

Afterschool Advocate

A media outreach newsletter published by the Afterschool Alliance

Volume 4, Issue 10, August 12, 2003

LIGHTS ON AFTERSCHOOL!

Across the country, communities are coming together to plan local *Lights On Afterschool!* events to highlight the benefits of afterschool programs and the resources needed to keep the lights on and the doors open at these vital programs. More than 5,500 afterschool programs participated last year, and even more are expected to participate in this year's *Lights On Afterschool!* on **October 9**.

Each *Lights On Afterschool!* event is unique and varies in size – from a rally in a school auditorium to a citywide fair. The Planting SEEDS of Success programs in Edgefield and Trenton, South Carolina will host rallies that showcase student projects and include poetry or art contests, door prizes and glow sticks donated by a local business. Organizers will invite parents, students, teachers, community partners, local Boy Scouts and Girl Scouts and the mayor.

In California, the Modesto City Schools 21st Century Afterschool Learning Programs, the Stanislaus Office of Education and the Haven's Women Center are working together to host a two-day *Lights On Afterschool!* celebration that will encompass nine cities. On October 9, Big John's Incredible Pizza Amusement Park will open its doors to students, parents, program providers and community leaders. The day will be filled with student performances, testimonials about the benefits of afterschool, speeches from local dignitaries, and games, food and other entertainment. The following day, there will be a street fair in downtown Modesto,
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HAS YOUR AFTERSCHOOL PROGRAM HIT A HOME RUN?

Share your program's successful sustainability model and win tickets to Major League Baseball's League Championship Series or World Series Games

As afterschool providers nationwide struggle to maintain programs that meet the needs of the children and communities they serve, they often face the formidable challenge of building support for their programs. This support can come from a number of widely varied sources and can take the form of volunteers, in-kind goods and services, financial support, provision of facilities, or countless others. The Afterschool Alliance strives to share success stories with other afterschool program providers.

The Alliance believes that a home run for a healthy program could prove to be a grand slam for afterschool nationwide! Winners of the Afterschool Alliance's Home Run Contest will be awarded two tickets to either Major League Baseball's Championship Series, or the 2003 World Series. Travel and hotel accommodations also will be provided.

To Enter

Individuals involved in a quality afterschool program are encouraged to enter the Afterschool Alliance's Home Run Contest. An entry form is available on the Afterschool Alliance web site at www.afterschoolalliance.org/home_run.cfm

Entries are due **September 2**. They will be judged on the quality of the afterschool

program and funding scenario described on the entry.



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highlighting children's safety and the need for more afterschool programs. There will be information booths, safety presentations and entertainment.

History

Lights On Afterschool! is a national day of activity organized by the Afterschool Alliance. The JCPenney Afterschool Fund is the National Presenting Sponsor. The Charles Stewart Mott Foundation, Ewing Marion Kauffman Foundation and Open Society Institute are providing additional support.

Actor and children's activist Arnold Schwarzenegger is Chair of *Lights On Afterschool!* – a role he first embraced in 2001.

The Afterschool Alliance salutes the many *Lights On Afterschool!* partners and programs who make this event a success, in particular 4-H Afterschool, 21st Century Community Learning Centers, Boys & Girls Clubs of America, Inner-City Games Foundation, Junior Achievement, and YMCA of the USA.

The Afterschool Alliance initiated *Lights On Afterschool!* in 2000 to call attention to the importance of quality afterschool programs in the lives of children, families and communities. The only nationwide rally for afterschool, *Lights On Afterschool!* is held each year in thousands of communities across America. It is designed to give lawmakers, parents, educators, business leaders and others an opportunity to see firsthand the important contributions made by afterschool programs.

Host a *Lights On Afterschool!* Event

Show your community and policy makers that afterschool programs are

important to you. Organize an event at your afterschool program, local community center, city hall, state capitol or any location where you can send a message to your leaders and community about the importance of afterschool programs. A good *Lights On Afterschool!* event will:

- ✓ Get parents, community leaders, volunteers, kids, media and others excited about afterschool.
- ✓ Build and/or showcase partnerships between afterschool programs and the community.
- ✓ Convey your message about afterschool – whether that is a request for more support, a call for more programs, a celebration of afterschool's accomplishments or a rally for afterschool programs.

To register your event, visit www.afterschoolalliance.org. All who register to host an event will receive planning kits with checklists, sample media materials, proclamations and invitations, *Lights On Afterschool!* artwork and more. Your event also will be posted on the Afterschool Alliance web site.

HELP TURN THE *LIGHTS ON AFTERSCHOOL!*

Be sure to join afterschool advocates across the country for the fourth annual *Lights On Afterschool!* on **October 9, 2003**. Not sure if you are signed up for *Lights On Afterschool!*? Check the 2003 event database at www.afterschoolalliance.org/loa_2003/find.cfm. Enter your zip code to check if your site has been registered.

For questions about *Lights On Afterschool!*, please email lightsonafterschool@radiantstrategies.com or call 1-877-759-9733.



DIVERSITY IN AFTERSCHOOL PROGRAMS

Nearly 90 percent of afterschool programs around the country serve more than one ethnic group and more than half serve multiple language groups. More than 90 percent of programs enroll youth of color, 40 percent serve mostly youth from low-income households, and almost 60 percent include participants with physical disabilities. Those are among the findings in California Tomorrow's new report, *Pursuing The Promise: Addressing Equity, Access, and Diversity in After School and Youth Programs*.

In 1999, California Tomorrow established the *Equity, Access, and Diversity in After School and Youth Programs* project. With support from the Charles Stewart Mott Foundation, the project was created to develop and promote "a vision for how afterschool programs could best support youth from all communities, with a particular focus on youth of color, immigrants, low-income youth, and those from other frequently underserved groups." The new report presents the results of the three-year study.

Pursuing the Promise provides an overview of the equity, access and diversity trends in the fields of afterschool and youth development. The report includes detailed findings and examples from afterschool programs that are addressing diversity issues. Several key findings:

- Cultural, linguistic and other forms of diversity have become the norm in afterschool program enrollment.
- Among programs, there is widespread attention paid to issues of safety, child care, academic support and enrichment. Relatively fewer programs seek to address explicit equity issues such as closing gaps, creating cross-cultural awareness and helping students with identity development.

- While many afterschool programs provide valuable academic interventions, a significant number do not yet have the level of knowledge or capacity to be effective with groups frequently targeted for support: low-income youth, youth of color, immigrant youth and English language learners.
- Programs with the greatest attention to equity and/or diversity have similar understandings, strategies and models.
- Many programs are not aware that there are populations within their enrollment or service area that they are not serving well.
- Local community organizations and other institutions play important roles in providing services and funding, and in ensuring that programs reflect the diversity of the community and deal with concerns regarding equity.

Each finding is supported by data, specific examples and program profiles. The report concludes with recommendations for policy, funding, technical assistance, programming and research. It also includes an extensive list of organizations and online resources.

To find out more about California Tomorrow, the *Equity, Access, and Diversity in After School and Youth Programs* project, or to order a copy of the report, go to www.californiatomorrow.org.



IN THE NEWS

National - Americans overwhelmingly believe that today's students need to be taught an array of "21st Century Literacy" skills beyond reading, writing and math to be successful in an information century, finds a

survey conducted by AOL Time Warner Foundation. The national opinion survey also found that 89 percent of respondents agree that there “should be some type of organized activity or place for children and teens to go after school that provides opportunities for them to learn.” In conjunction with the June release of its survey, AOL Time Warner Foundation announced the recipients of its 21st Century Literacy Grants. The grants support national and community afterschool programs that combine media, communications and technology skills. For more information, visit www.aoltimewarnerfoundation.org.

National – In June, Nickelodeon teamed up with the Boys & Girls Clubs of America to launch “Let’s Just Play,” a national multimedia campaign and grassroots effort to get more kids physically active. The campaign includes public service announcements (PSAs), celebrity endorsements, community events, partnerships and grassroots efforts to reinforce the value of play and to encourage communities to re-invest in recreational resources for children. “Play is the center of everything kids love and yet, today, the combinations of the latch key phenomenon, increased academic pressures, limited community resources and the elimination of afterschool programs have led to kids being less active with their leisure time,” said Cyma Zarghami, Executive Vice President and General Manager at Nickelodeon.

National – On August 6, the National Guild of Community Schools of the Arts announced it is teaming up with the National Endowment for the Arts to support the Youth Opportunity (YO!) Arts Partnership. YO! is designed to introduce and enhance the quality of arts activities taking place within selected Youth Opportunity Community Centers. These community centers receive funding from the U.S. Department of Labor and provide young people age 14 to 21 with a wide range of employment, training, educational and

supportive services designed to prepare them for long-term private-sector jobs. The eight YO! Partnership pilot sites to receive assistance from the National Guild are located in: Crossett, AR; Los Angeles, CA; San Diego, CA; Albany, GA; Kansas City, MO; Pine Ridge, SD; Memphis, TN; and Milwaukee, WI.

Arizona – Faced with a \$30 million city deficit, the Mesa Parks and Recreation Department was forced to cut \$1.7 million from its budget. One of the vital programs eliminated was the Kids Crafts Club afterschool program, reports the *Associated Press*. The afterschool program served 1,600 students at 23 schools and offered craft and sport activities for kindergarten through third-grade students. School administrators said that it is unlikely they will find funding to offer the program on their own because they also are facing a deficit.

Florida – In July, the Glazer Family Foundation, the charitable arm of the Tampa Bay Buccaneers, distributed backpacks filled with school supplies to several hundred students who participate in afterschool programs at two local NFL Youth Education Town Centers, reports the *Tampa Tribune*. During the giveaway ceremony, several former Tampa Bay Buccaneers football players spoke about the importance of education. Former Buccaneer Tony Covington, who graduated from the University of Virginia, stressed the importance of graduating because, he said, “when football is over, you have something to fall back on.” In the past three years, the Glazer Family Foundation has distributed 4,500 backpacks to 25 nonprofit organizations.

Louisiana – Louisiana’s Department of Education and the Greater New Orleans Out-of-School-Time Collaborative sponsored a two-day afterschool conference in June that was attended by more than 400 afterschool

supporters, reader Pam Wall tells the *Afterschool Advocate*. In addition, Wall reports that the Louisiana Department of Education received \$9.5 million in TANF funding for afterschool programs and another \$6.5 million in Teen Pregnancy Prevention funds, much of which will fund high-quality programs in the out-of-school-hours.

Maryland - In late July, the Talbot County 4-H was awarded a \$2,000 grant from the Bridgestone/Firestone Trust Fund and Firestone Agricultural Tire Company. The grants were awarded to organizations that encourage youth to take leadership roles in their communities. At the Talbot County's Afterschool Reading Buddies 4-H Clubs, high school volunteers design and run afterschool programs at local elementary schools.

North Carolina – In July, public health and athletic officials from the University of North Carolina (UNC) and the Gatorade Company launched a \$4 million, multi-year partnership – “Get Kids in Action.” The goal is to identify successful strategies that will help reduce and prevent childhood obesity. Researchers from UNC's School of Public Health will study four North Carolina communities to better understand how doctors and community organizations can work with families to increase activity levels among children. The research also will help community groups prioritize programs by identifying those with the greatest opportunity to increase activity levels, such as afterschool programs. For more information about the project, visit www.getkidsinaction.com.



NEW PUBLICATIONS

Forum Focus: Quality Counts

What are the features of a quality youth program? Is there consensus in defining and assessing program quality? These are just two of the issues explored in the July/August

edition of *Forum Focus*, a publication of the Forum for Youth Investment. The entire issue of the newsletter is dedicated to investigating the importance and costs of quality out-of-school time programming. The newsletter examines several topics:

- **Research:** An overview of research on the link between quality programming and youth outcomes, standard assessment tools, and the ability to improve the quality of programming.
- **Program:** A profile of the New York City Beacons afterschool program and its commitment to provide quality community-based programs.
- **Questions & Answers:** Robert Granger, President of the W.T. Grant Foundation, answers questions on the need for quality programming and continued research.
- **Key Resources:** A list of evaluations and studies on youth programming. Web site links are included.

For more information or to read *Forum Focus: Quality Counts*, visit <http://forumforyouthinvestment.org/focus/focusv1i1jul03.pdf>. Also available on the Forum for Youth Investment web site (www.forumforyouthinvestment.org/resartic.htm) are back issues of the commentary series:

- ◆ Out-of-School-Time Policy Commentary Series #1: Out-of-School Research Meets After-School Policy.
- ◆ Out-of-School-Time Policy Commentary Series #2: High School After-School: What Is It? What Might It Be? Why Is It Important?
- ◆ Out-of-School-Time Policy Commentary Series #3: Reflections on System

Building: Lessons from the After-School Movement.

- ◆ Out-of-School-Time Policy Commentary Series #4: After-School for All? Exploring Access and Equity in After-School Programs.

One Percent for Kids

In the late 1990s, federal spending on children represented only two percent of our nation's gross domestic product. *One Percent for the Kids*, a new publication from the Brookings Institution, suggests that, by adopting a formula used in the United Kingdom since 1997, the U.S. can improve life prospects for children at the bottom of the socioeconomic ladder. The British formula directs an extra nearly one percent of the gross domestic product to reducing child poverty.

Contributors to the publication offer specific proposals to help children, along with the projected costs for each proposal. They address a variety of issues including early childhood education, teen pregnancy and children's health.

One Percent for the Kids is edited by Isabel Sawhill, a senior fellow at the Economic Studies program at the Brookings Institution, director of the Children's Roundtable and coordinator of the Welfare Reform and Beyond Project.

One Percent for the Kids can be ordered on the Brookings Institution web site at www.brookings.edu/press/books/onepercentforthekids.htm, for \$18.95 for paperback and \$46.95 for hardcover.



CYBERCHASE CONTEST

Thirteen/WNET New York is looking for ten afterschool programs to participate as sites for its CYBERCHASE national outreach

initiative. CYBERCHASE is an animated television adventure series and multimedia project for children age six to eleven that broadcasts every weekday on PBS Kids. The hit animated show is about a team of children on daring missions in Cyberspace, who have to use math and brain power to save the day. CYBERCHASE helps kids discover that math is fun and something they will experience not just in school, but throughout their lives. It engages children in hands-on mathematics and problem solving games and activities.

The ten participating afterschool program leaders will learn to use math experiences to build children's confidence and understanding. Participants will receive training in how to use CYBERCHASE materials and run workshops, a \$2,000 grant, and posters, magazines, teachers' guides and other materials.

Interested parties must agree to join a training session at Thirteen/WNET in New York City on September 13th and 14th. Thirteen/WNET will cover the costs of the hotel for two nights, local travel and will provide breakfast and lunch on the days of the training. Sites will be responsible for their own airfare, meals outside the training sessions and other costs.

For more information and an application, contact Esther Ready at readye@thirteen.org or call her at 212/560-3047. The deadline for applications is **August 15, 2003**. More information about CYBERCHASE is available at www.pbskids.org/cyberchase



MARK YOUR CALENDAR



October 9, 2003

Join afterschool programs and advocates across the country for *Lights On Afterschool!* and host a rally in your community. *Lights*

On Afterschool! 2003 is sponsored by The JCPenney Afterschool Fund. For information on the nationwide event, to find a local event or to host your own *Lights On Afterschool!* event, please visit www.afterschoolalliance.org/loa_2003/index.cfm

October 27 - 28, 2003

School's Out Washington and The Oregon School Age Care, Enrichment and Recreation Project will host a two-day, multi-state conference on October 27 and 28 in Vancouver, Washington. Guest speakers include Beth Miller, author of *Critical Hours: Afterschool Programs and Educational Success*, and Paul Heckman, from the Center for Educational Renewal at the University of Washington. *The Bridge From School to Afterschool and Back: Supporting Children's Learning Across the Hours* conference is designed for program leaders, policy makers, educators and administrators who are exploring ways for schools and afterschool programs to work together to create successful learning environments. For more information, contact Krista Galloway via email at kgallowa@schoolsoutwashington.org. Information also will be posted in early September on the School's Out Washington web site, www.schoolsoutwashington.org.

November 6 - 8, 2003

The California School-Age Consortium will host its National Middle School Conference in San Diego, California, from November 6 through 8. *The Ultimate Reality Show: Middle School from A New Perspective* conference is designed for professionals working with middle school youth in afterschool programs. For more information, contact pchase@calsac.org or visit www.calsac.org.

February 26 - 28, 2004

The National School-Age Care Alliance will host its 16th Annual Conference in Tampa, Florida from February 26 to February 28, 2004. More than 3,000 afterschool professionals will participate in a broad array of programs, sessions and events. For more information, go to www.nsacaconference.com.



WE WANT TO HEAR FROM YOU

Is there an interesting program in your area? Has a corporation or business in your community become involved in funding or establishing an afterschool program? Please share with us, and other readers, your success stories, comments and suggestions. Contact *Afterschool Advocate* editor Ridgely Benjamin with story ideas or information via email: afterschooladvocate@prsolutionsdc.com; phone: 202/371-1999; or fax: 202/371-9142.



TALKING ABOUT AFTERSCHOOL

"The 21st Century [Community Learning Centers] program is an important initiative, providing critical funding for afterschool programs that serve some 20,000 children in over 30 centers throughout Tennessee. Successful afterschool programs offer a safe, academic environment during the time before most working parents can get home. Congress should be commended for its commitment to the program, by restoring the 40 percent cut even in a time of fiscal constraint. We know that afterschool works, and the demand for this program far exceeds current funding. Although level funding is a

great victory, more is needed to continue to keep kids safe, and build strong, healthy children and families. Current funding provides afterschool programming for over 1.3 million children across the country. However, according to the U.S. Census Bureau, there are as many as 15 million 'latchkey' kids who need somewhere to go when the school day ends."

- John Rutherford, Letter to the Editor, *The Tennessean*, July 13, 2003

"Last night, the House Appropriations Committee turned its back on the well-being of our nation's at-risk children by refusing to restore funding to AmeriCorps. It's perplexing that funding for this critical national service program even would be debated among our nation's policy makers...The funding cuts will shut the very doors that AmeriCorps has opened for so many children. Essential before- and afterschool programs will be forced to close and the infrastructure of many small, community-based programs will be destroyed. Years of progress will come to an end for thousands of children participating in 42 Save the Children AmeriCorps programs in poor, rural and isolated communities throughout

Appalachia, the Deep South, the Mississippi River Delta, and in Hispanic and American Indian communities in the Southwest... It's time to end this debate and get back to work on investing in our nation's most valuable asset: our children."

- Statement by Mark K. Shriver, Vice President and Managing Director, U.S. Programs, Save the Children, July 22, 2003



Receiving the *Afterschool Advocate* via email

We would prefer to send you the *Afterschool Advocate* via email so that you can receive it in a more timely manner. If you would like to receive the newsletter by email, please contact editor Ridgely Benjamin via email (afterschooladvocate@prsolutionsdc.com) or fax (202/371-9142). She will need your name, organization, phone and fax number, and email address. Thank you!



The Afterschool Alliance is a nonprofit public awareness and advocacy organization supported by a group of Public, private, and nonprofit entities dedicated to ensuring that all children and youth have access to afterschool programs by 2010. The Alliance is proud to count among its founding partners the Mott Foundation, U.S. Department of Education, JCPenney Afterschool Fund, Open Society Institute/The After-School Corporation, the Entertainment Industry Foundation and the Creative Artists Agency Foundation.

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The *Afterschool Advocate* is produced for the Afterschool Alliance by PR Solutions, Inc., Washington, DC;
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