



- **55,000 children** under the age of 5 in Detroit.
- **59% of these children** live at or below the Federal Poverty Line.
- **17,000 the estimated service gap** of early learning opportunities for children aged 0-2 in Detroit. This shortage is concentrated in some of the most vulnerable neighborhoods across the city.
- **By 5 years old, under served children** can be up to two years behind in development, with language processing gaps developing as early as 18 months.
- **Only 23% of Detroit's children** are ready for kindergarten.
- **Only 14% of Detroit students** are reading at grade level by third grade.

What is 313Speaks?

313Speaks is a program designed to improve early childhood outcomes in underserved neighborhoods by empowering parents and caregivers with the tools to support language development and help children enter kindergarten classroom ready.

The City of Detroit is partnering with Brilliant Detroit to build on the early success of Providence Talks, which uses “talk pedometers”, a technology from the Language Environmental Analysis (LENA) program that measures a child’s exposure to words and conversation. Bloomberg Philanthropies has selected Detroit, along with four other cities, to implement the program.

Brilliant Detroit and the City of Detroit believe that **313Speaks** is key in achieving the greater vision set forth by Hope Starts Here of becoming a city that truly puts its young children and families first. **313Speaks** will also build on Brilliant Detroit’s “Kid Success Neighborhood” model for early childhood intervention, which addresses short term early childhood education needs by directly assisting parents and children.

313Reads, a Grade Level Reading campaign in Detroit, will oversee **313Speaks**. The backbone for **313Reads** is jointly managed by Brilliant Detroit and United Way of Southeastern Michigan. **313Reads** works as a convener of data, evaluation, and partners in the city, and has proven outreach abilities that drive local participation and complementary supports beyond this program.



Service Delivery Model

Brilliant Detroit's existing service delivery model provides education, health, and family support programming to over 4,000 individuals, based on the coordinated, evidence-based efforts of over 80 organizational partners. Brilliant Detroit believes that these programs contribute to an atmosphere of love and safety that allows families to grow. Together, these programs provide a coordinated and continuous pipeline of services, like **313Speaks**, to families with young children that can help improve the outcomes of individual components.

313Speaks will combine the Everybody Ready playgroup design with LENA models to support and expand vocabulary development in neighborhoods across Detroit. Brilliant Detroit has linked with partners committed to advancing children and families. Initial partners will include Black Family Development, Inc., Wayne CHAP, Everybody Ready for a Great Start.

Everybody Ready playgroup design and support resources for children is recognized throughout the County, and will oversee playgroup fidelity. Wayne CHAP uses innovative interventions to improve the holistic health of children, and will contribute families with young children prepared for **313Speaks** success and graduation. BFDI's commitment to early childhood brought LENA Start to Detroit in 2017. Under this 3-agency partnership 59 children have graduated from LENA Start since December 2017. BFDI will monitor LENA Start fidelity. **313Speaks** aims to move towards taking LENA to scale in Detroit.

	On-Site (Playgroup/LENA Start)			Home Visit		LENA Grow	
	Year 1	Year 2	Year 3	Year 2	Year 3	Year 2	Year 3
Enrollment Target per Cohort	10	10	10	15	15	15	15
Number of Cohorts	4	8	10	2	2	1	1
Number of Sites	8	14	18	4	6	8	8
Total Cohorts	32	112	180	8	12	8	8
Total Enrolled	320	1,120	1,800	120	180	120	120
Total Graduated	275	918	1,404	84	126	60	60





Outcomes and Evaluation

We anticipate working with a local evaluation partner, Poverty Solutions at the University of Michigan to assure data fidelity and analysis, alongside the Brown Policy Lab at Brown University to test and evaluate the individualized curriculum's effectiveness enhanced by LENA technology and fidelity elements. Additional evaluation support may be provided by the Innovation Team within the Mayor's office, as it aligns with its focus area of Early Childhood Education.

In addition to the data captured by BFDI through the LENA Start software, and other partners using LENA Home technology, Brilliant Detroit will use a pre-post questionnaire of participants and track participation, exposure and qualitative outcomes to help inform how the curriculum for the Playgroups can be improved. In addition, we will track how many individuals participate in other programming that is also helpful to their family.

Funding and Scaling Impact

For the first three years of the program, we will be seeking a total of \$1.2 million in additional funding to leverage the investments of Bloomberg Philanthropies in both grant and in-kind contributions.

If widely successful, we will develop a sustainable funding stream to scale across all high-need Detroit neighborhoods.

- **55 families served in 2017** at Brilliant Detroit and Black Family Development's LENA Start programs.
- **1.5 months of development skills** gained in every month of the program.