



Baby Connections Snapshot Summer 2017

The Need



Babies can make
700 brain connections a second



Window of opportunity





Trajectory



1:4 adults in Waterloo Region are
functioning at the lowest literacy level

Measuring the Impact of Baby Connections: Parent/Caring Adult Awareness and Behaviour



Parent's Survey

Thank you for participating in the **Baby Connections Program**. Please answer the following questions to help us understand if Baby Connections is helping families. There are no right or wrong answers. We value your honest feedback.

Postal Code: _____

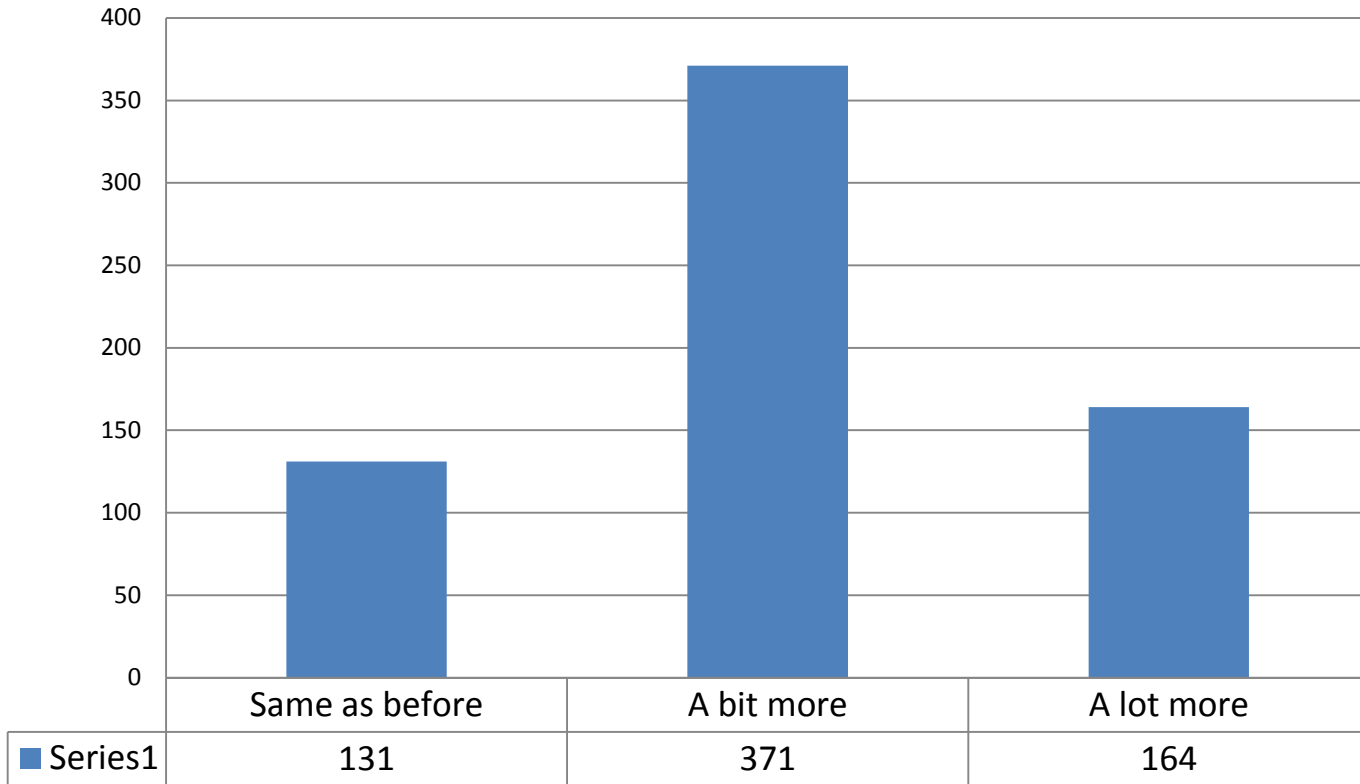
Location of program: _____

1. Now that I have finished the Baby Connections program, I know about:

Ways to read with my baby	Why it is important to read and talk with my baby when they are young
<input type="checkbox"/> same as before <input type="checkbox"/> a little bit more <input type="checkbox"/> a lot more	<input type="checkbox"/> same as before <input type="checkbox"/> a little bit more <input type="checkbox"/> a lot more
Ways to talk and communicate with my baby	Where to find more information to help my baby with reading and communicating
<input type="checkbox"/> same as before <input type="checkbox"/> a little bit more <input type="checkbox"/> a lot more	<input type="checkbox"/> same as before <input type="checkbox"/> a little bit more <input type="checkbox"/> a lot more
Ways to read and communicate with my baby throughout the day and in different places (e.g. in the bath, at the park)	Use of screen time with my baby
<input type="checkbox"/> same as before <input type="checkbox"/> a little bit more <input type="checkbox"/> a lot more	<input type="checkbox"/> same as before <input type="checkbox"/> a little bit more <input type="checkbox"/> a lot more

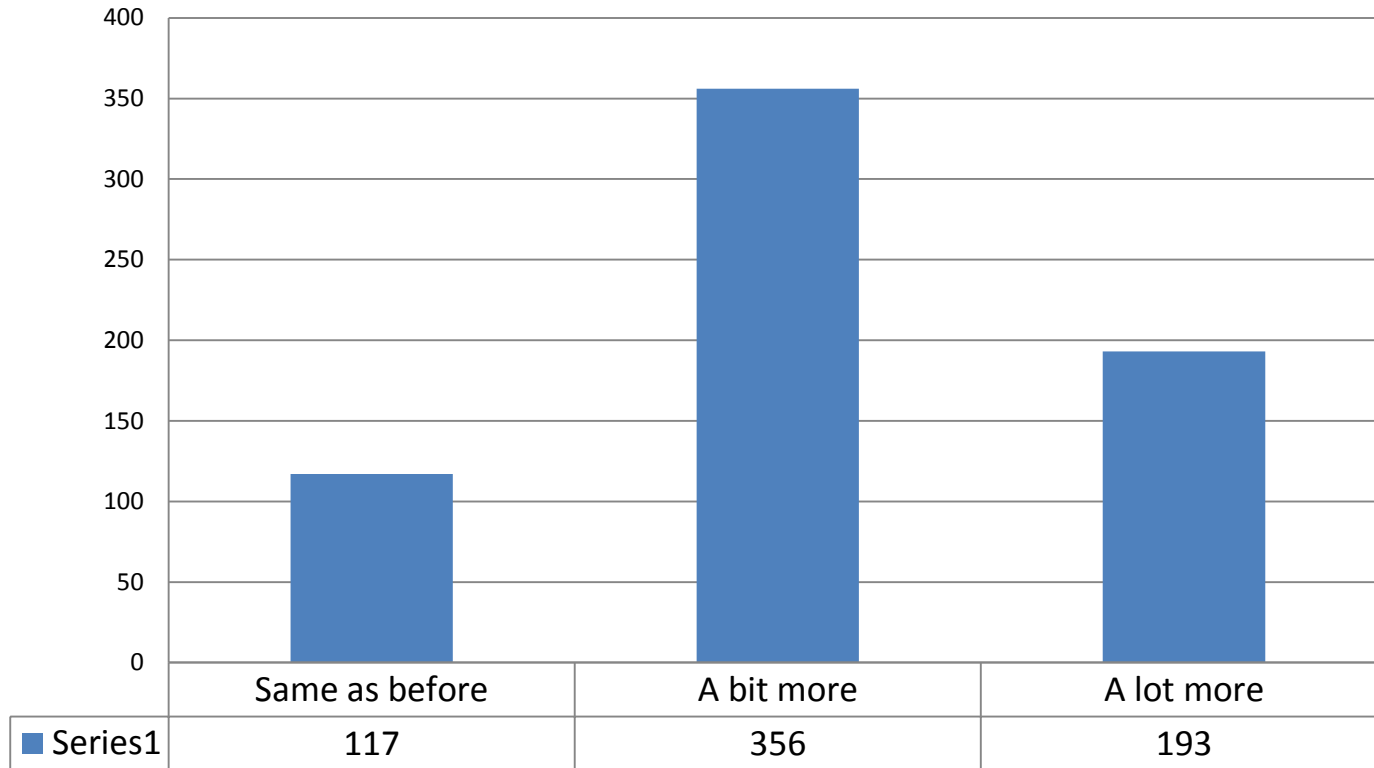
The Evidence: Parents/caring adults say...

Now that I have finished the BC program, I know about ways to read with my baby:



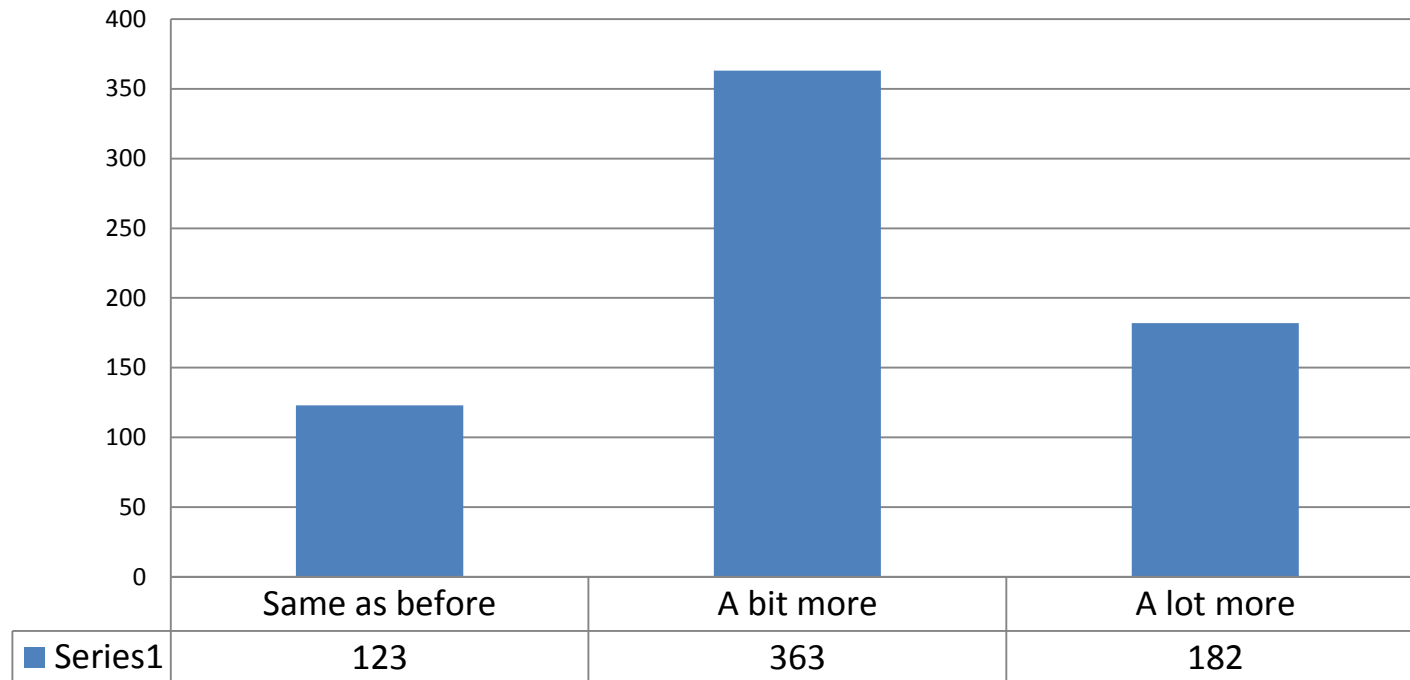
The Evidence: Parents/caring adults say...

Now that I have finished the BC program, I know about ways to talk and communicate with my baby:



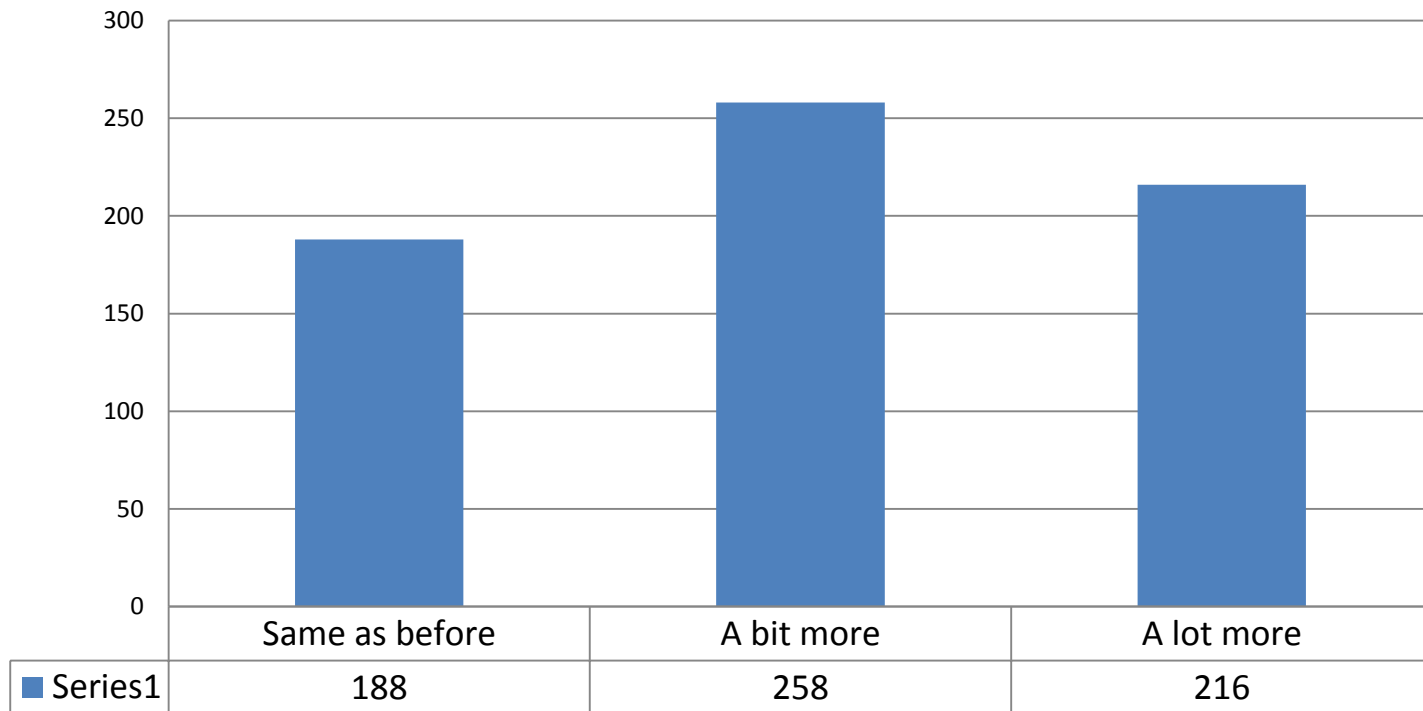
The Evidence: Parents/caring adults say...

Now that I have finished the BC program, I know about ways to talk and communicate with my baby throughout the day and in different places (e.g. in the bath, at the park):



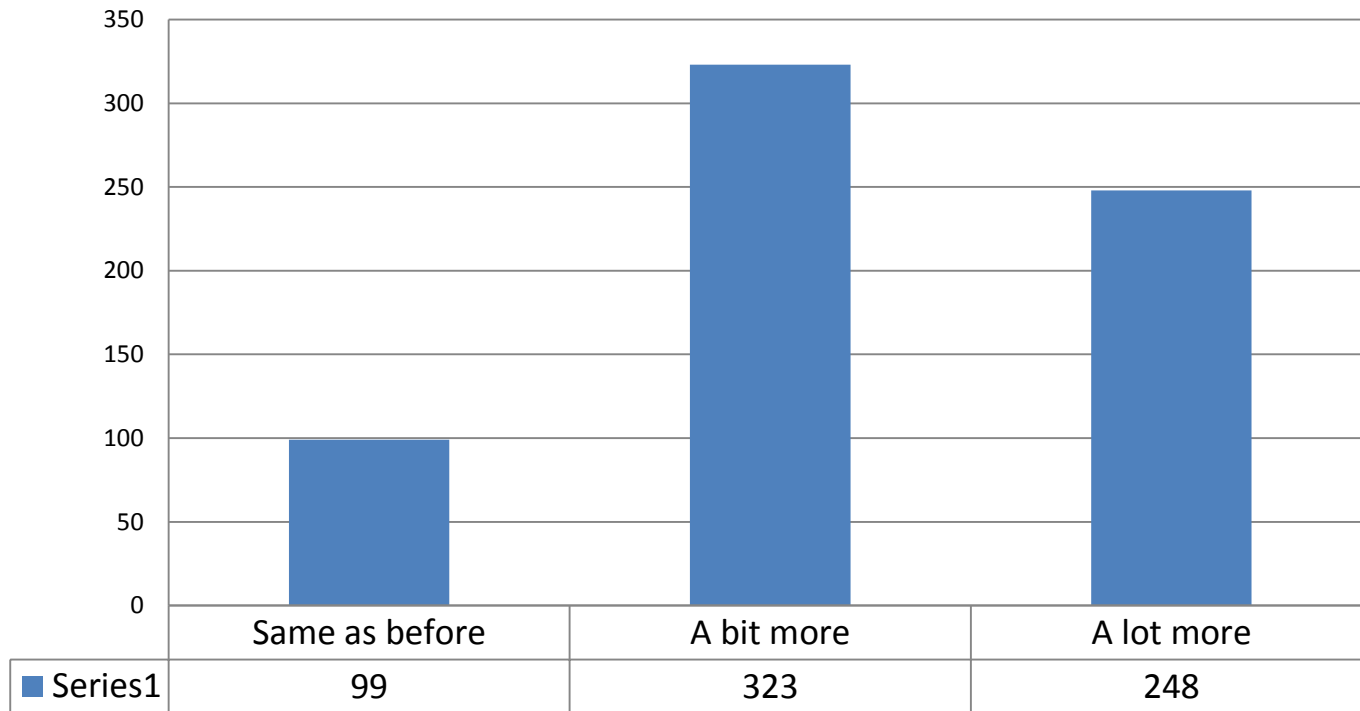
The Evidence: Parents/caring adults say...

Now that I've finished the BC program, I know about why it is important to read and talk with my baby when they are young:



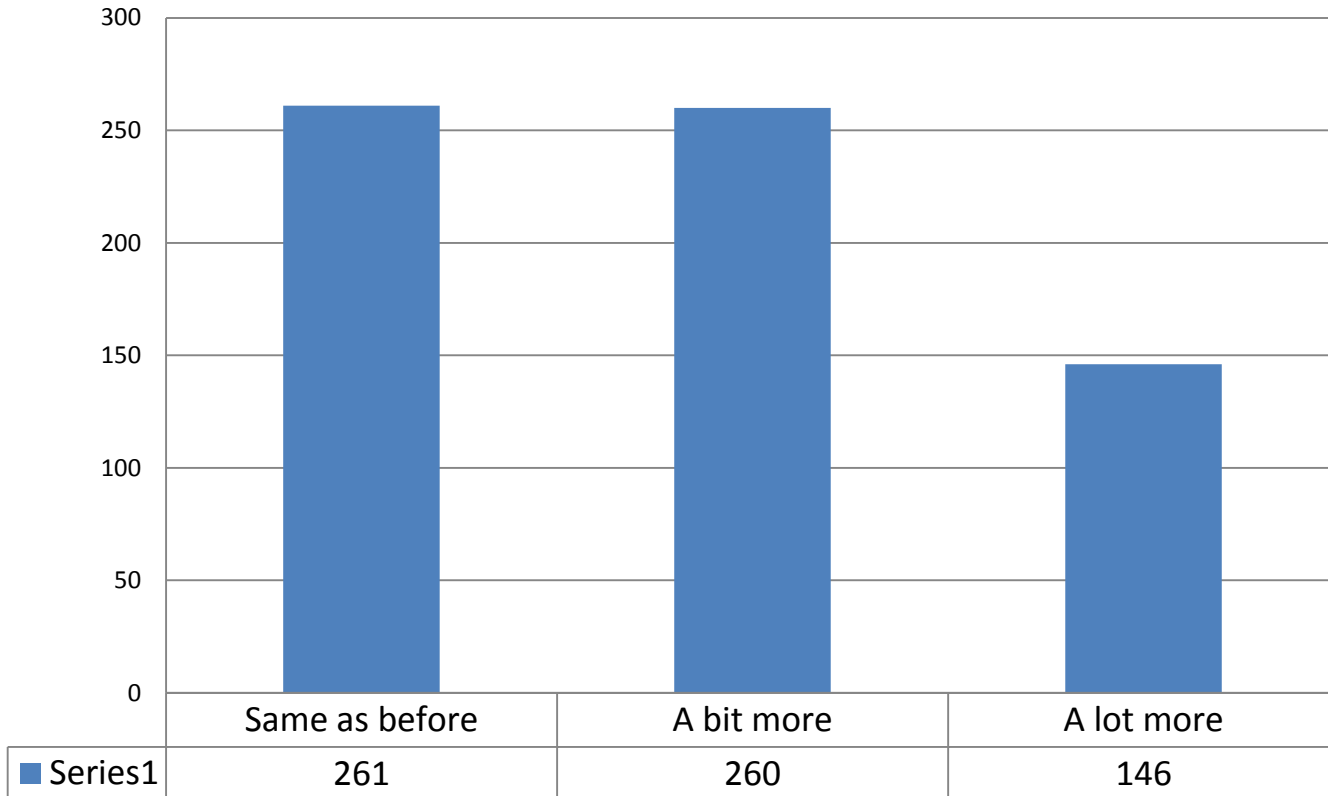
The Evidence: Parents/caring adults say...

Now that I've finished the BC program, I know about where to find more information to help my baby with reading and communicating:



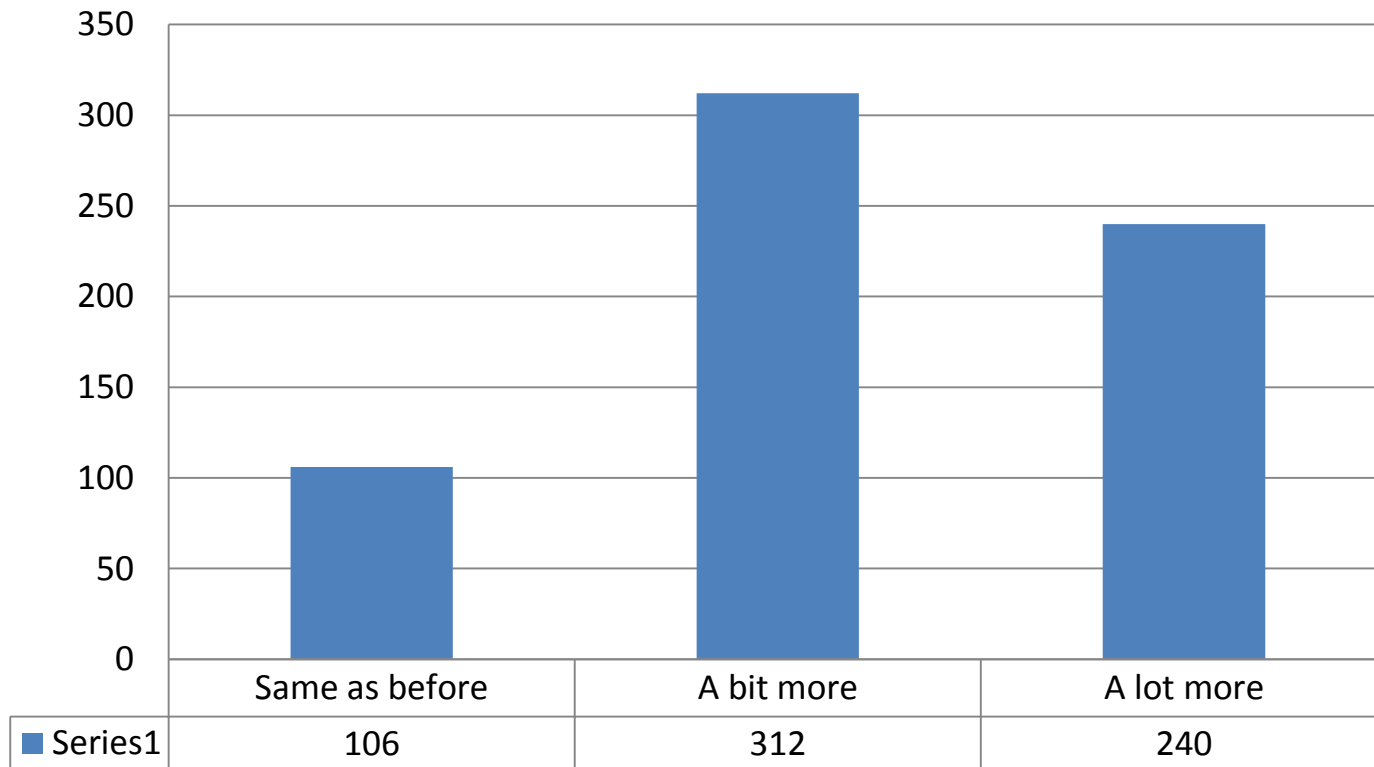
The Evidence: Parents/caring adults say...

Now that I've finished the BC program, I know about use of screen time with my baby:



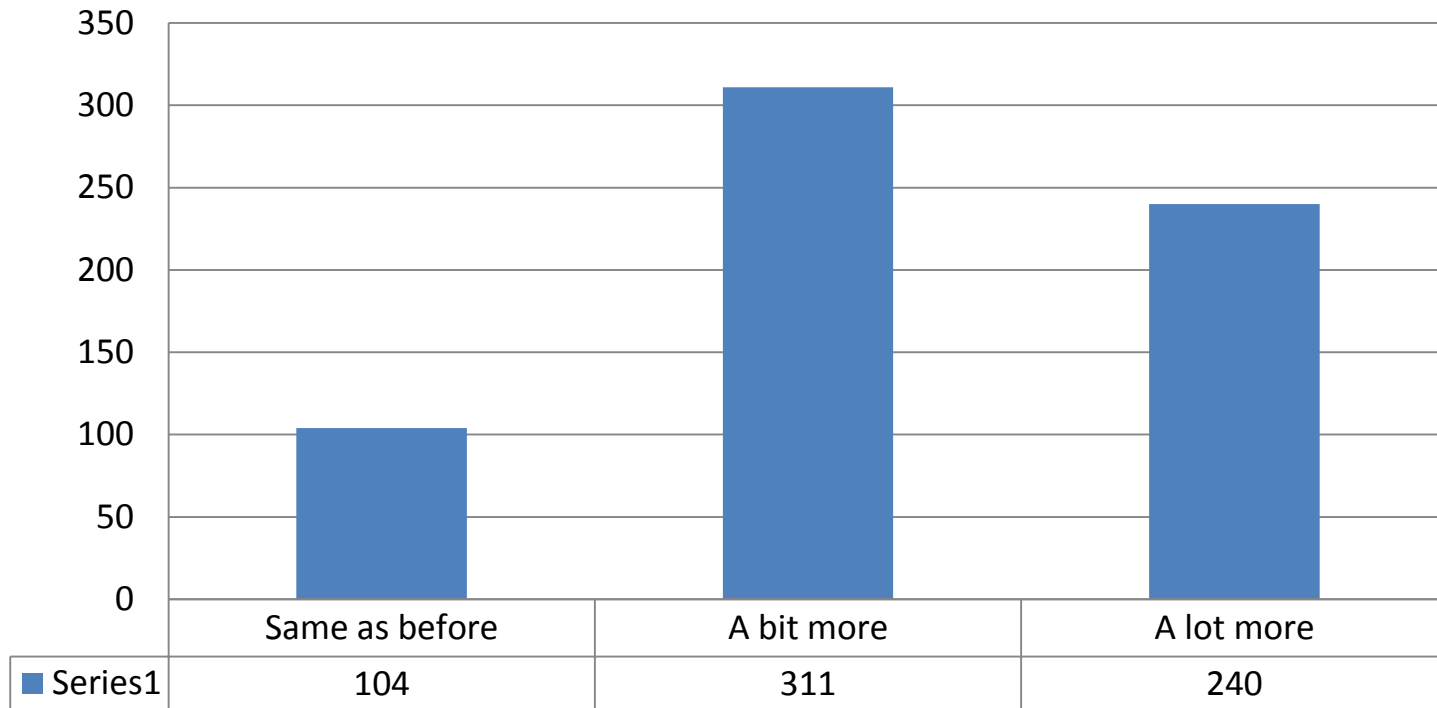
The Evidence: Parents/caring adults say...

Now that I've finished the BC program, I read in more ways (label, point, repeat) with my baby:



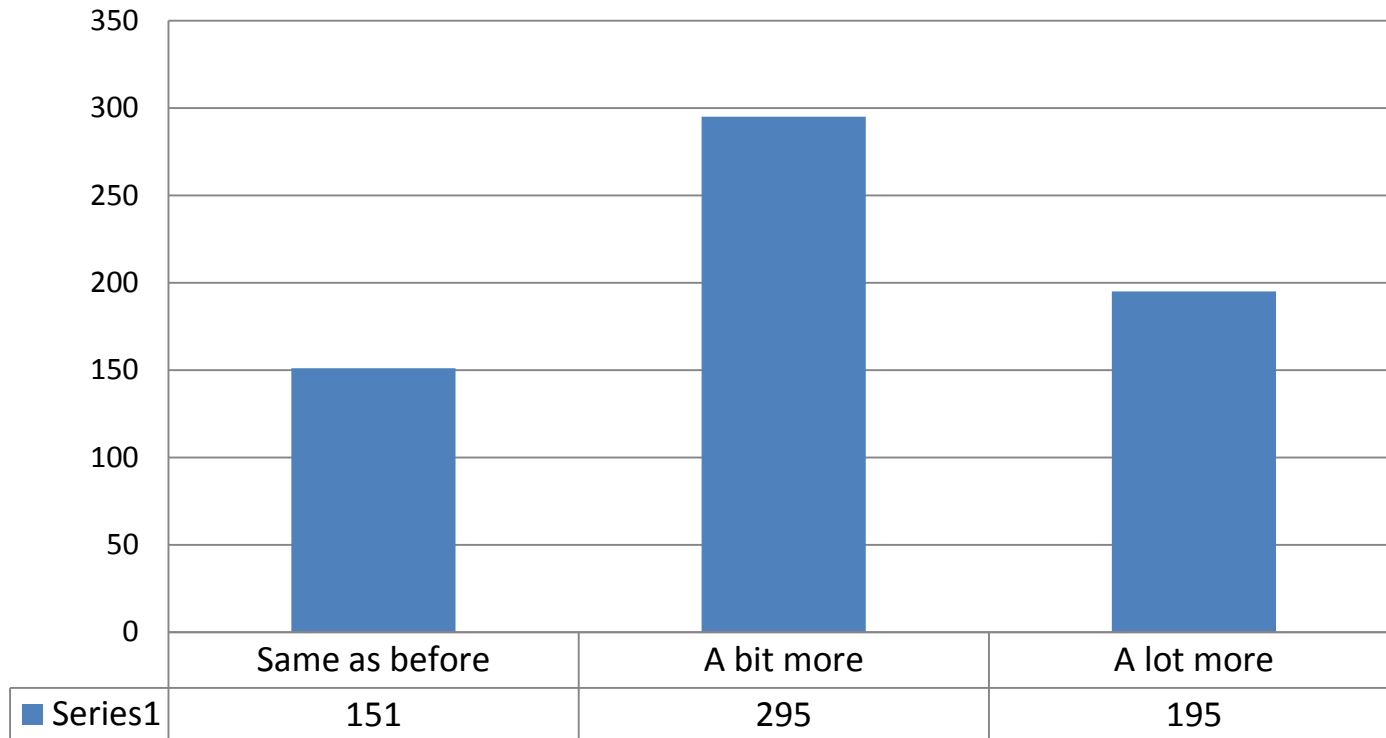
The Evidence: Parents/caring adults say...

Now that I've finished the BC program, I talk and communicate in more ways (watch and listen, copy, interpret, gesture) with my baby:



The Evidence: Parents/caring adults say...

Now that I've finished the BC program, I read and talk with my baby throughout the day and in different places (e.g. in the bath, at the park):



The Evidence: Facilitators say...

“I think the strategies are practical and engaging and really help the families to connect what they are doing to their babies’ emergent literacy skills. The resources are excellent and much appreciated by the families.”

“The strategies provided link well with other strategies/approaches we offer at our agencies.”

“(I like)...making the connections with the families and helping them to realize that they are not the only person “going through” this.”



Did you know...?

2015-16 BC Stats:

- 1737 kits were distributed
- 51 new facilitators were trained (total of 174 trained since 2011)
- 18 partner organizations; public programs offered at 26 sites and closed/targeted programs offered at 12 sites (not including home visits)

Age of 684 babies participating

