

Parents as Teachers®

2018 ANNUAL REPORT

AT PARENTS AS TEACHERS, WE TAKE A HOLISTIC APPROACH TO STRENGTHENING FAMILIES.

Through our evidence-based early childhood home visiting model, we provide services to pregnant women and families with children from birth through kindergarten.



Our goals are to:

- > Prevent child abuse and neglect.
- > Increase parent knowledge of early childhood development.
- > Improve parenting practices, increasing children's school readiness and success.
- > Provide early detection of developmental delays and health issues.
- > And, through the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) federally-funded program, help states, territories and tribal entities develop and implement home visiting programs that improve the health and well-being of families with young children.



Leadership Message

Dear Friends,

2018 was a positive and eventful year for Parents as Teachers. We took important measures to ensure continuous improvements in our work as we strive to help parents raise healthy and successful children.

This year's annual report celebrates our many recent accomplishments. It also underscores our commitment to innovate and respond to new challenges and opportunities. Our vision is to grow our reach and impact and assure the highest quality of services for families with young children.

This involves not only being an outstanding partner and support to our affiliates and state and country offices, but it also requires that we keep ahead of trends and changes in the early childhood home visiting field.

Here is a look at some of the ways Parents as Teachers made a positive impact in 2018:

- > Served 188,253 families in 8,221 zip codes, and 226,904 children through 1.8 million home visits.
- > Launched a new Learning Management System – O.L.I.V.E.R. *Where Collaboration Meets Learning*.
- > Hosted an international conference in Phoenix, Arizona that offered robust professional development.
- > Increased capacity to support our affiliates' quality and growth through a grant from the Ballmer Group.
- > Opened three new state offices to support our growth and ensure program consistency.
- > Grew an even stronger staff; adding more capacity to support quality and innovation.

We are extremely proud of these accomplishments and look forward to even greater strides. This year, 2019, marks the 35th anniversary of Parents as Teachers. We are planning several events to celebrate this milestone, which will culminate in our annual conference in St. Louis, Missouri, our birthplace. We hope to see you there.

Our 35th anniversary allows us to reflect on our long history of working with all families, including first-time parents, and parents with multiple children; moms; dads; grandparents and other caregivers involved in a child's early development. We look forward to continuing to lead innovation that helps families thrive.

On behalf of our board and staff, we would like to thank you, our stakeholders, policymakers, and partners for your continued engagement and trust. Without you, our success today and tomorrow would not be possible.

Sincerely,



Patricia Kempthorne
Board Chair



Constance Gully
President and Chief Executive Officer



Parents as Teachers Board of Directors

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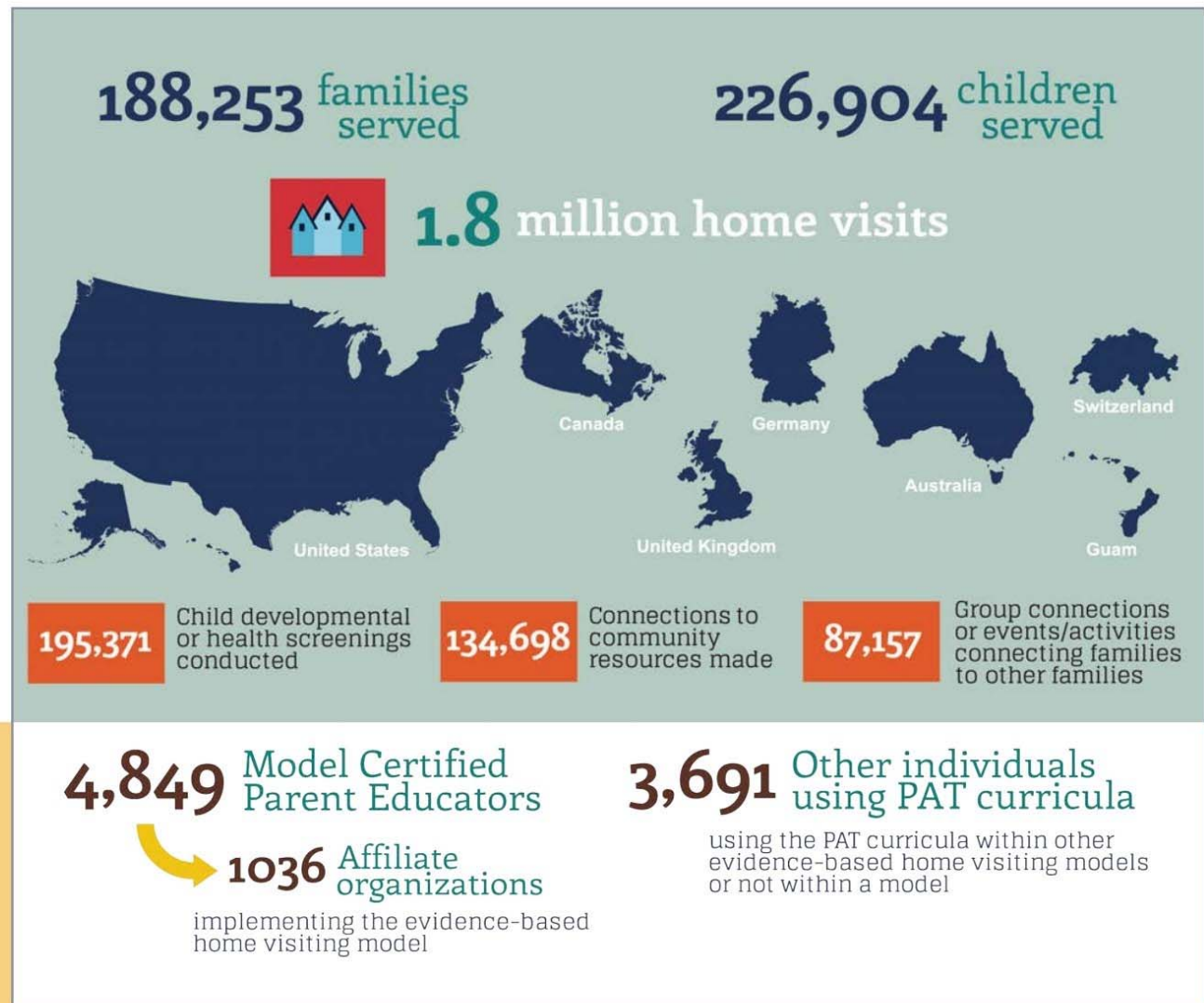
Renee Welch, Ph.D., Illinois

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(*State Leader Representative*)



REACH AND IMPACT

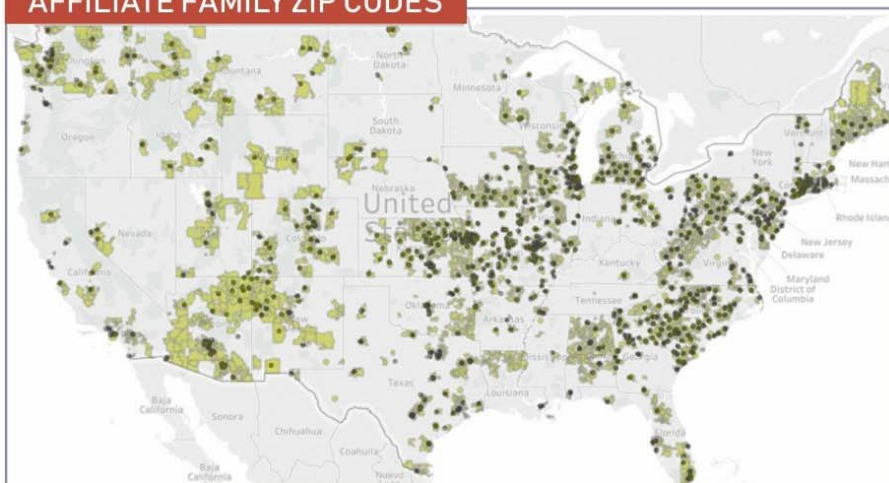
2017-2018 Reach



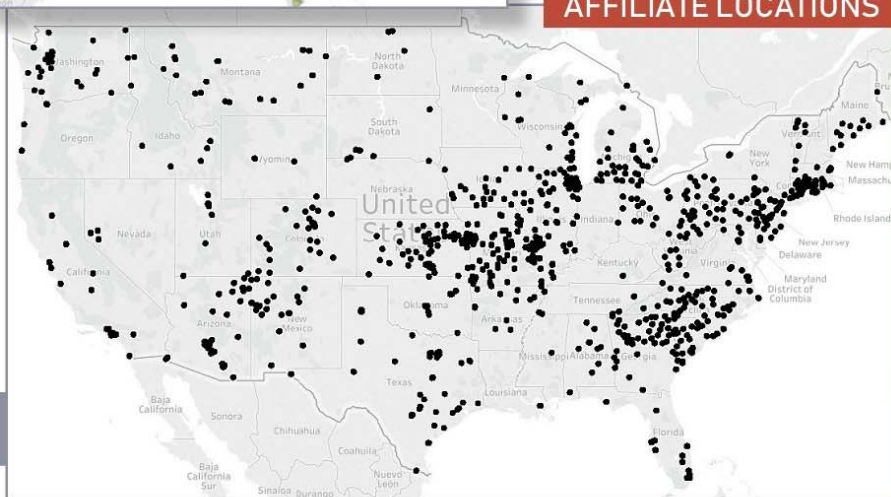
The information above is based on data reported from affiliate organizations implementing the evidence-based model and subscribers that use Parents as Teachers curricula within other home visiting models and some not within a model. Data from affiliates are based on the 2017-2018 Affiliate Performance Report and subscribers data reported on the Individual Subscriber Report as of December 31, 2018.

Affiliate Footprint

AFFILIATE FAMILY ZIP CODES



AFFILIATE LOCATIONS



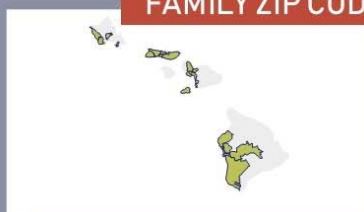
ALASKA AFFILIATE FAMILY ZIP CODES



ALASKA AFFILIATE LOCATIONS



HAWAII AFFILIATE FAMILY ZIP CODES



HAWAII AFFILIATE LOCATIONS

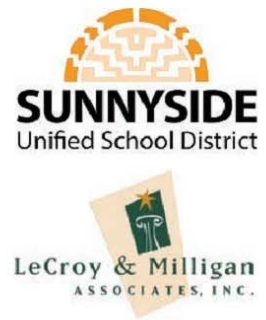


Parents as Teachers has 1,036 affiliates implementing the evidence-based model across 49 states, Canada, United Kingdom, Germany, and Switzerland. The maps above display 987 affiliates and their locations (black dots) in the United States, as well as 8,221 zip codes (green-shaded areas) where families and children received Parents as Teachers model services.

Recent Evidence

Improving School Readiness

Recent data from a study of the Parents as Teachers program in the Arizona-based Sunnyside Unified School District revealed positive findings on third-grade standardized tests. The study compared Parents as Teachers children to non-Parent as Teachers children who were similar on key demographics such as free/reduced lunch, race/ethnicity, and special education and English Language Learner status.



The quasi-experimental evaluation was conducted by research and evaluation firm LeCroy & Milligan Associates, Inc. It indicated that students in grades 3-12 that participated in the PAT Sunnyside program:

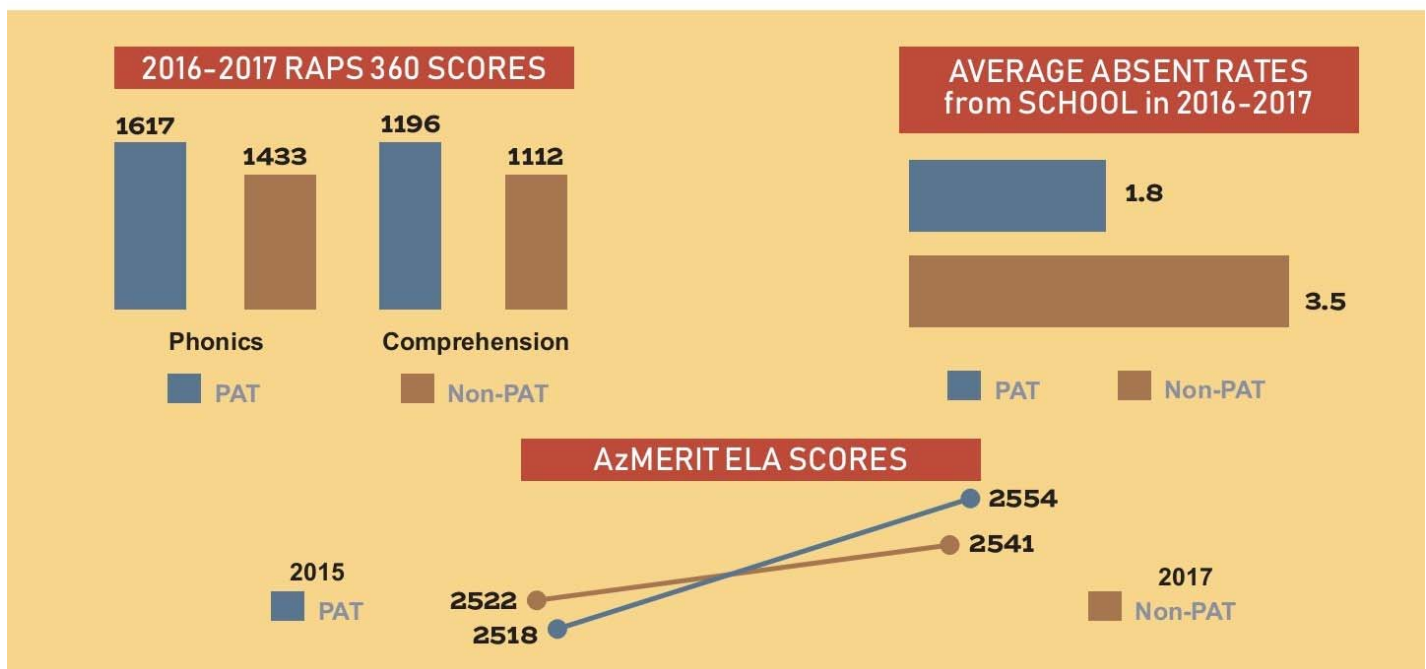
- > Performed **significantly better** on Arizona's English Language Arts assessment (Az MERIT ELA).
- > Performed **significantly better** on phonics and reading comprehension tests (RAPS 360).
- > Demonstrated a **significantly larger** gain in Arizona's math assessment.
- > Had **significantly higher** average scores in Arizona's reading and writing assessments among English language learners.
- > Had **significantly lower** average absence rates (for four school years).
- > **Showed fewer** in-school suspension days (for one school year).

More than 300 parents also participated in the study. Research indicated that:

- > Parents demonstrated **significant improvement** in parenting quality while in the program.
- > Parents showed **significant improvements** in Protective Factors, which are: family functioning, and social and concrete support.

Evidence of the effectiveness of the Parents as Teachers model has been supported by rigorous research designs including randomized controlled trials and quasi-experimental methods. The Sunnyside program began in 1992 and currently serves more than 300 families per year. Sunnyside is a Parents as Teachers Blue Ribbon affiliate.

Reference: Lahti, M., Evans, C., Goodman, G., & LeCroy, C. (2019). *Parents as Teachers (PAT) home-visiting intervention: A path to improved academic outcomes, school behavior, and parenting skills*. Children and Youth Services Review, In Press.



Combatting Child Abuse

A recent study to investigate the impact Parents as Teachers home visiting program has on child maltreatment found a 22 percent decreased likelihood of substantiated cases of child maltreatment when comparing two groups of children born to first-time mothers, as reported by Child Protective Services data.

The study, one of the nation's largest to investigate the impact of home visiting on child maltreatment, was conducted by researchers from the Yale School of Medicine and University of Hartford in Connecticut. It included nearly 8,000 families from predominantly single-parent households (90 percent) with low education (46 percent), a history of psychiatric care (25 percent), a history of depression (40 percent), a history of substance abuse (15 percent), and unstable housing (17 percent).

The children whose mothers received Parents as Teachers services were compared to children whose mothers were eligible for home visiting, but did not receive the services.

David Wilkinson, commissioner of the Connecticut Office of Early Childhood, said, "a 22 percent reduction in child abuse cases is a measurable result that proves PAT materially improves lives, while also generating cost savings for our state."

Reference: Chaiyachati, B., Gaither, J., Hughes, M., Foley-Schain, K., & Leventhal, J. (2018). *Preventing child maltreatment: Examination of an established statewide home-visiting program*. *Journal of Child Abuse and Neglect*, 49:476-484.



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Improving Health Outcomes

To help combat America's obesity epidemic among women ages 18-35, we teamed with St. Louis' Washington University on a \$3.3 million grant the university received from the National Institutes of Health to scale an obesity intervention program to 28 Parents as Teachers home visiting sites across the United States.

Earlier this year, findings released from the effectiveness project called Healthy Eating and Active Living Taught at Home (HEALTH), a lifestyle modification intervention trial, indicated that the intervention helped prevent weight gain, promote sustained weight loss, and reduce waist circumference.



Washington University in St. Louis

Center for Obesity Prevention and Policy Research
Brown School

Reference: Haire-Joshu, D., Schwarz, C., Steger-May, K., Lapka, C., Schechtman, K., Brownson, R., & Tabak, R. (2018). *A Randomized Trial of Weight Change in a National Home Visiting Program*, *American Journal of Preventative Medicine*. 54(3):341-351.



Strengthening Tribal Culture

Thanks to ongoing outreach and partnerships with Native American communities across the country, Parents as Teachers Tribal programs continue to flourish and expand. The Tribal Maternal, Infant, and Early Childhood Home Visiting (TMIECHV) initiative continues to provide grants to tribal organizations to develop, implement, and evaluate home visiting programs in American Indian and Alaska Native communities. In addition to new Tribal MIECHV grantees, Arizona, Nevada and North Dakota continue to allocate state MIECHV funding to tribal nations.



In 2018, a number of tribal affiliates received grants to expand services to families through the support of the [Indigenous Project Launch](#). Three of our existing Parents as Teachers affiliates were awarded indigenous launch grants. The funding will allow tribes to develop quality early childhood systems with respect to their tribal cultures. Previous [Project Launch](#) grantees implementing Parents as Teachers in tribal communities demonstrated the need for resources in early childhood tribal programming. The Indigenous Project Launch Grants are designed specifically for tribes and U.S. territories.

Tribal expansion continues to take place through Region XI American Indian/Alaska Native Early Head Start programming. In 2018, we added two additional AI/AN programs as Early Head Start curriculum partners.

Family and Child Education

In 1990, the Bureau of Indian Education initiated the Family and Child Education (FACE) program, an integrated model for an American Indian early childhood education/parental involvement program that primarily serves pregnant women and families with children birth to 5 years of age by providing early childhood, parenting and adult education services. Today, FACE is a collaborative effort of the Bureau of Indian Education, Parents as Teachers National Center, and the National Center for Families Learning.

Over its 28-year history, approximately 20,500 American Indian families have participated in the program. Of the 25,750 children participating in FACE, 20,321 have received Parents as Teachers home-based services.



Tribal Geographics

American Indian/Alaska Native
Early Head Start • 6 states/10 programs

FACE •
10 states/49 programs

Tribal/Urban •
19 states/56 programs

MAKING CONNECTIONS

Parent Educator Makes Home Visits On His Harley

Jeff Davis, 57, a parent educator with REACHH, a West Virginia-based organization that offers the Parents as Teachers (PAT) MIECHV home visiting program, rides his Harley-Davidson motorcycle to make home visits to some of the state's most vulnerable families. Parent educators are trained in the PAT model. They make home visits to help families develop parenting skills.

Clad in blue jeans with shoulder length hair, Davis said, "I certainly don't fit the mold of the typical parent educator. But my families really trust me. They relate to me. I don't look all hoity-toity and I'm not going to judge them on how their houses look when I'm there reading princess books and making toilet-paper tube activities."

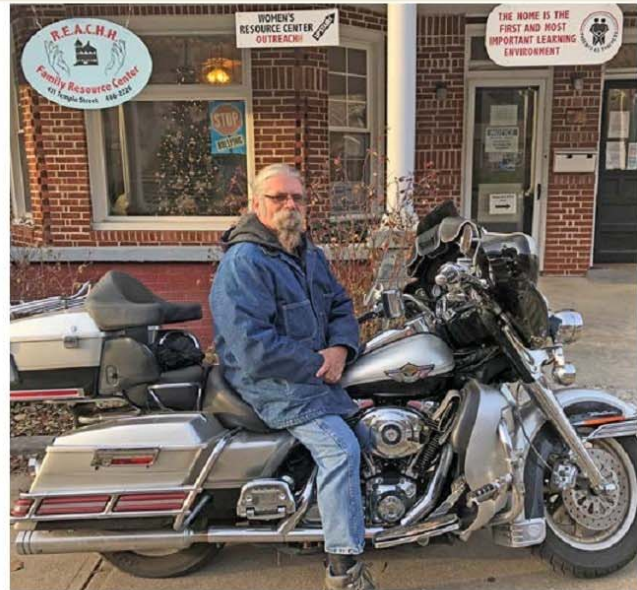
Davis services Summers County. The families he sees face a lot of stressors, including high rates of generational poverty, maternal depression, teen parenting, food insecurities, drug and alcohol abuse and other factors that put children at risk.

Parents as Teachers nationally-acclaimed evidence-based home visiting model includes child abuse prevention and school readiness strategies that are backed by years of research that proves that it works. The model is designed to work closely with families through a trusting relationship with a trained professional to address critical parenting issues.

"Keeping the lights on, chemical dependency, foster care, I've seen it all," Davis said. "But, if you're broke, we'll find a way to feed you."

During a home visit, Davis talked with a young mother as her toddler opened the family refrigerator to reveal empty shelves and a lone jug of milk. The mom appeared embarrassed, but Davis allayed her nervousness.

"Mom was ashamed and did not want to tell me about her circumstances," he said. "We had a long talk about what she's got going on, and how we can help. Within an hour, we were able to get her some groceries."



On another occasion, a screening of a child's health and development revealed potential delays. Davis connected the family to a vision specialist. Connecting families to resources is a staple of Parents as Teachers.

"Initially, I noticed he wasn't reaching for things," he said of the child. "Now, (after intervention) he's smiling and crawling."

In that same family, there is an older sibling to whom, technically, Davis cannot provide services because of restrictions imposed by MIECHV. But whenever possible, he tries to include her in the visits.

"I bring her books and engage her in our parent-child activities (within limits)," he said. During a follow-up visit, the child made Davis some brownies. "We can't accept food from families," he said, and exclaimed rhetorically, "but how could I possibly say no to her?"

In the United States, Parents as Teachers has about 4,849 certified parent educators trained in the PAT model. Only 2.4 percent are male.

The REACHH Parents as Teachers program is funded by the West Virginia Maternal, Infant, Early Childhood Home Visiting (MIECHV) program, a federally-funded bi-partisan supported program that helps states offer evidence-based, voluntary home visiting services to families. The initiative aims to improve the development, health, and well-being of at-risk families with young children.

Deepening Community Impact

Capacity Building Through Grant Support

Thanks to a generous grant from the philanthropic Ballmer Group, we are able build greater capacity to support the model affiliates that, each year, deliver home visits to families. The grant will also enable us to strengthen technical assistance provided to affiliates to ensure that they are successful and responsive to the needs of families and their communities.

Financial Literacy Program

With an eye toward increasing family stability, the National Center's Show Me Strong Families affiliate offered a six-week series that fosters financial literacy and improves families' knowledge of money management and budgeting called *Goal\$ and Assets: Family Conversations About Money*. The objective is to support families on the pathway to becoming independent and self-sustaining. This, and other group connection series, are available to all programs.



Women's Partnership Network

At Parents as Teachers, we believe in strengthening our communities through collaboration. We are deepening our impact on some of St. Louis' most distressed communities with the establishment of a Women's Partnership Network that introduces influential professional women to young mothers who receive Parents as Teachers services. The aim is to provide a platform to share experiences that have shaped their lives and to positively impact the lives of the young mothers, most of whom come from challenging environments. Attendee and Parents as Teachers Board Member Maxine Clark said: "I loved every minute of it, what a wonderful idea."



Strengthening Family Engagement

Research suggests that engaging families in home visiting services is essential to achieving positive outcomes.

In early 2018, we partnered with Strong Fathers, Strong Families, LLC, to produce a podcast series entitled *Intentional Partnerships* to spark family engagement conversations around 10 core values. The podcast shares stories of people around the country who value family engagement in the work they do every day. The podcast offers concrete strategies and frameworks that can strengthen home visitors' interpersonal and engagement skills and explore new measures of family engagement.

The first live podcast episode debuted during our 2018 conference in Phoenix, Arizona, and was designed to help build strong partnerships between families, good communication and strong family values, which can lead to positive outcomes for everyone.

Each episode offered an on-the-ground perspective from diverse practitioners exploring their shared values around family engagement. Over an 11-episode season, teachers, parents, district administrators, early childhood educators, family support professionals, and parent educators talked about their successes and complex challenges.

In Our Own Backyard

Our National Center's Show Me Strong Families affiliate served 339 families with 381 children through 4,194 personal visits. Families were primarily located in the Normandy Schools Collaborative footprint, the City of St. Louis, or Pemiscot County, Missouri. Ninety-six percent of the families had one or more high needs characteristics, with 43 percent having three or more.

Eighty-six percent of the families were African American and 41 percent were enrolled prenatally; the program had a 73 percent family retention rate. Through 34 group connections – several of them with fathers or teens with their children – and through additional screenings, another 889 children were reached.

Services were supported through funding from the Normandy Schools Collaborative, Office of Adolescent Health Administration for Children and Families (ACF); the Maternal, Infant and Early Childhood Home Visiting (MIECHV) program, Missouri Youth Opportunities Tax Credits and many local private foundations.

Through the Missouri Foundation for Health Infant Mortality Reduction Initiative, we are working with pregnant and parenting moms in St. Louis City to help achieve the Northstar goal of zero racial disparities in infant mortality by 2033.



INNOVATIONS

Robust Technological Advancement

O.L.I.V.E.R. Where Collaboration Meets Learning

In 2018, we launched O.L.I.V.E.R., an online learning management system that allows Parents as Teachers professionals to experience new and engaging ways to access training, collaborate with peers, and connect to robust resources and implementation support. O.L.I.V.E.R., which stands for *Optimal Learning Innovation and Virtual Engagement Resource*, positions us to connect broadly, respond quickly, and guide effectively.



Through O.L.I.V.E.R., the best practices learned from and shared with the field become the drivers of high-quality services to families.

Data Management System

By providing a system that gives parent educators and supervisors the tools to facilitate visit planning, documentation and reporting, we are helping programs employ a truly data-driven approach, which improves positive outcomes for the families they serve. We provide our model affiliates with a robust data management system that delivers the most complete and accurate information available.

Through Penelope, our data management system, we take a systematic approach to gathering and measuring information, which is essential to maintaining the integrity of our research, making sound decisions and ensuring quality data. Penelope helps us answer relevant questions, evaluate outcomes and make predictions about future trends.

Here's what one of our affiliates had to say about Penelope:

"I wanted to give a shout out to Penelope for making life in July EASY and STRESS-FREE."

I submitted our APR (Affiliate Performance Report) and feel that our affiliate made GREAT progress, despite a lot of Parent Educator turnover this fiscal year. We utilized the Service Alert Reports on a weekly/monthly basis to help plan upcoming visits with families and to ensure that we were meeting and maintaining all Essential Requirements. Cheers to Penelope and the Penelope team!"

Advancing Child Development Screening for Early Diagnosis

Since 2001, the American Academy of Pediatrics has recommended universal developmental screening and surveillance to promote early diagnosis and intervention and to improve the outcomes of children with developmental delays and disabilities.

Despite more than a decade of initiatives, rates of developmental screening and surveillance remain low. Of the estimated 9.0 million children aged 9 through 35 months, an estimated 30.4 percent were reported by their parent or guardian to have received a parent-completed developmental screening. So, almost 70 percent of our nation's children are not being screened, according to an article published in the medical journal, *JAMA Pediatrics*.

Parents as Teachers, in collaboration with the University of Southern California Suzanne Dworak-Peck School of Social Work, is working to improve access through its initiative to determine the feasibility and



effectiveness of virtual child screening. In May, we were recognized as one of the Open IDEO Early Childhood Innovation Prize's 15 Top Ideas selected from 570 submissions.

One of the recognitions is our attention to what happens after screening; supporting parents in interpreting results and developing action plans. We will share in \$1 million in prize funding from Gary Community Investments to help accelerate our impact and disseminate our learnings to other sectors such as health and early care and education.



ANNUAL CONFERENCES

Offering Professional Development

Now in its 29th year, our international conference continues to attract a wide swath of early childhood development professionals whose focus is to acquire the highest level of professional enlightenment and best practices available in the field of home visiting. Many of our contemporaries are hailing our conference as the preeminent event of its kind.

Last year, more than 1,300 people helped usher in a new attendance record in Phoenix, Arizona. Each year, more and more come to enjoy presentations and interactive workshops on diversity, acquiring new donors, exploring new data-driven practices and working with families facing addictions. The mini-plenaries, exhibits, panel discussions, guest speakers and networking opportunities highlight the event.

The 2018 Conference theme, *YOUUnited Learning Together: Expanding Possibilities*, featured the perennial awards and celebrations honoring Native American heritage. The 2017 Conference, *Family Engagement: Making Connections Matter*, offered a panel of experts from healthcare, education, housing, military and tribal nations to share their experiences in family engagement. Also in Philadelphia, we worked with First Book to host a virtual and on-site Book Drive to donate 3,000 books to needy children.





With each passing year, our conferences get bigger and better. This year is the 35th anniversary of our founding in St. Louis, Missouri. Befittingly, our 2019 conference, which carries the theme *Investing in Families, Impacting Communities*, will be held in downtown St. Louis, capping off our year-long 35th anniversary celebrations.

Advocacy and Policy

Federal

Parents as Teachers along with the National Home Visiting Coalition continued to press for the successful reauthorization of the Maternal, Infant and Early Childhood Home Visiting (MIECHV) program, with print and social media visibility and member visits in Washington, D.C. and in states.



MacKenzie Grayson, one of our program supervisors, spoke at a closed-door leadership staff briefing alongside actress and Save the Children spokesperson Jennifer Garner, on how evidence-based home visiting and MIECHV help families thrive. The panel highlighted the success of MIECHV to the U.S. Senate Finance Committee and key Hill staff.

We shared in the successful passage of the Family First Prevention Services Act (FFPSA), reauthorization of the Child Health Insurance Program (CHIP), funding increases for the Child Abuse Prevention and Treatment Act (CAPTA) and Family and Child Education (FACE) program, and first-time funding for Statewide Family Engagement Centers (SFEC).

In the States

We worked with state coalitions in support of the MIECHV program and shared in several significant state legislative wins in California, Indiana, Kansas, New York and Pennsylvania to increase funding for home visiting.

We continued to provide our affiliates in the field skills-building support through new Advocacy Leadership Series webinars, which had 550 participants in 2018.

2018 Financial Performance Highlights

Fiscal year 2018 was marked by significant progress. We remained committed to a growth strategy that supported our wide-ranging work. We continued to secure the funding needed to expand our reach and impact. For the fourth straight year, we were included on the the Social Impact Exchange's S & I 100 Index, ranking as one of America's top performing, high-impact non-profits.

REVENUE AND SUPPORT

\$12,747,341

Program Support/
Certifications/Other \$3,867,743

Professional Development/
Consulting \$3,214,406

Contracts \$2,525,680

Federal
Grants \$1,390,659

Contributions and
Private Grants \$1,269,528

International
Conference
\$479,325

EXPENSES

\$12,724,745

Program Services \$9,976,567

Management and General
\$2,467,141

Fundraising
\$281,037

NET ASSETS

\$12,903,962

Board Designated Quasi-Endowment Fund
and Scholarship \$10,426,859

Temporarily and
Permanently Restricted
Assets \$1,061,391

Property and Equipment
\$732,406

General
Unrestricted \$683,306

Donors

Corporate Giving and Sponsorships

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Athena Software
Boeing Employees Community Fund
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Missouri Foundation for Health
National Center for Families Learning
RBO Print Logistix
Saba Software
St. Louis Community Foundation
The Heinz Endowments
United Way of Dubuque Area Tri-States
United Way of East Central Iowa
United Way of Greater Philadelphia and Southern New Jersey
University of Missouri Health Management and Informatics
Voya Financial
Wells Fargo Advisors
Winning Technologies

Private Foundations and Grants

Ballmer Group
BJC HealthCare
J. Sandweiss Family Fund
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Anonymous
Express Scripts Foundation
Greater St. Louis Book Fair
Heising Simons Foundation
Joseph H. and Florence A. Roblee Foundation
Missouri Foundation for Health
Norman J. Stupp Foundation - Commerce Bank, Trustee
Overdeck Family Foundation
Saigh Foundation
The Dana Brown Charitable Trust, U.S. Bank, Trustee
The Piton Foundation at Gary Community Investment

Memorials and Tribute Gifts

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Sally Hoffman
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Gifts in honor of Cheryle Dyle-Palmer's retirement

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Karen Shanoski
Charles Stewart

Gifts in honor of Aaron Ring

Rob and Alice Ring
Wallace Ring
Brenda Booth in memory of Baby Harkey
Nancy Burke in memory of Kelly Geiger
Kerry Caverly in memory of Lucille Lane
Chris Giorlando in honor of Nicole Francis
Rebecca Glavin in honor of her and her husband's mother for Mother's Day 2018
Mary A. Knight in memory of Cecilia Thiele
Phyllis Maguire in honor of her parents
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Laurie Miller in honor of David Gulick
Diana Nydick in honor of Kathy Stokes
Deborah Stitch in memory of Patricia Lovelady

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Jennifer Graham
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Veronica Herndon-Jenkins
Latonya Hicks
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Craig and Jessica Hoagland
William and Nancy Hobson
Bart Holland
Mark and Elaine Holland
Mary Holtzman
Sondra Horowitz
Ruthann Horvay
Mary Howe
Mary Huggins
Stephanie and Matthew Hunt
William F. and B. Karen James
Alissa Johnson
Keri Jupka
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Alexia Keil
Allison and Ryan Kemner
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Sandra King
Colleen Kraft
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We have made every attempt to ensure the accuracy of our donor listing and regret any unintentional errors or omissions. Contact Becky Moss, Chief Development Officer, with questions.

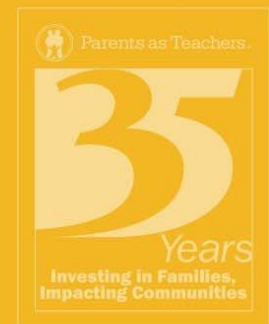
LAUNCHING OUR 35TH ANNIVERSARY CELEBRATION

November 8, 2018, marked the kick-off of Parents as Teachers 35th anniversary celebration activities and an announcement to our colleagues across our national and global network to unite and commemorate our accomplishments over the years.

That day was also national Parents as Teachers day and the birthday of Mildred Winter, founder of Parents as Teachers, who celebrated her 98th birthday with Parents as Teachers staff at our national headquarters.

Throughout this year, we are planning several events to honor our 35th anniversary, which will conclude with a grand jubilee at the close of the Parents as Teachers International Conference, October 14-17, at the Hyatt Regency Hotel at the Arch in downtown St. Louis, Missouri.

And, as we begin to observe the 35th anniversary of our founding, we thank Mildred for her leadership and vision for what is now Parents as Teachers across the country and around the globe.



Parents as Teachers parent educators and National Center staff pose with Parents as Teachers Founder Mildred Winter (seated center) during her 98th birthday celebration. The day was also recognized as National Parents as Teachers Day and the kick-off to Parents as Teachers 35th-anniversary activities.



Parents as Teachers promotes the optimal early development, learning and health of children by supporting and engaging their parents and caregivers.



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