



For Immediate Release
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**THE PARENT-CHILD HOME PROGRAM
RECEIVES \$40,000 GRANT
FROM HASBRO CHILDREN'S FOUNDATION
TO EXPAND EARLY CHILDHOOD, SCHOOL READINESS PROGRAM**

Port Washington, NY -- The Parent-Child Home Program today announced the award of a \$40,000 grant from Hasbro Children's Foundation to assist its efforts to expand the program nationally. The Program, founded in New York in 1965, now has 130 sites in the United States and that number has more than doubled in the past four years.

The program targets parents who have not had access to educational opportunities and focuses on building strong language skills through quality parent-child interaction. Home visitors model reading and talking about books and how to elicit conversation during play in two 30-minute sessions every week. They demonstrate for parents how verbal interaction around books and toys can sharpen children's verbal and thinking skills. Each week the family receives a new book or educational toy, often the first books, puzzles or games in the home.

The grant will support the program's efforts to add approximately 25 additional sites, serving an additional 500 families, and assist existing sites to expand services to reach additional families and identify sustainable funding sources. It will enable the Parent-Child Home Program National Center to expand its capacity to meet the demand for program replication in such states as Pennsylvania, New York, California, South Carolina and Ohio and to provide ongoing staff development and technical assistance to agencies sponsoring or interested in sponsoring the program. The funding will support the development of clusters of replication sites.

“This grant from the Hasbro Children’s Foundation is critical to the Parent-Child Home Program’s efforts to expand the program, enabling more parents to discover their role as their child’s first teacher and lifelong academic advocate and providing more children with the opportunity to enter school ready to learn,” said Sarah Walzer, Executive Director of the Parent-Child Home Program National Center. “The Parent-Child Home Program has grown significantly over the past four years and is very grateful for this recognition from the Hasbro Children’s Foundation, a national foundation that has played such an active role in improving the lives of children around the country.

Studies conducted over the past 30 years demonstrate that Parent-Child Home Program children out-perform comparison children on school readiness measures and on standardized tests throughout elementary school and go on to graduate from high school at the rates of middle-class children. Mrs. Beth M. Wright, Superintendent of Schools for Florence School District #3, South Carolina describes the program’s significant impact on

her district, “As we look at the progress of our preschool, kindergarten and first grade children, we see a dramatic increase in the educational potential of these children. We strongly feel that this is a direct result of the powerful foundation laid by the Parent Child Home Program, which establishes that initial support for school that follows them through all aspects of their education.”

The program, originally called the Mother-Child Home Program, was developed by Dr. Phyllis Levenstein in 1965. Understanding the critical importance of parent-child interaction for preparing children to succeed in school and the critical connection between school success and completing high school, Levenstein created a program that reaches out to families before their children entered school to ensure that parents understand their powerful role as their child’s first teacher and that children received the parent-child verbal interaction vital to developing their language and literacy skills.

Prior to becoming executive director of the Parent-Child Home Program, Inc., Sarah Walzer was counsel to the Assistant Secretary for Legislation, U.S. Department of Health and Human Services, where she worked on legislative initiatives and funding for early childhood programs, domestic violence prevention, welfare reform, and crime, substance abuse and dropout prevention for youth and legislative aide/counsel to U.S. Senator Joseph I. Lieberman. She is a graduate of Princeton University and Harvard Law School.

The Hasbro Children's Foundation, founded in 1984, is dedicated to improving the quality of life for disadvantaged children, their families and their communities across the country. To achieve the greatest impact, the Foundation focuses grant support on the development and expansion of model programs addressing the needs of young children in health, education, and social services. Through its grantmaking, the Hasbro Children's Foundation endeavors to ensure that today's children and the children of the future have the opportunity to grow and thrive.

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