

A wise woman once said to me:

“There are only two lasting bequests we can hope to give our children. One of these is roots; the other, wings.”

– Hodding Carter, *Where Main Streets Meets the River* (Rinehart)



Does your business want to take part in developing Georgia’s future workforce?

Our school systems are overburdened with children that are falling below or barely meeting basic standards, with nearly 70% of Georgia’s third graders not reading on grade level. Research indicates that learning gaps can show up as early as nine months of age and children without exposure to language-rich environments can enter kindergarten as much as 18 months behind their peers.

Early childhood is a critical and rapid period of brain development, with 700-1000 new neural connections being formed every second. We need to support our parents and caregivers as they nurture, educate, and engage with their young child(ren) to make the most of these

critical early years.

What is Rooted to Rise?

Rooted to Rise is a program created through a partnership between GEEARS: The Georgia Early Education Alliance for Ready Students and the Rollins Center for Language and Literacy at the Atlanta Speech School that provides parents and caregivers of young children, as well as expecting parents, with tools and strategies to support early brain and language development. Through three, one-hour sessions, parents and caregivers can learn how to ensure their children have high quality experiences in early childhood and build their foundation for future learning.

Why is it important for your employees who are parents/caregivers to participate in Rooted to Rise?

The quality of a child’s early environment and their experiences during these early years shape the children’s brain architecture and determine the foundation for future learning. Children who miss the opportunity to build a strong foundation in early childhood may experience detrimental effects on the development of critical thinking, vocabulary, and literacy skills. Rooted to Rise provides parents and caregivers with the information necessary to build a strong foundation for all future learning.

How can Georgia’s business community impact the future workforce?

Corporate leadership has the power to improve outcomes for employees, their families, and the communities in which they work. Actions employers take to support parents as they nurture, educate, and engage with their young children can greatly influence both the stability of the current workforce as well as the future employee pipeline. Additionally, companies can use Rooted to Rise as an employee benefit program to recruit and retain employees, enhance employee engagement and morale, and bolster their internal and external reputation.

I can honestly say that without these sessions I wouldn’t have known where to find the resources I desperately needed. These kinds of resources are often missed by parents in the workforce.

- Rooted to Rise Participant

Become a Business Champion that takes action to support your employees and Georgia’s children.

Your business can start to make an impact on Georgia’s young children by hosting a Rooted to Rise program for your employees. There is flexibility in the delivery of this program as Rooted to Rise can either provide facilitators for the sessions or we can train your employees on how to facilitate the curriculum. This program is designed to be very resource-minimal so there will be no cost to your business to host these sessions.

Host Site Responsibilities	Rooted to Rise Provides
<ul style="list-style-type: none"> • Set dates/time for the three one-hour sessions • Promote the program and recruit parents and caregivers of children prenatal to five • Have a space that holds 8-12 parents or caregivers, is connected to the Internet, and has the capability to show PowerPoint and videos • Act as a liaison between the Rooted to Rise program and your employees 	<ul style="list-style-type: none"> • Trained facilitators, curriculum, and program materials • Photocopies and other tools to help communicate and promote the program to your employees • Data on the impact of the sessions for your employees as well as anecdotal information on employee experiences or responses • Access to other programs and initiatives that support working families and young children

Host a Rooted to Rise program at your business and help give your employees the information and skills they need to support critical language and literacy skills in their young children.

For more information, email sarah@endurancepm.com or call 541-968-0525.

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