



Ready4K

# Trauma- Informed Support From Afar

April 23, 2020  
2pm ET / 11am PT



# GOALS

- Our Trauma-Informed Journey
- 4Rs in a Virtual Environment
- Protective Factors in Action
- Concrete Supports from Afar
- Ready4K Equity & Access Strategies

Ready4K





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Curriculum & Content



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Director of Product



# Trauma-Informed Messages That Reach ALL Families



# Strengthen Family Services

- Enhance services that strengthen families
- Promote relationships
- Decrease parental stress
- Access healthcare, housing, food
- Lessen family confusion
- Participate in services that support development and learning

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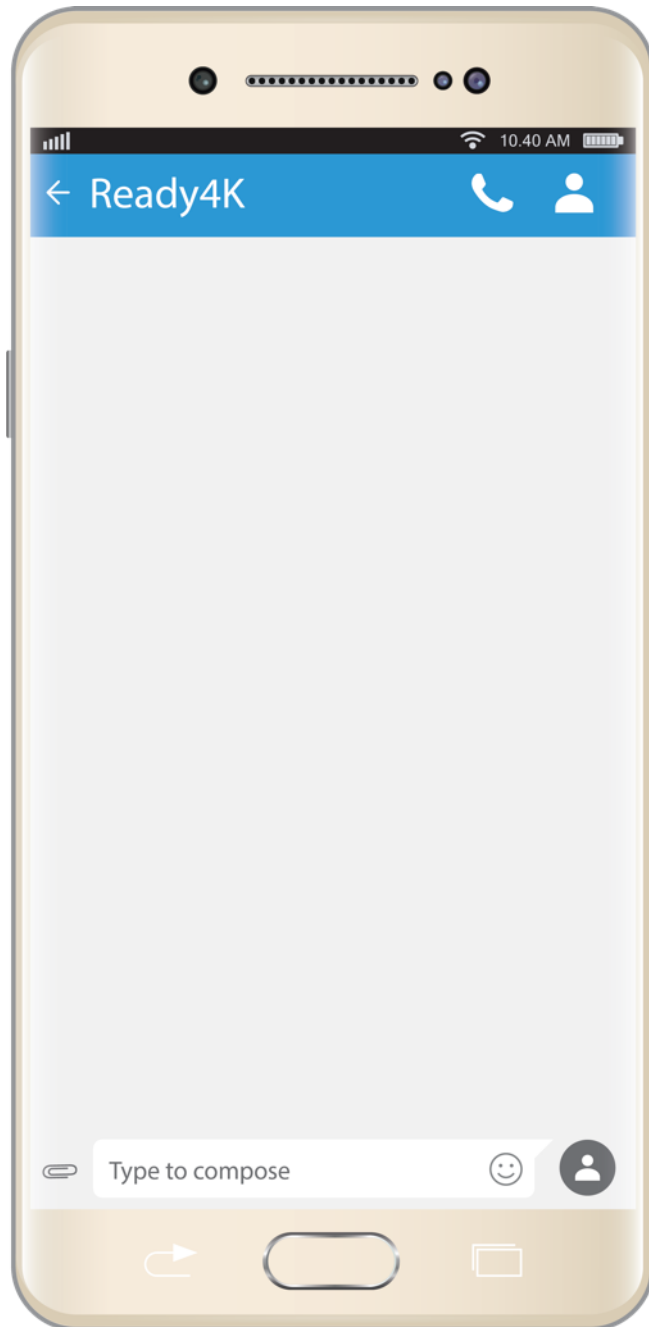




# Ready4K Trauma-Informed

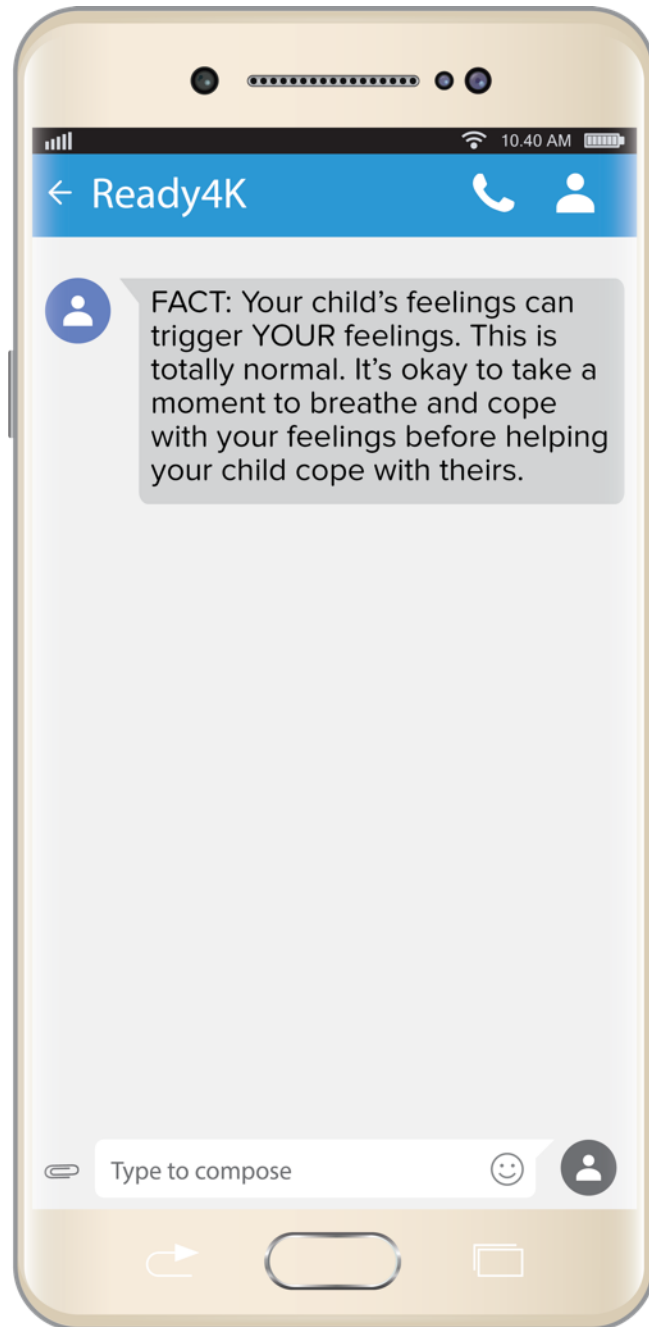
Buffer the effects  
of trauma by  
strengthening the  
5 Protective Factors

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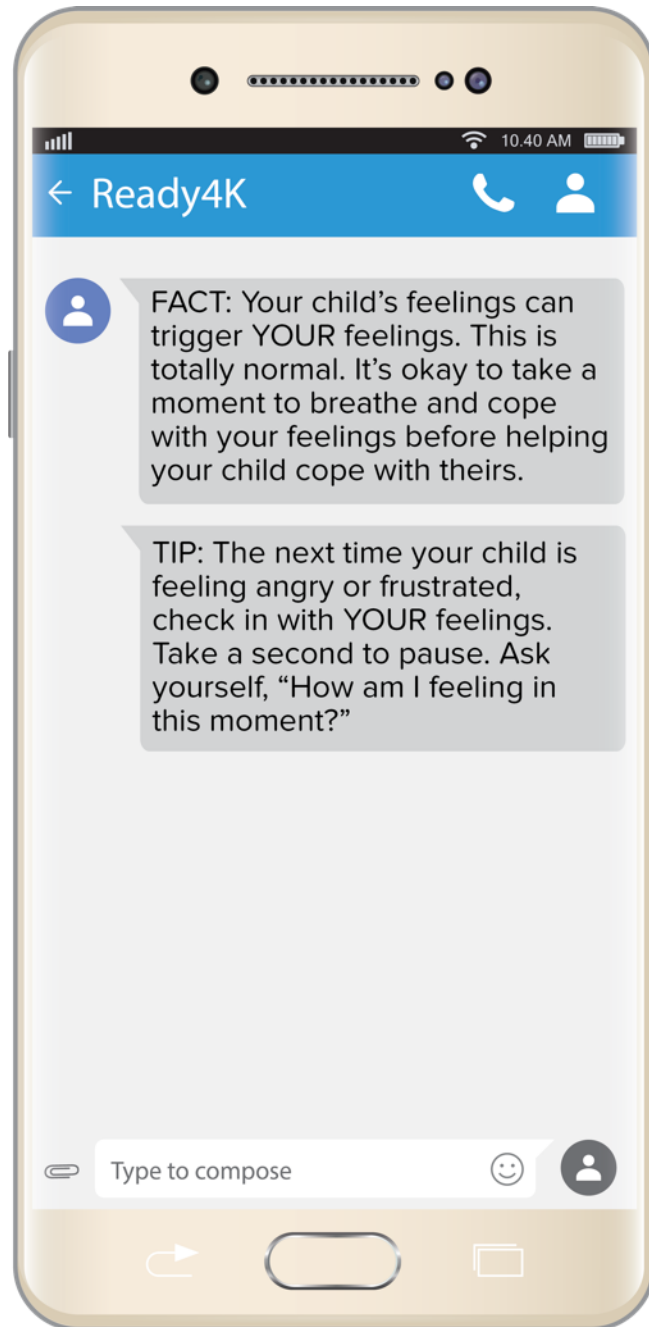
FACT: Your child's feelings can trigger YOUR feelings. This is totally normal. It's okay to take a moment to breathe and cope with your feelings before helping your child cope with theirs.

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TIP: The next time your child is feeling angry or frustrated, check in with YOUR feelings. Take a second to pause. Ask yourself, “How am I feeling in this moment?”

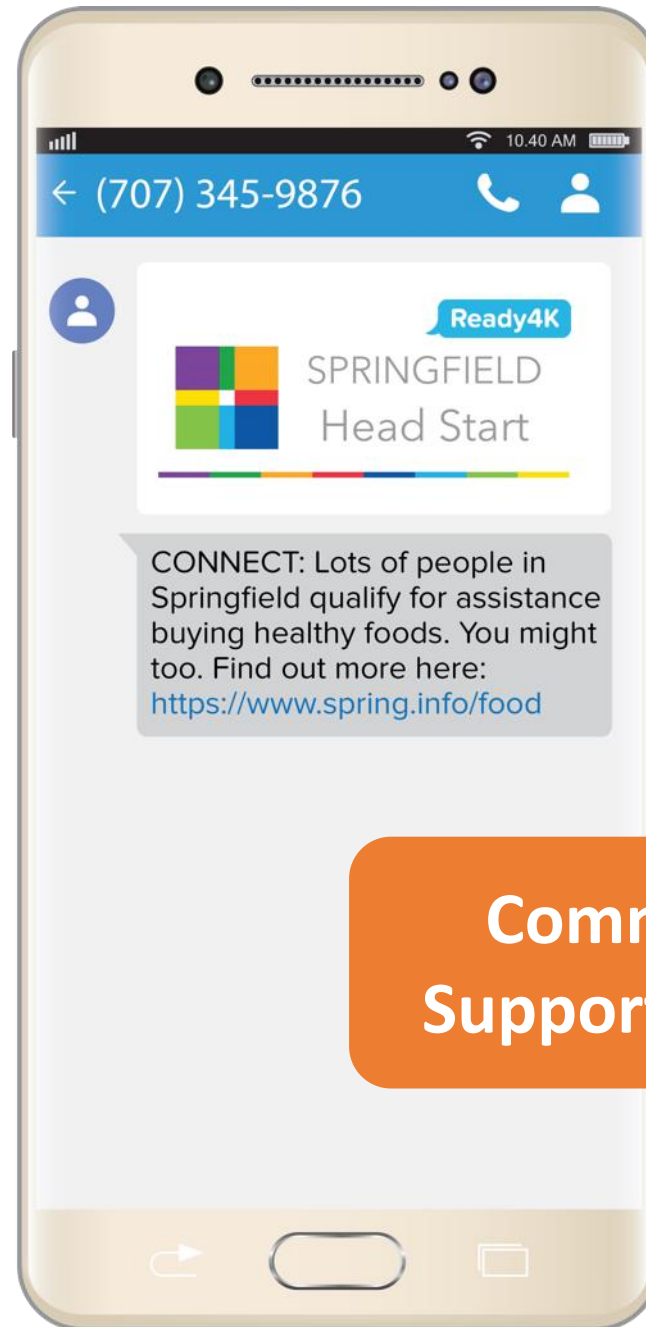
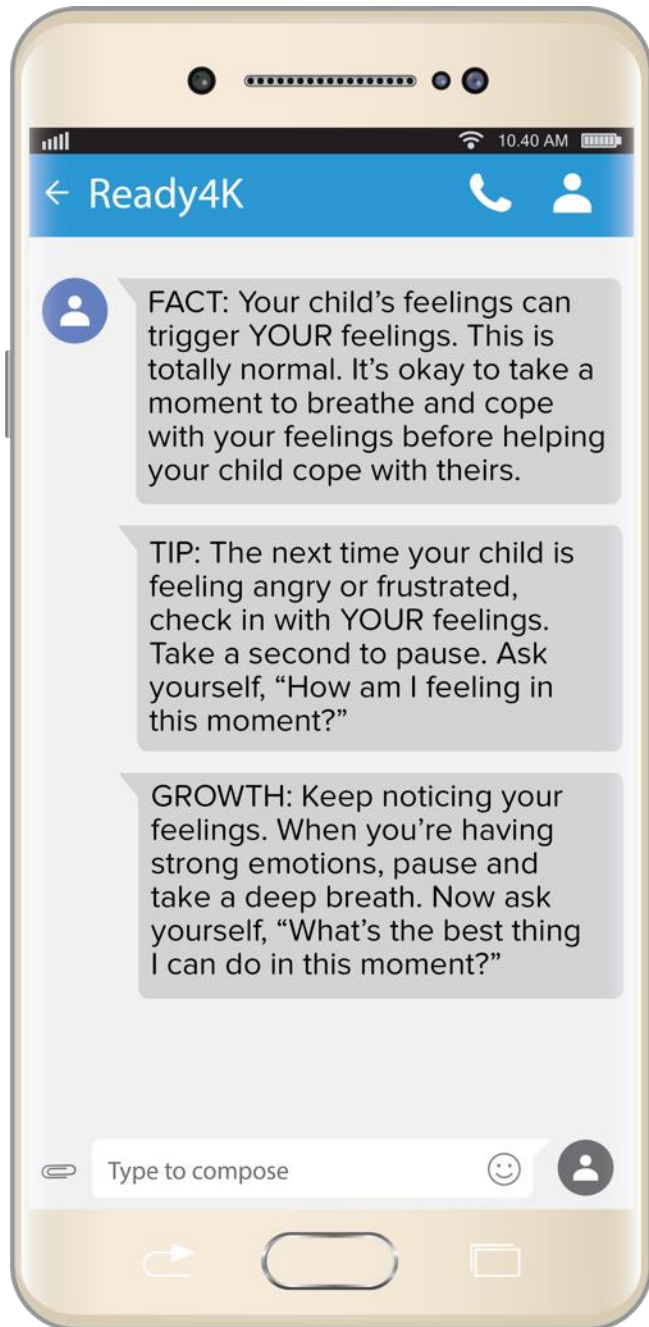
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GROWTH: Keep noticing your feelings. When you're having strong emotions, pause and take a deep breath. Now ask yourself, "What's the best thing I can do in this moment?"

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**Community  
Support Stream**

**Ready4K**

# The 4Rs



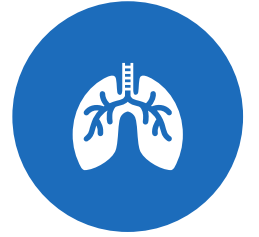
**REALIZES THE  
WIDESPREAD  
IMPACT OF  
TRAUMA AND  
PATHWAYS TO  
RECOVERY**



**RECOGNIZES  
TRAUMA SIGNS  
AND SYMPTOMS**



**RESPONDS BY  
INTEGRATING  
AWARENESS  
ABOUT TRAUMA  
INTO ALL FACETS  
OF THE SYSTEM**



**RESISTS RE-  
TRAUMATIZATION  
OF TRAUMA  
IMPACTED  
INDIVIDUALS BY  
DECREASING THE  
OCCURRENCE OF  
UNNECESSARY  
TRIGGERS**

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# The 4Rs in a Virtual Environment



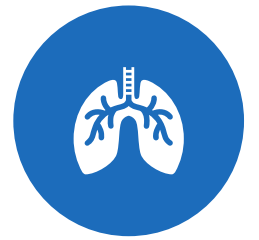
**REALIZE**



**RECOGNIZE**



**RESPOND**



**RESIST RE-  
TRAUMATIZATION**

1. Scour for Triggers

2. Scaffold Learning

3. Ensure Accessibility

4. Check for Equity

5. Review for Bias

6. Validate Strengths

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Ready4K Trauma Informed Content



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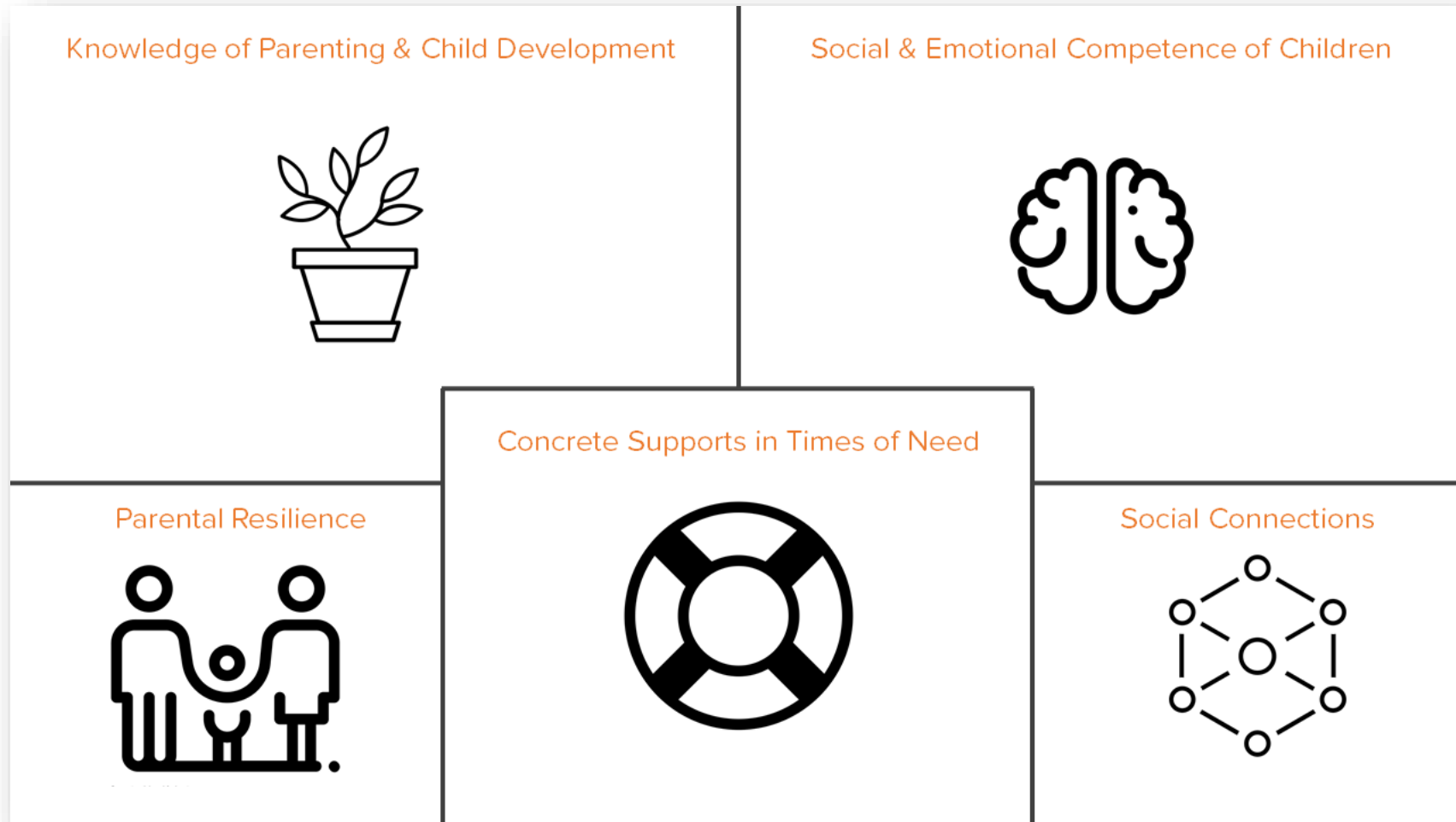




*"I can help everyone.  
Just ask me and I can help you.  
My mom gives me poems.  
Now I can give poems to  
everyone."*



# The 5 Protective Factors

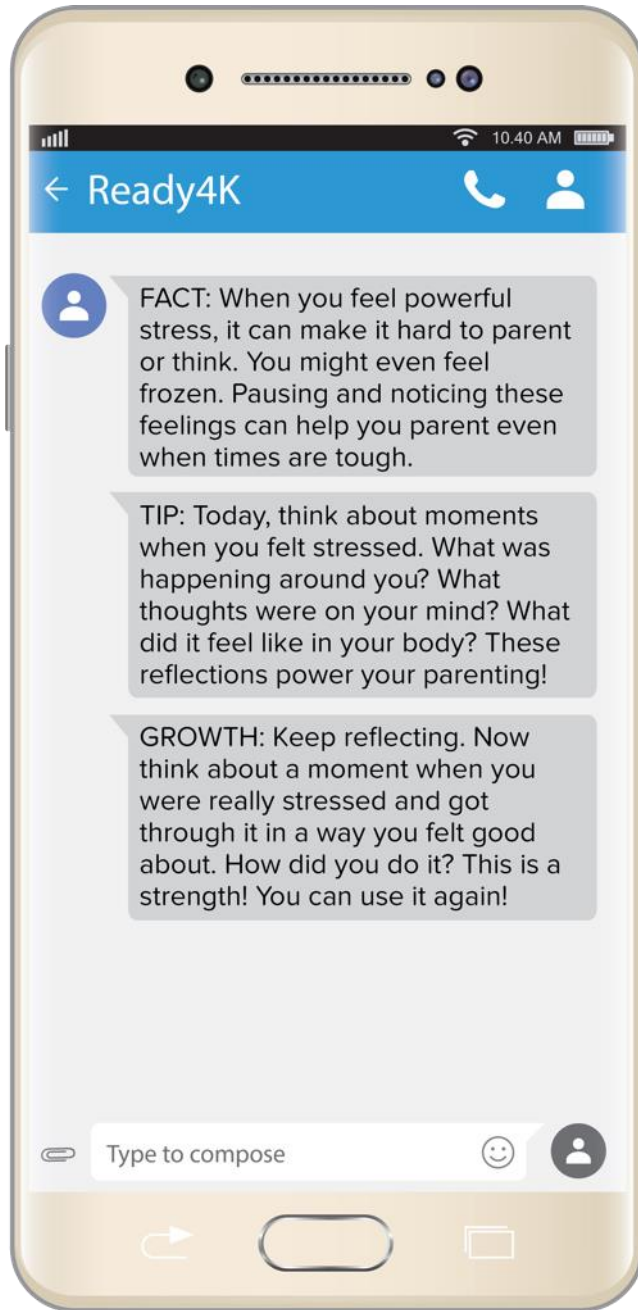


## ***Strong, not stressed***



- Parental self-care
- Recognize and manage stress
- Parental self-regulation
- Executive function
- Healthy habits

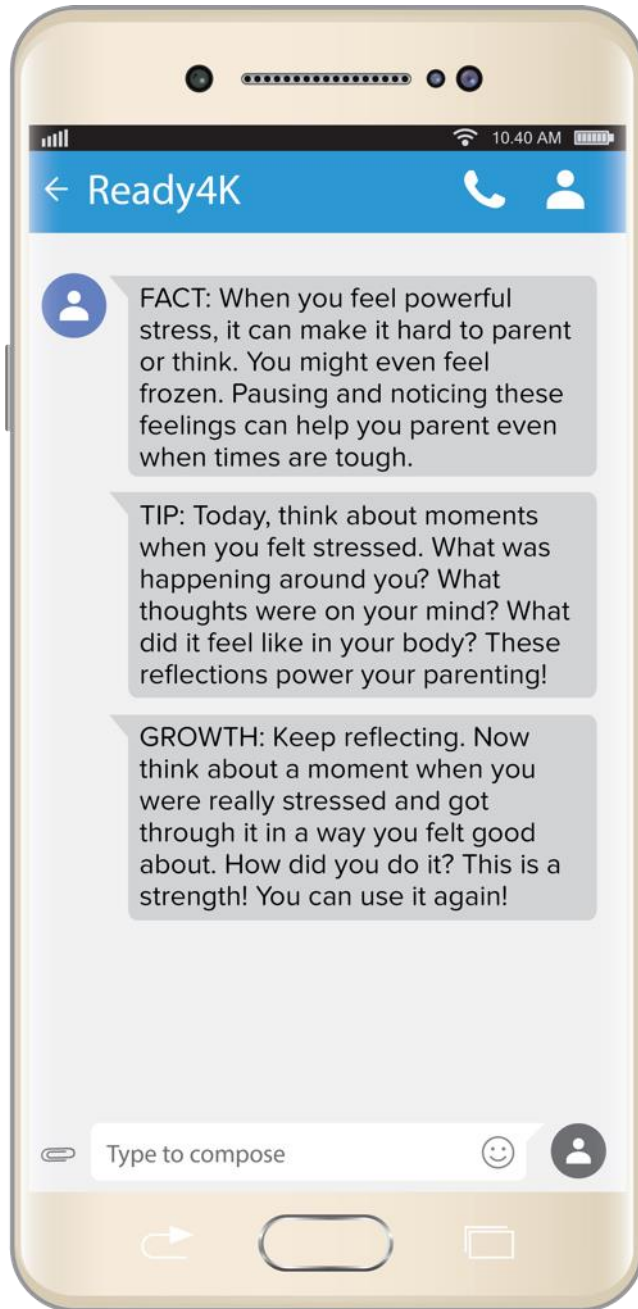
# Parental Resilience



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# Parental Resilience

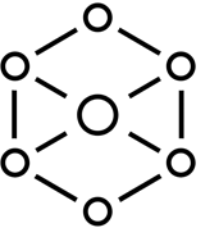


## You can:

- Check in with reflective questions, like *“How are you feeling right now?”*
- Crowd Source Self-Care

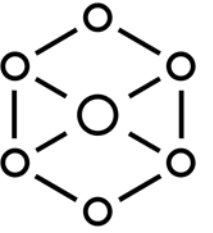
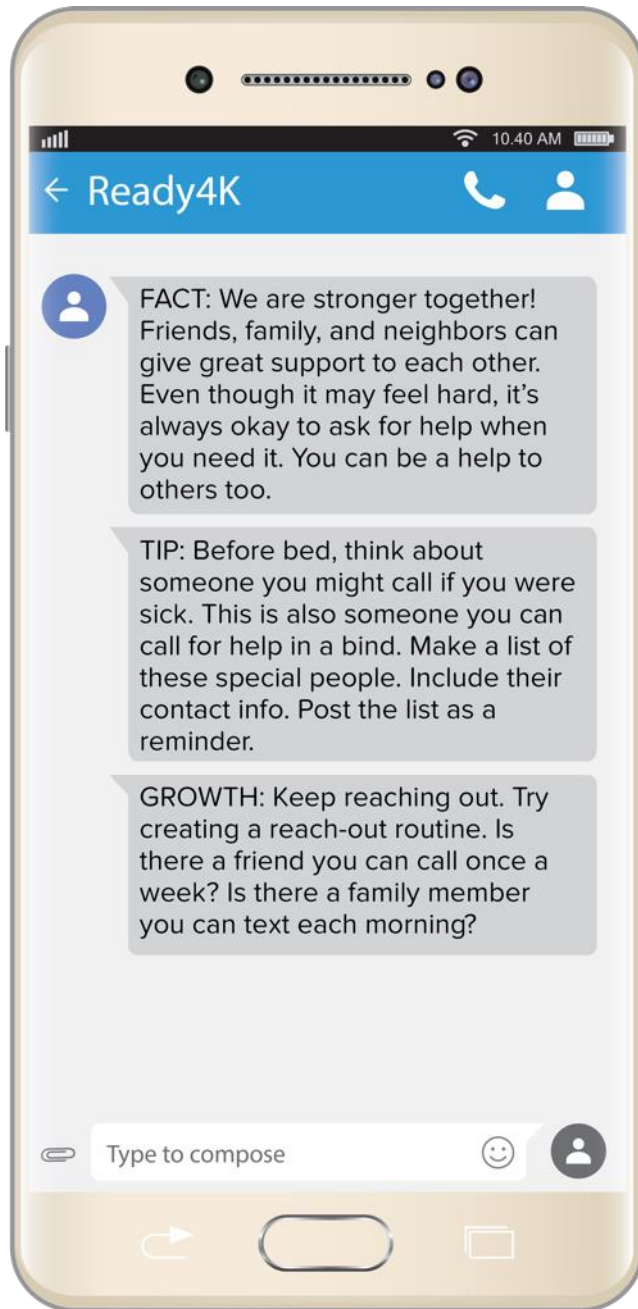
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## *Get and give support*



- Healthy and supportive relationships
- Communication strategies
- Parenting workshops and classes
- Conversation starters for connecting

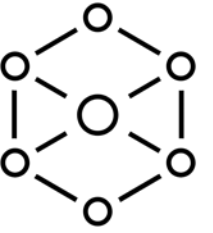
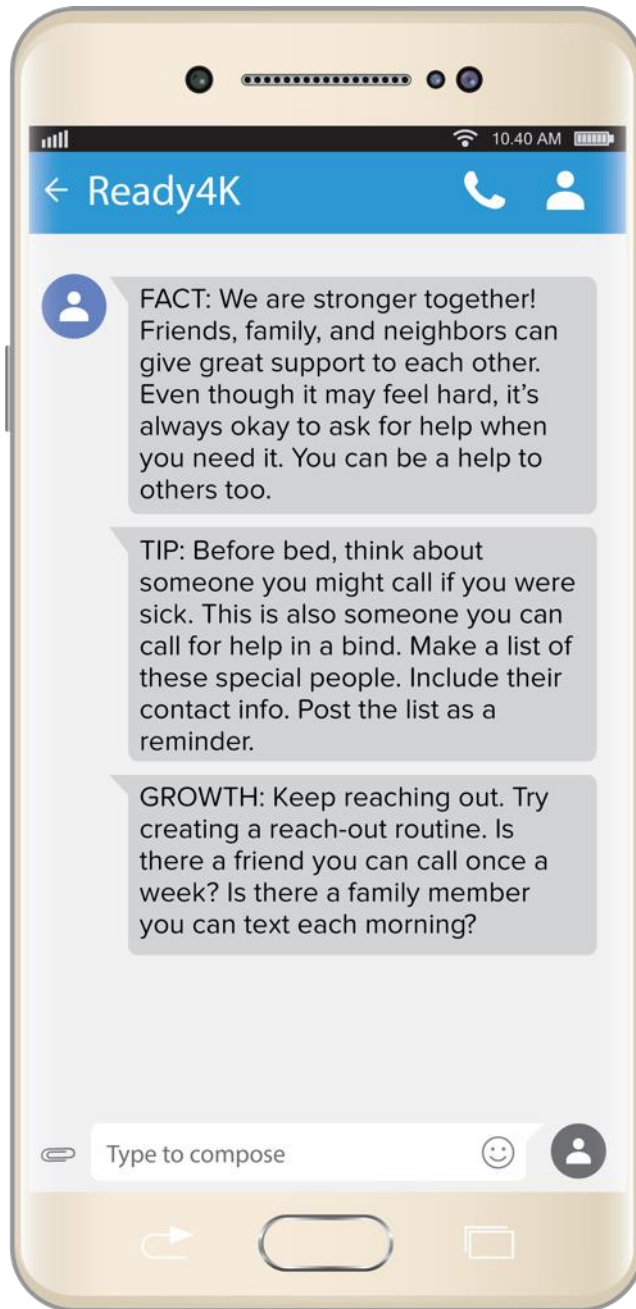
# Social Connections



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# Social Connections



## You can:

- Share strategies to connect with YOU
- Offer Multiple WAYS to connect

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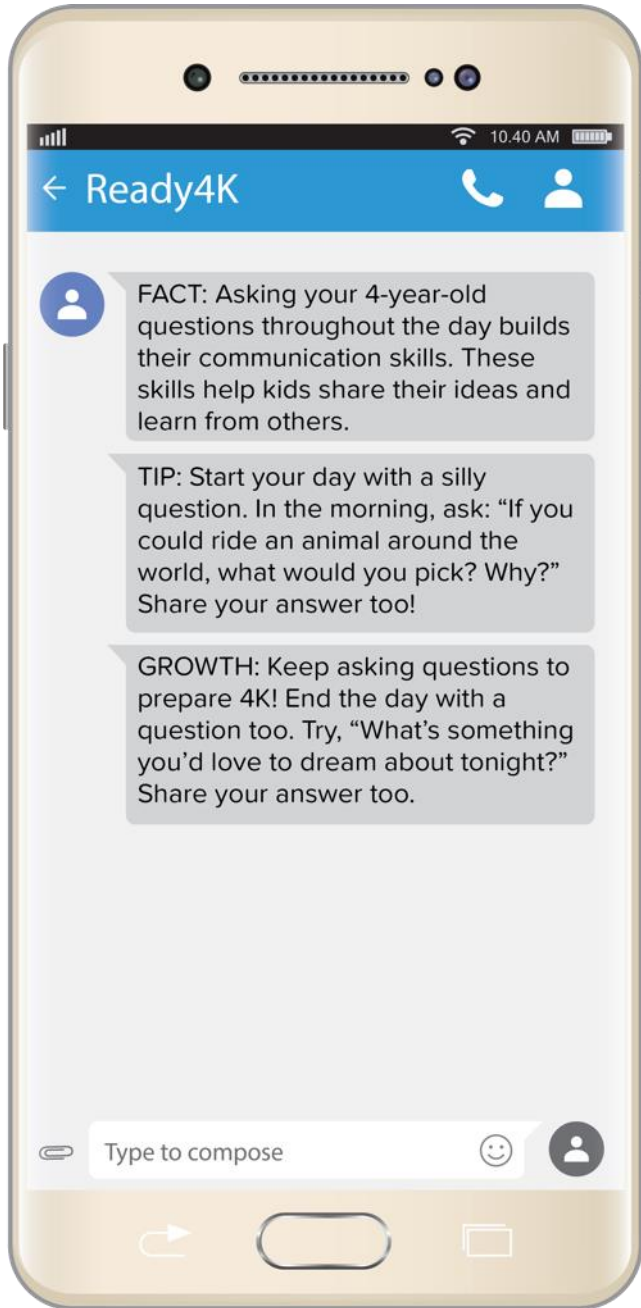
## *Learn more so you can parent better*

- Whole child curriculum
- Developmental milestones
- Positive parenting strategies
- Reasons behind challenging behaviors
- Secure attachment

**Research shows  
2+ months learning gains**



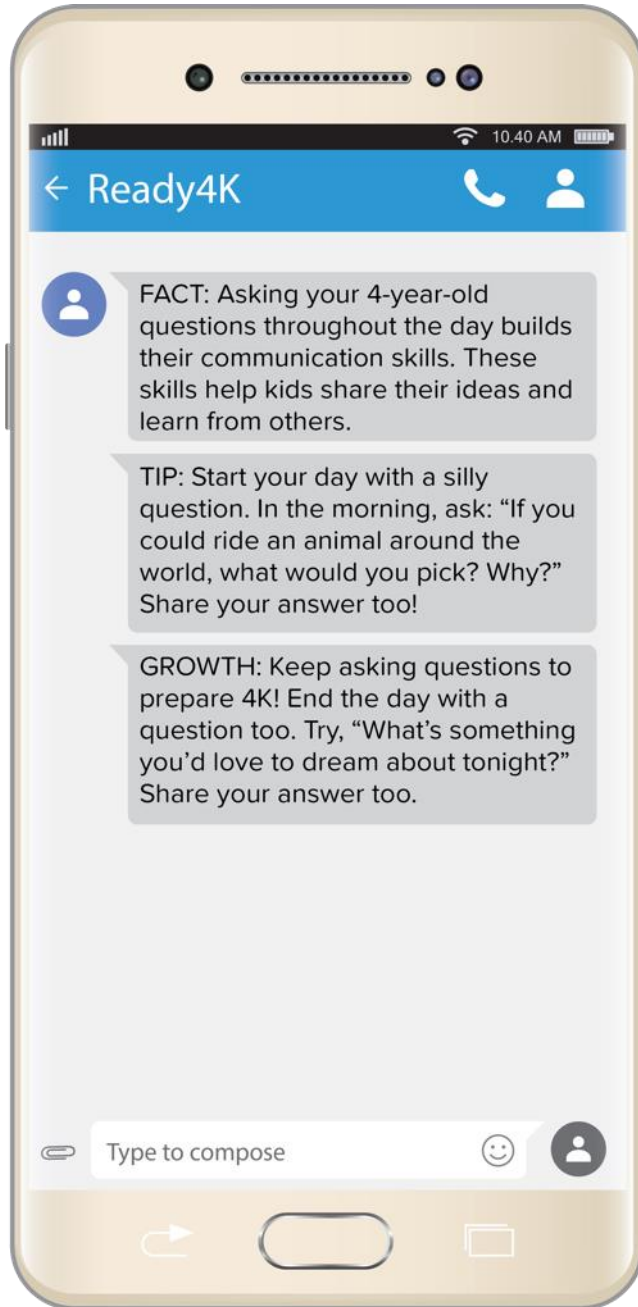
# Knowledge of Parenting & Child Dev



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# Knowledge of Parenting & Child Dev



## You can:

- Build activities out of family's strengths
- Map activities onto things families are already doing

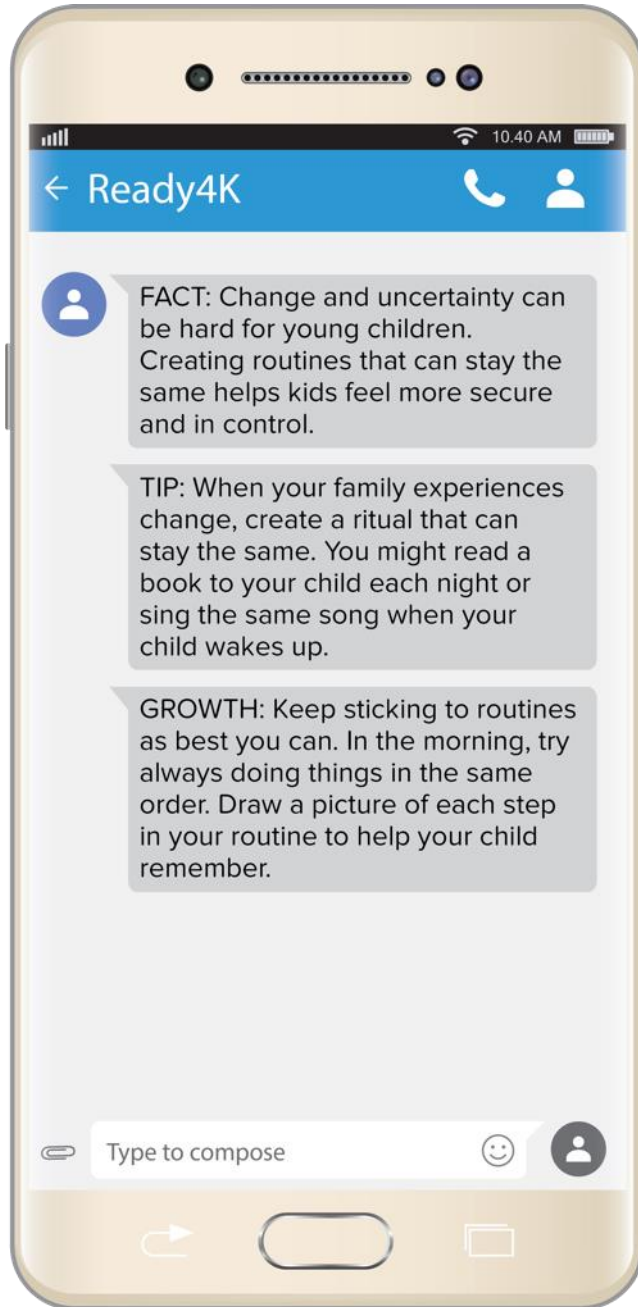
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## *Help your child manage feelings & relationships*



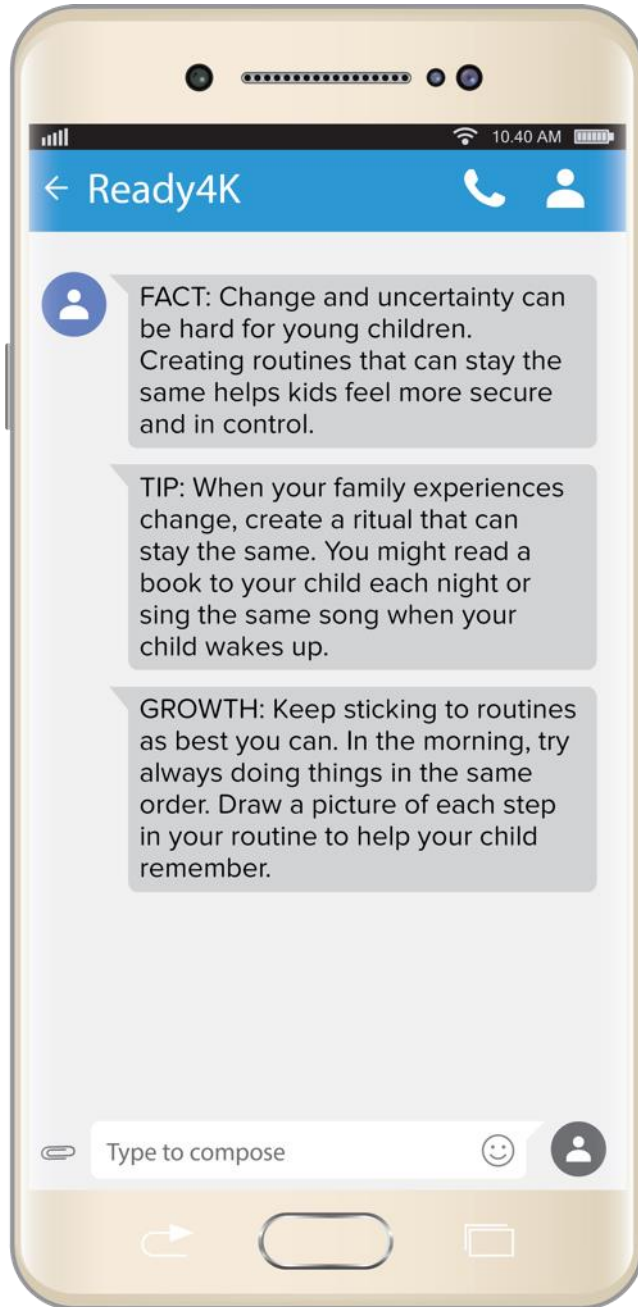
- Calm-down strategies
- Name and express emotions
- Problem solving skills
- Self-regulation and executive function
- Children's emotional cues
- Children's challenging behaviors

# Social & Emotional Competence of Children



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# Social & Emotional Competence of Children



## You can:

- Swap Strategies
- Say What You See

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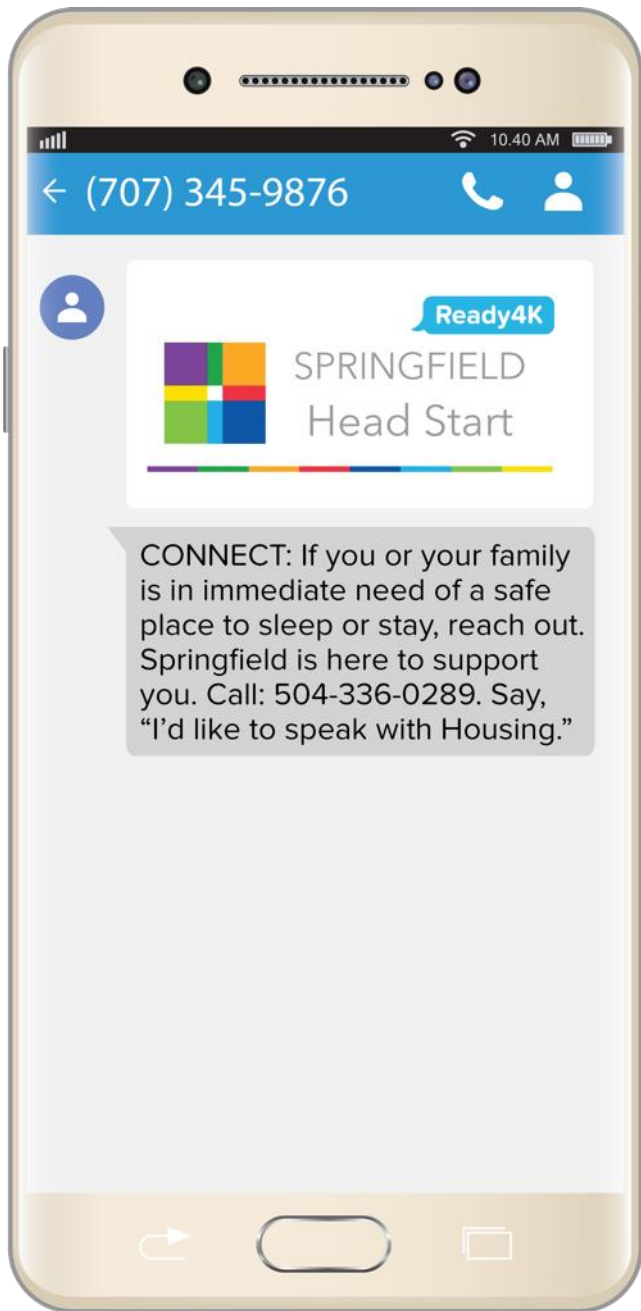
# Concrete Supports in Times of Need

## *Get help when you need it*



- Food, housing, and fuel assistance programs
- Resource specialists and family workers
- Abuse and crisis hotlines
- Mental health resources and specialists
- Language services
- School information
- Adult literacy programs

# Concrete Supports in Times of Need



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# Concrete Supports in Times of Need



## Why you should text:

- 97% have cell phones
- 98% text
- 98% open & read

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Behind the Scenes



# Concrete Supports in Times of Need

## Family Assistance Programs, Subsidies, & Vouchers

Some families can find themselves in a state of need or crisis and can be unsure of where to find help. In this section please include information about any programs that offer direct family assistance. These resources address basic needs like food, shelter, or transportation.

Category	Organization	Description	Website or Link
<b>EXAMPLE:</b> <b>Fuel Assistance</b> Does your community offer fuel assistance for families who qualify? If so please include a direct link to information here.	Berkshire Community Action /LIHEAP	Offers fuel subsidies to families who qualify	<a href="https://bcacinc.org/departments/Fuel-Assistance.html">https://bcacinc.org/departments/Fuel-Assistance.html</a>
<b><u>Heat and Utility Bill Assistance:</u></b> Is there a number to call or site to go to to find out if you qualify for heat and utility subsidies?			
<b><u>Food Assistance Programs:</u></b> For example, WIC and SNAP			
<b><u>Childcare Assistance:</u></b> Are vouchers available and if so where do families go to access them?			



Welcome and Instructions ▾

Family Assistance Programs ▾

Family Groups, Meetups, & Classes ▾

Free Community Informa

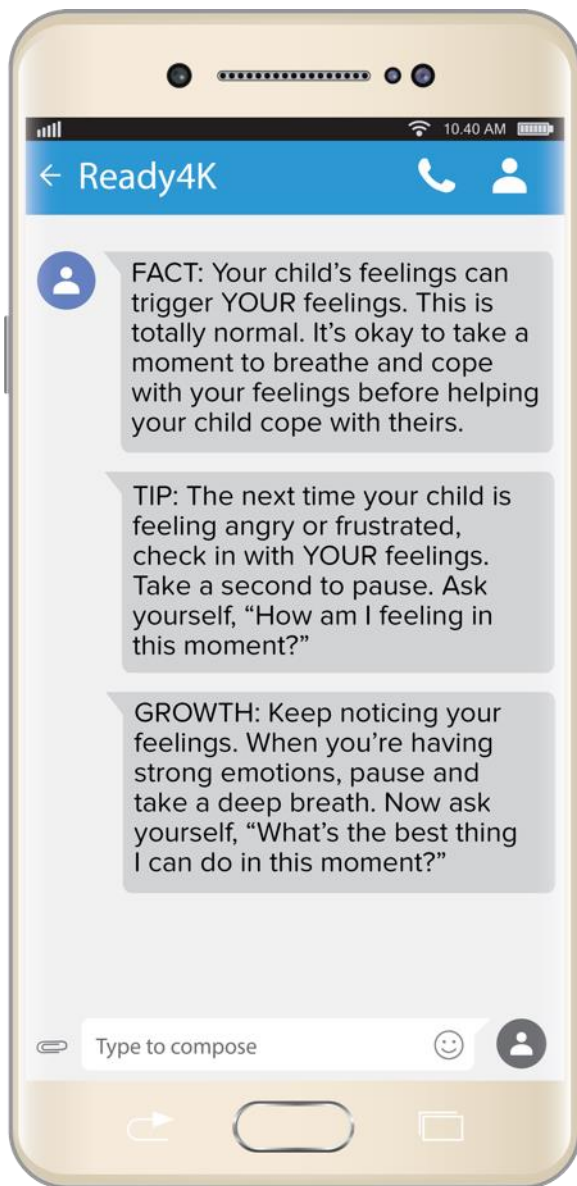
# Concrete Supports in Times of Need

## Is your resource supportive for families?

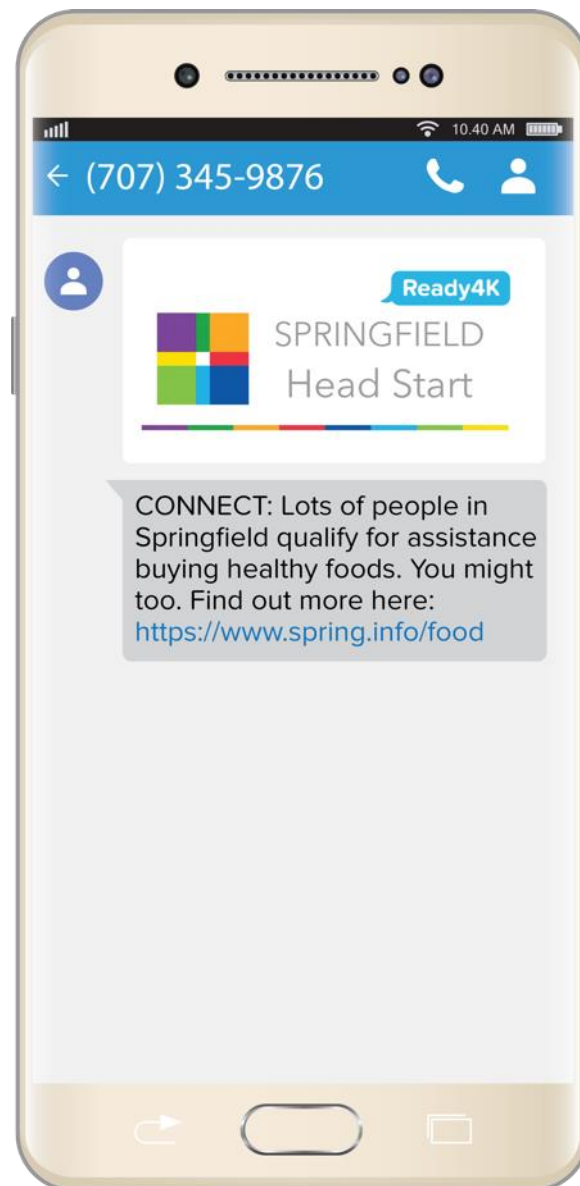
1. Does the link work?
2. Does the link take you to a specific resource?
3. Is the information written at an appropriate reading level?
4. Is the information available in multiple languages?
5. Is the information up to date?
6. Does someone answer the phone?

# Concrete Supports in Times of Need

## Protective Factors Messages



## Community Support Stream



# Concrete Supports in Times of Need

The screenshot shows a web browser window with the address `partner.ready4k.com/messages`. The page title is "Custom Messages". The sidebar on the left contains the following links: Home, Add Parents, Custom Messages (highlighted), Data and Analytics, and Contact Us. The main content area is titled "Custom Messages" and includes the following elements:

- A description: "Create and send your own messages to supplement the Ready4K curriculum. Custom messages make it easy to share local resources, upcoming events, and important reminders." followed by a link: "Click here to watch a tutorial video and see sample custom messages."
- A "Select Recipients:" section with four dropdown menus: "All organizations", "10 zip codes", "1 grade level", and "All custom values".
- A "Compose Message:" section with a text area containing an example of a localized message in English and Spanish. The English version is labeled "English: 2 parents" with a count of 288. The Spanish version is labeled "Spanish: 1 parent" with a count of 276.
- Buttons for "Send now" and "Send later..."
- A "Sent Messages:" section with a table header: Date, Message, Attachment, Recipients, and Languages.



# Equity & Access

Ready4K\_ParentSpreadsheet\_Cohort

Home Insert Draw Page Layout Formulas Data Review View

Paste Calibri 12 A<sup>+</sup> A<sup>-</sup> B I U General Conditional Formatting Format as Table Cell Styles Insert Delete Format Sort & Filter Find & Select Ideas Sensitivity

M19

	A	B	C	D	E	F	G	H
1	Ready4K							
2								
3	Instructions: To enroll new parents, fill out this spreadsheet with your parents' info, then upload it to your Ready4K account. Required fields are highlighted in orange.							
4	— If a parent has multiple children, list each child on a separate line with the same phone number (up to 3 children per parent).							
5	— Ready4K is for parents of children from birth through 4th grade. Please choose from the following grade level options: PK3, PK4, K, 1, 2, 3, 4 (If the child is 5 years old or older, please select 1).							
6								
7	School Year	2019-2020						
8								
9	Phone Number	Text Language	Child Date of Birth	Grade Level	Parent First Name	Parent Last Name	Zip Code	Custom Data Field
10	123-456-7890	English	2/13/15	PK4				
11	345-678-9012	Spanish	1/3/12	2				
12	567-890-1234	Arabic	6/13/14	K				
13								
14								
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18								
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22								
23								

Sheet1

# Equity & Access

Ready4K\_ParentSpreadsheet\_Cohort

Home Insert Draw Page Layout Formulas Data Review View

Paste Calibri 12 A<sup>+</sup> A<sup>-</sup> B I U General Conditional Formatting Format as Table Cell Styles Insert Delete Format Sort & Filter Find & Select Ideas Sensitivity

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6								
7	School Year	2019-2020						
8								
9	Phone Number	Text Language	Child Date of Birth	Grade Level	Parent First Name	Parent Last Name	Zip Code	Custom Data Field
10	123-456-7890	English	2/13/15	PK4				
11	345-678-9012	Spanish	1/3/12	2				
12	567-890-1234	Arabic	6/13/14	K				
13								
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Sheet1

Springfield Head Start welcomes you to Ready4K! Each week, we will send texts to boost your child's learning. 3txts/week. Msg&DataRatesMayApply. Rply STOP 2quit. HELP 4help.

## Study on Enrollment Methods

### Opt-In Method

Invitation to sign up  
via text or website

under 10%  
participation

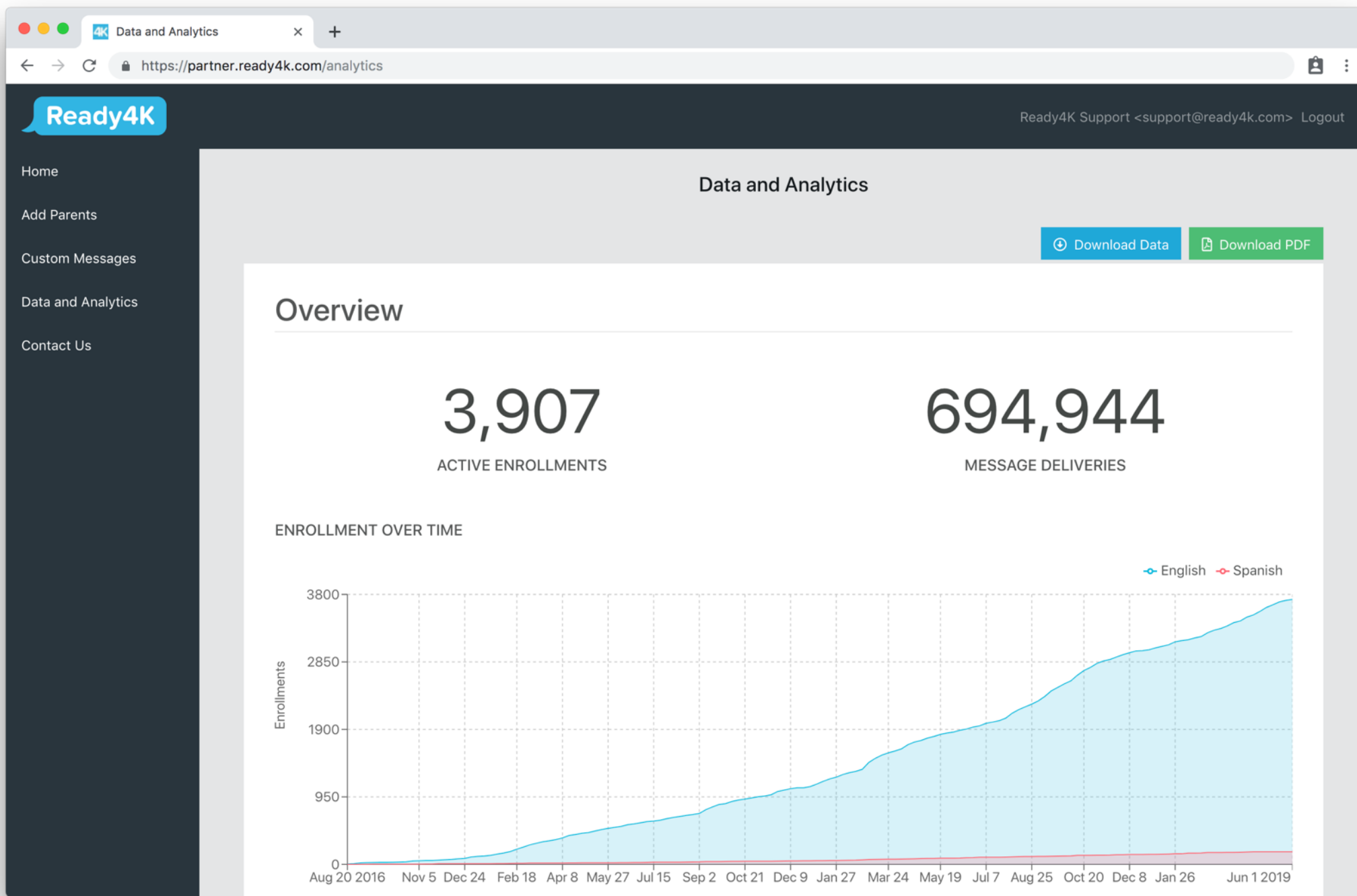
### Opt-Out Method

Automatically enrolled  
with the choice to opt-out

96%  
participation

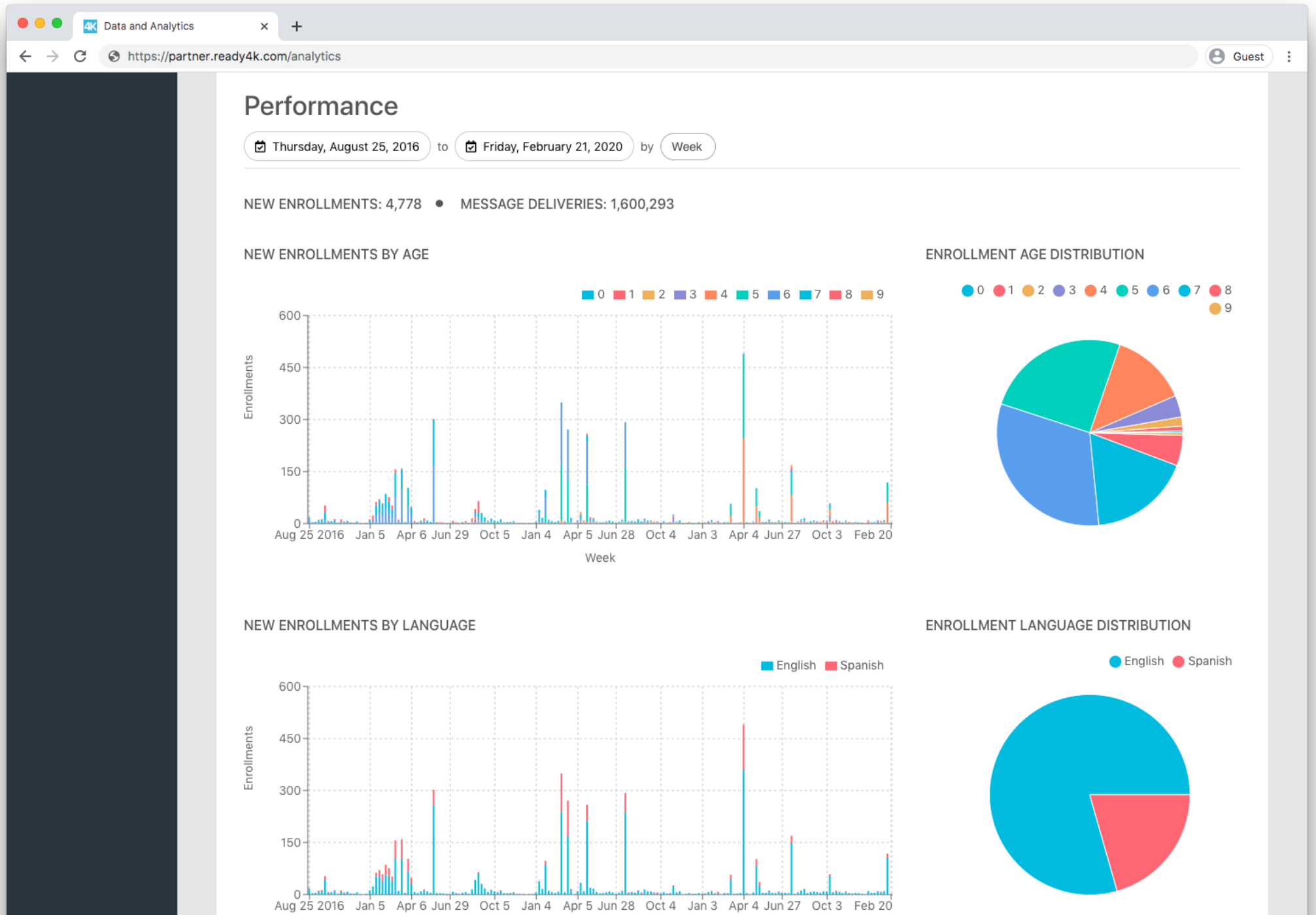
(Bergman & Rogers, 2017)

# Equity & Access





# Equity & Access



# Equity & Access

Links					
Age	Message Text	Long URL	Recipients	Clicks	Click %
0 years 3 weeks	GROWTH: Keep checking your feelings. If you, a friend, or partner see your sadness or anxiety lasting longer than 2 weeks, ask your doctor for help. You may be experiencing Postpartum Depression. Click here for a list of helpful resources: <a href="#">delnorte.info/health</a> .	<a href="https://www.dcm/maternal-mental-health">https://www.dcm/maternal-mental-health</a> .	32	20	63%
0 years 9 weeks	GROWTH: After tummy time, try reading to your baby. Sign up for the Dolly Parton Imagination Library at First 5's website. Your child will receive a free book every month: <a href="#">delnorte.info/books</a> .	<a href="http://www.del">http://www.del</a>	102	46	45%
0 years 13 weeks	BONUS: Looking for health and community resources? The Del Norte Umbrella collects local information in one place: <a href="#">delnorte.info/resources</a> .	<a href="https://www.dcm">https://www.dcm</a>	153	89	58 %
0 years 15 weeks	GROWTH: A great way to get support and new ideas is to talk to other parents. Del Norte County Parent Cafés are the perfect way to connect! Find the next café here: <a href="#">delnorte.info/connect</a> .	<a href="https://www.fasdwoods">https://www.fasdwoods</a>	203	96	47 %
0 years 21 weeks	GROWTH: To see if your baby is on track with rolling over and other exciting milestones, use the ASQ questionnaire. The FRC of the Redwoods can get you started! Visit their Facebook page for more information: <a href="#">delnorte.info/grow</a> .	<a href="https://www.fasdwoods">https://www.fasdwoods</a>	97	32	33 %
0 years 23 weeks	BONUS: Build your baby's library! Sign up for books delivered FREE to your home each month at <a href="#">delnorte.info/read</a> .	<a href="http://delnorte">http://delnorte</a>	163	98	60%
0 years 24 weeks	GROWTH: Keep helping your baby grow! Get ready for an exciting milestone: solid foods! These signs will help you know if your baby's ready: <a href="#">delnorte.info/solids</a> .	<a href="http://sandieg/nutrition/when-do-i-start-my-ods/">http://sandieg/nutrition/when-do-i-start-my-ods/</a>	43	13	30 %
0 years 30 weeks	GROWTH: Keep connecting with families in Del Norte County. Plan to go to a playgroup or workshop. Find out about local parent and child events here: <a href="#">delnorte.info/events</a> .	<a href="https://www.dcm/support--education.htm">https://www.dcm/support--education.htm</a>	0	0	0%

## Ready4K and Springfield School District 2018-19 End of Year Report

Ready4K

### What are Springfield parents saying about Ready4K?

"I love how the activities are using every day areas and are very inexpensive!"

- English speaking parent of an 8 year-old

"The tips and facts you send out usually happen to work out with what problems or situations that I'm dealing with my son on a day to day basis. I feel like it's helping me become the father I need to be."

- Spanish speaking parent of a 6 year-old

"We can all get caught up in the business of taking care of kids. When I see these texts they're a reminder of how I can connect with my son. I like it. :)"

- English speaking parent of a 5 year-old



2,170  
families served,  
English, Spanish, Arabic



152,056  
messages sent  
since September 2018



93% of parents say  
that Ready4K texts are  
Helpful or Very Helpful



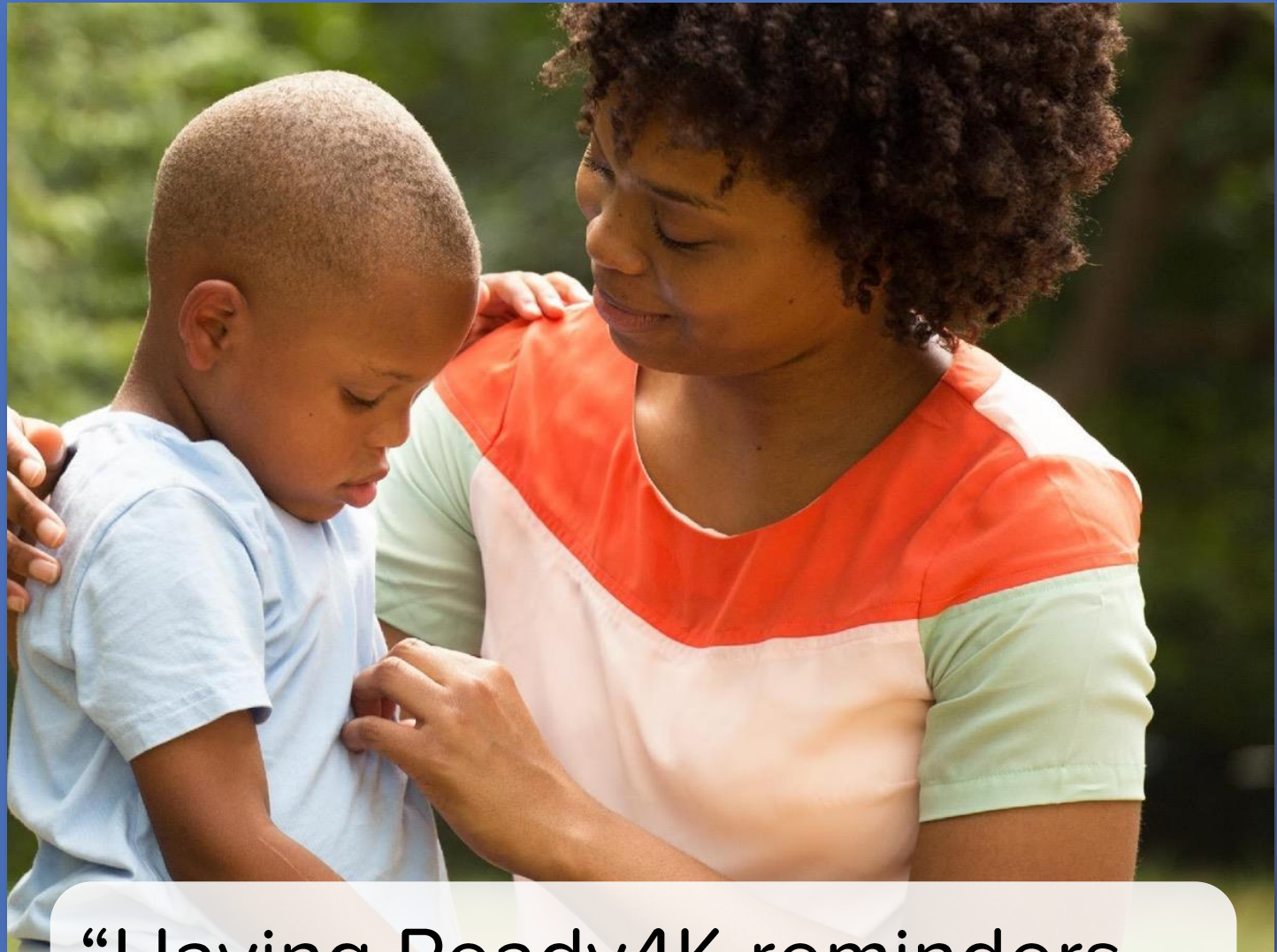
100% of parents say  
they do Ready4K activities  
with their child at least  
once per week



96% of parents say they are likely or  
very likely to recommend Ready4K  
to a friend or another parent

# Let's Support Families Together

[info@ready4k.com](mailto:info@ready4k.com)



“Having Ready4K reminders  
was really life-saving.”