

# BEST

## BIRTH THROUGH EIGHT STRATEGY FOR TULSA

The **Birth through Eight Strategy for Tulsa (BEST)** represents an exciting opportunity for Tulsa. BEST is a comprehensive, continuous and integrated approach that focuses on families to help break the cycle of intergenerational poverty. This strategy knits together programs and services to create a seamless continuum of support. Programs, services, community agencies and philanthropies are partnering with Tulsa's families to build a cycle of opportunity.

➤ THE BIRTH THROUGH EIGHT STRATEGY FOR TULSA'S FOUR MAIN GOALS ARE TO INCREASE THE PERCENTAGE OF CHILDREN:

1

Born healthy

2

Raised in **safe and nurturing** homes

3

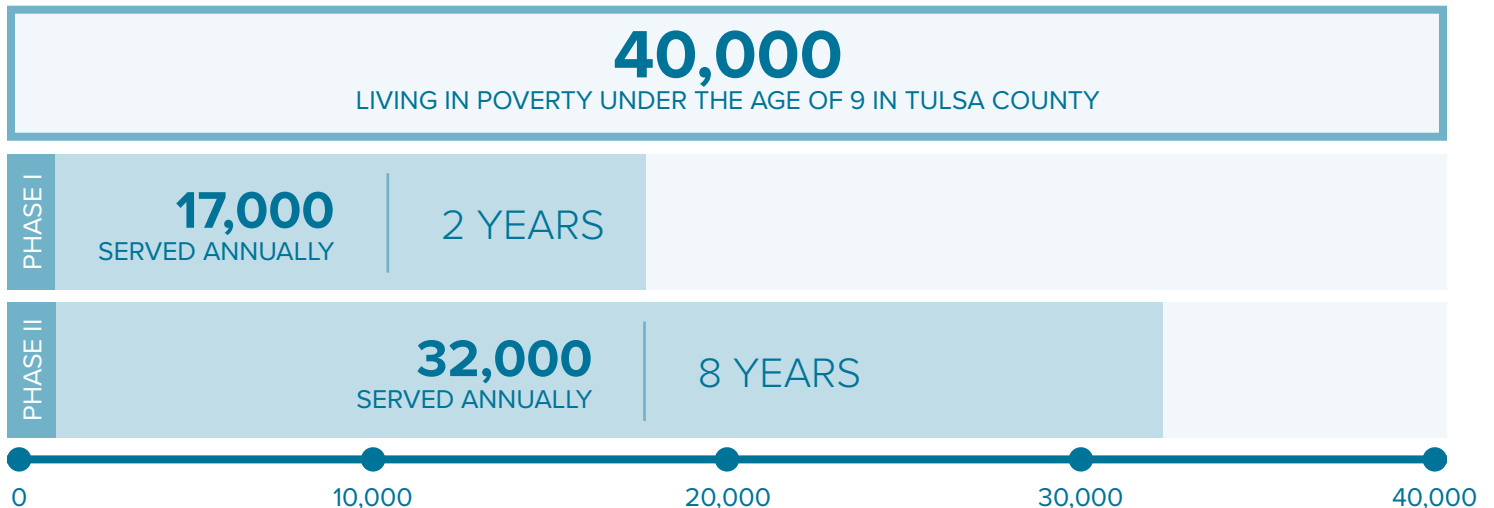
Ready to enter **kindergarten**

4

Achieving success by **third grade**

### REACH AND IMPACT:

➤ Over the course of ten years, BEST is projected to reach 80 percent of the 40,000 children living in poverty under the age of nine in Tulsa County annually.



The strategy is deeply informed by what decades of brain science research tell us about the most effective way to combat poverty: **Act early, when most brain development happens.**

- A majority of programs and services will focus intensively on infants and toddlers. Adults will receive the tools and reinforcements they need to support early development.
- A wide range of evidence-informed supports will be available to families across the community during the first eight years of a child's life.

# BIRTH THROUGH EIGHT STRATEGY FOR TULSA - THEORY OF CHANGE AND APPROACH

## 1 INCREASE SUPPLY OF AND ACCESS TO QUALITY DIRECT PROGRAMS AND SERVICES

### Preconception and Prenatal

Encourage planned pregnancies through pre-pregnancy education and access to resources. Improve access to prenatal care and services to facilitate a healthy birth and productive parenting after birth.

### Birth through Age 3

Nurture healthy cognitive and social-emotional development by promoting parenting best practices at home, effective navigation among services and access to quality child care.

### Pre-K through 3rd Grade

Improve student proficiency in literacy, math and social-emotional skills through leadership and teaching partnerships with the school district and increased access to personalized tutoring and out-of-school learning.

## 2 CONNECT FAMILIES TO DESIRED PROGRAMS AND SERVICES

Provide individualized, ongoing navigation support to help families meet their needs.

## 3 IMPROVE CONDITIONS FOR SUCCESS

- **Strengthen Key Partner Organizations:** Invest in the human capital, collaborative and technical capabilities of select partners to reinforce alignment and impact.
- **Reinforce Direct Service through Public Awareness:** Create and disseminate simple and easily shared messages to raise public awareness about research-informed, self-initiated actions around planned pregnancy, parenting best practices and social support services.
- **Advocate for a More Supportive Public Policy Environment:** Champion increased public sector support for policies that support low-income families.
- **Build an Integrated Data Ecosystem:** Use shared data to facilitate client referral and provide information aiding coordination of services and supports across the strategy.
- **Establish and Execute a Shared Leadership Structure:** Use a multi-organization leadership structure to drive action and increase attainment of shared community goals.

# BEST EARLY SUCCESSES

Secured funding for the first phase of implementation from Blue Meridian Partners, matched by support from GKFF

Engaged a wide range of partners in conversations around planning and execution of the strategy

Hired the managing director to lead implementation and director of strategic advisement

Laid the groundwork for an integrated and cohesive data ecosystem to support BEST goals

## ACHIEVE FOUR GOALS

Children Achieving **Success by Third Grade**

Children Ready for **Kindergarten**

Children Raised in **Safe and Nurturing Homes**

**Healthy Births**