

# **BRIGHT START**

## **Home Visitation Program**

# WHO developed Bright Start?

- ▶ New Directions Institute for Infant Brain Development
  - Established in 1998
    - Translate the latest neuroscientific information about early childhood brain development into understandable language for parents and teachers.
    - Mission: *To provide parents and caregivers with training and tools to help every infant, toddler and pre-schooler develop a healthy brain and enter school ready to learn.*

# WHAT is Bright Start?

- ▶ Universal access home visitation program
  - ▶ ONLY county-wide FTF-funded home visitation program
  - ▶ Based on the Wired For Success curriculum
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# WHAT is the Wired For Success curriculum?

- ▶ Early childhood brain development research



- ▶ Easy-to-understand concepts



- ▶ Easy-to-remember concepts
  - ABCs of Early Learning
  - STEPS to Early Brain Development



- ▶ Easy-to use concepts
  - Brain Boxes

# WHY use New Directions Institute curriculum?

- ▶ Independent evaluation by ASU
  - 75% parents spent more time on activities with their child.
    - 22% spent 3 hours per week more time
    - 44% spent 4 or more hours per week more time
  - 83% parents do different educational activities than before.
  - 100% parents would recommend the classes to other families of preschoolers.

# HOW is Bright Start done?

- ▶ Master's level therapists as home visitors
  - ▶ 1-2 times month
  - ▶ Family assessment
  - ▶ Child assessment
  - ▶ Individualized Family Service Plan
  - ▶ Community resource referrals
    - AzCA connections
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# “Ripple Effect” – building the early childhood system

- ▶ Bright Start home visitation programs in Mohave, La Paz, and Cochise counties.
  - ▶ Bright Start home visitation programs in Colorado, Indiana, and New Jersey.
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# Barriers encountered

- ▶ Uncertainty of the future of First Things First
  - Agencies not wanting to make referrals
- ▶ Hiring master's level therapist at a pay rate that is lower than what a therapist is paid.

# BENEFITS of Bright Start

- ▶ Universal access – NO eligibility criteria
  - ▶ ONLY county-wide home visitation program funded by FTF
  - ▶ Cost-effective
  - ▶ Master's Level home visitors
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