

Afterschool Advocate

A media outreach newsletter published by the Afterschool Alliance

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NEARLY TEN MILLION CHILDREN IN WORKING FAMILIES NEED AFTERSCHOOL PROGRAMS

The Afterschool Alliance released new data from its groundbreaking 2004 household survey, *America After 3 PM*, last week. The study was funded by J.C. Penney Co., Inc. and is the most comprehensive survey on afterschool to date. *Working Families and Afterschool* examines how children in working families – those in which both parents or the single parent holds a job – spend their afternoons, with figures on children in self-care and sibling care and a look at rural families.

“These data provide further evidence that millions of children are without the afterschool care they need, and children in working families are especially vulnerable to being in self-care or the care of a young sibling in the afternoons,” said Afterschool Alliance Interim Executive Director Jen Rinehart. Findings include:

- Nearly one in three children in working families (31 percent) are unsupervised in the afternoons, compared to one in four of all K–12 children (25 percent).
- Two in five middle school children in working families (40 percent) are unsupervised in the afternoons. The study defines middle school as grades six to eight.
- Fully 9.7 million children in working families who do not participate in

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STUDENTS HONORED FOR PSAS PROMOTING AFTERSCHOOL

Students from California, New Hampshire, Pennsylvania and Rhode Island have been selected by a panel of celebrity judges as winners of the Afterschool Alliance’s *Don’t Be An American Idle* contest, which challenged kids ages 9 to 17 to devise public service announcements (PSAs) promoting afterschool. Student submissions were for radio, television and print venues.

“What a great contest and how thrilling to see the future kids that can be on *American Idol* being so creative due to these terrific afterschool programs,” said contest judge Michael Orland, *American Idol*’s musical director, bandleader and arranger.

Other judges included actors Danny DeVito and Rhea Perlman; television’s Judge Glenda Hatchett; Youth Speaks Executive Director James Kass; H2Ed Vice President Patricia Wang; themusicedge.com’s Laura Johnson; and others. “Here are some talented, creative kids hanging out in afterschool making movies about hanging out in afterschool. You can’t beat that!,” Perlman and DeVito said.

“I salute all the afterschool youth PSA contestants,” Judge Hatchett added. “I appreciate their dedication. I’m impressed with the quality of production in each PSA.”

The six winners are from the:

- Downtown/Edison Afterschool (YMCA) in Erie, Pennsylvania;
- Bruce Royer Teen Advocates Animation Program in Fresno, California;

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Working Families, Continued From Page One...

- afterschool programs would be likely to participate if a program were available, their parents say.
- Fourteen percent of K-12 children in working families attend afterschool programs, compared to eleven percent of all K-12 children. Nineteen percent of the children of single working mothers participate in afterschool programs.
- Just seven percent of children in rural working families attend afterschool programs. Parents of these children are more likely than parents of urban or suburban children to say the program their child attends is the only one available.
- Thirty-one percent of Caucasian, 25 percent of African American and Hispanic, and 21 percent of Asian Pacific Islander children in working families are in self-care in the afternoons.
- More than 90 percent of working parents say they are satisfied with the afterschool program their child attends.
- Children in single-parent households who do not participate in afterschool programs are more likely than other children to be without supervision or in the care of a sibling under age 13 in the afternoons.

“Millions of children in the U.S. are as yet unable to reap the profound, life-changing benefits of quality afterschool programming because of limited access and awareness,” said JCPenney Afterschool Fund Executive Vice President Ed Solczak. “We must continue working together to ensure that all our children are safe and supervised after the school day ends.”

Working Families and Afterschool is available online at www.afterschoolalliance.org/press_archives/Working_Families_Rpt.pdf.



Students Honored, Continued From Page One...

- Alvord Unified Half-Time Program in Riverside, California;
- “Girls Taking Control” afterschool program at the YWCA of Manchester, New Hampshire;
- LIFE After School program at John W. Price Elementary School in Lancaster, Pennsylvania; and
- Goff Community School in Pawtucket, Rhode Island.

All winning programs received digital video cameras.

“All the entries were wonderfully creative and clever,” added Afterschool Alliance Interim Executive Director Jen Rinehart. “Afterschool programs help kids channel their energy and creativity and achieve remarkable things. Our contest winners are more evidence of the great benefits of afterschool.”

In November 2000, the Afterschool Alliance joined with the Advertising Council and the Charles Stewart Mott Foundation to launch a highly successful series of public education campaigns to build public support for afterschool programs. Print and broadcast PSAs from the third phase of the campaign began running in mid-2004 – humorous spots contrasting the mischief bored children can get into when unoccupied in the afternoons with the constructive and fun activities in afterschool programs.

The winning student PSAs can be viewed at www.afterschoolschoolscene.com.



NEW REVIEW OF AFTERSCHOOL STUDIES OFFERS MIXED FINDINGS

In recent years, dozens of studies have examined the effectiveness of afterschool programs, evaluating how well programs accomplished the multiple goals of keeping

children safe, helping them learn, steering them away from inappropriate behaviors, helping them in their social interactions, and more. But according to a new literature review published by the California-based research group, the RAND Corporation, many of those studies used insufficiently rigorous research methods to yield reliable conclusions.

For the RAND literature review, released last week, researchers looked at evaluations of afterschool programs released between 1985 and September 2003 to identify common and reliable conclusions. After rejecting a number of afterschool studies for being methodologically inadequate, RAND's researchers concluded that what remained showed mixed findings for afterschool programs. Their principal conclusions:

- It is “unclear” whether there is significant pent-up demand for afterschool programs. On methodological grounds RAND discounted studies that demonstrated unmet demand, and noted that several studies of individual programs showed empty seats. RAND therefore warns policy makers to be “skeptical” about claims of unmet demand. Significantly, RAND's 2003 cutoff means researchers did not examine *America After 3 PM*, the Afterschool Alliance's household survey which queried more than 18,000 parents and found vast demand for afterschool programs.
- A small number of studies focused on programs' impact on student outcomes met RAND's requirements for inclusion in the review. RAND concluded that these studies “suggest that the few programs that have been evaluated [adequately] have at best modest positive impacts on academic achievement, academic attainment, and social behaviors such as reduced drug use or pregnancy.”

The RAND review calls for more attention to best practices for afterschool programs; and more, better, and targeted student recruitment for programs. Finally, RAND offers policy

advice not entirely rooted in its research: “Rapid growth [in funding for afterschool] should make way for concentrating on how to improve the quality of offerings by existing programs and of systems of provision.”

Response

“It is important to note that RAND reviewed existing literature rather than conducting a new study,” said Afterschool Alliance Interim Executive Director Jen Rinehart. “It gathered no new data and excluded many studies based on its own standards for inclusion. RAND's insights are useful, but because the review did not examine studies after 2003, it excluded a significant portion of the research recently released or currently underway.” Rinehart noted that other researchers looking at existing literature have drawn very different conclusions.

The afterschool field has recognized many of the issues RAND identifies, and made progress in a number of areas. For example, RAND calls for more rigorous evaluations of afterschool, and for broader data collection about demand. In 2004, with support from the J.C. Penney Co., Inc., the Afterschool Alliance released *America After 3 PM*, the largest and most comprehensive study to date on families and afterschool. It found that 14.3 million kindergarten through 12th graders take care of themselves after the school day ends, and the parents of 15.3 million children say their children would participate in an afterschool program, *if one were available*.

Similarly, to help assess demand at the state and local levels, The Finance Project, the National Governors Association and the Child Care Bureau recently released, *Estimating Supply and Demand for Afterschool Programs: A Tool for State and Local Policy Makers*. This tool provides a framework for estimating supply and demand and highlights experiences in a number of states.

The afterschool community is also addressing RAND's call to identify and implement best practices, and several new foundation-funded projects are addressing its call for increased and better-targeted recruitment and marketing for afterschool programs as a way to increase regular participation by students.

RAND recommends that afterschool programs be designed with specific goals in mind, and notes the need to measure programs by the right yardstick – an implicit criticism of the federally funded Mathematica study, which focused largely on academics even though many programs in the study had other priorities. “Programs designed to improve academic achievement should be judged on that basis, but programs with different or additional goals should be judged on how well they achieve them,” Rinehart added. “A focus on academics first, last, and always ignores the reality that programs have multiple goals.”

“RAND's new literature review is a useful resource,” Rinehart concluded. “Policy makers should use it to strengthen and increase resources for afterschool programs, to ensure they do all they can for our nation's children and families. The Afterschool Alliance will continue to work with parents, educators, religious and business leaders, and concerned citizens to convince lawmakers to increase funding for afterschool programs – because our children need and deserve them.”

The RAND review is available at www.rand.org/. A response from Rinehart is available at www.afterschoolalliance.org/press_archives/RAND_Review.pdf.



IN THE NEWS...

National – The Forum for Youth Investment, a nonprofit, nonpartisan organization, has recently released results from its new, national and city-level “Investing in Youth”

YOU'RE INVITED! AFTERSCHOOL FOR ALL CHALLENGE

Save the date for the fourth annual *Afterschool for All Challenge* in Washington, DC. On May 17 and 18, afterschool advocates will gather in our nation's capital to network, share advocacy ideas and meet with Congressional leaders to discuss how afterschool is key to kids' success.

The 2005 *Afterschool for All Challenge* will feature two days of activity. On May 17, afterschool advocates from across the country will meet to share advocacy ideas and updates on the state of afterschool, and to prepare for the following day's meetings with Members of Congress. In addition, a special track of events for youth advocates is planned for that day. On May 18, youth and adults will participate in a “Breakfast of Champions” awards ceremony followed by meetings on Capitol Hill. The Afterschool Alliance invites youth advocates from your community to join us for these events. Visit www.afterschoolalliance.org/challenge_2005.cfm for more details.

If you cannot come to Washington, DC, you can participate from home! Invite students and parents to email messages about the importance of afterschool programs to Congress on May 18. Have a postcard or letter writing party at which parents send messages to state and federal officials about why afterschool matters to their family and community. Or, arrange for students to visit the district office of one of your senators or your congressional representative on May 18, to share information about why afterschool programs are important.

poll. Results show that adults place a high priority on afterschool, job training, service-learning, recreation, arts and health care programs – ahead of other concerns such as senior centers or tax breaks for new businesses. Nearly half of respondents nationally say these programs are a very high priority. The ten cities included in the poll are Atlanta, Baltimore, Boston, Chicago, Denver, Detroit, Nashville, Oakland, Philadelphia, and Portland, Oregon. Poll results are available at www.forumfyi.org.

ESSAY CONTEST

The Afterschool Alliance and The Advertising Council are sponsoring an essay contest for kids who have discovered a new passion in life through an afterschool program. The *Something Way Better to Do: Finding Inspiration Afterschool* essay contest will award top prizes of \$1,500 in several categories. To enter, students in grades five through 12 should submit an essay of 500 words or less that answers one of the following questions:

- Has an afterschool activity changed your life, and what you want to do when you grow up?
- Has a person you met through an afterschool program made a big difference in your life?
- Do you think your experiences in afterschool activities make you better off than other youth?
- What if you had never been in an afterschool program?

Official rules and entry forms are available at www.afterschoolscene.com and www.afterschoolalliance.org. Entries are due June 30, 2005, and can be submitted on either web site.

California – On February 16, the California School-Age Consortium held the “California Afterschool Challenge,” a rally at the state Capitol in Sacramento to strengthen afterschool programs. Some 200 advocates from across the state gathered to urge lawmakers to provide more funding for afterschool, reports the *Sacramento Bee*. “We have millions of children in the state who are not being served with afterschool programs,” said Beryl Johnson, program coordinator for Students Today Achieving Results for Tomorrow (START).

Massachusetts – Middle-school students at the YMCA-sponsored Citizens School afterschool program in Worcester have transformed a barren lot into affordable housing for neighborhood residents, according to the *Telegram & Gazette*. The project, completed last month, began in 2002 when a local attorney volunteered to teach afterschool students about the workings of local government, using the housing project plan as a real-life teaching aide. Students drew up a plan for a trash-strewn lot in their neighborhood, and a subsequent class researched design plans and financing for the project. Local businesses donated their assistance with financing, marketing, and securing homebuyers.

New Mexico – Albuquerque businesses are sponsoring a new and innovative afterschool program, reports the *Albuquerque Journal*. Realizing that time constraints often prevent teachers from giving students as much individual attention as they would like to, former Albuquerque teacher Leo Allen and his wife, Jocelyn, began soliciting local businesses to pay teachers to stay for one hour after school, two days a week, to tutor students in reading. The program is in place at several area schools. Teachers report an increase in the reading skills and self-esteem of participating students.

New York – The Coalition for After-School Funding (CASF) held its sixth annual “After-School Advocacy Day” on February 1. More than 1,100 children, parents, afterschool providers and other supporters from around the state gathered in Albany for a march to the Capitol where participants met with 80 state legislators to discuss the value of afterschool activities and the need for increased funding. A number of elected officials from around the state were also given awards in recognition of their support for afterschool.

North Carolina – Last month Duke University’s Project HOPE, an afterschool program serving some of Durham’s most impoverished children, received a boost from the Wachovia Foundation, the charitable arm of the Charlotte-based Wachovia financial corporation, reports the *News & Observer*. The Foundation has awarded \$1 million to Duke University, which has designated half of the grant to support Project HOPE, which provides tutoring, art and other recreational activities at no cost to participants.



IN THEIR OWN WORDS...

“You save so much money when you have quality afterschool programs because kids stay on the right track. It’s really in many ways a silver bullet, I think, for fighting juvenile delinquency. Just ask the FBI. When crime occurs, it’s after school.”

-- U.S. Sen. Barbara Boxer (D-CA), speaking at the launch of the Afterschool Caucuses, Capitol Hill, March 3, 2005

“When *No Child Left Behind* was passed for this year, we put in there, on an authorized level, \$2.25 billion dollars. That’s what was promised: \$2.25 billion. But an authorization bill is like a get well card. If I have a friend who’s ill, I send my friend a get well card. It expresses my sentiment, my value of my

friend. But what my friend really needs is a Blue Cross card. That’s what the appropriation is. So the President signed \$2.25 billion this year in his get well card for *No Child Left Behind*, but then when he sent the Blue Cross card this year, he flat-funded it at about a billion dollars. We’re about \$1.25 billion short of the get well card.”

-- U.S. Rep. Dale E. Kildee (D-MI), speaking at the launch of the Afterschool Caucuses, Capitol Hill, March 3, 2005

“What our kids do afterschool has as great an impact as what they do in school. ... Parents need these programs desperately. They need safe, structured environments where their kids can learn and play, make friends, develop new interests. We know that afterschool programs make our children more successful in school, yet Congress is not doing what we should to ensure that our kids are safe and engaged while their parents are at work. ... Our Caucus, working with the Alliance, will fight to change that. We’ll share the lessons we’ve learned to make sure *afterschool* doesn’t become an *afterthought* in our federal education.”

-- U.S. Rep. Nita M. Lowey (D-NY), speaking at the launch of the Afterschool Caucuses, Capitol Hill, March 3, 2005

“As a former educator, I know first hand about the benefits of afterschool programs from seeing the children who blossomed with these programs and from knowing the real need that exists throughout our nation. And I know how an afterschool program can help students to reach their potential, academically as well as socially. It inspires them to learn, to catch up. It has a very positive effect on their academic careers.”

-- U.S. Rep. Ileana Ros-Lehtinen (R-FL), speaking at the launch of the Afterschool Caucuses, Capitol Hill, March 3, 2005

“...[T]he people out there themselves have told me, you could put those kids back in

school, give them afterschool programs, very strong, very organized, disciplined afterschool



PROJECT 2010 CONTINUES TO GAIN SUPPORT

The Afterschool Alliance's *Afterschool for All: Project 2010*, a sign-on campaign designed to demonstrate the diverse support for afterschool, is growing by leaps and bounds. Nearly 1,000 individuals and organizations have signed on to the goal of afterschool for all by the year 2010.

This month, the World Champion Boston Red Sox signed on as new partners. The Alliance extends special thanks to Stacey Lucchino, wife of Red Sox President and Chief Executive Officer Larry Lucchino, for bringing the Red Sox to its team of nearly 1,000 *Project 2010* partners. Mrs. Lucchino, who recently served on the Advisory Committee for the *2004 Partnership in Afterschool Education and Research Conference*, understands the vital role that afterschool plays in keeping kids safe, helping working families and inspiring children to learn. The Alliance welcomed many more partners this month, including the Korean Presbyterian Church in America, the Institute for Youth Development, and New School University.

Do you know of organizations that should be recognized for supporting afterschool? Get them to sign on to *Project 2010*. Each partner will be listed on the Alliance's web site and in all *Project 2010* promotional materials as a supporter of afterschool. To become a *Project 2010* partner, contact Jonathan Rhoads at jrhoads@afterschoolalliance.org. To view a complete partner list and other partner news, click on Afterschool for All: Project 2010 at www.afterschoolalliance.org.

programs with mentoring and the like, and you could start to really repair these children's lives. And you'd be doing it at a fraction of the cost."

-- U.S. Rep. Patrick J. Kennedy (D-RI), discussing juvenile delinquency at a hearing of the Science, State, Justice, Commerce and Related Agencies Subcommittee, Capitol Hill, March 1, 2005



RESOURCES

New Harvard Family Research Project PowerPoint

The Harvard Family Research Project has made available on its web site a PowerPoint presentation from the "Learning What Works: An Evaluation Overview" workshop presented at last month's Foundations, Inc. annual conference. To view the presentation, please visit www.gse.harvard.edu/hfrp/projects/afterschool/conference/index.html.

New Profiles and Evaluations of Out-of-School Time Programs

The Harvard Family Research Project has recently added 12 new profiles of out-of-school time programs with corresponding evaluations to its Out-of-School Time Program Evaluation Database and Bibliography. A number of existing profiles have also been updated, and nearly every subject area of the bibliography has at least one new or updated citation. The database is available at www.gse.harvard.edu/hfrp/projects/afterschool/evaldatabase.html.



FUNDING OPPORTUNITIES

The Mattel Children's Foundation

The Mattel Children's Foundation's new Domestic Grants Program seeks applications from organizations that serve children in

communities within the U.S. that address a locally defined need. Priority is given to programs that align with Mattel's philanthropic priorities: health, education and girls' empowerment. Pilot projects and new organizations may be considered but programs with at least two years experience are preferred. Grant awards range from \$5,000 to \$25,000 for one year. Preference is given to organizations that have an annual operating budget of less than \$1,000,000 and are not associated with a national organization. The deadline is April 8. For more information and application guidelines, please visit www.mattel.com or contact the Mattel Children's Foundation directly at 310-252-2908.

The Milagro Foundation

The Milagro Foundation, started by Deborah and Carlos Santana to support underprivileged youth in the areas of the arts, education and health, seeks grant applications from community-based, grassroots organizations working with children at-risk due to poor health, illiteracy, or insufficient educational and cultural opportunities. Grant awards range from \$2,500 to \$5,000. The Foundation accepts request for funding throughout the year. For more information and application guidelines, please visit www.milagrofoundation.org.



MARK YOUR CALENDAR

March 9 – 11, 2005

The Coalition for Community Schools will hold its fourth annual conference in Chicago, Illinois. The national forum will bring together leaders from across the U.S. who are implementing local community-school initiatives to share their practical experiences. *For more information or to register, please visit www.communityschools.org.*

March 10, 2005

The Kansas Community Education Association (KSCEA) will hold its fourth annual conference at the Wichita Airport Hilton. The theme for the conference is, *Creating a Future With No Boundaries*. The price is \$75 for members and \$110 for non-members, which includes annual membership dues. *For more information, contact Lavonta Williams at lwilliams@usd259.net or 316-973-5107.*

April 11 – 13, 2005

The National Center for Community Education and the Center for Community Partnerships will cosponsor its sixth annual workshop on Community Schools-Higher Education Partnerships. This three-day workshop will explore the development and implementation of K-H partnerships to support school day, afterschool and extended day programs. The workshop is presented with the generous support of the Charles Stewart Mott Foundation. *Visit www.nccenet.org to register or call 800-811-1105 for more information.*

April 6 – 7, 2005

The SPARK Programs, a national physical education organization dedicated to creating, implementing and evaluating programs that promote lifelong wellness, will hold its 2005 SPARK Afterschool Institute training in San Diego, California. The session will provide participants with SPARK certification, as well as leadership techniques and activity ideas that encourage youth to be physically active. The registration deadline is March 18. *For more information, call 800-772-7573 x204 or email jfrank@sparkpe.org. Registration can be completed online at www.sparkpe.org.*


April 15 – 17, 2005

Youth Service America will sponsor its 17th annual National Youth Service Day, a public awareness and education campaign that highlights the contributions young people make to their communities throughout the

year, and mobilizes millions of young people to address the needs of their communities.

Visit

www.ysa.org/nysd/lead_agencies/la_faq_parent.cfm for more information.

 **April 20 – 22, 2005**


The Center for Summer Learning at Johns Hopkins University will hold its 2005 National Conference at the Radisson Plaza Lord Baltimore in Maryland. The conference will feature four plenary sessions, concurrent workshops, and opportunities for networking among leaders in the field of summer programming and out-of-school learning.

Online registration is available at www.summerlearning.org/about/conference.html.

 **May 10 – 11, 2005**

The After-School Institute will sponsor the Eastern Regional Conference on After-School (intended for advocates and providers in Delaware, Kentucky, Maryland, New Jersey, Pennsylvania, Tennessee, Virginia, Washington, DC, and West Virginia). Co-

sponsors include Associated Black Charities, DC Children and Youth Investment Trust Corporation, Maryland State Department of Education, and the National Partnership for Quality Afterschool Learning, among others. The conference will be held at the Sheraton North in Towson, Maryland. *Online registration is available at www.afterschoolinstitute.org.*

 **May 17 – 18, 2005**

The Afterschool Alliance will convene its fourth annual Afterschool for All Challenge in Washington, DC. Advocates, parents, youth, educators and program leaders and staff are encouraged to participate in this event, which will include a “Breakfast of Champions” awards ceremony on the morning of May 18. Following the breakfast, providers and advocates will fan out across Capitol Hill for a series of meetings with their elected representatives. *For more information and the latest details, visit www.afterschoolalliance.org.*

The Afterschool Alliance is a nonprofit public awareness and advocacy organization supported by a group of public, private, and nonprofit entities working to ensure 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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