



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1646

1. Project Title
2. Senate Sponsor
3. Date of Request

4. Project/Program Description

The main purpose of the Brain Bag Early Literacy Program is to improve kindergarten readiness in communities by giving parents the understanding of the power of language and interaction in the first three years of life to build a child's brain. This program uses in-hospital education and a follow-up texting program to contribute to the continuing education of parents of children under 3 with the goal of improving kindergarten readiness and fueling healthy early brain development. This is key to the foundation of a child's readiness for school — and an indicator of their place on the path for success in school and life.

5. State Agency to receive requested funds
- State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2021-2022

| Type of Funding | Amount |
|------------------------------------|----------------|
| Operations | 115,000 |
| Fixed Capital Outlay | 0 |
| Total State Funds Requested | 115,000 |

7. Total Project Cost for Fiscal Year 2021-2022 (including matching funds available for this project)

| Type of Funding | Amount | Percentage |
|--|----------------|-------------|
| Total State Funds Requested (from question #6) | 115,000 | 77% |
| Matching Funds | | |
| Federal | 0 | 0% |
| State (excluding the amount of this request) | 0 | 0% |
| Local | 0 | 0% |
| Other | 35,000 | 23% |
| Total Project Costs for Fiscal Year 2021-2022 | 150,000 | 100% |

8. Has this project previously received state funding?

| Fiscal Year (yyyy-yy) | Amount | | Specific Appropriation # | Vetoed |
|--------------------------|-----------|--------------|-----------------------------|--------|
| | Recurring | Nonrecurring | | |
| 2020-21 | | 50,000 | 84 | Yes |

9. Is future funding likely to be requested?
- a. If yes, indicate nonrecurring amount per year.
- b. Describe the source of funding that can be used in lieu of state funding.

This would be a recurring annual project. Alternative funding sources are philanthropic and include grants, individual contributions and fundraisers.

10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?



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Yes

If yes, indicate the amount of funds received and what the funds were used for.

Funds totaling \$31,413 from the Paycheck Protection Program were received by SCI Early Learning division and used to maintain staff salaries and continue to provide program services during the pandemic.

11. Details on how the requested state funds will be expended

| Spending Category | Description | Amount |
|--|---|----------------|
| Administrative Costs: | | |
| Executive Director/Project Head Salary and Benefits | | 0 |
| Other Salary and Benefits | | 0 |
| Expense/Equipment/Travel/Supplies/Other | | 0 |
| Consultants/Contracted Services/Study | | 0 |
| Operational Costs: Other | | |
| Salary and Benefits | Director salary and training. | 32,397 |
| Expense/Equipment/Travel/Supplies/Other | Bags, ABCs of Pensacola book, Baby Steps book, enrollment in text message platform, toy and resource information. | 72,347 |
| Consultants/Contracted Services/Study | SCI partners ARC Gateway to provide life and work skills to adults with developmental disabilities to help them contribute to the community. Storage, assembly and deliver of bags is one of their contracted jobs. | 10,256 |
| Fixed Capital Construction/Major Renovation: | | |
| Construction/Renovation/Land/Planning Engineering | | 0 |
| Total State Funds Requested (must equal total from question #6) | | 115,000 |

12. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?

Brain Bags contribute to the goal of improving kindergarten readiness and boosting early brain development. Each bag includes a storybook, a development guide to track brain development, a toy and community resource material to support that effort and increase parental knowledge of these critical foundational pieces of a child's school readiness.

b. What activities and services will be provided to meet the intended purpose of these funds?

The funds requested will support the in-hospital education of mothers; the purchase of educational material given to women who deliver at area birthing hospitals, including materials themselves; and enrollment in an ongoing educational text-messaging service and follow-up all with the goal of increase what parents know about the importance of healthy early brain development in the first three years of life. These tools teach parent the power that their time, their words, and their positive interaction has to build their child's brain and lay the groundwork for kindergarten readiness and school success.

c. What direct services will be provided to citizens by the appropriation project?

Distribution of the Brain Bags in the hospitals and follow-up coaching for parents with children birth to 3 with partners Healthy Start Coalition, Florida Department of Health in Escambia and Santa Rosa counties, and Children's Home Society. Also enrollment in The Basics Insights text messaging program for child ages birth to 3. The project also supports life-skills training for adults with developmental disabilities through our partnership with Arc Gateway's Pollak Industries. Arc manages the storage, assembly and delivery of the bags to area hospitals.

d. Who is the target population served by this project? How many individuals are expected to be served?



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The target population served by this project is the estimated 5,800 women who give birth annually in local birthing hospitals, their newborn children and any preschool-aged children they may already have. This includes women at risk for adverse health outcomes, at-risk teens, and pregnant women of every income level. Our target population also are clients of Arc who are receiving life and work-skills training through collaboration on this project.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

As of 2019, the kindergarten readiness rate in Escambia County is 47%; 57% in Santa Rosa; 55% in Okaloosa. The outcome of the project is to increase those numbers. Through distribution in birthing hospitals we track the number of bags handed out and scores on survey to gauge parent knowledge before and after the bedside lesson. Each bag includes a survey asking 2 questions: On a 1-10 scale, rate your knowledge of how parent talk and interaction fuels brain development before the Brain Bag lesson; now rate it after. Early results show moms on average increase their knowledge of 6.8 to a 9.6 (through 11.30.20). We also track enrollment by ZIP code in Basics Insights educational text messaging service. The Basics tracks how parent knowledge changes using quarterly surveys sent to parents' phones.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?

There are no additional penalties at this time.

13. The owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

Not applicable.



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14. Requestor Contact Information

a. First Name Shannon Last Name Nickinson

b. Organization Studer Community Institute

c. E-mail Address snickinson@studer.org

d. Phone Number (850)525-2116 Ext.

15. Recipient Contact Information

a. Organization Studer Community Institute

b. Municipality and County Escambia

c. Organization Type

- ☐ For Profit Entity
- ☒ Non Profit 501(c)(3)
- ☐ Non Profit 501(c)(4)
- ☐ Local Entity
- ☐ University or College
- ☐ Other (please specify)

d. First Name Shannon Last Name Nickinson

e. E-mail Address snickinson@studer.org

f. Phone Number (850)525-2116

16. Lobbyist Contact Information

a. Name None

b. Firm Name None

c. E-mail Address

d. Phone Number