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## FOR IMMEDIATE RELEASE

### Randolph County Commissioners Fund Basics Randolph Initiative

*KidsReadyNC team moves forward with local version of Harvard's Boston Basics*

**ASHEBORO, N.C. (December 5, 2018)** — In a unanimous vote during their December 3, 2018 meeting, Randolph County Commissioners approved \$5,715 in funding for Randolph Partnership for Children and Randolph County's KidsReadyNC team to adopt a localized version of the Boston Basics campaign.

"Educating our children is important to the success and growth of our county. Giving our children an early start on not only their academic learning, but their social and emotional skills is of the highest importance to the Commissioners," said Commissioners Vice Chair David Allen. "By providing the funding for Basics Randolph, we hope to provide parents, caregivers, and other educators tools that will help them prepare our young people for greater success in school and life. As a result, our children will be able to find a place in our workforce and contribute to the betterment of Randolph County."

Boston Basics was founded through a partnership led by The Achievement Gap Initiative at Harvard University. Founding partners included the Black Philanthropy Fund, the Department of Pediatrics at Boston Medical Center, the Boston Mayor's Education Cabinet, WGBH Public Broadcasting, and Boston Children's Museum. The Boston Basics campaign is anchored in brain research that tells us 80% of brain development occurs by age 3. This rapid development produces more than 1 million neural connections per second. Critical foundations for cognitive skills associated with academic learning, as well as social and emotional skills, are formed during this time.

"With a national expert advisory committee, we boiled the science down to five fun, simple, and powerful Basics of early childhood caregiving. The goal is that every parent and caregiver will receive not only information, but also lots of personal support for using The Basics," said Dr. Ron Ferguson, Faculty Director, The Achievement Gap Initiative at Harvard University.



## PRESS RELEASE

Randolph County's KidsReadyNC team, a collaboration of community leadership and stakeholders convened to positively affect early childhood outcomes, chose to prioritize work with infants and toddlers. The Boston Basics campaign aligned with the group's goals to find and generate resources, engage families and community members, improve quality of child care for infants and toddlers, and increase equity and inclusiveness to minimize gaps in services and outcomes.

County Strategic Planning monies approved by the Commissioners in the amount of \$5,715 will fund the creation of a Basics Randolph campaign and resource system, including a customized logo, customized caregiver booklets and videos in English and Spanish, and a Basics Randolph website.

"The award from the County Commissioners in support of Basics Randolph is such a great indication of the Commissioners' vision for and commitment to Randolph County. It is a clear recognition that giving each and every child in our county the best possible start is something that Randolph County truly stands behind," said Executive Director Lisa Hayworth. "This award is truly an investment in every hope and aspiration we have for our county."

With the funding approved by the Commissioners, Randolph County will be the 13<sup>th</sup> community in the nation and the second in North Carolina to join The Basics Learning Network by adopting and rolling out a localized campaign. Meck Basics in Mecklenburg County was launched in October.

The Partnership and KidsReadyNC team will work directly with Ferguson to create and launch Basics Randolph. Over time, the group expects to see an upward trend in outcomes related to literacy, behavior, and school success as a result of this initiative. The Partnership and KidsReadyNC team plan to begin the roll-out of Basics Randolph in January 2019.

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**About the Randolph Partnership for Children:** Since 1999, the Randolph Partnership for Children (RPC), a non-profit organization, has made a positive impact on the lives of thousands of Randolph County children and their families. As the community's lead organization for young children and their families, RPC brings together diverse agencies, individuals, organizations and communities to ensure all children enter school ready to succeed. RPC is a United Way agency. For more information, visit [www.randolphkids.org](http://www.randolphkids.org).

**About KidsReadyNC:** In April 2018, Randolph County was selected as one of four NC counties for the 18-month KidsReadyNC initiative implemented by the Institute for Emerging Issues at NC State University. The initiative was designed to boost capacity and improve outcomes for children and families. Randolph county's core team chose to prioritize the 0-3 population in its work to boost Grade-3 Reading Proficiency. A local workgroup of about 20 community leaders and stakeholders is involved with the initiative, meeting monthly to create and implement a plan as well as a system for ongoing planning and implementation. For more information, visit [iei.ncsu.edu/kidsreadync](http://iei.ncsu.edu/kidsreadync).