

# Williamson County Success By 6 Coalition Strategic Plan

2022 - 2025



**SUCCESS BY 6**  
WILLIAMSON COUNTY COALITION



United Way for  
Greater Austin

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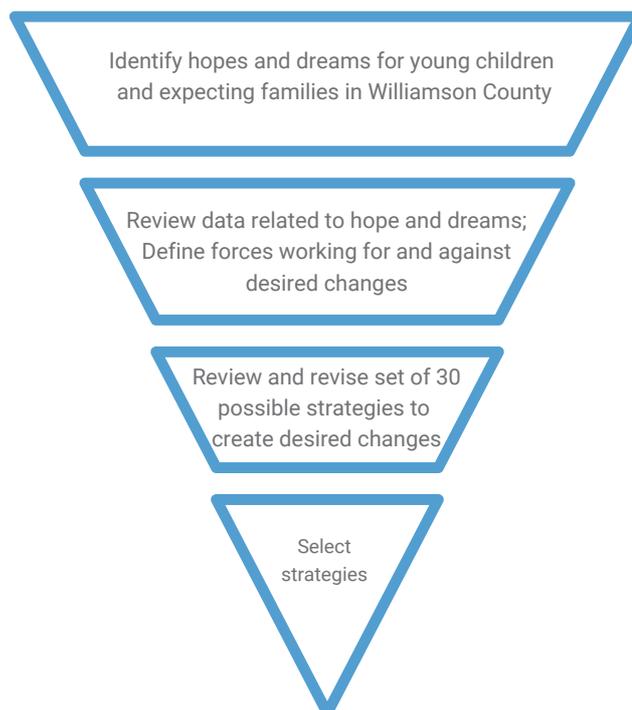
*Representatives from across the county met to learn about ways to support families with young children.*

# PROCESS

Over a six-month period, a collaborative group of Williamson County early childhood stakeholders defined a common set of hopes and dreams, goals, and strategies to transform the lives of young children and families. The group came together in four planning meetings between January and June 2022. The work began with painting a picture of the hopes and dreams for children and gradually drilled down to five specific strategies. Stakeholders used the following questions to evaluate each potential strategy:

- **Will it lead to systems change?**
- **Will it lead to our desired outcome?**
- **Is this something this group has agency to change?**
- **Is this something you personally will put time and energy toward achieving?**

Stakeholders scored each strategy. Cumulative scores were used to identify the five priority strategies. At least one strategy was selected for each goal area. The majority of the strategies focus on prenatal to age three. Four additional strategies scored high. United Way for Greater Austin staff will review these and consider possible opportunities in the future.



Each meeting devoted significant time to small group discussion and focused tasks such as defining the barriers and bright spots for the desired change, such as better pay for child care providers.

The chart below articulates the goals of each meeting.

| MEETING            | DATE      | GOALS   |
|--------------------|-----------|---|
| Planning Meeting 1 | 1/22/2022 | <ul style="list-style-type: none"> <li>• Build connections and relationships.</li> <li>• Unite around common hopes and dreams.</li> <li>• Clearly understand the purpose of this effort.</li> <li>• Generate excitement and momentum to drive our Success By 6 Coalition for Williamson County.</li> </ul>  |
| Data Committee     | 2/9/2022  | <ul style="list-style-type: none"> <li>• Review relevant data to determine how we might measure desired changes for families and children.</li> </ul>   |
| Planning Meeting 2 | 3/9/2022  | <ul style="list-style-type: none"> <li>• Build connections and relationships.</li> <li>• Unite around shared hopes and dreams for young children and families.</li> <li>• Review data to determine how we're currently doing at achieving our hopes and dreams.</li> <li>• Identify forces working for and against us to make desired changes.</li> </ul>   |
| Planning Meeting 3 | 4/27/2022 | <ul style="list-style-type: none"> <li>• Build connections and relationships.</li> <li>• Identify strategies this coalition can implement to:               <ul style="list-style-type: none"> <li>◦ Help us achieve our hopes and dreams</li> <li>◦ Build on bright spots</li> <li>◦ Address barriers</li> </ul> </li> <li>• Make measurable changes to improve outcomes for expecting families and young children.</li> </ul> |
| Planning Meeting 4 | 6/27/2022 | <ul style="list-style-type: none"> <li>• Build connections and relationships.</li> <li>• Select 4 - 8 strategies this coalition will implement in the future.</li> </ul>  |

# COALITION VISION & GOALS

Stakeholders defined unique hopes and dreams for young children that support the current Success by 6 (SX6) vision: to ensure that young children are happy, healthy, and ready to succeed in school and in life.

The following Success by 6 Travis County (SX6) goals were adjusted to meet the unique work of the Williamson County SX6 group, while maintaining regional alignment:

## Healthy Beginnings Goal

All pregnant moms receive early and regular prenatal care. All children receive physical healthcare, developmental and mental health supports, and community resources they need to thrive throughout their childhood.

## Supported Families Goal

Families have access to and use the resources that provide them with the knowledge, skills, confidence, and social supports to positively nurture the health, safety, and development of their children, and develop greater financial stability.

## Quality Care and Education Goal

Children and families are informed and able to access high-quality early learning environments that demonstrate positive developmental outcomes for all children (including children with unique developmental and cultural needs) through competent, responsive, and caring relationships. Caregivers are paid as professionals and can increase their own economic stability through career pathways.

## Safe and Stimulating Communities Goal

Public and private sectors in Williamson County work together to ensure that the community has the resources and infrastructure to deliver services to children and their families and to provide a safe and healthy environment in which to raise children.



# PRIORITY STRATEGIES

## The focus is on specific groups

Coalition work can be an effective force to reduce disparities among certain groups. As the new Wilco Success By 6 group defines its action steps for each strategy, the group should review the following research-backed disparities at each meeting. Stakeholders can plan to intentionally address these inequities by focusing on certain areas of the county, such as Taylor, and on certain groups, such as Black women.

### Key data points considered:

- **Black women are more likely to:**
  - Give birth prematurely
  - Have babies with low birth weight
- **Black and Hispanic children are less likely to be school ready.**
- **Taylor has a higher incidence of child abuse and neglect.**



Community representatives discussed and prioritized strategies that will lead to healthier outcomes for children and expecting parents.

| PILLAR             | STRATEGY   | LEVERS   | DETAILS  | JUSTIFICATION / BACKGROUND INFO   |
|--------------------|--|--|--|---|
| Healthy Beginnings | Increase the number of mothers, infants, and toddlers served through team-based models for prenatal care and pediatric health, such as CenteringPregnancy and CenteringParenting** | TX Prenatal - 3 Collaborative  | <p>Model descriptions:</p> <p>Centering Pregnancy: A trained facilitator leads a group of 8-10 women with similar due dates in facilitated support groups held in conjunction with their prenatal visits. Topics may include nutrition, stress management, labor and delivery, breastfeeding, and infant care.</p> <p>Centering Parenting: A trained facilitator leads a group of 6-8 parents with infants of the same age in regular discussion and interactive activities on topics including attachment, safe sleep, breastfeeding, nutrition, early literacy, development and safety. Groups are held in conjunction with well-child checks.</p> | <p>Members of Centering Pregnancy and Centering Parenting groups are connected in ways not possible in traditional and form social support networks. It can be funded by Medicaid.</p> <p>Strategy could be used to intentionally support Black women who disproportionately give birth prematurely and have babies with a low birth weight.</p>                          |
| Healthy Beginnings | Engage fathers through intentional programs and systems changes  | Child & Family Research Partnership Fatherhood Research Hub & Annual Summits | Members of this Wilco SX6 group identified the need for a strategic effort to engage fathers from pregnancy until age 5 in ways that work for fathers. Existing programs would work together to pilot innovative ways to engage fathers in supporting their young children.  | <p>Fathers play a crucial role in the lives of young children, yet they often do not engage in existing programs.</p> <p>When engaging fathers is an "add on" to home visiting, pre-K, or other goals, the effort doesn't get the needed attention. Thus this group elected to have a strategy specifically devoted to engaging dads across all programs and systems.</p> |

\* Austin/Travis County SX6 strategy

\*\* Texas Prenatal to Three strategy

| PILLAR                     | STRATEGY   | LEVERS  | DETAILS  | JUSTIFICATION / BACKGROUND INFO  |
|----------------------------|--|---|--|--|
| Quality Care and Education | Increase the number of pre-K3 spots in Williamson County*  | TEA<br>TWC (Partnerships)<br>Federal (Head Start)<br>School Districts | School districts can pull down state funding to provide half day pre-K to eligible 3-year-olds on campuses or in partnership with community-based child care centers.  | Only about 3.7 % (113) of eligible 3 year olds in Wilco attend pre-K. Many school districts in Wilco do not currently offer pre-K for 3 year olds, but state funding is available for them to launch and sustain half day programs. Children who attend two years of pre-K increase school readiness skills.   |
| Supported Families         | Expand capacity and participation in research- and evidence-based, culturally competent home-visiting, parent education, and family support services for families with children to age 5.* | TX Prenatal - 3 Collaborative   | Home visiting programs help parents foster healthy child development and connect to resources.<br><br>Wilco SX6 wants to increase participation through incentives to encourage parents to enroll and complete parenting education; intentionally engaging fathers and teen parents; partnering with Community Health workers and parent leaders to connect with target populations; and efforts to ensure programs are culturally responsive. | 48% of children from families with a low income enter Kindergarten behind. With support, parents can be their children's most effective teachers.<br><br>Only 2% (125 children) of approximately 6000 children under 3 years old (who live under 200% of Federal Poverty Level) participate in Home Visiting (Parents as Teachers-Leander ISD, Any Baby Can and AVANCE). |

\* Austin/Travis County SX6 strategy

\*\* Texas Prenatal to Three strategy

| PILLAR                                  | STRATEGY  | LEVERS                             | DETAILS  | JUSTIFICATION / BACKGROUND INFO  |
|---|---|------------------------------------|--|--|
| <p>Safe and Stimulating Communities</p> | <p>Build public awareness of the importance of the first 5 years, brain development, and supporting parents/caregivers in their caregiver role. *</p> | <p>PBS<br/><br/>Bright by Text</p> | <p>Possible actions may include:</p> <p>Bright by Text - provides developmental tips based on the due date or age of a child up to age eight via text.</p> <p>PBS educational media - TV shows, apps, and activities developed with child development and content area experts - that ideally replace consumption of media with no known benefits.</p> <p>Streamlined messages crafted by a communication work group.</p> <p>"The Basics," a framework and toolkit that "saturates the social ecology around each family," so that everyone in the community knows and supports five evidence-based parenting and caregiving principles.</p> <p>State level resource page: <a href="http://earlychildhood.texas.gov">earlychildhood.texas.gov</a> and local page (Help Me Grow) - a parent - informed bilingual curation of 100+ early childhood resources for pregnancy through Kindergarten.</p> | <p>48% of children from families with a low income enter Kindergarten behind.</p> <p>With awareness and support, the entire community can help build the brains of its youngest members.</p> |

\* Austin/Travis County SX6 strategy

\*\* Texas Prenatal to Three strategy

# ADDITIONAL HIGH-SCORING STRATEGIES

| PILLAR                           | STRATEGIES  |
|----------------------------------|---|
| Supported Families               | Ensure that parents/caregivers and young children have at least twenty children’s books in their homes. |
| Supported Families               | Increase family supports that are culturally competent and trauma informed.                             |
| Safe and Stimulating Communities | Strengthen coalition capacity to advocate for funding and policy changes in service to coalition goals. |
| Quality Care and Education       | Increase number of centers participating in Pre-K Partnerships through the Success By 6 hub.            |



*Cathy Doggett with Paradigm Shift and Casey Fogle with United Way for Greater Austin led stakeholders through a planning process to choose strategies for supporting families with young children.*

# ACKNOWLEDGEMENTS & SPECIAL THANKS

This plan was made possible through the efforts and input of Williamson County stakeholders.

## **Special Thanks to:**

Paradigm Shift (Cathy Doggett, MEd) who led us through the planning process

## **Primary Stakeholder Organizations:**

Any Baby Can  
Avance  
Bluebonnet Trails  
Bookspring  
Foundation Communities  
Georgetown Independent School District  
Georgetown Public Library  
Leander Independent School District  
Lone Star Circle of Care  
NAMI Central Texas  
Opportunities for Williamson and Burnet Counties  
Planned Living Assistance Network of Central Texas, Inc.  
Round Rock Public Library  
SAFE Austin  
Taylor Independent School District  
The Georgetown Project  
Williamson County and Cities Health District  
Workforce Solutions Rural Capital Area

## **Parent Representatives:**

Brianna Briggs  
Jody Randig  
Sabina Peerbhai

## **Community Advocates:**

Dr. Charlotte Parramore  
Kay Vossler  
Ron Swain, First United Methodist Church

## **To learn more contact:**

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