



2023 Mid-Year Impact Report

August 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 more than 70 organizations across multiple sectors partnering with LMC.

We have made great progress working together in the first half of 2023 and we invite you to share in our success.

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

Areas of impact

Healthcare collaborative

As of mid-year 2023, 10 healthcare systems are part of our collaborative: Allina, CentraCare, Gillette Children's, Hennepin Healthcare, HealthPartners, MHealth Fairview, Children's MN, St. Croix Regional Hospital, Sanford and The People's Center. In addition, two new health plan partners, Medica and UCare, are supporting our work. Our partners serve more than 150,000+ families with young children and provide LMC information during well child visits. Also in 2023, LMC expanded its outreach in hospital-based family birth centers in Minnesota. The initial pilot at Regions Hospital in St. Paul reached approximately 5000 families with key parent support and education about the first year of life through online New Parent resource pages. The program is expanding in 2023 to include Methodist Hospital in the west metro.

MPR promotional campaign

In May MPR launched its fourth year of the Little Moments Count promotional campaign, which includes a series of daily 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. Messaging promotes the importance of brain building and directs listeners to learn more at our Little Moments Count website. The annual reach for this campaign is over 14 million impressions.

New projects and activities

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 mid-year 2023, nearly 40 episodes are available on the newly-developed page of the Little Moments Count website.



[KRSM-FM](#) (a low-power FM radio station based in the Philips neighborhood in South Minneapolis), [Native Roots Radio](#) (via and their talk show *AWAKE*, with host Robert Pilot), and newly-added [KMOJ-FM](#) (via the *Afternoon Drive* show with Walter Q Bear Banks Jr.) are the community radio stations who partner with Little Moments Count to create this content. [WFNU-LP](#) is a new distribution partner, which airs the Little Moments Count Radio Podcast every Thursday.

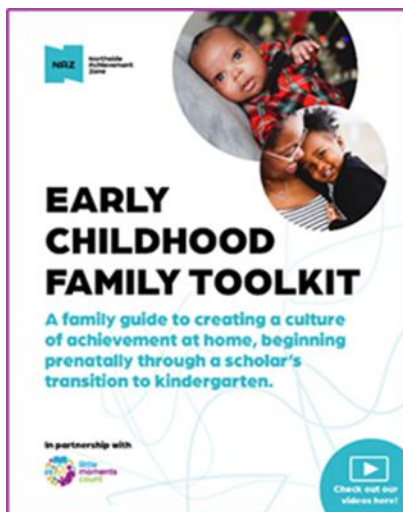
New season of Early Risers Podcast and Event

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 23 episodes available on all major podcasting platforms, a robust social media presence with more than 2,000 [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.

Early Childhood Family Toolkit



This summer Little Moments Count released a new early childhood family resource guide. The guide serves as a toolkit to creating a culture of achievement at home, beginning prenatally through the transition to kindergarten. Developed by the Northside Achievement Zone (NAZ) in partnership with Little Moments Count, this toolkit is grounded in the belief that parents and caregivers are children's first and most important teachers. It offers support during each stage of development, beginning during pregnancy and continuing until the child transitions to kindergarten.

The toolkit is available for download at littlemomentscount.org's early childhood resources page, where parents can also find videos to accompany the guide. These informative videos feature NAZ parents and staff offering tips and ideas for integrating read, talk, play, sing activities in little moments throughout the day.

Events

In addition to the Early Risers event hosted in August, Little Moments Count has had a notable presence at several events in the first part of 2023 including:

- Rock the Cradle, hosted by The Current
- MPR Day at the Minnesota State Fair
- HealthPartners community events



Thank you for your support. We're looking forward to building more awareness and impact as the year continues! Visit us at littlemomentscount.org/.