



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.

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

Continuing impact

Healthcare collaborative

In 2021 we added three additional health care systems to our collaborative. Allina, CentraCare, Hennepin Healthcare, HealthPartners, MHealth Fairview, MN Children's, Sanford, St. Croix Regional Hospital, and The People's Center all partner with LMC to serve more than 135,000+ families with LMC messaging to promote talking, playing, reading and singing. Two key partnerships include Think Small-Parent Powered Texting program and Reach Out and Read with free book distribution.

Annual conference



Anne Gearity, Ph.D.

The 6th Annual Little Moments Count Conference took place November 30, 2021. This virtual event included a keynote presentation by Dr. Anne Gearity, Assistant Professor, University of MN, Department of Psychiatry & Behavioral Health on trauma-responsive treatment models for young children who have experienced complex trauma, as well as an interview by Early Risers podcast host Dianne Haulcy of Minnesota Lieutenant Governor Peggy Flanagan. [Link to event recording.](#)

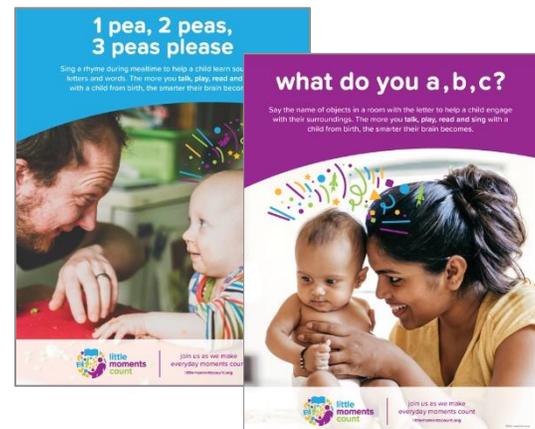
MPR promotional campaign

MPR continues its Little Moments Count promotional campaign, which includes a series of 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. The annual reach for this campaign is over 11 million impressions.

New areas of impact

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 1,000 days of life. Itasca Project's First 1,000 Days task force released its report in March 2021 and the Itasca Project is engaging employers in the Little Moments Count social movement. First 1,000 Days is now integrated in [the employer resources](#) section of the Little Moments Count website.



Expanded media presence

In 2021 Little Moments Count extended its outreach 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. One show each month throughout 2021 featured LMC content, and the station incorporates LMC tags in the show introduction every week.

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 in order 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.

Social Media campaign

In February Little Moments Count partnered with BIPOC-owned communications agency [NewPublica](#) to launch a social media campaign aimed at building awareness about Little Moments Count with a focus on cultural communities. The social media campaign continued through the remainder of the year, and results in the just the first two months proved the effort successful:

- 47% increase in Instagram followers
- 13% increase in Facebook page likes
- 45% increase in Facebook post reach
- 600% increase in visits to LMC website from April 2020 to April 2021



Community | Events

In February, MPR's Winter Member Drive offered a meaningful partnership opportunity for Little Moments Count. Not only were MPR members offered a pay-it-forward premium that supported Little Moments Count 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 resulted in visibility and buzz, helping build awareness about the Little Moments Count collaborative, which is a key goal of the initiative.

On September 3, Little Moments Count was excited to be a part of MPR Day at the Minnesota State Fair, where we shared information about the LMC collaborative and the critical brain development that takes place in the first three years of life. Material handouts included bookmarks in three languages – English, Spanish, and Somali.



Thank you for your support throughout 2021! Visit us at littlemomentcount.org/.