





Quint Studer
Co-Founder

- 40+ years in healthcare
- Founder of Studer Group
- Nationally recognized thought leader & role model
- Author of 16 books; over 2 million sold



Carlton Ulmer
Co-Founder

- 29 years in healthcare
- Executive/President in HCA Healthcare in LA, TN, GA, FL, & TX
- Extensive Public/Private Partnerships



Stephanie Montgomery,
Ed.D.
Partner

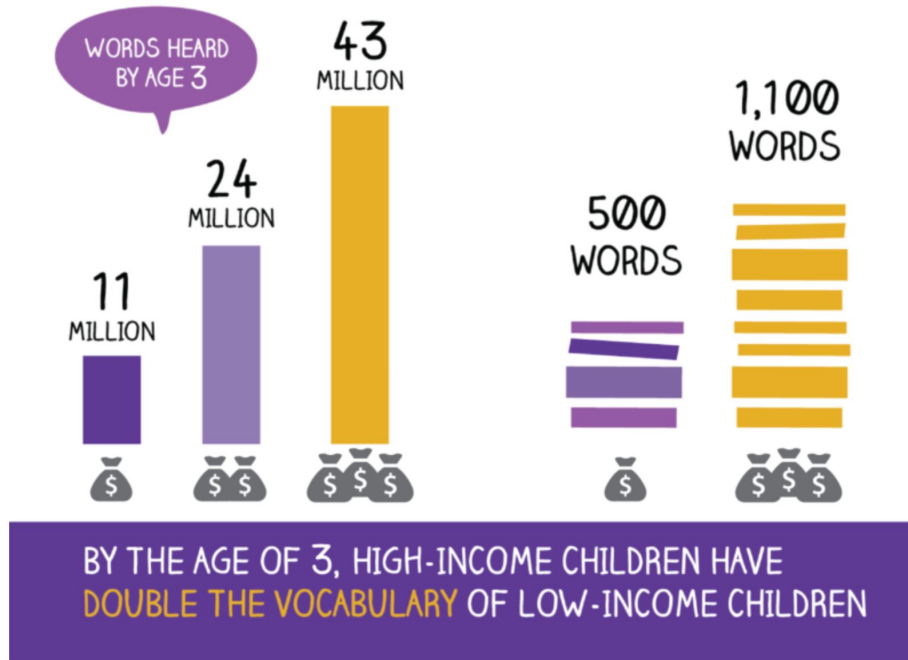
- 26 years in education
- Doctorate in education
- Dyslexia Specialist

Our Journey Begins ...

- In 2016, Dr. Dana Suskind visits Pensacola to share her vision and support of Pensacola as an Early Learning City.
- From 2017-2019, Studer Community Institute partners with the University of Chicago to examine the effectiveness of using a video about early brain development with new mothers in a hospital setting.
- Over 1,000 Pensacola moms participated in the study.

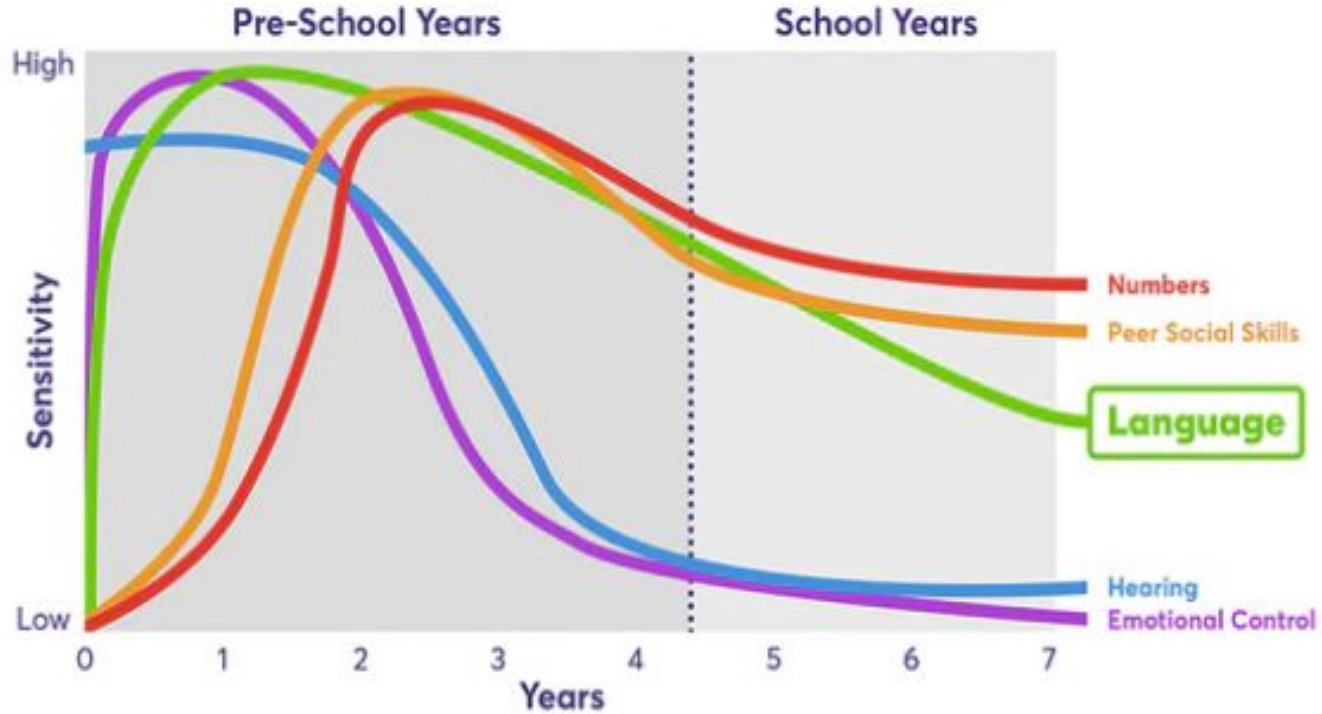
Findings:

- Moms from both low- and high-socioeconomic status groups increased their knowledge about brain and language development.
- The study supported that such an intervention can be made part of routine postpartum care by healthcare professionals — **and it will be successful.**
- **The study showed that the video lesson can work.**



Research from Hart and Risely (1995) suggests that by age three, children from a lower socioeconomic status heard **30 million words fewer** than children from a higher socioeconomic status.

Neurological Development in Children



Critical periods of time - windows of opportunity



“The **highest rate of return** in early childhood development comes from **investing as early as possible**, from birth through age five, in disadvantaged families. **Starting at age three or four is too little too late**, as it fails to recognize that skills beget skills in a complementary and dynamic way. Efforts should focus on the first years for the greatest efficiency and effectiveness.”

—James J. Heckman, December 7, 2012

Invest in Early Childhood Development: Reduce Deficits, Strengthen the Economy - James Heckman

There is a tremendous gap between knowing and doing.



Inform



Equip



Support



Implementing Build a Brain



Inform

- Video for parents
- Talking with parents
- Survey knowledge gained



Equip

- Baby Steps milestones
- Resource Bags



Support

- Developmental milestone newsletters
- Text messaging



Implementation

Education

Community

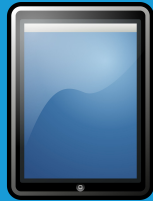
Start a
Conversation



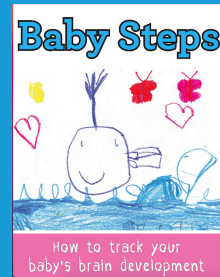
Show the
Video Lesson



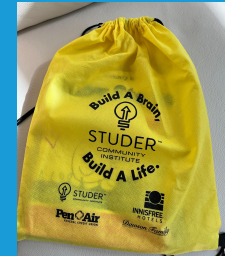
Survey



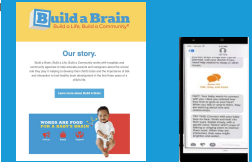
Baby Steps
milestones



Resource Bag



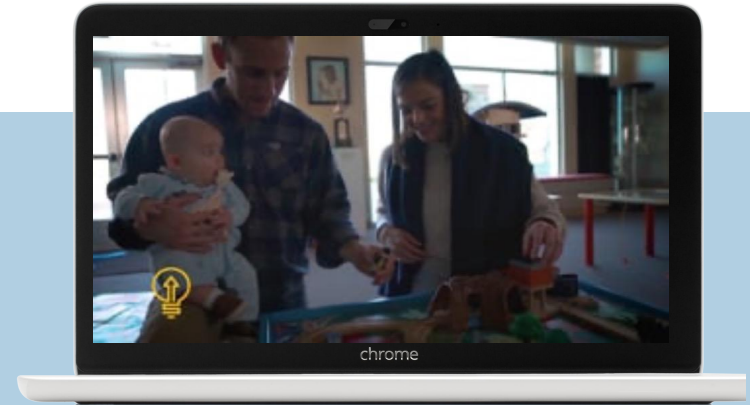
Newsletters &
Text Messaging



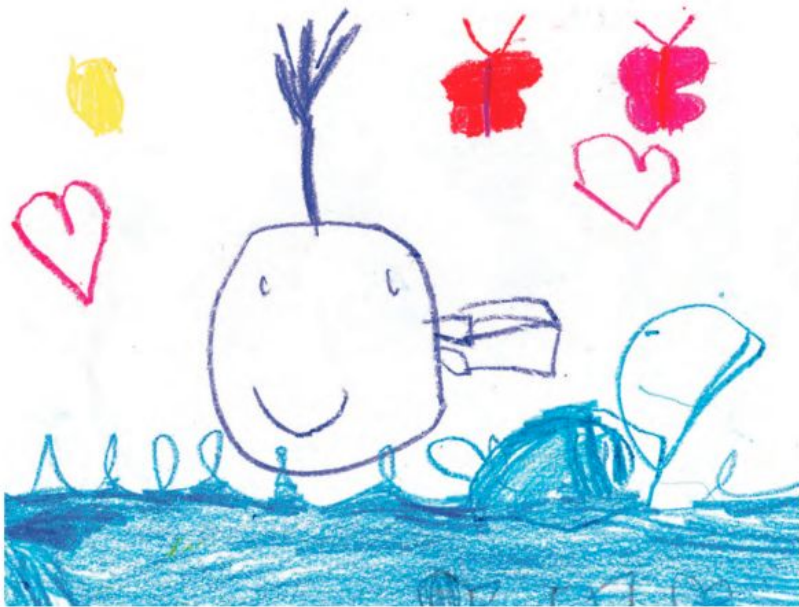
Start a conversation & share the video

Inform

Incorporate
talking about
early brain
development as
often as possible



Baby Steps



How to track your
baby's brain development

Equip

Dear Parent,

The first 1,000 days of your baby's life — from birth to age 3 — are a crucial window in how his or her brain will grow.

You have the power to make the most of that time.

The more words children hear by age 3, the more likely they are to have the language skills they'll need to succeed in school. That's why we hope this book is a journey your family takes together that makes learning a part of everyday life.

We hope this book can be a guide to help you make the most of those first three years of your child's life. We hope parents, grandparents and family find in it some tips and tools for how talking to your child can help develop your child's brain.

We want our community to become a place that supports early brain development, parent engagement and school readiness for all of our children — an Early Learning City.

Because when you build a brain, you build a life — and you build a community.

Introduce your baby to numbers
by using these big page numbers **one 1**

Resource Bag

Equip



The bag's contents:

1. **Congratulations and Well Wishes to Baby Card**
2. **A board Book**- Board books aid parent-child bonding, shape recognition, mental connections, and fine motor skills. Parents enhance these benefits by interactive reading, sensory engagement, routine incorporation, participation encouragement, creating a reading-friendly space, repetition for reinforcement, and adapting to their child's interests.
3. **Developmental Toy**- The keys vary in color, shape, and tines, support children's sensory development and fine motor skills while offering opportunities for learning colors, shapes, counting, and imaginative play, all vital for early childhood development. Engaging children in sorting, counting, and imaginative scenarios with toy keys encourages skill-building across multiple developmental domains.
4. **Geaux Far Louisiana Coloring Book**- Libbie Sonnier, Ph.D. Executive Director of the Louisiana Policy Institute for Children and the Geaux Far Louisiana Steering Committee Co-Chair gifted these coloring books to us.
5. **Baby Steps Book**- Baby Steps, a baby book that can be personalized to help parents track early brain development milestones in the first three years of life.

Milestone Newsletters

Support

Welcome
Newsletter

Parents receive a
“What to Expect”
newsletter

36 month

Resources for
continuing your
learning journey

Well-Baby
Visit
reminder

Well-Baby
Visit
reminder

Well-Baby
Visit
reminder

2
month

4
month

6
month

9
month

12
month

18
month

24
month

30
month

Civic & Government



Healthcare



Architecture

Support



Community Services

Businesses



Media



Early Learning



Retail

Social Determinants of Health





Inform



Equip



Support

*For more information, please
contact:*

Carlton Ulmer

carlton@buildabrainnow.com

Stephanie Montgomery Ed.D.

stephanie@buildabrainnow.com

