



# ANNUAL REPORT

2021-2022





## CORE FUNDERS



### *Barnet Foundation Trust*

## ADDITIONAL PARTNERS

**Funding Support:** Contec, Spartanburg Academic Movement, Spartanburg County Foundation, Spartanburg School District 7, South Carolina Department of Health and Environmental Control, South Carolina Department of Health and Human Services, South Carolina First Steps, ReGenesis Health Care

**Impact Investor:** The Community Outcomes Fund at Maycomb Capital

**Provider Support:** BirthMatters, Hope Center for Children (Triple P), Spartanburg County First Steps (Quality Counts), Spartanburg Regional Healthcare System (Family Connects)

**Project Development and Transaction Structuring:** Sorenson Impact Center, David Eccles School of Business, University of Utah; Institute for Child Success, Nonprofit Finance Fund, Social Innovation Fund

**Additional Support:** Urban Institute, Riley Institute at Furman University, Way to Wellville, Children's Trust of South Carolina, and Optus Bank

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January 31, 2023

Partners,

As we continue to celebrate the successes of Hello Family's first year, we want to thank each one of you for your support in making this project a reality. This past year has been full of success stories, challenging situations, and new gaps unfolding that we can work together to fill. We also want to take a moment to thank the providers for their service to the families in Spartanburg. It is your commitment to this community that is setting the stage for increasing positive outcomes.

There have been many highlights. A Family Connects nurse identified postpartum preeclampsia during a home visit. While the mother spent the night in the ICU, the outcome could have been far worse without the quick intervention of a trained professional. BirthMatters has continued to display willingness to serve wherever needed by becoming a formula pick-up location once we discovered mothers were delayed in receiving formula for their newborns through WIC. Quality Counts' intensive coaching in Hello Family funded centers has proven to be tremendous in strengthening the quality of experiences for our youngest learners and has been a steady force for directors during constant staffing issues that are facing our country today. Triple P found great success in broadening their reach to include child development centers in addition to local schools. By doubling efforts with existing Quality Counts centers, both directors and parents are being given the resources and support they need. And, of course, our rockstar quarterback Kaitlin Watts and her deputy Emily Glass, have been waking up every day focused on making sure all of the different pieces of this project fit together and move forward.

As you review the following data, stories, and information, be proud of your part in Hello Family. This effort has already proven to be needed, helpful, and life changing for some families. Thank you again for your support and we look forward to sharing new success stories as year two continues.

Best Regards,



Bryan Boroughs

*Chief Operating Officer and General Counsel*

Institute for Child Success







*Benji Collins is a certified community doula, medical assistant and lactation counselor.*

**THE DAY I DISCOVERED** I would be a mother I got sick - physically sick. I sat in the physician's office chair just staring for what seemed like hours. What started as a nervous giggle, shortly turned into a full-blown cackle. I genuinely thought I was losing my mind. I wasn't cut out to be a parent! How was I going to support a baby, let alone myself? As an 18-year-old freshman in college, I was extremely dismissive of my responsibilities and wasn't quite ready to be a mother. That changed when I met my doula and became one of the first people served by BirthMatters. I still remember the day my doula's sister approached me during a hot, early morning as I dropped my siblings off at

summer camp. She told me about a wonderful program in the area that helped young people like myself and offered amazing resources for families with infants and children. I just smiled, nodded, and thought to myself, "What in the world is a doula? Maybe it's a nurse or a midwife or something that's going to see me while I'm pregnant." Honestly, I was intrigued by what the program had to offer while still a bit skeptical about services that would be offered at no cost to me. I was even more skeptical of the duties of a doula and how mine was going to become what she described as "my best friend" throughout the next few months. Once I met my doula and became more engaged in the program, I was blown away by the child, parenting, and breastfeeding classes offered and the cool prizes that we got for participating. I was able to meet other individuals like me and my partner. Most importantly, I got the opportunity to learn how to take care of myself and the little life growing inside of me. I'm even more fulfilled now that everything has come full circle. I went from being a birthing person with a doula to now becoming a part of the BirthMatters team. I am proud to say that I am now a community-based doula who can help other individuals that are going through the same experience!

**"Once I met my doula and became more engaged in the program, I was blown away."**



*Family Connects launched in April 2022 and is offered to all primary caregivers of newborns', including fostered and adopted, who reside in city zip codes of Spartanburg and give birth at Spartanburg Regional Hospital. Shortly after the baby's birth, a registered nurse will visit the home of the newborn, provide health checks for both the infant and the birth mother, assess needs and offer supportive guidance on a wide variety of child and infant health-related topics. The nurse documents the visit — including the physical assessments and community referrals — and relays the appropriate information to the family's healthcare providers.*

## Program Outcomes

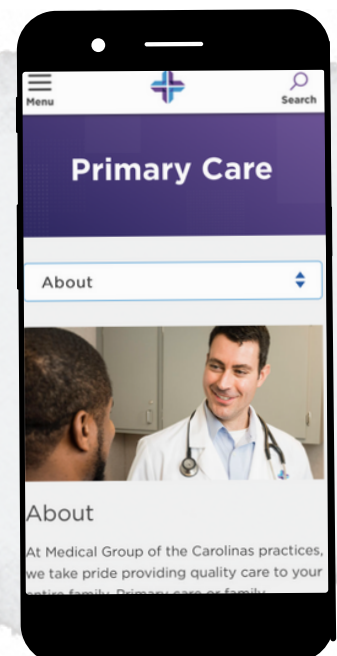
**Eligible Residents = 497 (eligibility determined by address)**

**Participants Enrolled = 334 (67.2% of eligible residents)**

**Completed Home Visits = 236 (70.7% of program enrollees)**

### Top 5 Most Common Referrals Include:

1. Primary care physician
2. Postpartum appointments
3. GLEAMNS Utility Assistance
4. WIC/DHEC
5. Medical Transportation







**THE FIRST FEW WEEKS** after birth are full of emotions. I believe our work at Family Connects is beneficial because it allows postpartum moms an opportunity to reflect on the birth of their child. I have had a few clients tell me that, “This pregnancy was a lot different than the first,” or “I know I have other children, but my other children never did this before.” Offering new moms an opportunity to learn more about postpartum health, child safety and early development allows them to be more conscious of what to look for when caring for themselves and their babies. Making sure these moms have every resource possible ultimately helps contribute to a more positive mothering experience. Being a mom can be challenging, but lack of access to resources can make a hard situation more stressful. The most enlightening part of my job is leaving the client with more confidence in themselves when it comes to their role as a woman and mother. To be able to listen to them and for them to feel they have support is very rewarding. I had one client tell me, “I am so thankful for nurses in our city who are so passionate about moms and babies getting the best care and support.” When she told me this, it was heartwarming and made me feel my job was worthwhile.

*Anjonique Fernanders (pictured top left) transferred from the Nurse Family Partnership program to Family Connects in April 2022. “AJ” is a registered Nurse Home Visitor with a Master’s of Science in Nursing.*



*Quality Counts creates high-quality learning environments and promotes best practices for teachers who help prepare our youngest students for success in school and life. By providing targeted professional development, mentorship and coaching, and nationally recognized assessments, this program lays the foundation for continuous improvement.*

**QUALITY COUNTS** defines full engagement in coaching and support using two indicators. The first indicator relies on coaching visit data which states centers are fully engaged if they receive the number of coaching visits required by their star rating over the course of the twelve months. Coaching visits are conducted between each center's annual assessments. All eight Hello Family centers, serving approximately 400 children total, exceeded their number of coaching visits. Additionally, two centers moved from a four to five star rating.



Quality Counts' program, *Spring and Summer Literacy Counts*, provides centers with books and activities to support a love of reading and learning. It is during these early years that children build curiosity and stimulate their imagination through reading, rhyming, and looking at pictures.

- 290 books provided to 42 classrooms
- 46,106 total reading minutes
- 467 children received 2 books each
- 934 books total taken home

*\*Revised February 2023*

**CONSCIOUS DISCIPLINE COACHING**, provided by Jessica Flowers, was a highlight of the year! She engaged with children during moments of conflict to model teaching social skills and methods for managing emotions for teachers and technical assistance providers (TAs). Everyone was able to observe her interactions and ask questions and get specific classroom information. Ms. Flowers also provided coaching on implementing the structures of Conscious Discipline in the classroom. The initial focus incorporated the components of a Brain Smart Start – unite as a class, disengage stress, connect with your school family and commit to classroom expectations. During subsequent visits, teachers utilized techniques as Jessica observed and provided feedback, building teacher skills and confidence in their ability to provide social emotional learning. The Quality Counts TA also increased skills in supporting classroom social and emotional development as Jessica provided personal coaching and debriefing opportunities. The respect, understanding and kindness in classrooms has increased due to the continuous support and coaching of the TA and Ms. Flowers. It was illustrated as a child asked another child to look at their work and initially the other child said, “no” they wouldn’t look. The child quickly changed their mind, stopped playing, looked at the other child’s work and complimented them. Those children had been partners for the connection activity during that morning’s Brain Smart Start. Numerous other anecdotes can be shared from her coaching sessions, illustrating the mental fortitude Conscious Discipline is building in classrooms.



“The child quickly changed their mind, stopped playing, looked at the other child’s work and complimented them.”

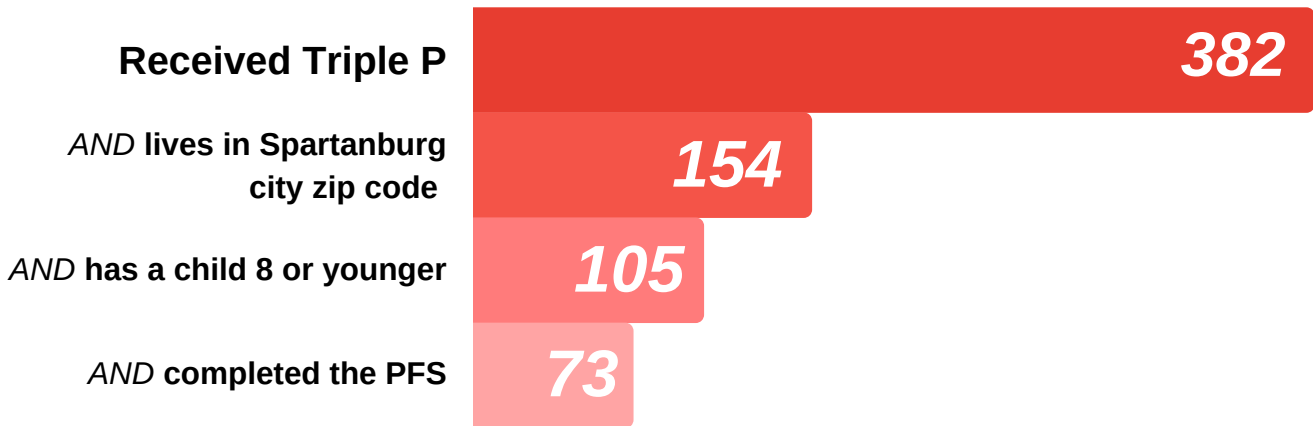


*Jessica Flowers, Conscious Discipline Coach, pictured top right. Article written by Courtney Cancer, Quality Counts TA since 2016, pictured bottom right coaching a child on how to open their food independently.*








# TRIPLE P

*Triple P offers support for the entire family, either in their homes or in a group setting, by providing parents and caregivers the tools and resources they need to be effective and confident in their roles. This program also offers support as children leave foster care and transition back to their families or into new family situations.*



**The Protective Factors Survey (PFS) is a pre-post, self-administered survey that measures protective factors in five areas: family functioning and resiliency, social support, concrete support, nurturing and attachment, and knowledge of parenting/child development.**

-  **75.3%** of individuals saw gains in family functioning and resilience.
-  **80.8%** of individuals saw gains in child development/knowledge of parenting.
-  **58.9%** of individuals saw gains in social support.
-  **54.8%** of individuals saw gains in improving and nurturing attachment.
-  **24.7%** of individuals saw gains in concrete supports.

## MEET THE TRIPLE P TEAM

“Triple P normalizes misbehavior before it teaches strategies to help with those misbehaviors. To see a parent go from shy/quiet in a session to fully engaged, asking questions, and even getting excited about the strategies taught is my why.”

*Porsche Miller , Triple P Practitioner*



“I am reaffirmed in my mission to share Triple P strategies with the families in our community every time I see a parent’s face light up when they realize they are already using positive parenting at home. It is even more reassuring when I see a parent recognize there is a better way than the parenting that they’ve been taught, and they are excited to try something new to positively influence their relationships with their children at home.”

*Julia Ceva, Triple P Practitioner/Supervisor*

“It is a privilege to be able to share Triple P with our community because of its potential long-term impact and the immediate support it provides to families in need of positive ideas, tools, and new strategies for parenting.”

*Tonya Wang, Triple P Practitioner*



# COMMUNITY CONNECTIONS



**HELLO FAMILY** has been out in the community to build awareness and connect with families. Two community baby showers were hosted last year to connect expectant and new moms with resources and support. Over 10 local and state partners were present to share support and celebrate with these growing families! Each family left with essential items such as diapers, wipes, and books. With over 140 in total attendance at both events, these will continue as biannual events.



**COMMUNITY OUTREACH** is steadily rising with over 20 events attended or hosted by Hello Family last year. These include events in partnership with local non-profit organizations, businesses, child development centers, school districts, and community groups. Additionally, marketing efforts include news media appearances, bus and bus shelter ads, billboards, promotional videos, social media advertising and more. Follow us on Instagram and Facebook to see where we will be next!



**HELLO FAMILY LAUNCHED HELLO CONNECT** in the fall of 2022 in an effort to bridge gaps and create conversation between local service providers working with families, parents, and/or children. Two events took place last year with over 40 organizations represented. Quarterly opportunities for networking will be available moving forward.

**THE PALMETTO BASICS** continue to be promoted statewide as an easy tool for parents to build their knowledge around and support early childhood development. We include Palmetto Basics handouts with all Hello Family information that is dispersed. Basics activities and events take place regularly through local partners such as Spartanburg County First Steps, Spartanburg County Library, and more.

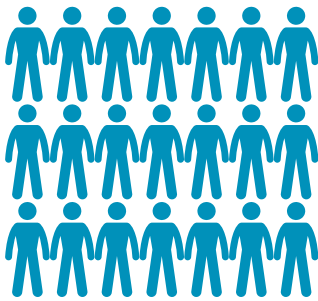


# HELLO FAMILY STATS

Hello Family launched a website and social media channels on January 12, 2022. Since then, we have strategically planned daily interactions to increase website traffic and social media followers. We have seen consistent community growth and increased public awareness of Hello Family and our mission since launch.

## Website Views

**7,864**



On average, 21 website views daily.

## Hotline Connections

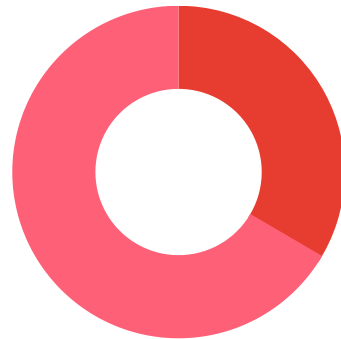
**95**



## Posts + Stories

**1,152**

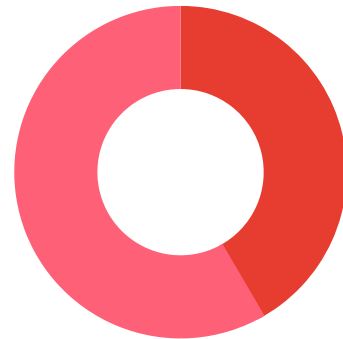
Facebook  
Instagram



## Profile Vists

**2,321**

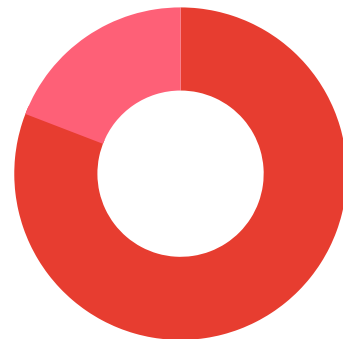
Facebook  
Instagram



## Content Reach

**32,579**

Facebook  
Instagram



\*Online Data reflects January-December 2022







It takes a **village**



hello family™

resources + support  
for families



Let us be yours



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