
Minus 9 to 5: Our Journey Over the Years 2016 – 2023

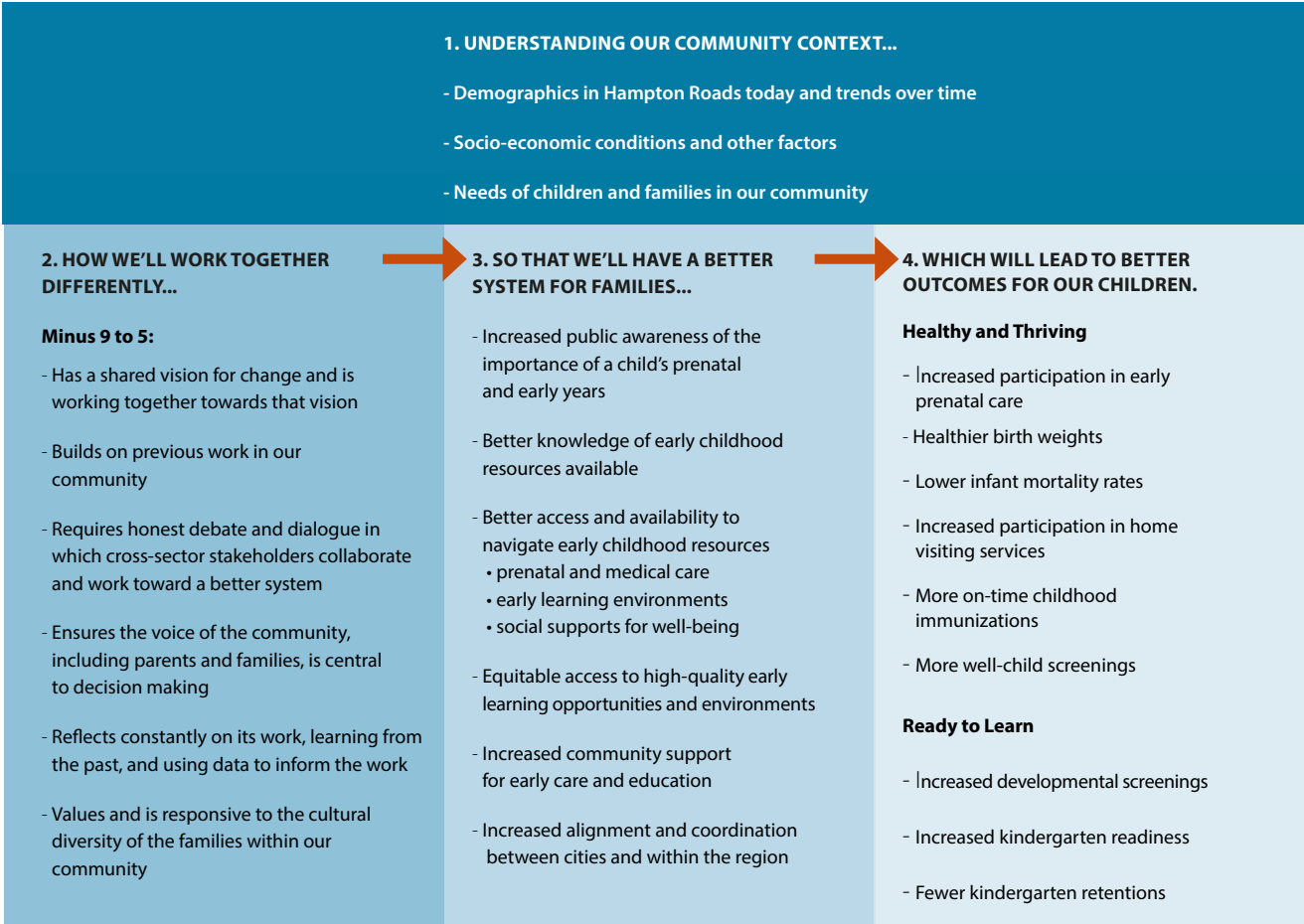
Minus 9 to 5 unites Community Stakeholders dedicated to improving the lives of our region's youngest residents and their families!

EVMS
MINUS 9 TO 5

Preparing families from
conception to kindergarten



In 2015, the Hampton Roads Community Foundation asked a simple, yet powerful question: was there need and appetite in our region to form a collective impact initiative in the early childhood space? Nearly 8 years later, we are so grateful that this question was asked, and answered with a resounding yes during a community-wide feasibility study.



We officially launched as Minus 9 to 5 in 2016 with a common agenda and a shared commitment to help ensure that each family in Hampton Roads will be equipped and supported to raise children who are healthy, thriving and ready to learn. We have built a diverse Steering Committee with leaders spanning the system, from the business community to hospitals to education to care providers, as well as a set of robust Work Groups to help guide the work moving forward.

...our work is not yet done.

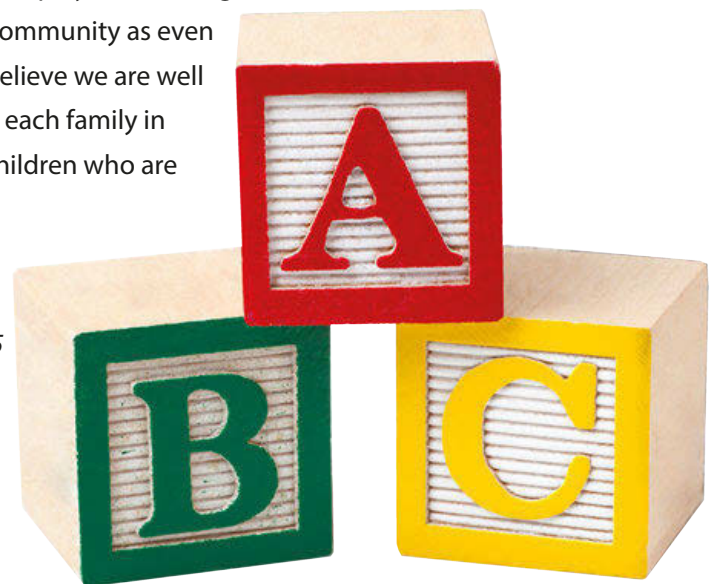
Since our founding, we have been incredibly fortunate to engage numerous partners from across the five cities of Hampton Roads, working to coordinate and align programs and services in order to build a stronger early care and education system throughout the region. We continue to measure our impact using nine shared metrics that help to paint a picture of what is happening in our region thanks to our work alongside others.

As we look back over the past years, we are proud of what we achieved, the hard lessons we have had to learn, and the optimism we feel about what lies ahead for early childhood in our region. Together with our partners, we have increased public awareness of the importance of a child's prenatal and early years, shared better knowledge of available early childhood resources, strengthened access and availability to navigate early childhood resources, expanded equitable access to high-quality early learning opportunities and environments, increased community support for early care and education, and increased alignment and coordination between cities and within the region. **We have brought in an additional \$9M of funding for early childhood care and education into the region- and our work is not yet done.** We could not have achieved any of these successes on our own, but together, we have begun to achieve great things.

As we grow into our next phase – our elementary school years if you will – we also have to acknowledge that our region has changed since our founding. Key community demographic data show us that we continue to live in a region with a tale of many cities. For example, populations in some communities are growing, while others are shrinking, with increased racial and ethnic diversity across our region. While household poverty rates appear to be improving in our region across all demographics, especially for our youngest residents, stark disparities continue to persist across the five cities, and along racial and ethnic lines. **We must double down on our efforts to collectively invest in our children, their families, and all those dedicated to making them thrive.**

In the years ahead, we know that we must continue to evolve to best meet the needs of our communities, including connecting the dots on health equity, embedding mental health into our work, stemming learning loss, and engaging the business community as even more active partners. With your continued help, we believe we are well positioned to meet this next set of challenges so that each family in our region will be equipped and supported to raise children who are healthy, thriving and ready to learn.

*On behalf of the Minus 9 to 5 Steering Committee,
Jane Elyce Glasgow, PhD, Executive Director, Minus 9 to 5*



Key Accomplishments

In our common agenda, we committed to building a better system for families along six dimensions. We are pleased to share the progress we have made in each of these areas:

Increased public awareness of the importance of a child's prenatal and early years

Building public awareness is a vital component of several campaigns we have catalyzed over the past few years. One of the first campaigns was an infant safe sleep effort, *Sleeptight Hampton Roads*, in response to high numbers of unsafe sleep related deaths in the Eastern Region of Virginia. This campaign builds on the instrumental work started more than a decade ago by Children's Health Investment Program of South Hampton Roads (CHIPoSHR). Under the leadership of CHIPoSHR, critical partners from the five South Hampton Roads cities aligned to share regional efforts and messaging on infant safe sleep; this has been demonstrated through aligned branding; educational messaging; training for medical personnel, stakeholders, and families; and review of hospital policies and practices. Using the simply branded message following the ABCs (**A**lone, on their **B**ack, in a **C**rib: Every Baby Every Sleep), thousands of rack cards have been distributed across the region. Over the years, infant safe sleep practices in the community have been improved through partnerships with drug stores, hospitals, pediatricians, WIC clinics, and even a local heating and air company. In 2022, through partnerships with Amazon, MiCar, and Virginia Natural Gas, CHIPoSHR raised \$30k in funding to support their safe sleep program, along with 200 portable cribs donated by Amazon.

These partnerships with local, state and national businesses reflects a strategic model, based on relationship and trust that we hope to replicate in other areas of our systems building efforts moving forward.

More recently, through generous funding from a philanthropic donor, we launched *The Basics Hampton Roads* in 2021. The Basics HR is grounded in principles that combine scientific rigor with broad coverage of early childhood development, but are simple enough to commit to memory. Each principle provides guidance in both English and Spanish, across a range of billboards, PSAs on public radio, and internet campaigns. Through this ongoing campaign, videos and ads have been viewed hundreds of thousands of times and have yielded 7,696 website page views.



Finally, we secured funding for and continue to partner with United Way of South Hampton Roads, United for Children, and the Virginia Early Childhood Foundation on a **Developmental Screening Initiative** that allows parents, physicians and childcare professionals to track a child's physical, social and emotional development in their first three years of life. The total number of screenings over the course of three years has grown to 7,134, a yearly increase of over 60%.

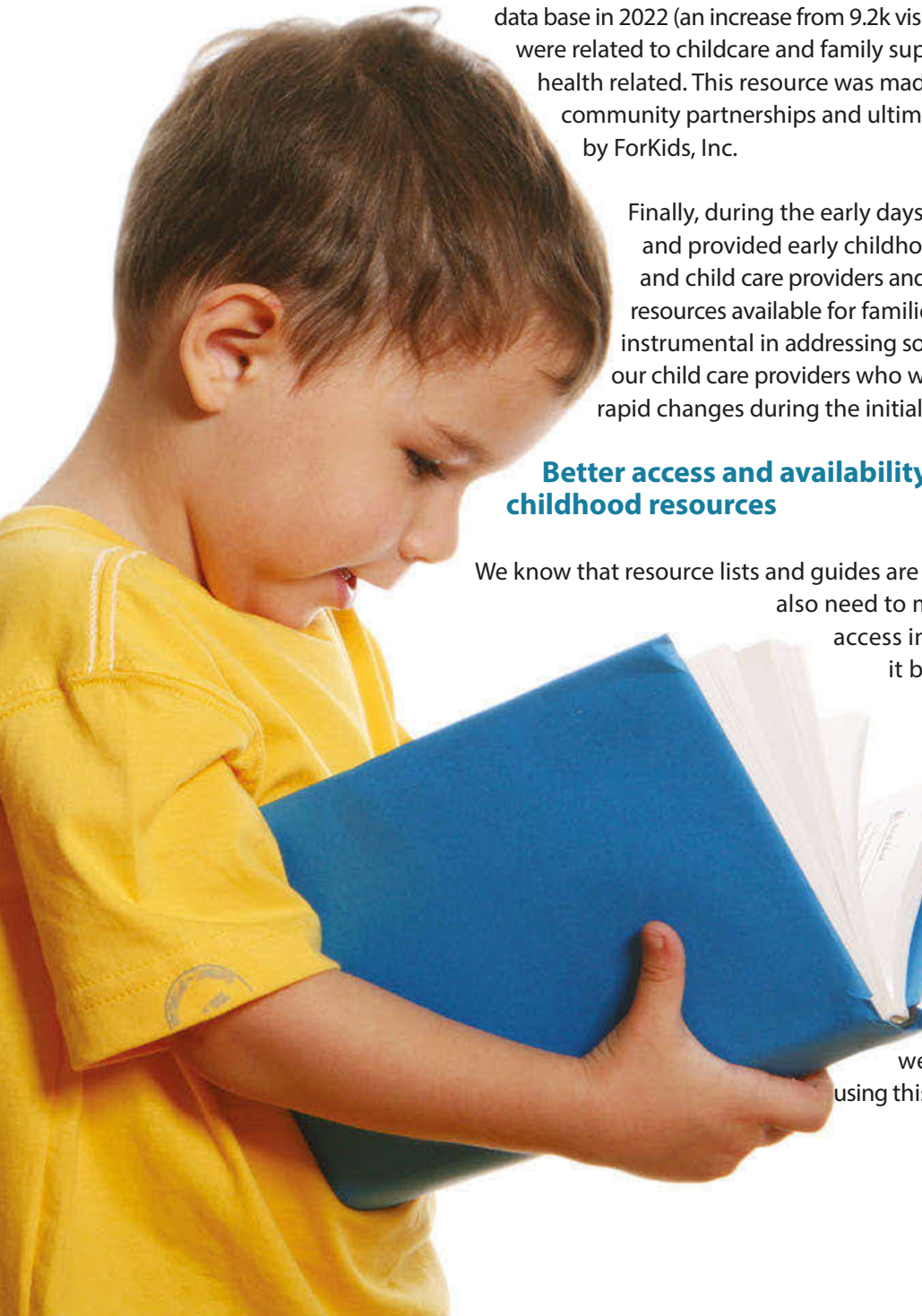
Better knowledge of early childhood resources available

Our region is very lucky to have a plethora of childhood resources available, but we recognized early on that families don't always know what they can access. We are especially proud of two resources that we helped to catalyze. The first, **Resources 757**, which is a one-stop resource shop with digital resources for families, which has gained considerable attention over the past several years with 12.1k visits to this data base in 2022 (an increase from 9.2k visits in 2021); 1182 of these visits were related to childcare and family support, and 532 were maternal health related. This resource was made possible through strong community partnerships and ultimately achieved and maintained by ForKids, Inc.

Finally, during the early days of the pandemic, we curated and provided early childhood resources for both families and child care providers and continue to build the library of resources available for families to access. These tools were instrumental in addressing some of the immediate needs of our child care providers who were critically stressed by the rapid changes during the initial stages of the pandemic.

Better access and availability to navigate early childhood resources

We know that resource lists and guides are not sufficient on their own. We also need to make it easier for families to access information they need whether it be services, programs, or child care. We promoted **1-866-KIDS-TLC**, a toll-free resource and referral number to assist families in finding child care in their area. They offer an enhanced referral service, ensuring a provider has space and can meet the needs of the family before referring the family. Since January 2019, there were 15,893 searches for child care using this database, with 3,845 new users.



We also created readyssetregisterhr.org, a one-stop-shop for Hampton Roads families who have a rising kindergartener, for their specific school division, as well as helpful forms to obtain a birth certificate or information on required immunizations. This campaign is on-going and requires collaborative efforts with many community partners. As of spring of 2023, we have expanded this effort to include information about preschool opportunities, with a focus on navigating 'no cost' early education opportunities, not only in South Hampton Roads, but on the Eastern Shore and in Western Tidewater. This newly updated website www.ReadySetRegisterSE.org was recently launched as a part of our coordinated enrollment effort to streamline information for parents about publicly funded PreK opportunities.

Finally, the [CACFP Foodbank Pilot and Toolkit](#) has allowed child care centers to purchase healthy food in bulk by partnering with our regional Foodbank to access discounts and weekly deliveries; the participating centers saved hundreds of dollars over the course of 18 months as well as benefited from delivery of Foodbank orders throughout this pilot project.

Equitable access to high-quality early learning opportunities and environments

We have come a long way in expanding high-quality classroom experiences for children six weeks to 5 years old in our region. One of our earliest efforts entailed assembling information on [professional development training opportunities](#) including important information such as price, type, location, and topic area. The next step is continuing to build and transition this listing into a Professional Development Training Calendar.

We have been a pioneer in piloting a shared services model via the [Hampton Roads Shared Services Alliance](#) that provides cooperative back-office management as well as training resources that strengthen the business model and enhance the overall quality of early care education programs in Hampton Roads. In strong collaboration with regional partners including early childhood organizations and [Early Education Business Consultants](#), a tiered program support model has allowed 150+ child care providers to participate in a Leadership Academy. Additional fee-for-service program options include services from human resource support, to a full suite of administrative services, saving child care providers hundreds of hours of time and money.

Beginning in 2020, we were selected as our [region's grantee](#) for the Preschool Development Grant (formerly PDG and now Virginia Quality Birth to Five or VQB5), one of a handful of early grantees to begin building local capacity in [Virginia's new Unified Quality Measurement and Improvement System](#). Since 2021, Minus 9 to 5 developed and led the [PreK Mixed Delivery Program \(MDP\)](#). Starting with 102 publicly funded PreK spaces in private and non-profit child care centers, Hampton Roads' Mixed Delivery Program has nearly doubled the number of PreK spaces and added almost 100 infant, toddler and two-year-old spaces as one of four pilot sites in the state. In the 2022-2023 school year, we are responsible for deploying \$6M of support to over 1300 early childhood classrooms, reaching an estimated 15,000 children across the Eastern Shore, Hampton Roads and Western Tidewater. Through our designation as Ready Region Southeaster lead, our impact and funding has grown both in amount and in geographical reach.

Increased community support for early care and education

We make it a priority to engage leaders throughout our region to mobilize support and resources for early childhood. For example, we convened an [Early Childhood Executive Briefing](#) featuring Harvard economist Dr. Ron Ferguson, attended by over 75 community stakeholders to strengthen their understanding of early childhood development, economics, and future workforce.

We also regularly meet with representatives from city government, the medical community, business and workforce leaders, as well as local philanthropic funders. We are proud to report that we have been the catalyst for over \$9 Million in funding to Hampton Roads since our inception in 2016. These funds support various initiatives, campaigns, and programs that we work on with over 150+ stakeholders. This includes nearly \$150,000 of in-kind support that we receive annually from Eastern Virginia Medical School (EVMS).

Increased alignment and coordination between cities and within the region

Seen as the early childhood convener across the region, we have been able to play a critical role in the alignment and coordination of the early childhood system at many levels. Within cities, for example, we were invited to help shape ECE objectives for *Chesapeake Thrives* Collective Impact initiative. Between cities, we are the convener of the *Hampton Roads Home Visiting Alliance* as well as *five working groups* with members from all cities of our region. We are also very proud of the role we played as a convener and coordinator during the height of the COVID-19 crisis. On behalf of our region's cities, we have built relationships with many *state-wide organizations*, including the ChildCare Aware of VA, Early Childhood Mental Health VA, Early Impact Virginia, Families Forward, Immunize VA, March of Dimes (VA Chapter), Postpartum Support VA, UniteUs VA, VA Department of Social Services, VA Department of Health, VA Early Childhood Foundation, Virginia Health Catalyst, Voices for Virginia's Children, and VA Neonatal Perinatal Collaborative. *Most recently, we were selected by Virginia Early Childhood Foundation to be the Lead for Ready Region Southeastern, which means we have taken on additional alignment and coordination roles that include the Eastern Shore and Western Tidewater.*

In sum, we have made great progress in building a stronger early childhood system. However, we know in many ways our work has only begun. As we look at the nine indicators that we committed ourselves to working on in our common agenda, we see both glimmers of hope and areas of concern. Visit minus9to5.org/data for a deeper dive.



Minus 9 to 5 Shared Metrics Dashboard

STATUS	INDICATOR	VA	SHR	TREND DATA												
MINUS 9 TO BIRTH																
●	Prenatal Care: Percent of women seeing a health care provider during the first thirteen weeks of pregnancy.	79.4%	85.35%	<table border="1"> <tr><th>Year</th><td>2016</td><td>2017</td><td>2018</td><td>2019</td><td>2020</td></tr> <tr><th>Value</th><td>87.0%</td><td>84.9%</td><td>83.8%</td><td>84.9%</td><td>85.3%</td></tr> </table>	Year	2016	2017	2018	2019	2020	Value	87.0%	84.9%	83.8%	84.9%	85.3%
Year	2016	2017	2018	2019	2020											
Value	87.0%	84.9%	83.8%	84.9%	85.3%											
●	Low Birth Weight: The percent of live births in which the newborn weighed less than <2500 grams (5 lbs, 8 oz).	8.3%	10.1%	<table border="1"> <tr><th>Year</th><td>2016</td><td>2017</td><td>2018</td><td>2019</td><td>2020</td></tr> <tr><th>Value</th><td>9.8%</td><td>10.1%</td><td>9.7%</td><td>10.5%</td><td>10.1%</td></tr> </table>	Year	2016	2017	2018	2019	2020	Value	9.8%	10.1%	9.7%	10.5%	10.1%
Year	2016	2017	2018	2019	2020											
Value	9.8%	10.1%	9.7%	10.5%	10.1%											
BIRTH TO TODDLER YEARS																
●	Infant Mortality Rate: The mortality rate in deaths per 1,000 live births for infants within their first year of life.	5.3	8.8	<table border="1"> <tr><th>Year</th><td>2016</td><td>2017</td><td>2018</td><td>2019</td><td>2020</td></tr> <tr><th>Value</th><td>7.2</td><td>6.8</td><td>7.7</td><td>6.6</td><td>8.8</td></tr> </table>	Year	2016	2017	2018	2019	2020	Value	7.2	6.8	7.7	6.6	8.8
Year	2016	2017	2018	2019	2020											
Value	7.2	6.8	7.7	6.6	8.8											
●	Participation in Home Visiting: The number of families served by home-visiting programs.	6700	876	<table border="1"> <tr><th>Year</th><td>2017-2018</td><td>2018-2019</td><td>2019-2020</td><td>2020-2021</td><td>2021-2022</td></tr> <tr><th>Value</th><td>792</td><td>827</td><td>867</td><td>704</td><td>876</td></tr> </table>	Year	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	Value	792	827	867	704	876
Year	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022											
Value	792	827	867	704	876											
●	On-Time Childhood Immunizations: Percent of children receiving Combination 3 vaccines by age 2 (Virginia Premier, Optima)	N/A	52.1%	<table border="1"> <tr><th>Year</th><td>2019</td><td>2020</td><td>2021</td></tr> <tr><th>Value</th><td>48.9%</td><td>52.2%</td><td>52.1%</td></tr> </table>	Year	2019	2020	2021	Value	48.9%	52.2%	52.1%				
Year	2019	2020	2021													
Value	48.9%	52.2%	52.1%													
●	Well-Child Visits: Percent of children who had a two-year well-child visit (Virginia Premier, Optima)	69.7%	84.8%	<table border="1"> <tr><th>Year</th><td>2019</td><td>2020</td><td>2021</td></tr> <tr><th>Value</th><td>85.4%</td><td>88.6%</td><td>84.8%</td></tr> </table>	Year	2019	2020	2021	Value	85.4%	88.6%	84.8%				
Year	2019	2020	2021													
Value	85.4%	88.6%	84.8%													
●	Developmental Screenings: The number of screenings completed via the Hampton Roads Developmental Screening Initiative	N/A	3534	<table border="1"> <tr><th>Year</th><td>2019</td><td>2020</td><td>2021</td></tr> <tr><th>Value</th><td>818</td><td>2773</td><td>3534</td></tr> </table>	Year	2019	2020	2021	Value	818	2773	3534				
Year	2019	2020	2021													
Value	818	2773	3534													
SCHOOL READINESS																
●	Kindergarten Readiness: The percent of Kindergarten students meeting overall benchmarks on Fall VKRP assessments in literacy, mathematics, self-regulation, and social skills.	58.0%	55.4%	<table border="1"> <tr><th>Year</th><td>2018</td><td>2019</td><td>2020</td><td>2021</td></tr> <tr><th>Value</th><td>56.6%</td><td>55.2%</td><td>53.4%</td><td>55.4%</td></tr> </table>	Year	2018	2019	2020	2021	Value	56.6%	55.2%	53.4%	55.4%		
Year	2018	2019	2020	2021												
Value	56.6%	55.2%	53.4%	55.4%												
●	K-3 Retention Rates: The percent of children held back a year in grades K-3 that must repeat the year.	1.3%	2.9%	<table border="1"> <tr><th>Year</th><td>2017-2018</td><td>2018-2019</td><td>2019-2020</td><td>2020-2021</td><td>2021-2022</td></tr> <tr><th>Value</th><td>3.3%</td><td>3.2%</td><td>3.0%</td><td>3.1%</td><td>2.9%</td></tr> </table>	Year	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	Value	3.3%	3.2%	3.0%	3.1%	2.9%
Year	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022											
Value	3.3%	3.2%	3.0%	3.1%	2.9%											

● Moving in the right direction
 ● No meaningful change
 ● Moving in the wrong direction

SHR: The region of South Hampton Roads includes Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach

Additional Data Context

The Minus 9 to 5 Shared Metrics Dashboard (opposite page) captures mostly publicly available data within a specific point in time. We recognize that data is inherently imperfect. The key goal is to better understand the early childhood system and its gaps, shining a light on areas needing community focus and energy. Initially, we used proxy data for many of our shared metrics, but over time we have successfully identified new measurement tools, both on a state level using the Virginia Immunization Information System (VIIS) and Virginia Kindergarten Readiness Program (VKRP), as well as locally, using a universal tool. We will continue to expand the use of these tools as data becomes more accessible.

Data sources for this report include: Chesapeake Health Department; Early Impact Virginia; Fortify Children's Health; Optima Health Plan; United Way of South Hampton Roads; Virginia Beach Department of Public Health; Virginia Department of Education; Virginia Department of Health, Division of Health Statistics; Virginia Department of Medical Assistance Services; Virginia Premier Health Plan; Voices for Virginia's Children.

A deeper data dive can be found on our website at: www.minus9to5.org/data.

Home Visiting

Data listed on the community indicators dashboard (opposite page) was submitted by Early Impact Virginia (EIV). EIV tracks the number of families served through evidence-based models in each fiscal year. Evidence-based models include CHIP of Virginia, Early Head Start, Healthy Families, Healthy Start/Loving Steps, Nurse-Family Partnership and Parents as Teachers.

Data collected by Early Impact Virginia does not incorporate the number of clients served by the BabyCare program (available in Chesapeake, Norfolk, Portsmouth, and Virginia Beach). In both EIV and BabyCare home visiting programs, there was a significant decrease in families served in 2020 and 2021. This decrease may be attributed to social-distancing and the COVID-19 pandemic. **Based on data presented by Early Impact Virginia on children 0-5 living below the 200% federal poverty level, the percentage of children served in evidence based home visiting programs ranges from 1%- 4.2 % across the region. These low percentages show that very few eligible families are currently being served.**

On-Time Immunizations

To inform decision-making specific to our five-city region, Sentara Health Plans provided data from 2019 - 2021 for Optima Health and Virginia Premier Health Plans (see dashboard). For additional data, capturing a subset of patients included in Fortify Children's Health Medicaid value-based contracts, visit our website: www.minus9to5.org/data.

Virginia now requires providers to submit immunization data in the Virginia Immunization Information System (VIIS), a statewide registry, which will allow for improved reporting and informed decision-making in the future. (Learn more at: www.vdh.virginia.gov/immunization/viis/)

On-Time Well-Child Visits

Tracking and measuring well-child visits varies among health care providers and managed care organizations. The dashboard on the opposite page reflects data from Optima Health Plan and Virginia Premier Health Plan for two-year old children who completed well-child visits in the five-city region. To see additional data tracked by Fortify Children's Health, specific to patients included in their Medicaid value-based contracts, visit our website at www.minus9to5.org/data.

Developmental Screenings

Data on developmental screenings in the region is provided by the Hampton Roads Developmental Screening Initiative, a partnership between Minus 9 to 5 and United Way of South Hampton Roads. The initiative is part of a larger statewide effort to build community-wide systems to screen and support children in achieving developmentally appropriate milestones. **The use of an online portal has improved data collection and data sharing among initiative partners, but disparate data systems particularly among pediatric providers and lack of individual child identifiers, remain both a challenge and opportunity for our region to understand how many children are screened.**

Challenges & Lessons Learned

While we are proud of the many accomplishments of the last few years – and enormously grateful to the dozens of organizations and hundreds of stakeholders we have walked hand-in-hand with – the road has not always been smooth. As we look to the next few years of Minus 9 to 5, we take with us in our backpacks the following challenges and lessons learned from our founding years.

Family engagement is easy to say and hard to do

From our earliest days, we have been committed to bringing family voice into everything we do. This has manifested in myriad ways, including focus groups with families during our feasibility study phase, to having a dedicated working group for families, to – most recently – hiring a full-time Family Engagement Coordinator and creating three regional and local Family Councils. And yet, we know we are not fully living up to our vision for this. Our region's families' plates seem to keep growing and their resources of time and money seem to keep shrinking, especially in the face of inflation and economic uncertainty. We know we must meet families where they are. **We know we must find ways to make engagement easy and rewarding as we endeavor to build a stronger system for and with families.**

Sustaining commitment and momentum is a constant struggle

We are a five-city, systems-change oriented, collaborative effort. This means we ourselves don't run direct service programs or have direct day-to-day contact with young children. **We seek to build capacity and connectivity for those who are at the forefront of serving our region's families.** Capacity and connectivity are hard to see, touch and feel. We have learned that attracting and keeping stakeholders at our many tables requires making our intangible work tangible, and infusing visible wins into the long-term effort of shifting the system. Practically, this has meant that work groups rally around clear deliverables (guides, campaigns, tools, etc.). The deliverables themselves build capacity for their end-users. But the process of arriving at these deliverables can be the real magic. It is this process that results in knowledge sharing, consensus building, coordinated action, and strengthened bonds across organizations, sectors, and cities.

Turnover is very real

The early childhood field has always faced turnover challenges. On the one hand, this means that fresh energy and fresh perspectives enter our field at regular intervals. On the other hand, as a collaborative initiative, it means that we are continuously in the process of building new relationships. We have learned over the years that it is important to have multiple points of contact within our many partner institutions, and that we have to perpetually create engagement and education onramps for people who are new to our region, or new to the early childhood field, or new to wanting to partner with us. Active relationship management is where we spend most of our time – and also get a lot of our energy! **We thrive on building capacity and connectivity among those who are dedicated to serving families with young children.**





We can't say "early childhood is more than child care" often or loud enough

We are in awe of the thousands of hard working, tirelessly giving workforce participants in the child care space. Without them – as the pandemic showed us time and again – childhood development and the economy would grind to a halt. At the same time, the tracks for thriving children get laid in many places outside of classrooms: Living rooms. Kitchen tables. Hospitals. Pediatrician's offices. Nonprofit programs. The list goes on. Improving affordability, accessibility, and quality of child care is paramount. **Equally so is creating a more capable and connected system for all aspects of a child's life between conception and kindergarten.** We have learned that we need to keep beating this drum relentlessly.

The business community still has scope to strengthen its allyship

The Commonwealth of Virginia has been at the forefront of valuing early childhood as an important economic driver for the state. We are very proud to be in Virginia and grateful for the support – financial and otherwise – out of Richmond. The economic case makes itself. But it is not yet universally heard or acted on. Our **Family Friendly Business Toolkit** is a start, but we must do more to get it out into the community. **Further conversations with our business community partners will help drive the future direction and strategies for strengthening the impacts of our investments, including financial, time and energy, and making the case for early childhood as an important competitive advantage for our business community.**

What's Next?

As we enter our 7th year, Minus 9 to 5 will continue to work with our partners and stakeholders to ensure that our Common Agenda – what we aim to accomplish together – still sits at the intersection of what the community needs and what we're uniquely positioned to offer. Several key themes will certainly inform our work over the coming years:

Diving into Ready Region Southeastern

We are enormously proud to have been chosen as the lead agency for Ready Region Southeastern. Moreover, we are thrilled to be partnering with Go and Grow Eastern Shore and Early Childhood Western Tidewater in this process. Over the next few years, we aim to bring the six cities and four counties of our region together so that we truly have a regional platform that meets our shared purpose. This will mean reaching deeper into communities so that they understand the resources and support available to them, as well as the role they can play in contributing to our purpose.

Connecting Health Equity Dots

We are inspired to see so much focus on health equity in our region; new coalitions and programs are springing up each week. We know that health is foundational to thriving children and families. We also know that resources are precious and that our region wants to avoid duplication and siloed work. We will thus strive to connect health equity efforts that are relevant to the early childhood space and to efforts related to early childhood education. Only when health and education work hand-in-hand can we fully support a child's holistic development.

Embedding Mental Health

Even before the pandemic and resulting economic uncertainty, residents in our region were often facing too many strains. While we have considered adding a working group focused on mental health, we realized that mental health impacts all of the stakeholder groups we seek to serve, including children, families, our staff, early childhood workers of all sectors, and employers. Thus, mental health is not a stand-alone topic; it is something we must purposefully embed into everything we do. What that exactly looks like is not yet determined, but we commit to keeping this at the forefront of our next few years.

Stemming Learning Loss

The statistics about 4th grade math and reading in the National Assessment of Educational Progress, published in the summer of 2022, were alarming. We know that the pandemic years have created learning loss and developmental delays in many children who lived through school closures, zoom school, and masking. While our focus targets the birth to age 5 timeframe, we commit to engaging with our elementary school partners to hear from them what we can do to help the field play catch-up and to ensure that our region's youngest are best equipped for the coming years.



Engaging the Business Community

We see great potential in further galvanizing the business community locally to become champions of early childhood. Recent conversations with the Hampton Roads Chamber, the Hampton Roads Workforce Council, and Hampton Roads Alliance give us hope that leaders in the business community understand the importance of early childhood and the relationship to the workforce and future competitiveness. We will continue to engage with our three primary business partners, and develop long-term relationships with other business leaders, to develop strategies to improve early childhood care and education and affordability in the region.



Our Contributions During COVID-19

From the earliest days of the COVID-19 pandemic, our region came together in unprecedented ways. The bonds among and across sectors and cities that were built over the past 6 years paid substantial dividends during a great time of need. Minus 9 to 5 is very proud to have played a role in several ways:

- Participated in a state-level COVID-19 Leadership Group with Smart Beginnings colleagues across the state, as well as the Virginia Department of Health, Child Care Aware of VA, the Governor's Office, and the Department of Social Services
- Convened major community employers and stakeholders, Hampton Roads Child Care Task Force, to assess needs and connect employees with child care by providing up-to-date resource and referral information
- Convened a group of regional stakeholders, Covid Crisis Team, to address needs, capacity and barriers
- Offered resources for accessing financial support such as child care subsidies, Payroll Protection Plan (PPP), small business loans, the VA CARES Grant
- Created webinars for Supporting Families during the COVID-19 Pandemic, Meeting Child Care Needs in a Pandemic and Supporting Learning During Virtual School Formats
- Worked with 10 local partners and state partners at the Department of Social Services to deliver cleaning and sanitation supplies to over 200 child care providers across the region with the help of EVMS medical students
- Advocated for child care business owners and directors who were met with challenges purchasing enough milk, food items and cleaning supplies for their children. After working with several local stores to identify solutions, we provided immediate help and written guidance related to the food purchasing restrictions at Kroger, Walmart and Sam's Club
- Developed and implemented a training and hiring program in partnership with Hampton Roads Workforce Council and other regional partners, that provided a week of pre-service training, virtual interviews and hiring, and a hiring bonus of \$200 after 30 days of employment to address staff lost during the pandemic



Ready Region Southeastern

Minus 9 to 5 was selected by the Virginia Early Childhood Foundation (VECF) to serve as the Regional Lead for Ready Region Southeastern, and is now expanding its purview beyond the Hampton Roads area to also reach the Eastern Shore and Western Tidewater.

What is Ready Regions? Launched by VECF in 2022, Ready Regions is an organic evolution of Smart Beginnings and will be built from lessons learned from the Smart Beginnings network in order to ensure equitable coverage for all of Virginia's children and families. Ready Regions will bring public and private partners together to ensure coordination and integration of critical services and resources, starting with early childhood care and education. Ready Regions oversee the implementation of the new unified measurement system for publicly funded early childhood programs, *Virginia Quality Birth to Five System (VQB5)*. Ready Regions will align and coordinate the early childhood system, allowing providers to be more deeply engaged in quality education, focusing on greater access to programs while engaging families in designing a system that works for them.

What is Ready Regions Southeastern? Ready Region Southeastern comprises the counties of Accomack, Isle of Wight, Northampton, and Southampton and the cities of Chesapeake, Franklin, Norfolk, Portsmouth, Suffolk and Virginia Beach. This diverse and dynamic region is home to nearly 100,000 young children and represents a demographic, geographic, and socioeconomic diversity that is a microcosm of the Commonwealth. Minus 9 to 5 will work closely with two partner organizations: *Go and Grow Eastern Shore* and *Early Childhood Western Tidewater*.

What is Minus 9 to 5's Role? Minus 9 to 5 will oversee and administer the VQB5 program and the *Mixed Delivery Program (MDP)* and also serve as the main convener of councils and committees related to these grants and programs in the region. Minus 9 to 5 now has a team of 14 staff and continues to grow, dedicated to VQB5 and MDP implementation, and is stewarding \$8 Million of funding for FY24 into early childhood classroom quality and increasing capacity. At the same time, Minus 9 to 5 continues to implement its common agenda in the Hampton Roads region – just as the existing early childhood entities in Eastern Shore and Western Tidewater will continue to operate independently to meet their local needs. Together, all three organizations have committed to a shared purpose: to strengthen Southeastern Virginia by fostering equity and opportunity for young children, their families, and all who are dedicated to helping them thrive.

TO LEARN MORE ABOUT EVMS MINUS 9 TO 5 INCLUDING HOW TO GET INVOLVED, PLEASE CONTACT

Jane Elyce Glasgow, PhD, Executive Director
Eastern Virginia Medical School, E.V. Williams Hall
P.O. Box 1980, Norfolk, VA 23501-1980
757.446.7434
GlasgoJE@evms.edu
www.minus9to5.org

Minus 9 to 5 Steering Committee members

Shawn Avery

Hampton Roads Workforce Development

Laura Baxter

Armed Services YMCA of Hampton Roads

Barry Bishop

Retired Business Executive

Felicia Ford

Private Foundation

Shikee Franklin

Hampton Roads Community
Action Program

Noelle Gabriel, MD

CHKD, Tidewater Children's Associate

Lex Oglesby

Cape Henry Collegiate

Trish O'Brien

CHIP of South Hampton Roads

Brad Marino

CHKD, Children's Specialty Group

Linda Rice, PhD.

Hampton Roads Community Foundation

Mary Riley

Chesapeake Human Services

Cyn Romero, MD

The Brock Institute, EVMS

Jerry Stewart

Early Education Business Consultants, LLC

Kevin Turpin

Life Enrichment Center

Nancy Welch, MD

Chesapeake/Western Tidewater
Public Health Dept.

Become an Early Childhood Champion

Minus 9 to 5 achieves its impact with and through others. We aim to be a springboard that provides capacity and connectivity to our early childhood partners throughout the Southeastern region. We encourage you to reach out and join us as an early childhood champion

...if you are a caregiver

- Tell policy makers how challenging it is to find quality, affordable child care
- Take a look at the resources we have developed and curated on our website www.Minus9to5.org to include child care information for families, parent support and education resources, and preschool and kindergarten registration support

...if you work with families

- Refer strong family advocates to our regional Family Council coordinator at ReadyRegionSoutheastern@EVMS.EDU
- Let us know how we can best bring resources to your families and/or hear more about their needs so that this can inform our work

...if you are a healthcare professional

- Take a look at the resources we have developed on our website under the "Resource" tab: Pathway Through Pregnancy, Support for Pregnant and Parenting Families, and Sleptight HR

...if you work in early education

- Take a look at the resources we can offer around training, shared services, and what's the latest on the Virginia Quality Birth to 5 (VQB5) system building grant

...if you are a local public official...

- Get in touch with us so we can help you learn more about what other cities in our region are doing around early childhood and inform how you can help establish policies that support effective services for young families

...if you are a philanthropist

- Reach out to us if you need input on which early childhood needs are currently underfunded in our region and where your funding can make the most impact

...if you are a business owner

- Take a look at our Family Friendly Business Toolkit and share with your networks

...if you are any and all of the above

- Let us know if you are interested in volunteering your time on one of our working groups or councils. Email us at ReadyRegionSoutheastern@evms.edu