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CFVI Reminds Public of Access to *Ready4K* in the USVI

Simply text the code CFVI to 70138 to start receiving messages today

U.S. Virgin Islands, May 4, 2021 — As children and families in the Virgin Islands continue to face disruptions associated with the public health safety response to the COVID-19 pandemic, the Community Foundation of the Virgin Islands (CFVI) reminds caregivers and those who serve them of the availability of *Ready4K* in the USVI. Developed by educational researchers, this text-based family engagement curriculum promotes child development from birth to fourth grade. The program is part of the Foundation's portfolio of efforts supporting children and families in the territory.

Each week, parents and caregivers receive three texts (one on Monday, Wednesday and Friday) that consist of fun facts and easy tips on how to promote their child's development by building on existing family routines – such as pointing

out letters on the cereal box at breakfast, counting the number of steps as you walk to the car, or making feeling faces in the mirror after you brush your teeth. The *Ready4K* curriculum covers the whole child from birth through 4th grade and is available in English, Spanish, and Arabic.

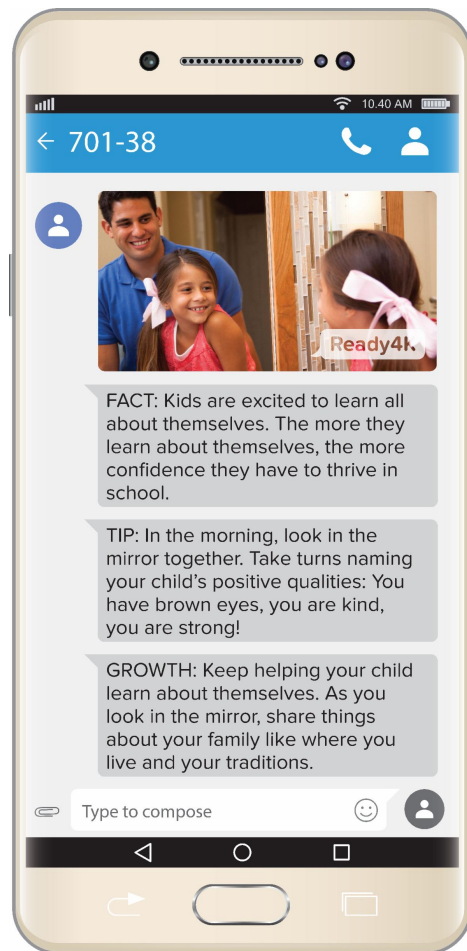
Getting started is easy. Simply text the code CFVI to 70138 to start receiving messages today. By entering your cell phone number you agree to enroll in the program and receive ParentPowered text messages from 70138. While there is no cost for enrolling, data and message rates may apply. You can cancel the text messages at any time by texting STOP to 70138.

“*Ready4K* helps break down the complexity of conscious, positive parenting into bite-sized pieces that are easy to implement by providing helpful information, encouragement, and support to parents continuously over prolonged periods of time,” said CFVI Vice President and Director of Grants and Programs, Anna Wheatley Scarbriel, Ph.D. “It empowers families with the information and emotional support to act as their child’s first and most important teacher. The whole child curriculum promotes family wellbeing, positive relationships, child transitions, and involvement at school. It’s all about supporting entire families as lifelong learners and leaders.”

In 2020, CFVI announced an initial three-year commitment to offer the *Ready4K* platform to families in the territory, with funding support for years one and two coming from a grant awarded from ParentPowered PBC, the company that operates *Ready4K*. The Foundation is partnering with local Head Start and Early Head Start programs to enroll parents and family members of close to 800 children ages birth to four in the territory.

Responses to a March 2021 survey indicate that 100% of respondents (66) feel *Ready4K* has increased their confidence; 100% (66) feel the *Ready4K* texts have helped them feel supported; 91% (60) feel the *Ready4K* texts have helped their child(ren) learn and grow.

“Our commitment to early childhood education remains steadfast, as does our desire to strengthen the resources available in the USVI, especially during this challenging time” said Scarbriel. “Through our support of initiatives such as Dolly Parton’s Imagination Library, Little Free Libraries, TFC Kindercamp, the Virgin Islands Children’s Museum’s ‘Museums for All’ program, and others, we continue to do what we can so that all children and families in the Territory are provided with the tools, support and opportunities that lead to healthy development.”



In late 2020, a trauma-informed messaging component was also added to the platform. *Ready4K* partnered with mental health experts and agencies, community health workers, parents, and providers to create a curriculum specifically designed to help families buffer the effects of trauma. The Trauma-Informed curriculum is designed to strengthen the protective factors, which are five characteristics or strengths that act to mitigate risks and buffer the effects of trauma:

1. Parental Resilience
2. Social Connections
3. Knowledge of Parenting & Child Development (including literacy, math, and more)
4. Concrete Support in Times of Need
5. Social & Emotional Competency of Children

Other features of the robust *Ready4K* technology platform include data and analytics on demand, the ability to send custom messages, and teacher newsletters that complement the text messages and loop teachers into the conversation. *Ready4K* also supports ESSA Title 1 Parent and Family Engagement Requirements as well as all of the requirements of the Head Start Compendium of Parenting Interventions.

Schools, daycares, and other community organizations interested in signing up their parents to use the platform may contact Anna Scarbriel at annas@cfvi.net. For more information about *Ready4K*, visit ready4k.com.

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About the Community Foundation of the Virgin Islands

Since 1990, the Community Foundation of the Virgin Islands (CFVI) has been a catalyst for positive change in the Territory through initiatives committed to youth, learning, family support and the environment. With a professional staff and a volunteer Board of Directors composed of community leaders, CFVI is a trusted advocate and supporter of programs that ensure opportunity and sustainability for current and future generations. CFVI is a registered non-profit organization entirely supported by individual donors, grants, trusts, corporate donations and estate planning. For more information, visit cfvi.net.