



Letter from the Board Chair & Executive Director



Heather Tritten



Megan Wilson

Dear Friends & Supporters,

Potential. This is a word we use a lot at Parent Possible. We believe that every parent has potential and that the programs and services that we support throughout Colorado have the potential to fundamentally shift a family's trajectory. Our work is rooted in finding strategies that change lives and as we reflect on the past year, we are excited to share that 2,496 children were served by our home visiting programs and another 19,850 are using Vroom to support their child's learning.

This is exciting work, and we could not do it without the supporters and donors who partner with us to make it happen. Your shared belief in the potential of every Colorado family has made it possible for us to support nearly 2,500 children in their journey toward school readiness and healthy development. We were also able to provide countless hours of training and technical assistance to our program sites, start up new PAT and HIPPY sites in both urban and rural communities, provide Vroom messages through social media, installations in hospitals, laundromats, and communities fairs, and advocate at the legislature for additional funding for home visiting programs. This work matters.

This year we also underwent a strategic planning process where we both reaffirmed our mission and created a vision for organizational growth and change that will provide stronger support to local communities while broadening our reach and programming. We know that every family and every community has potential and we look forward to continuing to explore strategies that reach families where they are with resources and opportunities that break the cycle of poverty.

Thank you for believing in the potential of Parent Possible and the importance of our work. We can't wait to see where the next year takes us as we continue to work toward stronger families, today and tomorrow.

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Megan Wilson Board Chair

Heather Tritten Executive Director

We believe in potential

Our work is inspired by a fundamental belief: every parent has potential. We believe every parent has potential and with the support they need they can be their child's most important teacher, trainer, and mentor in life.

Parent Possible oversees home visiting and parent engagement programs to ensure Colorado parents have the tools, resources, information, confidence and support to reach their potential.

Our programs Parent Possible's programs take a two-generation approach that supports parents and their young children. Our programs reduce barriers to access by meeting parents of young children where they are – emotionally, socially, intellectually and geographically.

Parent Possible is a nationally-recognized expert in the field of home visiting, providing training, guidance, and evaluation support to 34 home visiting sites across Colorado.



Parents as Teachers (PAT) is an evidence-based parent education and family support program that serves families throughout pregnancy until their child's kindergarten completion. Certified parent educators visit families at least once a month and share age appropriate child development information to engage families in activities that provide meaningful parent-child interaction. Learn more about PAT on page 7.



Home Instruction for Parents of Preschool Youngsters (HIPPY) is an evidence-based school-readiness and parent involvement program for families of children ages two through kindergarten. HIPPY is a peer-delivered home visitation model, with trained home visitors providing weekly visits to share carefully-developed curriculum, books, and materials to prepare children for success in school and beyond. Learn more about <u>HIPPY</u> on page 11.



Vroom translates the science behind the brain's executive functions into easy, actionable tips and messages that encourage back and forth interaction between parents and their young children. By promoting the importance of early brain development, Vroom seeks to turn every parent into an active brainbuilder. Vroom reaches parents through mobile and digital technologies and a network of trusted messengers. Learn more about Vroom on page 15. The year in numbers



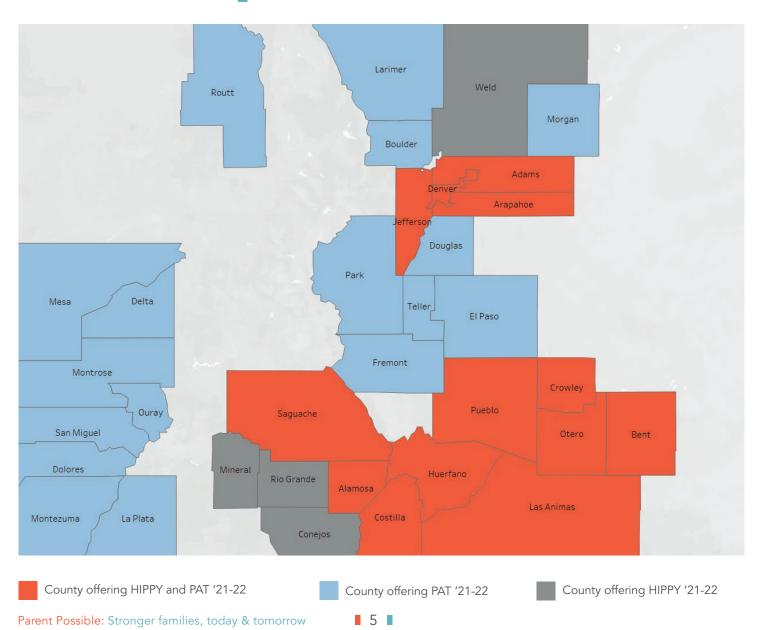
- 32,747 visits
 - 2,496 children visited
 - 2,127 families supported
 - 629 average visits per week
 - **181** Vroom partners
 - **34 Counties** where PAT or HIPPY offered home visiting (2021-22)
 - **34** home visiting sites supported
 - **32** trainings provided

Our Reach



2,496 kids in 34 counties

Through our local Parents as Teachers (PAT) and Home Instruction for Parents of Preschool Youngsters (HIPPY) partners we helped support home visitors and parent educators as they provided 32,747 home visits to 2,496 children during the 2021-22 program year.



Program sites and counties



PAT sites in 2021-22

- 🙊 Adult and Family Education (El Paso)
- 😭 Arapahoe County Early Childhood Council (Arapahoe)
- Perthoud and Loveland PAT House of Neighborly Service (Larimer)
- Boulder County Housing & Human Services (Boulder)
- Pright Futures for Early Childhood and Families (Montrose, Ouray, San Miguel)
- 👰 Catholic Charities of Southern Colorado (Pueblo)
- Community Partnership Family Resource Center (Park, Teller)
- 👰 Delta Family Center (Delta)
 - Early Childhood Council of the San Luis Valley (Alamosa, Costilla, Saguache)
 - Family Development Center Newborn Network (Routt)
- 👰 Family Star Montessori (Denver)

- Focus Points Family Resource Center (Adams, Denver)
- 👰 Growing Home (Adams)
- 👰 Hilltop Community Resources (Mesa, Montrose)
 - Huerfano-Las Animas Counties Early Childhood Advisory Council (Huerfano, Las Animas)
- 👰 La Plata Family Centers Coalition (La Plata)
- Metropolitan State University of Denver (Adams, Denver, Jefferson)
 - Morgan County Family Center (Morgan)
 - Roots Family Center (Denver)
- Shiloh House (Adams, Arapahoe, Denver, Douglas, Jefferson)
 - Starpoint (Fremont)
 - The Piñon Project (Dolores, Montezuma)
- 🗱 Tri-County Family Care Center (Bent, Crowley, Otero)
- Indicates a Blue Ribbon Affiliate site, meaning they meet all essential requirements of PAT and at least 75% of the quality standards.

HIPPY sites in 2021-22

- Catholic Charities Diocese of Pueblo (Bent, Crowley, Huerfano, Las Animas, Otero, Pueblo)
- Clayton Early Learning (Denver)
- Focus Points Family Resource Center (Adams, Denver)
- Jefferson County School District HIPPY (Jefferson)
- Mile High United Way (Arapahoe)

- North Range Behavioral Health Family Connects (Weld)
- Roots Family Center (Denver)
- San Luis Valley Area Health Education Center (Alamosa, Conejos, Costilla, Mineral, Rio Grande, Saguache)
- Spring Institute for Intercultural Learning (Arapahoe, Denver)

Parents as Teachers

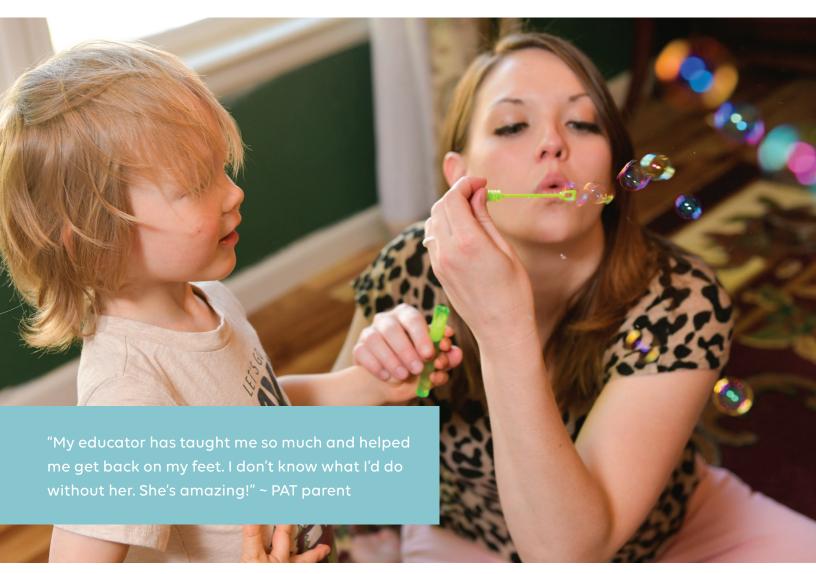
Parents as Teachers (PAT) is an evidence-based parent education and family support program that serves families throughout pregnancy until their child's kindergarten completion. Certified parent educators visit families at least once a month and share age-appropriate child development information to engage families in activities that provide meaningful parent-child interaction. This home visiting program also offers hearing, vision, and developmental screenings to detect developmental delays and/or health issues early on in a child's life. For the program year 2021-22, Parent Possible oversaw 23 PAT partner sites offering services in 30 Colorado counties.



15,897





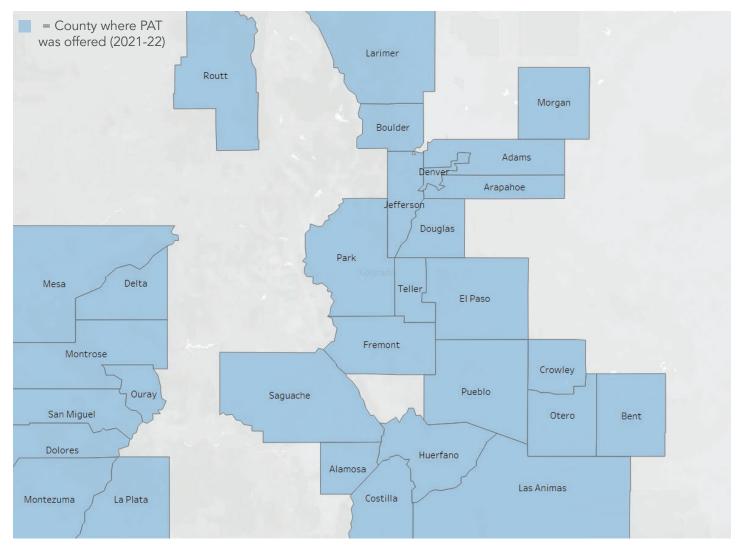






Indira Galaviz PAT Program Manager Certified Nat'l PAT Trainer

PAT - Counties Served (2021-22)



Parent Possible: Stronger families, today & tomorrow

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Guardians see incredible value in the PAT program



Recommend to a friend

"Would recommend Parents as Teachers to a friend"





Developmentally-appropriate behavior Demonstrated "average" or "above-average" developmentally-appropriate behavior

Demonstrated "average" or "above-average" developmentally-appropriate behavior with their children by the end of the year (a statistically significant increase from earlier in the year).



Increased understanding and stronger relationship

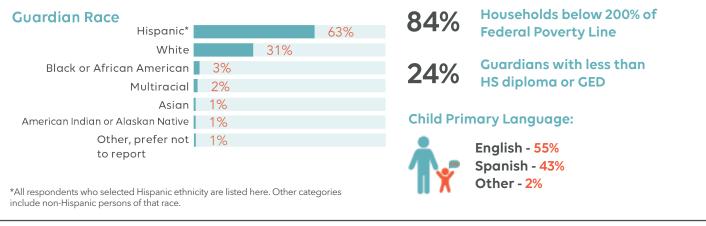
At least 95% "agreed" or "strongly agreed" that participation in PAT

- Increases understanding of their child's development,
- Increases knowledge of positive parenting practices

At least 95% of guardians also report

- A strengthened relationship with their child,
- Being better able to handle stress, and
- Support from their Parent Educator around goals they set for their family.

PAT Demographics



The impact of PAT

"Our parent educator is incredible. She took the time to understand our dynamic... as a family we are stronger and communicate better because of her."

"I love this program, before I found it, it felt like I was drowning. My parent educator helped me realize that I have all the tools already."

"Without this program, we would not have access to critical family support that we need to live as a more stable, healthy, educational and caring family."

"Our parent educator goes above and beyond to give our family information and support. We absolutely love her!"

"The relationship with our parent educator is the most valuable aspect of the program. Our parent educator knows my kids, our family dynamics, and cares about supporting us." "I'm so thankful to be apart of the PAT program. I have learned so much about ...being the best parent I can to help him become an amazing person."

"Gracias por siempre preocuparse por mi familia, y por enseñarme a ser mejor mamá y ensenarles mejor a mis hijas."

"Me gusta que es sobre el desarrollo sino que también sobre la salud mental y cómo cuidarse uno mismo."



HIPPY

HIPPY (Home Instruction for Parents of Preschool Youngsters) is an evidence-based school-readiness and parent involvement program for families of children ages two through kindergarten. HIPPY is a peer-delivered home visitation model, with trained home visitors providing weekly visits to share carefully-developed curriculum, books, and materials to prepare children for success in school, and beyond. HIPPY empowers parents as the primary educators for their children in the home and fosters parent involvement in both school and in the community. For 2021-2022, Parent Possible oversaw 9 HIPPY partner sites offering services to 17 Colorado counties.











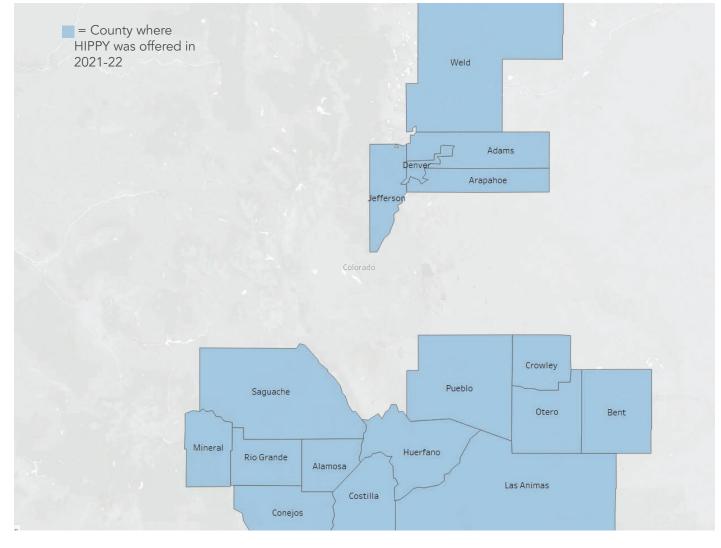


Parent Possible Staff

Jackie Cordova HIPPY Program Director

Sindy Pelayo HIPPY Program Manager

HIPPY - Counties Served (2021-22)



Parent Possible: Stronger families, today & tomorrow

HIPPY guardians are more confident after only 1 year in the program



Preparing their child

Almost every parent surveyed is "confident that HIPPY is preparing their child for school"

97%

Home is a good learning environment

97% are "confident their home is a good learning environment"

93%

Know how to support child's learning

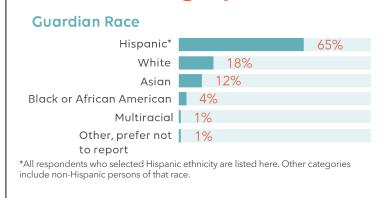
93% are "confident they know how to support their child's learning"

92%

Know where to find resources

92% are "confident they know where to find resources to support them as a parent"

HIPPY Demographics





Households below 200% of Federal Poverty Line

27%

Guardians with less than HS diploma or GED

ANO 1: SEMANA 25

a de actividad 1: A

Nombre del oso:

Child Primary Language:



English - <mark>41%</mark> Spanish - 45% Other - 14%



"I love that I have a curriculum at my fingertips online, extra activity ideas with each lesson and music."

"My daughter loves the time we get to spend with her oneon-one."

"I like that it is based on school readiness and helps prepare them for school." "I like that my son is learning a lot of things and that there are different activities that engage him to wanting to learn more. I think that he will be ready for kindergarten. "

"I am less stressed and more confident in my teaching ability. When I see my child already has learned something and we are re-enforcing it, I feel that she is headed in the right direction." "Invierto tiempo con mis hijos haciendo actividades que les enseñan cosas nuevas."

"El ha aprendido mucho con las actividades y a mi me ha ayudado mucho a comprender como ayudarlo."



Vroom

Vroom translates the science behind the brain's executive functions into easy, actionable tips and messages that encourage back and forth interaction between parents and their young children. By promoting awareness of the importance of early brain development, Vroom seeks to turn every parent into an active brain-builder. Vroom reaches busy parents through mobile and digital technologies, and by leveraging household brands and entertainment channels as trusted messengers. Parent Possible is the state anchor for Vroom in Colorado, providing training, leadership, and guidance to 181 partners and local program sites located all across the state.









Vroom 2021-22

In 2021-22 we continued to expand Vroom's reach through creative partnerships, events, and installations. We initiated our first major social media campaign that shared Vroom's empowering messages and activities with tens of thousands of families across Colorado.

Vroom Events

We amplified the message of Vroom in communities across Colorado through 26 Vroom Pop-Up Events! Through a new partnership with McDonald's, we launched 6 Pop-Up events across Colorado and put Vroom posters up at 200 McDonald's restaurants.

We also presented about Vroom at 5 conferences.

New installations

In addition to installing even more Vroom park signs across the state, we started a large installation at Grand River Hospital, where tens of thousands of families in Garfield County will learn about Vroom via waiting room signage, and exam room posters in 2023.

We revamped our installation at the Children's Museum of Denver, with an installation kick-off event in August.

New partnerships

This year, the Vroom team added 21 new partnerships, growing our total to 181 partners serving families in 60 counties. Through a new partnership with Early Learning Ventures, we layered Vroom into 41 daycare centers, presented on our first Facebook Live event, and spoke on our first podcast! We launched partnerships with new libraries, childcare centers, and even our first pediatric dentist.

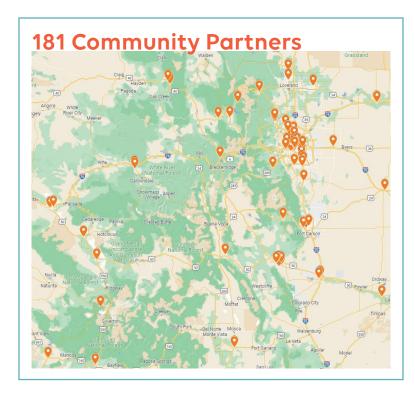
We also launched an early literacy campaign through a new partnership with Assuring Better Child Health and Development - embedding a Vroom Tip into every page of "Baby's Busy Day" aligned with the story. The Denver Public Libraries and our partners are giving these co-branded books to families across Colorado. They are also available as free e-books in English and Spanish on our <u>website</u>.



Lucy Soffer Vroom Partner Manager



Baby's Busy Day



Vroom installations and events



Vroom poster at one of 200 Colorado locations with Vroom materials



Marie L Greenwood Community Garden Installation



Vroom table at Pikes Peak Summer Concert Series



Installation at Dolores County Riverwalk Park



Children's Museum of Denver installation (above) and event (right)





Munda's colonida

Marie L Greenwood Community Garden Installation

"Vroom is an exceptional and effective way to motivate and inspire families to engage with their children in creative, research-based and fun ways. Positive parenting is more challenging than ever and offering free and easy strategies that parents can use to support parent competence and confidence is the best!" ~ Suzanne Wheeler-Del Piccolo, Raising a Reader Aspen to Parachute

"I appreciate that it provides brain building tools for parents that are so easy to access. In addition to brain building, both the parent and the child have fun and build bonds that will last a lifetime! It's an awesome resource for families!" ~ Christine Fenwick, Larimer County CoWorks Program

"I love that it's free and shows families how they can make an impact on their child's development with easy to do activities."

~ Carrie Kennedy, Jefferson County Child Care Association "I love that Vroom texts appear once a week on my phone; even when I don't have a lot of time, it only takes me a minute to read the suggestion and then I find myself thinking about it throughout the rest of that day when interacting with my daughter." ~ Mary Lanni, Douglas County Libraries

"Sometimes we run out of ideas about how to entertain and play with kids but Vroom gives you little tips and games that you can do with them when you are out." ~ Ivonn, Colorado Vroom mother

"Vroom has made it possible to have "conversations and interactions" with a non-verbal autistic child and really get to see him come to life in ways he couldn't before. He doesn't have to talk to communicate and have fun together." ~ Tara, Colorado Vroom mother "Vroom sugiere exactamente qué hacer cuando tú lo necesitas. La actividad que hice con mi hijo dice "en un momento calmado, toma un tiempo para mirarlo a la cara." Los bebés no pueden ver a lo lejos, así que Vroom sugiere que te acerques bastante a ellos para señalar tu nariz y decir "mi nariz", luego lo señalas a él y dices "su nariz". Fue muy específico y me dió esa información sobre qué tan lejos él podía ver a su edad, y yo supe que tenía que acercarme más." ~ Consuelo, mamá de Vroom en Colorado



Enhanced Home Visiting

The Enhanced Home Visiting (EHV) Project works to support the home visiting workforce by providing home visitors and supervisors with mental health consultation, mindfulness/trauma informed training and consultation, infant and early childhood mental health courses, and the Infant and Early Childhood Mental Health Endorsements.

EHV supported 145 home visitors and supervisors at 18 sites across Colorado. Participants engaged in a total of 455 reflective consultation sessions, 7 trainings, and 76 mindfulness & wellness consultations over the program year. Participants report they are highly satisfied with the program, feel more supported in helping young children with challenging behaviors, and are more aware of their own strengths and opportunities for growth.



reflective consultation sessions



trainings

"Through my work with reflective supervision, I was able to connect the dots between some of my own personal history... I've really grown and developed in terms of boundaries, understanding when I get triggered." - Home Visitor



Colorado Home Visiting Coalition



Current Members















The Colorado Home Visiting Coalition (CHVC) is a coalition of leadership organizations representing the statewide and local level needs of early childhood home visiting programs. CHVC works to ensure that all families in Colorado are supported to thrive.

Led by Parent Possible staff, CHVC advocates for home visiting and collaborates to strengthen and advance effective home visiting services across Colorado. Member organizations represent complementary, evidence-based home visitation models for pregnant families and those with young children up to kindergarten.

CHVC 2021-22

Advocacy

In 2021-22, CHVC was a powerful voice for home visiting. CHVC efforts help ensure the new Colorado Department of Early Childhood included home visiting to advance a vision of whole child and whole family support. CHVC also helped draft legislative language defining home visiting; creating the potential for future investment.

CHVC helped secure stimulus funding for home visiting – working on SB213 which secured \$5 million in loan forgiveness/ professional development for home visitors and other early childhood professionals. The Coalition also actively advocated for SB213 to include \$1 million for the home visiting grant program and supported passage of SB1329 which included \$2 million for home visiting children's mental health programs.

The Coalition continued to lead Colorado's advocacy efforts for MIECHV reauthorization, meeting with staff from all 9 Congressional offices, and partnering with Save the Children Action Network to deliver advocacy trainings.

Workforce

CHVC partnered with the Early Childhood Council Leadership Alliance to improve the Early Childhood Career Pathways tool - an online resource for exploring early childhood career pathways.



Board and staff



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GOVERNMENT

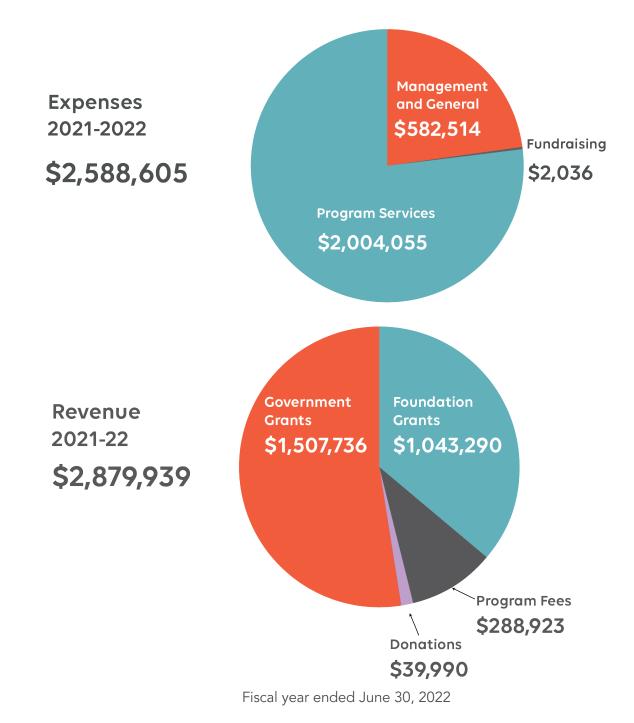
AmeriCorps/Serve Colorado Governor's Commission on Community Service
Denver Preschool Program
Maternal, Infant, and Early Childhood Home Visiting
Tony Grampsas Youth Services/ CO Dept. of Human Services

CORPORATE/OTHER

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Donors and funders for program year 2021-22 July 1, 2021-June 30, 2022





Parent Possible: Stronger families, today & tomorrow





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