



2021 Impact Report

January 2022

The earliest years of life build the foundation for thriving individuals and strong communities. The science is indisputable: each moment of human connection with a child, particularly in the first three years, has a tremendous impact on brain development and sets the stage for a healthy, fulfilling, and productive life.

Little Moments Count is a cross-sector social movement to raise awareness and change behavior based on the science of brain development in the first 1,000 days of life. We engage a growing number of community partners who are deeply invested in this work, including health care providers, media organizations, nonprofits, direct service providers, business leaders and government entities across the state. In 2021, we grew our partner count to 57 engaged and active community leadership and health care partners.

Together, we are setting a strong course for the future.

Continuing impact

Healthcare collaborative

In 2021, we added three new health care systems to our collaborative. Currently Allina, CentraCare, Hennepin Healthcare, HealthPartners, MHealth Fairview, MN Children's, St. Croix Regional Hospital, Sanford and The People's Center all partner with LMC to serve more than 150,000+ families with LMC messaging. Key partnerships include the Think Small-Parent Powered Texting and Reach Out and Read programs. New in 2021, Think Small added equity education texts to their program, which was promoted to over 5000 families through LMC health care partners. Reach Out and Read provides education and children's books at pediatric well-child visits from ages 6 months to 5 years.

Minnesota Public Radio (MPR) promotional campaign

MPR continues its Little Moments Count promotional campaign, which includes a series of daily on-air public service announcements across MPR's three regional services (MPR News, YourClassical MPR and The Current), as well as digital advertising and on-demand audio spots. Messaging promotes the importance of brain building and directs listeners to learn more at our Little Moments Count website. The annual reach for this campaign is over 14 million impressions.

New areas of impact

Itasca Project's First 1,000 Days & Little Moments Count

As a cross-sector alliance of employers, the Itasca Project has a pivotal role to play in our collective understanding of the importance and lifelong impact of the first three years of life. Itasca Project's First 1,000 Days task force released its report in March 2021 and is now engaging employers in the Little Moments Count social movement. As part of this partnership, an employer communications toolkit is now available in [the employer resources](#) section of the Little Moments Count website. In 2022, there are plans to add information on family-friendly policies and practices for workplaces.



Expanded media presence

Little Moments Count extended its outreach in 2021 by increasing audio and digital content, by enhancing its social media presence, and by creating partnerships with media services committed to amplifying stories about early brain development and issues affecting early childhood development. Through an expanded media presence, we continue to build awareness with a focus on reaching culturally diverse parents via community-based trusted messengers.



[KMOJ-FM](#) partnered with Little Moments Count via its Sunday morning show *Power to the Parents*, hosted by Sondra and Don Samuels. Throughout 2021, one show each month featured a LMC guest, and the station incorporates LMC tags in the show introduction every week.

In February, Little Moments Count partnered with BIPOC-owned agency [NewPublica](#) to launch a social media campaign aimed at building awareness of LMC in cultural communities. The campaign, which is targeted to parents and caregivers, is continuing in 2022, as results so far prove it is successful.

- 15K% increase in reach; 1K% increase in engagement
- 800% increase in Facebook page visits
- 300% increase in unique visitors to LMC website



Also in February, Minnesota Public Radio's Winter Member Drive offered a meaningful partnership and promotional opportunity for Little Moments Count. Not only were MPR members offered a pay-it-forward premium that supported LMC work in the community, but the result was free books distributed via well-child visits at three clinics. In addition to the books, the MPR Winter Member Drive increased visibility and buzz, helping build awareness about the Little Moments Count collaborative, which is a key goal of the initiative.

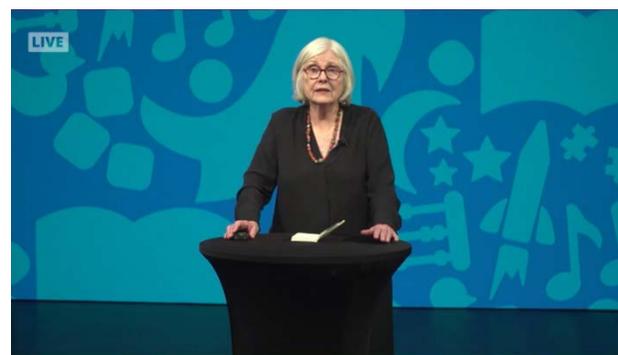
In April, MPR and Little Moments Count launched [Early Risers](#), a podcast hosted by Think Small's Dianne Haulcy on how to talk with young children about race and racism. The podcast centers on equipping parents, educators, and caregivers with tools to have these important conversations with children to build a culture of equity. To date the podcast has over 30,000 downloads, with the podcast page being the most-visited page on the LMC website.



For six weeks during May and June, Little Moments Count was excited to be a part of MPR's [Rock the Cradle Saturday morning video series](#). With in-kind support from MPR, Little Moments Count developed a series of short, animated videos with brain-building tips for how singing can support brain development in young children, starting at birth.

Events

The 6th Annual Little Moments Count Conference took place November 30, 2021. This virtual event continued the conversation on the two pandemics inequitably affecting people of color – COVID-19 and racism. The keynote presentation delivered by Dr. Anne Gearity, Assistant Professor, University of MN's Department of Psychiatry & Behavioral Health, focused on trauma-responsive treatment models for young children who have experienced complex trauma. The conference also featured an interview of Minnesota Lieutenant Governor Peggy Flanagan by Early Risers podcast host Dianne Haulcy. [Link to event recording.](#)



Despite COVID-19 distancing, virtual and safer event options allowed us to still reach over 22,000 event impressions throughout 2021. Materials at these events included items in English, Spanish and Somali languages.

Events Included:

- National American Academy of Pediatrics Conference
- MPR Day at the Minnesota State Fair
- Community family and baby shower events
- Minneapolis/St. Paul Business Journal Women in Business awards event
- Catholic Community Foundation event



Thank you for your support throughout 2021. We're looking forward to building more awareness and impact in 2022! Visit us at littlemomentscount.org/.