



United Way of  
Waco-McLennan County




# The McLennan County Child Well-being Movement




*The McLennan County*  
**CHILD WELL-BEING MOVEMENT**

**Presentation by  
United Way of Waco-McLennan County**

# Closing The Gap: A New Focus on Child Well-being

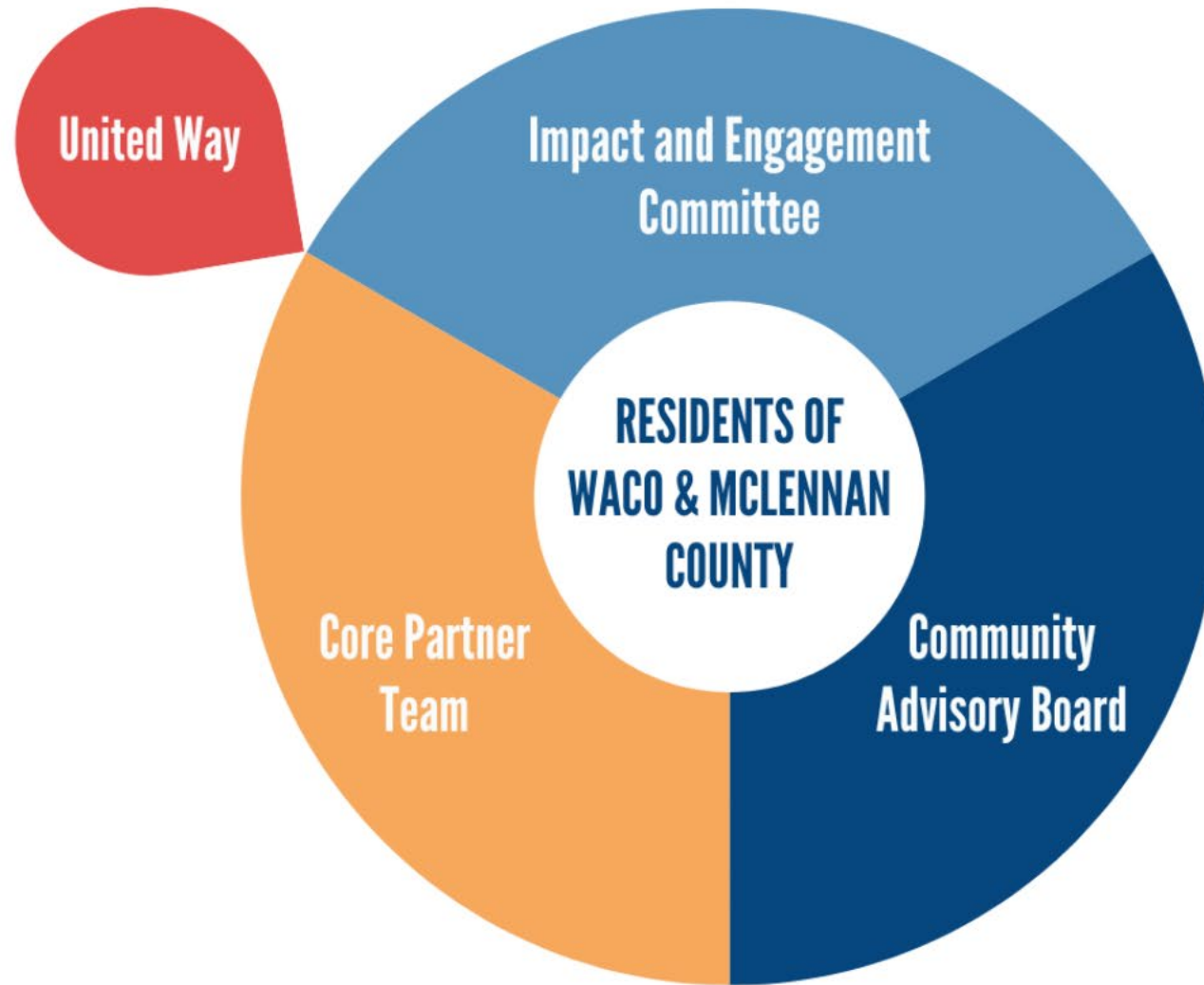


**Our aim is to deploy child well-being champions from sectors across McLennan County to mobilize, develop innovative strategies, and strategically invest resources to meet the needs of area children ages 0-5 years old and their families.**



**We will take a coordinated approach to employ systems-building strategies that improve access, equity, capacity, and quality of local services and systems to improve overall child and family well-being.**

# Structure of the Movement



# ARE THE CHILDREN WELL?

*A Report on the Movement to Support the Well-being  
of McLennan County Children and Families*



# CHILD WELL-BEING INDEX

## CHILD

- 1 low birthweight births
- 2 inadequate (late/no) prenatal care
- 3 children 0 to 5 without insurance
- 4 pre-k enrollments

## FAMILY

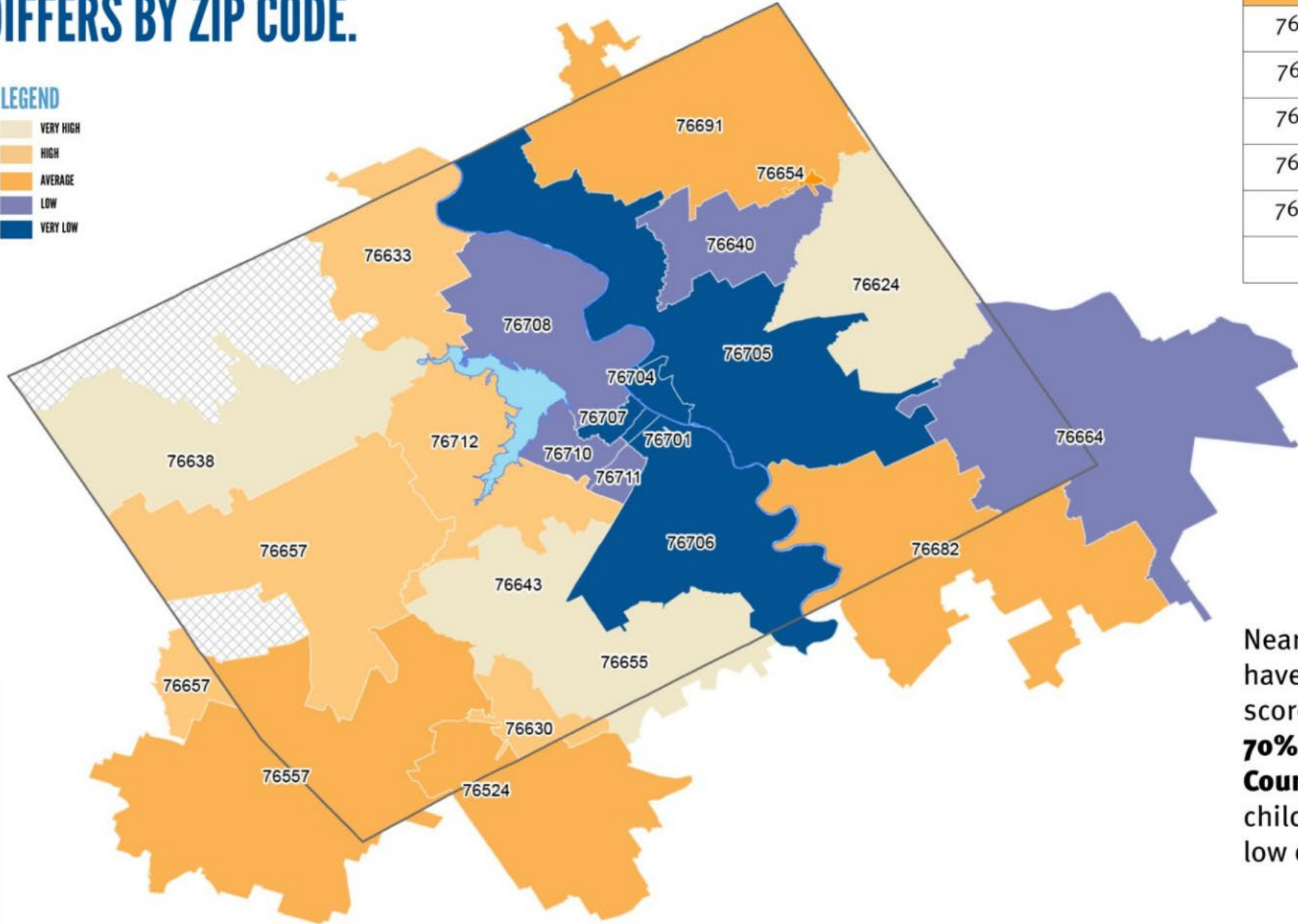
- 5 births to mothers (past 12 months) without H.S. diploma
- 6 median household income
- 7 children in poverty
- 8 childcare availability

## COMMUNITY

- 9 adults (over 25) without a H.S. diploma
- 10 unemployment rate
- 11 uninsured rate in community
- 12 food stamp enrollment
- 13 Asset Limited Income Constrained Employed threshold
- 14 excessive housing cost burden

# THE WELL-BEING OF CHILDREN IN MCLENNAN COUNTY DIFFERS BY ZIP CODE.

LEGEND



HIGHEST INDEX SCORE		LOWEST INDEX SCORE	
2009	2021	2009	2021
76633	76655	76707	76704
76712	76643	76711	76707
76655	76638	76704	76705
76643	76624	76708	76701
76630	76712	76705	76706
	76633		76708

Note: shaded zip codes represent a change from '09 to '21.

Nearly half of the zip codes in our county have low or very low child well-being scores, but **those zip codes are home to 70% of children under six in McLennan County.** As a result more than 14,000 children are living in communities with low or very low child well-being.

# WHAT HAS CHANGED?

HIGHEST INDEX SCORE		LOWEST INDEX SCORE	
2009	2021	2009	2021
76633	76655	76707	76704
76712	76643	76711	76707
76655	76638	76704	76705
76643	76624	76708	76701
76630	76712	76705	76706
	76633		76708

Note: shaded zip codes represent a change from '09 to '21.

	2009	2021
TEEN BIRTH RATE (PER 1,000)	57.8	22.7
UNINSURED CHILDREN UNDER 6	5.3%	4.0%
BIRTHS TO MOTHERS WITHOUT HIGHSCHOOL DIPLOMA (PAST 12 MONTHS)	31.8%	7.6%
CHILDREN IN POVERTY	30.1%	23.7%
REPORTED CASES OF CHILD ABUSE AND NEGLECT (PER 1,000)	10.8	17.4
HOUSING INSTABILITY	18.2%	15.9%
FOOD INSECURITY	25.1%	23.6%
HEALTHCARE ACCESSIBILITY	1,552:1	1,340:1



# KEY THEMES

- 1 EMBRACE AN APPROACH THAT VALUES THE WHOLE CHILD.
- 2 ENSURE ACCESS TO HIGH-QUALITY CHILD-CARE AND EDUCATIONAL OPPORTUNITIES.
- 3 MEET THE BASIC NEEDS OF CHILDREN AND FAMILIES.
- 4 INCREASE ACCESS TO RESOURCES.
- 5 ADDRESS THE RACIAL AND SOCIO-ECONOMIC DIVIDE.
- 6 CREATE MORE CONNECTEDNESS.
- 7 TAKE ACTION.



# Getting to Action

Creating a Child Well-being Community Action Plan which communicates a shared vision, unified goals and measurements, and a commitment to continuous improvement.

**Total participation:**  
825 county residents

Community residents generate solutions to 7 Key Themes

Community Advisory Board & Core Partner Team incorporate resident solutions to develop a Community Action Plan

Community Action Plan is used as a decision-making tool by local leadership



## **MCLENNAN COUNTY CHILD WELL-BEING COMMUNITY ACTION PLAN**

An initiative by



The McLennan County  
**CHILD WELL-BEING MOVEMENT**

# **5 Focus Areas**



**ENSURE ACCESS TO HIGH-QUALITY CHILDCARE AND EDUCATIONAL OPPORTUNITIES**



**MEET THE BASIC NEEDS OF CHILDREN AND FAMILIES**



**INCREASE ACCESS TO RESOURCES**



**CREATE MORE CONNECTEDNESS & ADDRESS THE RACIAL DIVIDE**



**TAKE ACTION**

# Successes to date...

- Revised UW funding strategies to align with Action Plan priorities
- Joined statewide Early Matters coalition to advance policies that support the needs of McLennan County families
- Launch of a Language Justice Initiative in partnership with Hispanic Leaders Network
- Early Education & Childcare Strategies
- City Department Collaborations



# LANGUAGE JUSTICE INITIATIVE

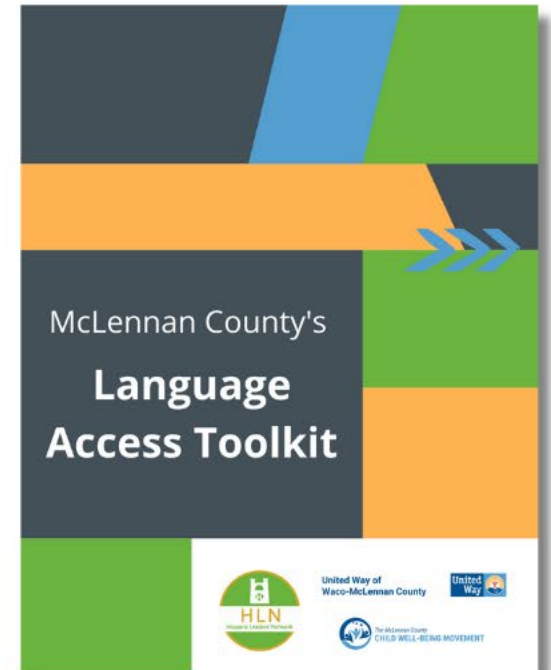
- Language Access Toolkit
- Device Library
- Spanish Interpretation Course
- Community Education

## KWTX@4: Hispanic Leaders' Network launches a new program to breakdown language barriers - 5.5.23

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KWTX@4: Hispanic Leaders' Network launches a new program to breakdown language barriers - 5.5.23



# CHILDCARE

- PN3 statewide listening tour – catalyst for ongoing conversations with Chamber & members of business community
- Goodwill childcare center – inclusion of CAP childcare wants
- Early Education Apprenticeship Program Advisory Committee
- Business convening in the works
- Outreach to the faith community
- Families in Foster Care Coalition

# CITY COLLABORATIONS

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# CITY COLLABORATIONS

- Active membership on Movement's Core Partner Team
- Active participation in Movement's Primary Partner Meetings
- Use of CAP strategies to frame data collection needs, programming, and strategic planning processes
- UW participation in City coalitions/stakeholder groups

# ONGOING EFFORTS



**CAP to be used as decision-making tool by local leadership**



**Primary Partner convenings**



**Facilitating partnerships to advance child and family well-being in the county**



**Coalition-building process to support sustainability of The Movement**

# OPPORTUNITIES FOR CITY COLLABORATION

## Childcare

- Public/Private partnerships
- Incentives for prospective & existing companies

## Educational Opportunities

- Expansion of funding for afterschool & summer programming via Parks & Rec



# OPPORTUNITIES FOR CITY COLLABORATION

## Access to Resources

- Support ongoing efforts to inform and communicate about community resources

## Take Action

- Integrate resident feedback process into City decision-making efforts
- Utilize 'community connectors' to serve as liaisons between residents and City

## In General

- Identifying opportunities to align City budget & planning to strategies in CAP

# QUESTIONS?

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# THANK YOU!

