

# Brighter Beginnings at a Glance 2013

## Mission and Vision

The Brighter Beginnings mission to **support healthy births and successful development of children by partnering with parents and helping to build strong communities**, gains its strength and aspiration from our core belief and vision that, **Every family matters, and every child deserves a happy, healthy future.**

## Teen Family Support (TFS)

As a comprehensive family strengthening program for pregnant and parenting teens/young adults and their children, TFS promotes a wide range of outcomes for our teen families. Targeted outcomes include the six Family Strengthening Factors (outlined to the right). The program's overall objectives include:

- Improved health status among our families
- Increased use of safer sex and pregnancy prevention behaviors
- Increased economic self-sufficiency

Results: only 4% of the teen moms we serve have repeat births, (compared to 30% nationally) and 80% of the teen parents graduate from high school (more than double the national average). Last year we served 592 teen parents.

## Teen Pregnancy Prevention/Human Sexuality Program

Its goal is to reduce teen pregnancy rates in Alameda County by providing a sex education/youth development series that promotes increased knowledge of pregnancy prevention, improved attitudes on sexual responsibility and healthier behaviors to avoid pregnancy. Expected outcomes: at least 80% of participants will increase knowledge about healthy sexual attitudes and behavior as well as risks and consequences of sexual involvement.

## Peer Educator Training and Presentations Program

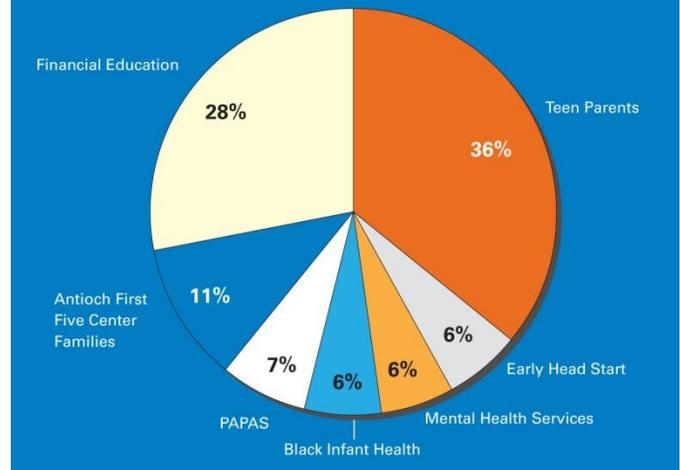
aims to provide the opportunity for participants in the Teen Pregnancy Prevention/Human Sexuality course to become Peer Educators to help others learn about pregnancy prevention while simultaneously reinforcing the lessons for themselves. Expected outcomes: at least 85% of participants will state their readiness and comfort to be peer educators; each participant will conduct at least 12 pregnancy prevention assemblies, panels, or other class presentations to a minimum of 200 students.

## Six Protective Factors for Healthy Families

Brighter Beginnings is a family strengthening organization working with our client-families to promote the six proven factors that make it possible for families to flourish.

1. Nurturing and Attachment
2. Parental Resilience
3. Social Connections
4. Knowledge of Parenting and Child Development
5. Concrete Support in Times of Need
6. Children's Social and Emotional Development

## Parent Participants by Program



## Early Child Development

### Early Head Start (EHS)

Designed for pregnant moms and families with children aged 0 to 3, EHS helps to improve child development and the parent-child bond; increase parent education; and help families move toward self-sufficiency. Last year 72 parents were supported.

### First 5

The Antioch First 5 Center, sponsored by First 5 Contra Costa, provides a nurturing and rich environment for pregnant and parenting families, with children aged 0 to 5. Programs focus on pregnancy, parent support, healthy child-parent relationships, positive parenting practices, early childhood development, school readiness, and more. Last year 211 parents and 188 children were supported.

## Black Infant Health (BIH)

BIH is a group empowerment model designed to encourage and support African American mothers to have a healthy pregnancy. Its goal is to reduce infant mortality and morbidity rates; assist families in receiving perinatal and postpartum care and pediatric services for their children, as well as access to mental health, housing, and employment services; and provide information about healthy lifestyles, relationships, and parenting to clients and their partners. Last year 95 parents and 58 children were supported.

## Mental Health

All aspects of our lives are affected by our mental health. Caring for and protecting our children is an obligation and is critical to their daily lives and their independence. Brighter Beginnings offers comprehensive mental health services for adults, adolescents and infants. Our services are covered by Medi-Cal. We offer linguistically and culturally appropriate therapy for patients who have had traumatic experiences and other impacts which have negatively impacted their lives. Our staff are trained in the evidence based and promising practices, such as Trauma focused CBT, Motivational Interviewing, and Parent-Child psychotherapy. We have 9 mental health professionals who speak English and Spanish. Last year we served 95 clients in mental health services.

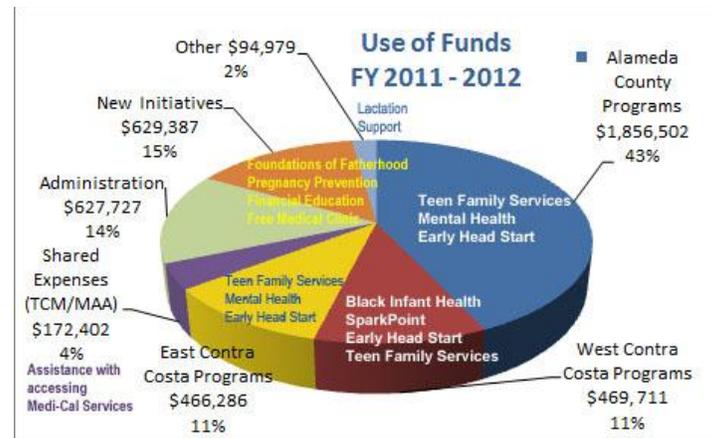
## Fatherhood Programs

**Foundations to Fatherhood** provides fathers and fathers-to-be with knowledge on parenting skills, child support, securing employment, couples communication, early childhood development, and parent-child play. Additionally, we are continuing to develop our Foundations of Fatherhood work with young men through our pregnancy prevention program as well as through individual counseling.

In partnership with Rubicon Programs and others, Brighter Beginnings is continuing its **PAPAS Program (Promoting Advances in Paternal Accountability and Success)**. With new grant funding in October 2012, Brighter Beginnings will be providing Fatherhood/Relationship Coaching and Parenting Inside Out groups to formerly incarcerated dads, reaching 150 each year.

## Family Financial Fitness

Sound **financial education** is critical to the overall health of our client families. Every Brighter Beginnings client completes a financial assessment and is offered the opportunity to participate in our Family Financial Fitness workshops or to meet with a financial coach. Further support is offered by our collaboration with the SparkPoint Center network which provides programs in two of the Brighter Beginnings Centers.



## Areas for Future Growth

### Health Care

Brighter Beginnings is moving into the health care arena with the introduction of its RotaCare Richmond Free Medical Clinic. This new clinic is opening in February 2013 to fill the urgent need for free medical care in West Contra Costa County. Due to the high poverty rate, Richmond residents are especially in need as a large percentage of the population is uninsured, the highest proportion of deaths from diabetes is reported, and there is a higher than average rate of children requiring hospitalization due to asthma. The free clinic is generously funded by The Dohmen Company and Kaiser East Bay Foundations and sponsored by 8 Bay Area Rotary Clubs. Plans are also underway to establish a new Family Health Center in West Oakland, which would provide access to those with health insurance in the new health reform arena.

### Community Engagement/Parent Leadership Alumni Leadership Academy (ALA)

Just launched last year, ALA was designed for teen parents who graduated from Brighter Beginnings programs and have completed high school requirements. ALA's goal is to build resiliency skills, positive identity and self-esteem through a positive youth development program in order to encourage increased community involvement and sustain healthy behaviors and lifestyles. Brighter Beginnings will also be engaged in a six month learning community to foster our planning and ability to engage with the parents and communities in their goals and visions for their preferred futures as neighbors and engaged citizens.

**Vocationalizing** our services is a next step in Brighter Beginnings evolution as an organization that is strength-based and focused on developing competencies that support our Strengthening Families and Life Course frameworks; both theory of change models that seek to increase the protective factors that lead to sustainable families and communities. Vocationalizing means building the skills and expertise of Brighter Beginnings staff and expanding our partnerships and referral sources, so that the families we serve have improved access to employment and career development opportunities.