

SB6 to launch school readiness pilot in January



Beginning in January, Success By 6 (SB6) will launch a two-year pilot project in the Martindale Brightwood area of Indianapolis to improve school readiness for students of Hazel Hart Hendricks School #37.

Children whose knowledge and skills are behind those of their new classmates enter school at a disadvantage. If unable to catch up, they face greater challenges throughout their school careers. A 2003 study conducted by Indianapolis Public Schools system revealed that 44 percent of students taking the Developmental Test for Kindergarten Readiness, would qualify for supplemental educational support.

United Way's Bridges to Success process, which has been working to improve school, family and community connections since 1991, will partner with SB6 in the pilot along with Indianapolis Public Schools, Family Development Services, Day Nursery, St. Mary's Child Center, the Indiana Association for the Education of Young Children, Ivy Tech State College and the Annie E. Casey Foundation.

Specific activities will include expansion of K+ wrap-around programs for kindergartners, a child care mentor focused on improving neighborhood-based child care, and scholarships to expand the "Parents as Teachers" home visiting program.

SB6 competed for a \$300,000 grant from The Family and Social Services Administration to fund the pilot.

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Upcoming Meetings

9/7/05 - Executive Committee (at Lilly Corporate Center), 12 p.m.

9/14/05 - Early Literacy Committee, 4 p.m.

9/23/05 - Data Development Committee,

Governor Daniels endorses *Born Learning* in new ads

In a new release of public service announcements (PSAs) as part of the *Born Learning* campaign, Governor Mitch Daniels recorded a broadcast message along with 19 other governors and first ladies endorsing the efforts of United Way and the Ad Council.

These PSAs, recorded at the National Governor's Association conference earlier this year, will be attached to existing *Born Learning* ads and will begin airing this fall. The campaign -- aimed at parents and grandparents -- consists of several television, radio, and print PSAs that carry the message: "Everyday moments can become teaching moments." The ads also drive the audiences to view the campaign Website www.bornlearning.org.



SB6 to offer Spanish-language materials at Fiesta

On September 17 Success By 6 will be distributing *Born Learning* materials (in English and Spanish) from noon until 6 p.m. at Fiesta, the largest Hispanic festival in Indiana. Hosted by LaPlaza, Inc., Fiesta features entertainment, food, and informational exhibits at the American Legion Mall and Veterans Memorial Park.

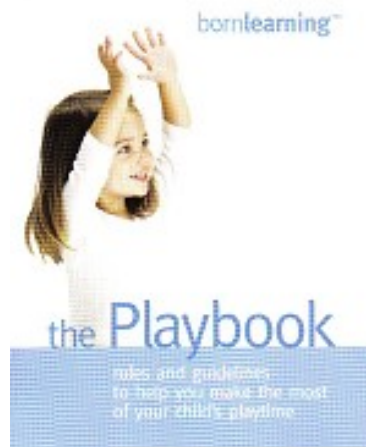
[Click here to learn more about Fiesta.](#)

If you speak functional Spanish and would like to volunteer at Fiesta, please contact Ted Maple at maple@uwci.org.

Featured parent education tool: The Playbook

The *Born Learning* Playbook is a five-panel brochure that provides simple "rules and guidelines to help make the most of your child's playtime," such as "think like a child" and "let a child guide his play."

Selecting the link below will allow you to download an 8 1/2" x 11" version of the



8:30 a.m.

10/6/05 - Public Awareness Committee, 1:30 p.m.

11/8/05 - Leadership Council, 5 p.m.

Unless otherwise noted, all meetings will take place at the United Way Building (3901 N. Meridian St.).

Contact Ted Maple, Director, Success By 6 at 317.921.1235 or maple@uwci.org.



United Way
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Playbook in MS Word.
[Download Playbook Now](#)

If you would like copies of the original five-panel brochure version, please contact Ted Maple at maple@uwci.org. This item is not yet available in Spanish.

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