



# 2022 Impact Report

January 2023

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 (LMC) is a cross-sector initiative to raise awareness and change behavior based on the science of children's brain development during their first 1,000 days of life. From our start, we envisioned a broad, inclusive social movement that brings together organizations and individuals committed to ensuring all children have a strong beginning and bright future. Today we have close to 70 organizations across multiple sectors partnering with LMC.

**In 2022, we made great progress working together and we invite you to share in our success.**

## Continuing impact

### Healthcare collaborative

As of January 2023, 10 healthcare systems are partnering with LMC.

In 2022, Gillette Children's, UCare and Medica joined our current collaborative (which also includes Allina, CentraCare, Hennepin Healthcare, HealthPartners, MHealth Fairview, Children's MN, St. Croix Regional Hospital, Sanford and The People's Center.) Even with challenges due to COVID-19 and other factors affecting healthcare right now, there is a strong commitment to our work. Our partners serve more than 150,000+ families with young children and provide LMC information during well-child visits. Also in 2022, through generous support from the Richard M. Schulze Family Foundation, an LMC pilot was launched at several hospital-based family birth centers in Minnesota. The pilot reached approximately 5000 families with key parent support and education about the first year of life through online [New Parent resource pages](#). There are plans to expand the program in 2023.



### Minnesota Public Radio partnership and campaign

MPR continues to support LMC through a promotional campaign which includes a series of daily on-air public service announcements across its 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 our LMC website. The annual reach for this campaign is over 14 million impressions.

## Growing our impact

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

In 2022, we launched employer-focused resources developed in partnership with the Itasca Project's First 1,000 Days. 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. We jointly created the Employer Toolkit with nineteen employers across industries and sectors, highlighting family-friendly policies and practices for workplaces, along with case studies. The toolkit is now available in [the employer resources](#) section of the LMC website.



### Expanding media reach in diverse communities

LMC continued to add reach in 2022 by increasing audio and digital offerings and by strengthening our social media presence. Through strategic partnerships with community radio stations, we created a series of on-air conversations amplifying stories about early brain development and issues affecting early childhood development. These conversations are captured for on-demand listening as the Little Moments Count Radio Podcast. This podcast helps us continue to build awareness with a focus on reaching culturally diverse parents via community-based trusted messengers.



[KRSM-FM](#) is a low-power FM radio station based in the Philips neighborhood in South Minneapolis. Every month, an LMC guest is featured on the show *Power Perspectives*, hosted by Andrea Pierre and ShaVunda Brown. The station also incorporates LMC tags in the show's introduction and provides regular on-air spots highlighting LMC.

We're also partnering with [Native Roots Radio](#) and their talk show *I'M AWAKE*, with producer and host Robert Pilot. The show features an LMC guest every month, discussing early childhood education in tribal communities.

BIPOC-owned agency [NewPublica](#) continues to support our social media campaign with the goal of building awareness of LMC in local cultural communities. The campaign, which is targeted to parents and caregivers, achieved these 2022 results:

- 112% increase in reach
- 37% increase in engagement
- 22% increase in Facebook page visits
- 96% increase in new visitors to LMC website



Our successful [Early Risers](#) podcast, hosted by Dianne Haulcy and produced by MPR, completed Season 3 in 2022 and now has its own social media presence ([Facebook](#), [Instagram](#), [Twitter](#) & [LinkedIn](#)). The podcast centers on equipping parents, educators, and caregivers with tools to have important conversations about race with young children to build a culture of equity. There are now 21 episodes, as well as discussion guides to help foster continued conversation. To date, the podcast has over 58,000 downloads, with the podcast page being the most-visited page on the LMC website.



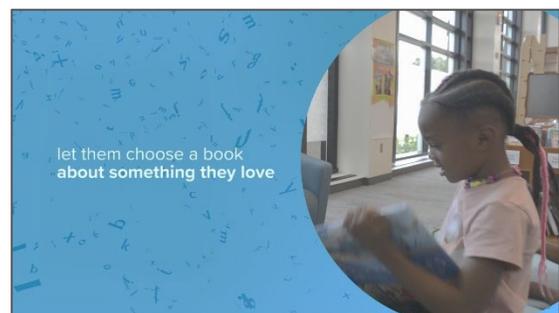
Season 3 kicked off with a special virtual event to commemorate the second anniversary of George Floyd's murder. A [panel discussion](#) on talking to young children about racialized trauma and healing included educators, parents and mental health practitioners sharing their insights. In addition, Dianne Haulcy visited George Floyd Square with early childhood expert, Sheila Williams Ridge, to discuss

how to explain death, healing and remembrance to children. Two videos were produced to share their conversation. [Talking to Children about Death and Healing](#), and [Talking to Children about George Floyd and Police Violence](#) are available to view on YouTube.

In addition to producing a third season of the podcast in 2022, Early Risers expanded its reach through live presentations and a special broadcast. Host Dianne Haulcy was a featured speaker at NAEYC's 2022 Professional Learning Institute (National Association for the Education of Young Children). She also facilitated a live panel discussion at the MPR Booth at the Minnesota State Fair, and an hour-long Early Risers broadcast special was aired by 119 public radio national affiliate stations across the country.

## COMING IN 2023: NAZ Kindergarten Readiness Toolkit and Videos

Through a partnership with PNC Bank, Northside Achievement Zone (NAZ) and LMC created an age-based parent/caregiver education and support toolkit to aid NAZ Scholars in their Family Achievement coaching, focused on the prenatal period through the start of Kindergarten. NAZ child development and infant mental health experts conducted listening sessions with North Minneapolis families to understand what was missing from current school readiness information, and then worked with community partners and Minneapolis schools to build month-by-month guidance. After piloting the content during the latter part of 2022, the NAZ toolkit and companion videos, which feature NAZ families, will be made available to the community in early 2023.



## Evaluation

Little Moments Count continued to partner with HealthPartners Institute Center for Evaluation & Survey Research (CESR) on the LEARN survey. The survey was sent to Minnesota families with young children to understand their beliefs, behaviors and knowledge regarding early brain development. Building off work that began with a statewide random survey sample in 2019, CESR surveyed focused community samples in the Black/African American, Latin American/Latinx/o/a, Somali, Hmong, Indigenous and Medicaid-insured communities. In mid-2022, summaries of community-specific results were reviewed with community partners to identify important learnings and prioritize next steps. To date, the [African American LEARN summary](#) has been finalized with input from cultural partners, and additional community results will be reviewed in 2023. Final reports for each community will then be made available.

Caregivers surveyed in 2021 said they were very confident they could impact their child's development. Most parents reported talking and playing with their child every day, with reading and storytelling being done less frequently. Healthcare providers and friends and family were noted as the most trusted sources of parenting information. Opportunities about the value of TV and electronic devices for learning were also identified.

## Events



The 7<sup>th</sup> Annual Little Moments Count Conference took place December 2, 2022. This year the event was hybrid, with a limited in-person audience and a virtual option. The keynote presentation was by Dr. Rosemarie Allen, President & CEO of the non-profit Institute for Racial Equity & Excellence in Denver, on [The Impact of Racism on the Developing Brain](#). **New this year:** Start Early Funders Coalition's Nancy Latimer Early Childhood Education Awards were presented.

## Community Events

In-person events slowly returned in 2022, allowing us to achieve 22,000 educational event impressions throughout the year. Example events included:

- The Current's Rock the Cradle event
- MPR Day at the Minnesota State Fair
- Univ. of MN MIDB Itasca First 1,000 Days Event
- Community family and baby shower events
- Education events for county public health, faith community nurses, school-based health clinics



**Thank you for your support! Visit [littlemomentscount.org/](http://littlemomentscount.org/).**