



Strategic Action Plan

2020 Progress & 2021 Plans

Vision: Every child thrives in health, learning and life.

Mission: Engaging business, government, education, families and community partners to ensure that every child thrives.



Strong Families

Strategy: Weave a web of support for young children and families

Indicators: Child abuse & neglect rates; Frequency of families talking, reading and playing with their young children

Action Initiatives

TalkReadPlay With Your Child Every Day

Utilize evidence-based TalkReadPlay resources to build parent capacity to promote early learning.

- Flagship TalkReadPlay Center at Watertown Public Library
- Parenting Education

Family Resource Network

Build systems that connect families to the community resources they need to thrive.

Community Resilience Building – SOAR Leadership Council

Provide resources and coaching for organizations to promote resilience through trauma-informed practices.

Community Mental Health "Network"

Align the resources of multiple organizations to dramatically improve indicators of social and emotional wellbeing.

2020 Progress Highlights

- Secured project funding for the flagship TalkReadPlay Center
- Engaged new families by piloting weekend TalkReadPlay programming
- 31 providers from 9 agencies are delivering evidence-based parenting education programs

- Completed needs assessment
- Established Network mission and vision
- Secured location within the future TalkReadPlay Center
- Hired Network Coordinator

40 organizations committed to strengthen trauma-informed approaches and build protective factors

Secured funding for a community-wide needs assessment, capacity building and planning process

2021 Plans

- Open TalkReadPlay Center
- Engage 400+ families with parenting education

- Solidify referral processes with 10 agencies
- Develop community performance scorecard
- Provide ongoing support to at least 20 at-risk families

- Launch online Trauma & Resilience Training
- Provide tools to promote staff resilience

Complete gap assessment and strategic planning process

Long-term Vision

All families with children under age 5 will engage with community-wide TalkReadPlay supports to build:

- Knowledge of parenting and child development
- Social and emotional competence of children
- Parental resilience
- Social connections
- Access to concrete supports in times of need

All Leadership Council organizations are "Trauma Informed" as defined on the Wisconsin Trauma Informed Care Continuum

All children have access to prevention and early intervention supports that build social emotional life skills

Equity, Diversity & Inclusion

Every Child Thrives partners are committed to supporting the success of every child by proactively eliminating barriers like poverty and discrimination and their consequences.

In 2021, we plan to build our collective capacity to promote equity, diversity, and inclusion through shared exploration, learning and dialogue. Our long-term vision is that all partner agencies identify barriers and evolve their practices, policies and environments to support the success of every child.

Successful Initiatives Transitioning to Next Phase

Since 2017, Every Child Thrives has used the collective impact model to design initiatives at the community level. Once initiatives prove successful, they move to a continuous quality improvement phase led by individual agencies.

Community Response

Short-term, preventative coaching and support to high risk families through responsive social work

Playworks Active Recess

Social emotional learning through Active Recess best practice

Summer Learning Program

Summer programming to help eliminate "summer slide" among elementary students reading below grade level

WI Reading Corps Tutoring

Daily, evidence-based tutoring to elementary students just below grade-level reading status

Paused Initiatives

The Covid-19 pandemic has had a significant impact on the following two initiatives. Every Child Thrives will be evaluating the future of these initiatives in 2021.

Home Visiting Quality Improvement Community

Continuous quality improvement practices to increase impact and reach of five local home visiting programs

School Attendance Learning Community

Evidence-based strategies to eliminate chronic absenteeism



Kindergarten Readiness

Strategy: Provide great early learning opportunities
Indicator: 4-year-old developmental readiness

Action Initiatives

Developmental Screening & Early Intervention

Provide universal developmental screening to identify potential delays and connect families to needed resources.

2020 Progress Highlights

Increased number of children screened by 24% over 2019

2021 Plans

Pilot online screening tools

Long-term Vision

All families with children under age 5 participate in developmental screening and receive recommendations on how to best promote their child's development.

Access to Quality Early Care & Education

Grow access to high quality early care and education opportunities for all families.

- Promote evidence-based Pyramid Model in early education settings (Pyramid Model is a social and emotional learning framework that promotes young children's healthy development)
- Develop a Shared Services Network to create operational and administrative efficiencies for providers
- Advocate for local and state policies that improve access to quality early education

- Expanded from 5 to 7 sites with 12 total Pyramid Model classrooms. Benchmarks of Quality increased from 72% to 82% during year 2 of implementation.
- Completed Shared Services Network feasibility study
- Launched the Parents Advocating for Child Care Fellowship

- Expand # of classrooms utilizing Pyramid Model from 12 to 18 in 7 existing sites.
- Increase Benchmarks of Quality from 82% to 90%
- Solidify technical assistance and long-term funding for Shared Service Network
- Conduct Policy Advocacy for Child Care

All families have access to quality early care and education.

All children in early care and education settings are served in a classroom utilizing proven practices for promoting social and emotional development.

School Success

Strategy: Create systems of student supports
Indicator: Third grade reading proficiency & student attendance rates

Social Emotional Learning (SEL)

Build systems that foster the problem solving, communication and relationship skills students need for success in learning and life.

Watertown Unified, Dodge and Waterloo school districts completed needs assessments and began to establish performance indicators

Finalize plans for Social Emotional Learning and transition to implementation phase

All students graduate with the social emotional and resilience skills needed for success in learning and life.

Every Child Thrives Partners

Beaver Dam Community Library
 Big Brothers Big Sisters of South Central Wisconsin
 Calvary Baptist Christian School
 Church Health Services
 City of Watertown
 Community Action Coalition for South Central WI
 Community Care Preschool & Child Care
 Community Coordinated Child Care (4-C)
 Community Pediatrics
 Dodge County Human Services & Health Department*
 Dodge School District*
 Fort HealthCare
 Future All Star's Academy

Gingerbread Preschool and Child Care Center
 Good Shepherd Lutheran School
 Green Valley Enterprises, Inc. (Dodge County Birth to 3)
 Hustisford Community Library
 Hustisford School District
 Jefferson County Circuit Court
 Jefferson County Head Start*
 Jefferson County Health Department*
 Jefferson County Human Services Department*
 Jefferson County Literacy Council
 Johnson Creek Public Library
 Juneau Public Library
 Kiddie Kampus
 Lake Mills Area School District
 Mary Linsmeier - Watertown

Playworks Active Recess
 Reesville Public Library
 Renewal Unlimited, Inc* (Dodge County Head Start)
 Rock River Community Clinic
 Safe Families for Children - Jefferson County
 School District of Jefferson
 Shared Mission Group
 St. Mark's Evangelical Lutheran Church & School
 The Gathering Source
 The Open Door Coffeehouse
 Trinity St. Luke's Lutheran School
 United Way of Dodge County
 United Way of Jefferson & North Walworth Counties
 UW-Madison Division of Extension Dodge County

UW-Whitewater
 Waterloo School District
 Watertown Area YMCA*
 Watertown Area Chamber of Commerce*
 Watertown Department of Public Health*
 Watertown Family Center
 Watertown Family Practice
 Watertown Police Department
 Watertown Public Library*
 Watertown Regional Medical Center
 Watertown Unified School District*
 Willows Christian Child Care Center
 WI Alliance for Infant Mental Health
 WI Child Abuse & Neglect Prevention Board
 WI Office of Children's Mental Health
 WI Reading Corps

* Every Child Thrives Transformation Council Member