



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 2154

1. Title of Project: Brain Bag Early Literacy Program

2. Senate Sponsor: Doug Broxson

3. Date of Submission: 02/04/2019

4. Project/Program Description:

Each Brain Bag contributes to the goal of improving kindergarten readiness and early brain development, which is the key to the foundation of the child's readiness for school - ultimately putting the child on a path for success in school life. Each Brain Bag includes: a storybook, "P is For Pelican, the ABC's of Pensacola," which uses landmarks in our community to build letter awareness and encourage family reading; "Baby Steps," a baby book that can be personalized to help parents track early brain development milestones in the first three years of life; a toy; and a binder of community resource information and partners to help support parents. The resource includes library locations, screen time guideline, Thirty Million Words Initiative teaching points, healthy lifestyle advice for the first year of life, and more.

5. State Agency to receive requested funds : Department of Education

State Agency Contacted? No

6. Amount of the Nonrecurring Request for Fiscal Year 2019-2020

Type of Funding	Amount
Operations	54,329
Fixed Capital Outlay	
Total State Funds Requested	54,329

7. Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	54,329	49.69%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	55,000	50.31%
Total Project Costs for Fiscal Year 2019-2020	109,329	100.0%

8. Has this project previously received state funding? No

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		

9. Is future-year funding likely to be requested? Yes



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a. If yes, indicate non-recurring amount per year. 54,329

10. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits	Director salary and training	5,000
Expense/Equipment/Travel/Supplies/Other	Binders, Baby Steps baby book, Rattle, and Resource information	45,829
Consultants/Contracted Services/Study	SCI partners with ARC Gateway to provide life and work skills training for adults with developmental disabilities to help them contribute to the community. Assembling, storing, and delivering the Brain Bags is one of their contracted jobs.	3,500
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		54,329

11. Program Performance:

a. What is the specific purpose or goal that will be achieved by the funds requested?

The main purpose of the Brain Bag Early Literacy Program is to improve kindergarten readiness in communities by giving parents the understanding of the power of language and interaction in the first three years of a child's life to build a child's brain. Each Brain Bag contributes to the goal of improving kindergarten readiness and early brain development, which is the key to the foundation of the child's readiness for school - ultimately putting the child on a path for success in school life.

b. What are the activities and services that will be provided to meet the intended purpose of these funds?

Each Brain Bag contributes to the goal of improving kindergarten readiness and early brain development, which is the key to the foundation of the child's readiness for school - ultimately putting the child on a path for success in school life. Each Brain Bag includes: a storybook, "P is For Pelican, the ABC's of Pensacola," which uses landmarks in our community to build letter awareness and encourage family reading; "Baby Steps," a baby book that can be personalized to help parents track early brain development milestones in the first three years of life; a toy; and a binder of community reference information and partners to help support parents. The resources includes library locations, screen time guideline, Thirty Million Words Initiative teaching points, healthy lifestyle advice for the first year of life, and more.



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c. What are the direct services to be provided to citizens by the appropriations project?

Distribution of Brain Bags in the hospitals and distribution of bags to parents of children 0-3yo with the following partner community agencies: Early Steps (which connects parents of children under 3 with an identified developmental delay to services), Healthy Start Coalition (which uses Escambia County Health Dept nurses to do home visits with pregnant women and new mothers who are at risk of adverse birth outcomes or adverse outcomes for the child in the first year of life), Children's Home Society (which offers family counseling and supportive services for clients referred through the foster care system and which operates counseling to pregnant and new teen mothers who are still in school), Families First Network, and Early Childhood Court (a specialty court for parents with children under 3). Additionally, Studer Community Institute employs the developmentally disabled population by partnering with ARC Gateway in the assembly of the bags.

d. Who is the target population served by this project? How many individuals are expected to be served?

Jobless persons, economically disadvantaged persons, developmentally disabled, preschool students, other (new parents, parents of children 0-3yo at risk for adverse birth and life outcomes, and pregnant and new teen mothers). More than 5,000 individuals are expected to be served.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

This project is expected to improve quality of education, create specific immediate job opportunities, and enhance specific individual's economic self sufficiency. Each distribution of a brain bag at a hospital is accompanied by a survey that asks 2 questions: "On a scale of 1-10, rate your knowledge of how parent talk influences early brain development before the Brain Bag, and then rate it after." Overall, in 2018, the responses went from an average 7 rating before the Brain Bag to a 9.6 rating after the distribution of the brain bag. Additionally, SCI is in contact and under contract with ARC Gateway to ensure the continued partnership that provides work and skills to developmentally disabled adults in the community.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

None

12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.

N/A

13. Requestor Contact Information:

- a. **Name:** Shannon Nickinson
- b. **Organization:** Studer Community Institute
- c. **E-mail Address:** snickinson@studer.org
- d. **Phone Number:** (850)525-2116

14. Recipient Contact Information:

- a. **Organization:** Studer Community Institute
- b. **County:** Escambia



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c. Organization Type:

- For Profit
- Non Profit 501(c) (3)
- Non Profit 501(c) (4)
- Local Entity
- University or College
- Other (Please specify)

d. Contact Name: Shannon Nickinson

e. E-mail Address: snickinson@studerer.org

f. Phone Number: (850)525-2116

15. Lobbyist Contact Information

a. Name: Anna Walker Higgins

b. Firm Name: Walker Strategies, LLC

c. E-mail Address: ahiggins@walkerfl.com

d. Phone Number: (202)384-6657