



2023 Impact Report

January 2024

We start out each year's Impact Report with a little bit about who we are, since we know we're reaching new audiences as we continue to grow our community. So, who are we?

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 85 organizations across multiple sectors partnering with LMC.

We know 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 and productive life. Collectively, our partners encourage families to TALK, PLAY, READ and SING with their littlest ones, each and every day.

Together we made great progress, and we invite you to share in our success.

Highlights in 2023

Healthcare collaborative

As of January 2024, 12 healthcare systems are partnering with LMC: Allina, CentraCare, Children's MN, Gillette Children's, HealthPartners, Hennepin Healthcare, The People's Center (a Federally-Qualified Health Center/FQHC), Medica, MHealth Fairview, St. Croix Regional Medical Center, Sanford Health and UCare. Our partners demonstrate a strong commitment to our work. Collectively, they serve more than 150,000+ families with young children and provide LMC information during well-child visits. Also in 2023, through continued generous support from the Richard M. Schulze Family Foundation, our LMC Birth Center program continued at participating local hospital-based centers in Minnesota and was extended to some home visiting partners as well. In 2023, **this growing program reached close to 7000 families** with key parent support and education about the first year of life through online [New Parent resource pages](#). There are plans to continue and expand this work in 2024.



Minnesota Public Radio partnership and campaign

In May, MPR launched the fourth year of an LMC promotional campaign which includes on-air public service announcements on 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 14 million impressions.**

Growing our impact | New projects

Expanded media reach in diverse communities

In February, Little Moments Count launched the Little Moments Count Radio Podcast, a series of conversations amplifying stories about early brain development and issues affecting early childhood

development. These conversations are created as live-broadcast segments and captured for on-demand listening. The podcast builds awareness with a focus on reaching culturally diverse parents via community-based trusted messengers. As of year end, **50 episodes are available** on a [dedicated page](#) of the Little Moments Count website as well as on the LMC [YouTube Channel](#). Our partners include: [KRSM-FM](#) (a low-power radio station in the Philips neighborhood of south Minneapolis, via talk show *The Narrative*), [Native Roots Radio](#) (via talk show *AWAKE*, with host Robert Pilot), and [KMOJ-FM](#) (via

Afternoon Drive with Walter Q Bear Banks Jr.). In December 2023, a new Spanish-language community radio partner was introduced – [La Raza](#). This addition adds significant reach into the Minnesota and Western Wisconsin Latin American community, supporting parents there through the accessible La Raza Radio connection – a trusted Latin American community media partner. Finally, [WFNU-LP](#) continues as a valued distribution partner, airing episodes of Little Moments Count Radio Podcast every Thursday.

New season of Early Risers Podcast and special event

In March, MPR and Little Moments Count launched the **fourth season of [Early Risers](#)**, a podcast hosted by 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. The podcast now has **27 episodes available** on all major podcasting platforms, a robust social media presence with nearly 5,000 [Facebook](#) followers, videos, discussion guides, and more.

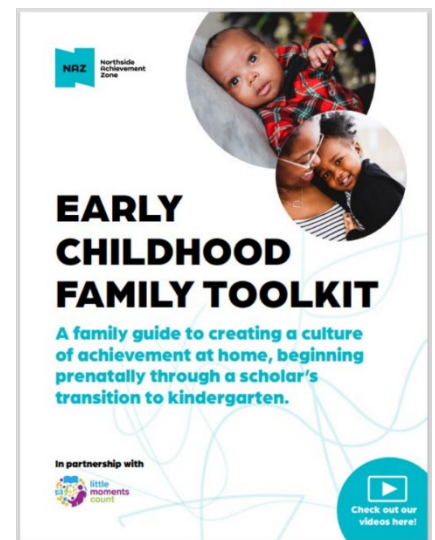




In August 2023, the podcast hosted a film screening event featuring Debbie LeeKeenan and the film she co-produced, [Reflecting on Anti-bias Education in Action: The Early Years](#). We welcomed nearly 100 stakeholders to the film screening and panel discussion, and an additional 100 early childhood providers participated in an afternoon workshop with LeeKeenan via a partnership with Minneapolis College.

Northside Achievement Zone's (NAZ) Family Toolkit

Through a partnership with PNC Grow up Great, Northside Achievement Zone 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. This resource guide, developed by NAZ child development and infant mental health experts, was based on listening sessions with North Minneapolis families, to understand what was missing from current school readiness information. Then, community partners and Minneapolis schools contributed to build month-by-month guidance to help fill those gaps. After piloting the content during the latter part of 2022, the NAZ toolkit and companion videos, which feature NAZ families, were made available to the community in early 2023. Companion videos supporting talking, playing, reading and singing were also produced as part of this initiative and available on our [YouTube Channel](#). A social media campaign to promote this new toolkit ran from September through November.



Marketing campaign



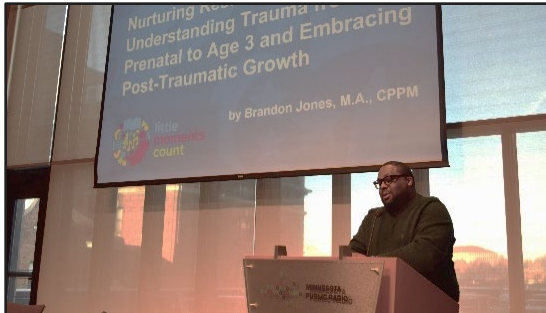
We continued our marketing efforts with social media in 2023, which included launching a LinkedIn page. Our marketing also expanded into more traditional media to engage specific cultural communities. A general awareness campaign included radio, print and digital ads, with appropriate language translations as needed. These ads drove new visitors to our website, accounting for roughly four new visits per day while in flight.



Other media results include:

- 500,000K+ in social media reach
- 77% increase in Facebook post engagement
- 127% increase in Facebook page follows
- 95% of visitors to LMC website were new to site

Events



Annual Conference

Our 8th Annual Little Moments Count Conference took place November 29, 2023. Once again, the event was hybrid with a limited in-person audience and a virtual option. The keynote presentation was by Brandon Jones, Executive Director of the Minnesota Association for Children's Mental Health on the topic of *Nurturing Resilience*. Start Early Funders Coalition's Nancy Latimer Early Childhood Education Awards were also presented.



New this year: We invited a panel of parents to share their thoughts and insights on the keynote topic in a question and answer session after the presentation. Based on responses in our post-event feedback survey, hearing from parents about their own experiences was extremely well-received and a welcomed addition to our conference.

Community Events

We were fortunate to have presence throughout the community in 2023, allowing us to achieve over **25,000 educational event impressions** during the year.

Example events included:

- The Current's Rock the Cradle event
- MPR Day at the Minnesota State Fair
- Zero to Three LEARN Conference
- Community family and baby shower events
- Education events for county public health, school districts, federally-qualified health centers (FQHCs), and the early and family education communities



Special thanks to our funders: Anonymous | F.R. Bigelow Foundation | Hibbs Brenner Family Fund | CentraCare | Driscoll Foundation | HealthPartners* | M.A. Mortenson Company | Mardag Foundation | McVay Foundation | Medica Foundation | Minnesota Public Radio* | PNC Foundation | Roots & Wings Foundation | Richard M. Schulze Family Foundation | Securian Foundation | Saint Paul and Minnesota Foundation | Start Early Funders Coalition | UCare (*in-kind)

Thank you for your support. Visit littlemomentscount.org for more info.

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