of a cluster depends in part on the productivity of local suppliers, which depends on the skills of these suppliers’ workers.

**Early childhood education is one of the most cost-effective methods of developing better local worker skills.** If a local area is going to seek prosperity through developing better local job skills, early intervention will do more local skills enhancement at lower costs than alternative policies.

**Early childhood education is particularly good at increasing soft skills, which are of great importance to businesses.** Much of early childhood education’s long-run effects depend upon its benefits for the development of soft skills, such as the ability to get along with others and with authority figures, and the ability to plan, to defer gratification, and to be self-confident and proactive. Most businesses will tell you that such soft skills are at least as important as literacy and math skills in determining the success of their workforce, as workers need these skills to deal with co-workers, supervisors, and customers, and to work in teams and exert leadership.

**A large percentage of early childhood education participants will stay in the same local economy as working adults.** Over 60 percent will stay in the same state, and over 50 percent will stay in the same metropolitan area. This is important because it means that early childhood education can enhance the local area’s workforce quality. Americans are not as hyper-mobile as sometimes supposed. People will stay due to the familiar places and people of their home. The percentage staying is not much lower in economically distressed areas, as slow growth reduces in-migration more than it increases out-migration.

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*Richmond County Partnership for Children is fortunate to have the expertise and guidance of an outstanding volunteer board of directors.*

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