



SUCCESS **B**Y **6**®
Helping all children succeed for life.

Annual Report 2011

Message from the Chair



Vision: Helping All Children
Succeed for Life.

Mission: To strengthen the
well-being of children prenatal to
age six, and their families.

www.successby6bedmonton.info

A sincere thank you to the Council of Partners, the Success By 6® staff, and the United Way of the Alberta Capital Region for all that you did in support of children and their families over the last year. I have learned much from our work together.

While we often focus on the differences between families, I remain struck by the common themes, needs and desires that parents return to when they speak about their hopes and aspirations for their children. Parents and families want the best for their children. They want them to grow up in communities that nurture and care for them, and they want them to have experiences that encourage and foster their health and well-being.

The challenge for those of us working in the public realm is how best to reflect these individual aspirations in a policy framework that helps all children and families succeed. And to so in the face of a growing economic focus which sees policy options cast primarily as market choices that are considered better or worse investments.

There are strong economic arguments for public expenditures on early childhood development, but these should not be the main reasons we invest in children and families – nor should they be the only criteria that inform how we act.

Supporting and nurturing children and their families is the right thing to do. It remains central to building the kinds of communities in which it is good to live – communities in which we can all participate, belong and play as equal partners.

I look forward to our continued work together in building these communities.

Christopher Smith

Chair, Success By 6® Council of Partners

Message from the Acting Directors



Every Child Needs a
Healthy Start to Life.

www.successby6edmonton.info

We were pleased to have the privilege of serving the Success By 6[®] Council of Partners and the United Way for the 2011 year while Ilene Fleming, Director, nurtured her daughter Olivia born November 2010.

Communicating the importance of the early years in a child's development was a major focus of our work over the past year. In order to try to engage provincial politicians in conversations about an early year's framework, Success By 6[®] prepared and distributed information outlining the state of the existing system to Alberta political leaders. We were also pleased to have had the opportunity to provide input to the Provincial Medical Officer of Health report (Let's Talk About the Early Years), which was released in June 2011.

A major piece of our work was to oversee the Early Years Continuum Project (EYCP). The focus of this project, which is funded by Alberta Education through Success By 6[®], is to explore if and how there can be a broader continuum of services for children ages 0-6 years of age and their families. To support this work, an early year's literature review was commissioned, that examined international and national early childhood trends and systems. This review is of value beyond the project and has been made available to others involved in early years work.

It was an interesting year for each of us. We enjoyed meeting and reconnecting with those who are involved with the work of the early years and we were thrilled to see the knowledge and compassion with which this critical area in a child's development is being addressed. Thank you to United Way for seeing fit to entrust Success By 6[®] to us for the year.

Gloria Chalmers and Muriel Dunnigan
Acting Co-Directors, Success By 6[®]

Early Years Continuum Project



Success By 6® is committed to helping build strong early childhood services that are coordinated and sustainable; the Early Years Continuum Project (EYCP) is a great example of how we are working to achieve this goal. On behalf of the early childhood sector, Success By 6® received a three-year conditional grant from the Early Learning Branch of Alberta Education. The purpose is to learn how to work toward creating and sustaining a comprehensive, coordinated continuum of services and supports for families with young children (prenatal to school entry). The project will enable communities to understand the essential qualities of family and community environments necessary for early childhood development, identify their needs and challenges, as well as their assets and opportunities, and then create a strategy to establish an effective continuum of services and supports for families.

Success By 6® is overseeing the implementation of the project in the following three communities: High Prairie (Northern Alberta), Millwoods/Knottwood (Edmonton South East), and Lymburn/Ormsby/Callingwood (Edmonton West).

A literature review was developed to guide and support the implementation of the project. It explores current literature and leading international theories and practice. A copy of the literature review is available on Success By 6®'s website.

<http://bit.ly/Hf6YKX>

The project goals are as follows:

- Families with young children have access to a comprehensive range of early learning and cares services in their communities; and
- Children have opportunities to build a strong foundation of learning and development prior to beginning school.



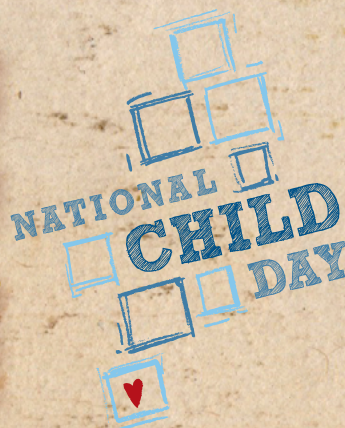
National Child Day

Success By 6® continues to build partnerships to help increase the awareness about National Child Day throughout the City of Edmonton and Internationally. National Child Day is a great opportunity to get Albertans talking about Children's Rights and how they impact our day-to-day lives. It is also a chance to educate the public about early childhood issues and why children need support, encouragement and respect to grow to their full potential – and we each have a part to play.



"In article 19 in the Convention of the Rights of a Child it says that children have the right to be protected from being hurt and mistreated in body and mind. This is important because children all must be protected so they can grow into adults. Because when people are treated badly, chances are they will turn out to act badly. This is why it is important."

- Nina, Belgravia Elementary School



What is National Child Day?

National Child Day is celebrated annually on November 20th and is a specially designated day to mark two historic events: the 1959 signing by Canada of the United Nations Declaration of the Rights of the Child; and the adoption of the UN Convention on the Rights of the Child in 1989. The Convention underscores the universal rights of children, while recognizing their profound vulnerability, the customary ease with which their interests are discounted or overlooked, and their dependence on family, community and culture. One hundred and ninety-one countries are signatories to the Convention, which has contributed to significant improvements in the situations of children across the world.

How did we celebrate in 2011?

In 2011, Success By 6® once again joined forces with the City of Edmonton's Child Friendly initiative, as well as Edmonton Public and Catholic Schools to celebrate the children in our city. Students from Belgravia School and the Edmonton Youth Council took centre stage at City Hall to share in their own words what United Nations Declaration of the Rights of the Child means to them.

Success By 6® distributed hundreds of care packages that included baby onesies and educational toys to the following organizations: Terra Association, Kara Family Support Centre, McCauley School and Norwood Child & Family Resource Centre. As well, 50,000 National Child Day book marks were distributed throughout the month of November at Edmonton Public Libraries.

Why celebrate National Child Day?

Because all children deserve:

- Protection:** Children have the right to be protected from abuse, neglect, exploitation and discrimination.
- Provision:** Children have the right to an adequate standard of living, health care and to play.
- Participation:** Children have the right to express their views about things that affect them and to participate in communities, programs and services.

<http://www.successby6edmonton.info/national-child-day/>

Success By 6 Funded Programs

In 2011, 5972 preschool age children participated in the following programs thanks to the \$89,452 in funding provided through Success By 6®.



Books for Children

Increasing early literacy is the main focus of the Books for Children program at Norwood Child and Family Resource Centre. Books for Children offers three main family literacy programs: Books for Babies, Books for Toddlers and Books for Preschoolers. The program encourages parents and caregivers to share books with their babies and preschool age children by showing them ways to engage young children through books, songs and rhymes. Additionally, the program helps families to feel more connected to their community and helps to enhance the literacy skills of parents. In 2011, Norwood Child and Family Resource Centre facilitated 73 sessions and served 194 participants in the Books for Children Program.

<http://www.norwoodcentre.com/>

"Many of the families that attended the books programs began to develop relationships with other families and therefore have felt less isolated and more supported. Parents/caregivers have also reported that they are reading more often with their child and have more books at home." – Program Coordinator

Early Science Discovery Program

TELUS World of Science Edmonton, through its Early Science Discovery Program, provides preschool aged children science discovery learning. The goal of the program is to foster excitement for science and life-long learning. It is provided for children in Head Start and Early Intervention Child Care programs in Edmonton, and is intended to support children who would otherwise not have access to early science learning opportunities. In 2011, the Early Science Discovery Program provided 44 sessions to 1260 preschool age children.

<http://www.edmontonscience.com/exhibits-events/discoveryland-gallery>

Success By 6 Funded Programs

"One of the moms that visits this bus tells me that she always learns something new each time she visits with her daughter. English is not her first language and she welcomes the opportunities to learn the meaning of English words. One of the stories we shared was about Arctic animals; while sharing the story I talked about tundra and, during the story she said that she didn't know what tundra meant and that "she learned something new". Soon many of the children were repeating words that were new to them (i.e.: musk ox) and saying "I learned something new!" The bus provides so many opportunities for adults and children to learn." – Program Coordinator



"Both my staff and the Parent Link Centre say they got some new ideas for our literacy programs. My staff have already duplicated some of the ideas they found on your bus and are planning on using them in the future." – Rimbey (October 2011)

Literacy Classroom On Wheels (C.O.W.)

The Literacy C.O.W. bus, delivered through the Centre for Family Literacy, is an ideal venue for families to start their literacy journey in a fun, unique way. Parents and caregivers are supported in learning about their child's literacy development and their role as their child's first teacher. Children are engaged in language and literacy learning activities that are age appropriate and fun with their parent/caregiver, which helps to foster positive relationships. Parents also learn about other resources available in the community to help their children be successful in future learning. The C.O.W. bus currently visits 10 sites in communities around Edmonton, where it stops for 1.5 hour visits to do programming and allow families to borrow books. In 2011, the program served 257 adults and 419 children and lent over 2600 books to approximately 240 families.

http://www.famlit.ca/programs_and_projects/programs/cow.shtml

Alberta Prairie Classroom On Wheels (C.O.W.)

The Alberta Prairie C.O.W. is a friendly space for parents and young children to learn and explore fun new ways to add literacy activities to their daily lives. At the invitation of local literacy groups, the Alberta Prairie C.O.W. bus travels to rural and small urban communities in Alberta, participating in locally planned events. Last year, the bus visited 94 communities, and served 1982 adults and 4158 children. The program also donated 4400 Legacy Library books and 30 Literacy Kits to community agencies and partners, and conducted 13 Parent and Practitioner Family Literacy Workshops with 84 participants. Through this program families are able to strengthen their understanding of their child's literacy development through activities on they learn on the bus, which are designed to support language development and promote literacy activities within the home. Families who visit the bus are also become aware of organizations within their community that provide literacy services.

http://www.famlit.ca/programs_and_projects/programs/acow.shtml

Success By 6 Funded Programs

"The ice-skating program is really good for my daughter, she loves ice-skating very much. She was a little scared in the beginning of this program, but now she is able to be independent, standing/walking on the ice without any support, also she could stand up without any help when she fell down. I was surprised that she could pick up small bags from the ice. Her balance ability has improved fast. My other daughter is a little shy. Now is a good chance to let her to watch other kids' behaviour. It's helping to improve her social skills." - Parent



Preschool Learn to Skate and Swim

The Preschool Learn to Skate and Swim program offered by the Edmonton Mennonite Centre for Newcomers gives preschool age children from immigrant families the opportunity to be active while learning preliminary skating and swimming skills. The program helps new Canadians to connect with community resources, develop skills, and participate more fully in the community.

Program coordinators guide families through the registration process, which helps them become more aware of the programs and services available at their local recreation facilities. In 2011, 99 students -68 in skating and 31 in swimming were able to participate in the program.

<http://www.emcn.ab.ca/>

"Skating is not a sport they are familiar with and sometimes they are scared that their children will get hurt. This program gives them an opportunity for kids and their parents to experience Canadian sports and where skating arenas and swimming pools are. It gives them the exposure and the courage to go out and experience a new sport and meet with other parents."
- Program Coordinator

Early Childhood Learning and Care Discussions



In 2011, Success By 6® provided resources for five forums held across the province to facilitate discussions on how to best support children and families. The forums brought together a broad spectrum of early learning and care stakeholders to begin the discussion of how we might all work together to support a more integrated approach to the funding and delivery of services for children and their families. The forum discussions drew on the ideas presented in the Muttart Foundation's discussion paper 'In the Best Interests of Children and Families' released in fall 2010. Success By 6® will continue to support further similar discussions in 2012.

<http://bit.ly/GWdukC>

Did You Know?

There are approximately 54,000 children aged 0 to 6 years living in Edmonton. (City of Edmonton, 2009 Census)

Over 70 per cent of children under six years of age live in families where both parents, or the primary caregiver in the case of a lone parent family, work away from home. (Let's Talk About the Early Years, Government of Alberta, June 2011)

The average cost of monthly accredited childcare in Alberta around 700 dollars per child. (Alberta Children and Youth Services, Child Care Information System)

By kindergarten age 27 per cent of Alberta children are experiencing great difficulty in one or more areas of development and may struggle to hold a pencil, play cooperatively with their peers, or tell a short story about their day. (Early Child Development Mapping Project Alberta, 2012)

Canada ranked 21st out of 21 Organisation for Economic Co-operation and Development (OECD) countries in terms of access and public investment in early childhood programs and services. (Starting Strong II, Early Childhood Education and Care, OECD 2006)

Success By 6 Initiatives



"For me representing the Multicultural Health Brokers Coop, being part of AELCS helps me connect with colleagues within this sector and allows me a chance to bring forward the realities of immigrant and refugee families for collective consideration about equitable access to early learning and care."
-Yvonne Chiu, Multicultural Health Brokers Coop

"Coming together is a beginning. Keeping together is progress. Working together is success."
- Henry Ford, founder of Ford Motor Company

Aligning Early Learning and Care Services

Building strong partnerships and collaborations takes time and willingness to work together towards common goals. Success By 6® continues to be viewed as a leader because of its ability to work with key stakeholders to initiate and maintain dialogue in Alberta on early childhood development issues. Success By 6®'s participation in the Aligning Early Learning and Care Services (AELCS) group is a good example of a thriving partnership.

Success By 6® has been engaged in AELCS since December 2006 and acts as the current Chair. The idea to align early learning and care services was initiated by the Interagency Head Start Network and the City Centre Education Project with the intention of creating partnerships between agencies, funders and key stakeholders that work with children and families to maximize the available resources. The vision of the initiative is to work collectively to create an environment that supports the best possible conditions to promote optimal development for all children. By working cooperatively with community partners, the initiative strives to ensure that quality early childhood services are coordinated and effectively supporting children and their families in Edmonton.



"I have been involved with the Aligning Early Learning and Care Group since its inception in December 2006. This initiative started because there were people committed to the idea that if we better aligned our program and services, we would better meet the needs of the children and families we serve. I believe because of the commitment to early learning and care, we have been a part of a movement that has brought the early childhood world to the forefront of not only Edmonton but to Alberta as a province."
- Bev Parks, Norwood Child and Family Resource Centre

Success By 6 Initiatives

Bringing Research to the Forefront

Success By 6® is pleased to have helped inform the report 'Let's Talk About the Early Years' released by Alberta's Chief Medical Officer of Health in 2011. The purpose of the report is to increase public awareness about early childhood development, which aligns with Success By 6's goal to engage and educate people about the importance of the early years in a child's development. The comprehensive report provides valuable information on how development happens and how early experiences in a child's life can influence their future. It also highlights ways we can improve early childhood development supports in our province through policy and practice.

Success By 6® aided in the dissemination of hundreds reports to our key contacts and made a copy available on our website, to help ensure that the valuable information contained in the report is broadly distributed.

<http://www.successby6edmonton.info/storage/CMOH-Lets-Talk-Early-Years-2011.pdf>



"Although we tend to focus public resources in low-income neighbourhoods and among families that are considered "at risk," parents who need support in their parenting role are not always associated with low socio-economic status."

- Let's Talk About the Early Years

In the last 10 years we have learned more about human development than we ever knew before. Science is showing us the strong connection between the early childhood years and life-long health, well-being, learning and behavior. It is teaching us that what happens in a child's early years has a long reach forward.

- André Corriveau, Chief Medical Officer of Health

Contact Us



Success By 6®
15132 Stony Plain Rd.
Edmonton, Alberta T5P 3Y3
Phone: 780-990-1000
Email: successby6@myunitedway.ca
Website: www.successby6edmonton.info



Success By 6® is a community initiative managed by United Way of the Alberta Capital Region.



@successby6ed