

# Parenting Counts

ACM Presentation

April 28, 2009

Panel:

Debbie Kray, Education Director  
*Children Museum of Tacoma*

Stacy Winegardner, Education and Exhibits  
Director

*KidsQuest Children's Museum*

Anne M. Kluesner, Family Learning Manager  
*The Children's Museum of Denver*



# Parenting Counts Partnerships

**Children's Museums + National Parenting Campaigns = BIG impact!**

**2 models**

- **Northwest collaboration with Talaris Institute**
- **Denver collaboration with Born Learning**
- **Providing parents with the best possible resources that capitalize on teachable moments through play.**





Talaris Institute works to improve the social, emotional and cognitive development of children from the prenatal period through age five by providing parents with tools to raise their children effectively.



# What's Most Important?

Overwhelming importance of three key principles:

- Starting from birth--early stimulation/brain development
- Parent-child attachment
- Social-emotional development/emotion regulation



# What is success?

- Parents and caregivers reach a new level of awareness that:
  - It starts at birth.
  - Parenting is the key ingredient.
  - It is about social and emotional development.
- For some, increased awareness may be a first step; for others, awareness may result in immediate behavioral changes.

# CMT & Talaris Collaboration

- Learning Lounge – 1<sup>st</sup> exhibit on emotions created in collaboration with Talaris created in 2003
- Traveling Exhibit – Emotions Matter created in 2005.
- Helping with mutual goal of parental awareness.



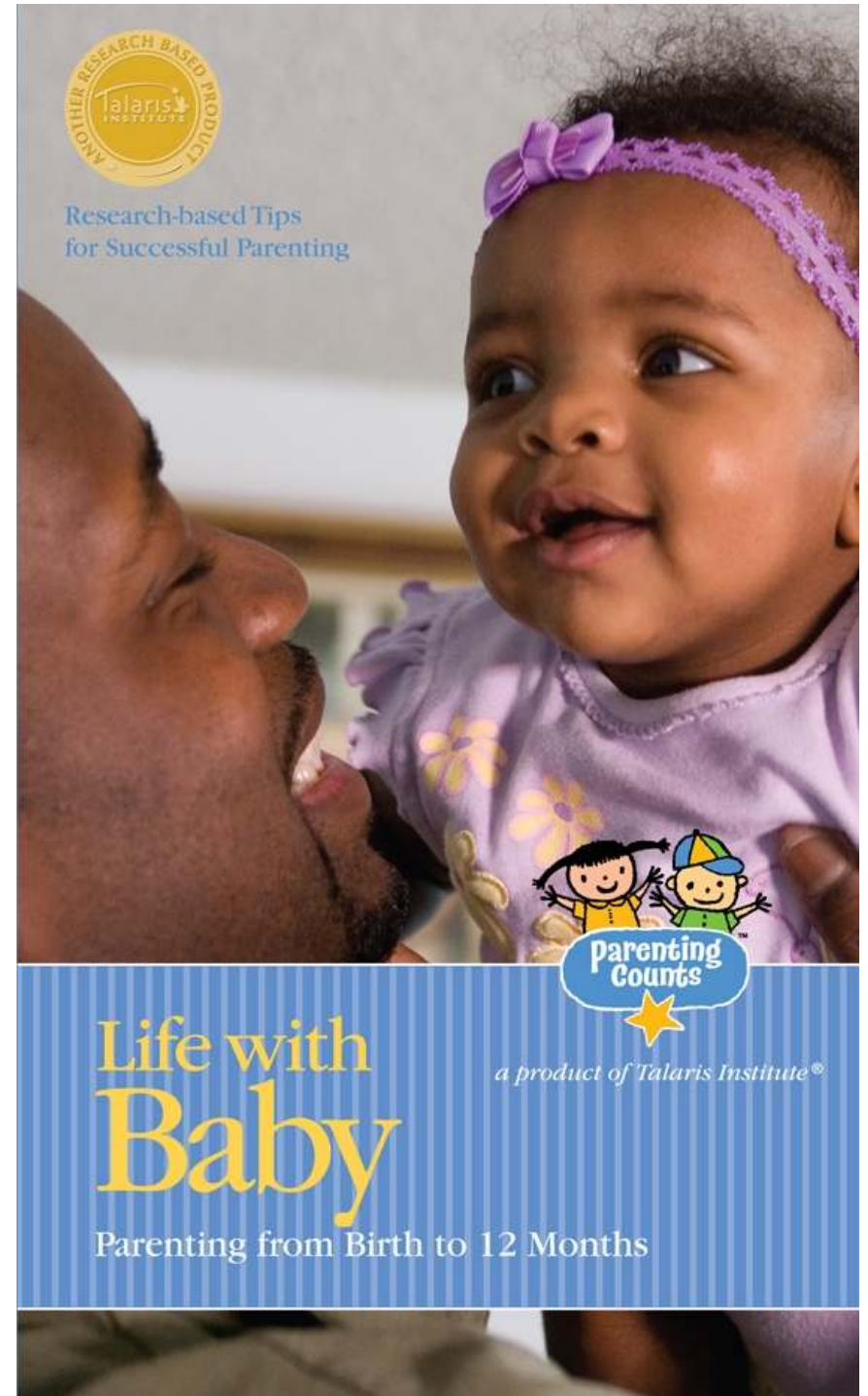


# Emotion Coaching Travels

- **Sharing important emotion regulation strategies**
- **Impacting parents and children across Pierce County.**
- **Supporting Talaris and CMT goals of connecting with parents to build awareness and/or behavioral change.**

# Talaris Toolkits

- Multi-media to address different learning styles
- Age-group oriented—infant, toddler, preschooler
- Show/model, don't just tell
- Parents as trusted sources talking to viewer
- Core kit for basic content/messages; expanded kit for interactive use/learn by doing
- Web-supported for maintaining relationships with and among parents



# Reaching Parents Toolkits 2009

- Worked with Talaris to offer Parenting Toolkits – Life with Baby, Life with Toddler, and Life with Preschooler for free to hundreds of families.
- Northwest Participants -
- CMT
- KidsQuest
- Hands On Children’s Museum



Children's  
Museum  
of Tacoma

# KidsQuest & Talaris

- Parenting Toolkits
  - Staff Training
- Infant, Toddler, Preschool Program





# Toolkits in the Museum

- Used kits to educate floor staff and increase comfort with parents
- Sharing resources with parents and children
- Using playful interactions and everyday moments to share meaningful information.



# Parenting Counts

- Trusted resource to share materials
- Dissemination point for kits
- Teachable moments



# Born Learning and the Children's Museum of Denver



## Born Learning is...

🌍 A collaboration between the

- 🌍 United Way of America
- 🌍 United Way Success By 6
- 🌍 Ad Council
- 🌍 Civitas
- 🌍 Families and Work Institute



🌍 An innovative public engagement campaign that helps parents, caregivers and communities create quality early learning opportunities for young children.

## Three Cornerstones

- 🌍 Awareness – Provide information about how young children learn and the importance of teaching from the start. (PSA's, Website)
- 🌍 Education – Providing easy, fun doable activities that adults can use to create daily and meaningful “teachable moments.” (Educational Handouts)
- 🌍 Action – Providing a visible platform for public policy and community action.

## The Children's Museum of Denver Created go!play...

- 🌍 The Children's Museum of Denver created go!play to provide programs and resources for the important adults in children's lives.
- 🌍 The focus of the go!play is to show parents ways in which caregivers can participate and enhance the learning process with their children.
- 🌍 The role a parent plays in this process is critical, as they serve as their child's first teacher.

# Resource Center

🌍 Highly trained Museum Educators are based at the Resource Center near the front desk whenever the Children's Museum of Denver is open.




# Resource Center

🌍 Brochures and age specific inserts are handed out to each visitor who stops by the Resource Center. Each insert offers “teachable moment” activities and suggestions for caregivers that can be done both in the Museum and in the community.



# Resource Center

 The Children's Museum of Denver has reformatted the Born Learning materials to fit into the go!play package.



## Parent Workshops

🌍 20 minute workshops are held for caregivers and their children twice a week, offering ways to embrace the teachable moments at home and in the community



# Community Collaborations

- Other current partners are already working to implement Born Learning.
  - Mile High Montessori
  - SmartStart Colorado
  - Piton Foundation
  - Rocky Mountain PBS
- The Children's Museum of Denver is also working with the Douglas County Public Libraries and the Mile High United Way to have Born Learning Teachable Moment stations in each library location.