

Born Learning

United Way of Northeast Florida's mission is to unite people and resources in building a stronger healthier community. United Way inspires the community to give, advocate and volunteer to create lasting change in the lives of First Coast children and families. Through significant research, Early Childhood Success, Helping Students Achieve and Senior Engagement and Independence have been identified as issues receiving increased resources in the future. In addition, United Way leads efforts to increase the financial stability of families in our community and ensure that families in need have accurate, helpful information about social services through United Way 2-1-1.

WHAT: Born Learning is a parent engagement and education program designed to provide simple easy to understand everyday tips and parenting information. This program is especially helpful to low literacy level parents and caregivers, and is provided in convenient locations throughout the community.

WHY: To ensure every parent has access to quality information regarding child growth and development which will enable them to provide a solid foundation for their child's healthy growth and development and success in school and in life.

Since children don't come with instruction manuals, many parents struggle to understand their role and responsibilities as their child's primary caregiver and first teacher. Born Learning provides information parents can use daily about providing a safe, happy and healthy environment for their children.

RESULTS: During the 2008-2009 program year we provided Born Learning parenting education and information to approximately 3900 parents and caregivers. Surveys show that 97% of the participants said the workshop was useful, and 90 days after participating in a Born Learning workshop, 95% of participants continued to use what they learned. Parents tell us this is the first parenting program where they felt respected and safe, to share and learn.

SUCCESS STORY: In 2008 Born Learning was certified as an approved parenting class by Department of Children and Families (DCF) and the 4th Circuit family court. After participating in the Born Learning class series, one parent regained custody of her children where they remain and thrive.

WE NEED YOUR HELP TO INCREASE OUR SUCCESS:

- Ask your staff and constituents to volunteer to facilitate Born Learning workshops
- Ensure that constituents are aware of Born Learning
- Include information about Born Learning in newsletters and other constituent communications
- Allow standing workshops to be held in facilities in your district