

2023-2024

HELLO FAMILY SPARTANBURG
ANNUAL REPORT



hello family™



DID YOU KNOW?

5.9%

of the population in Spartanburg County is under 5 years old?

Leading with Vision, Inspiring Success

As a civic leader and father, I take great pride in the city's commitment to Hello Family Spartanburg, which plays a pivotal role in strengthening the fabric of our community. This initiative is not just about providing resources; it is about collaboration, quality, and a shared vision for the future. With new resources through Movement 2030, we are proud to support the county-wide expansion of this initiative, which began in Hello Family's third year. As we continue to scale our collective efforts and invest in programs that support families, prevent abuse, and foster positive child development, we are building a strong foundation for a brighter tomorrow for our children.

Hello Family aligns with our broader vision of creating a healthy, thriving city where every family has the tools they need to succeed. The success of this initiative is already evident in the lives it has transformed, and we are more committed than ever to continuing that momentum. By working together, we are ensuring that Spartanburg becomes a place where families are supported, children are nurtured, and every individual has the opportunity to thrive.

This is the future we are creating—a future grounded in collaboration, quality, and lasting impact. Together, we are laying the groundwork for success that will benefit generations to come.

Chris Story

Chris Story, City Manager



Celebrating Breakthroughs, Inspiring Progress

Looking ahead, we stay committed to our core values of collaboration and quality, believing that diverse perspectives and high expectations drive innovation and create lasting value for the families impacted.

The Urban Institute has been working on the Hello Family Spartanburg project since 2017. Senior Fellow Heather Sandstrom recently expressed excitement about reaching a stage where the project's impact on children and families can be reported. The Institute's [evaluation report](#) and [inaugural fact sheet](#), released earlier this year, show that Hello Family's coordinated approach has improved birth outcomes, reduced infant emergency care visits, and led to a decline in child maltreatment cases.

46



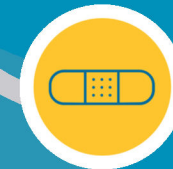
Avoided ER visits and overnight hospital stays.

398



More children on track for kindergarten.

58



Avoided cases of abuse and neglect.

44%



Reduction in the rate of low-birthweight births.

1,700+

instances of local families being supported by Hello Family providers and the hotline in Year 3.

DID YOU KNOW?

In 2012, the CDC estimated that a single child abuse case results in \$200,000 of lifelong financial costs. Hello Family Spartanburg's services cost \$1.72 million in Year 3 and prevented 58 cases of abuse and neglect, resulting in an average spend of \$29,665 per case of avoided abuse. This is a cost reduction of 85%.

“ Hello Family holds great promise for Spartanburg families and is an innovative model for other communities. ”

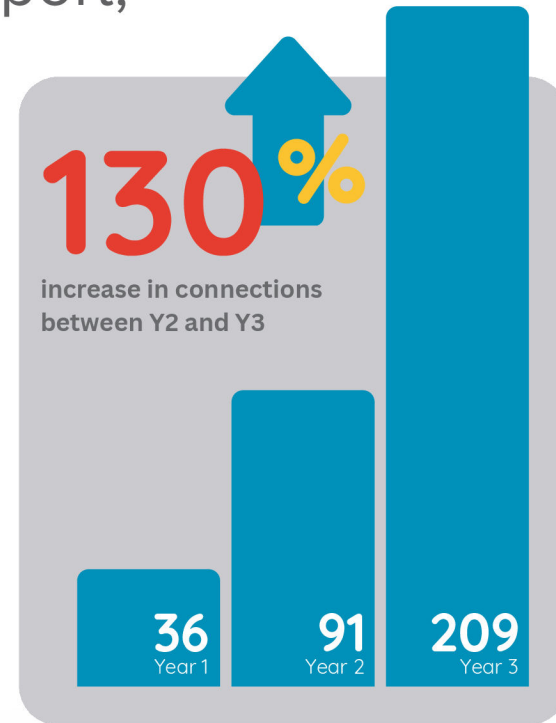
Heather Sandstrom
Urban Institute



Connecting Parents to Support, **One Call at a Time**

Hotline connections remain strong, with most parents seeking resources for finding childcare, affordable housing, and utilities support.

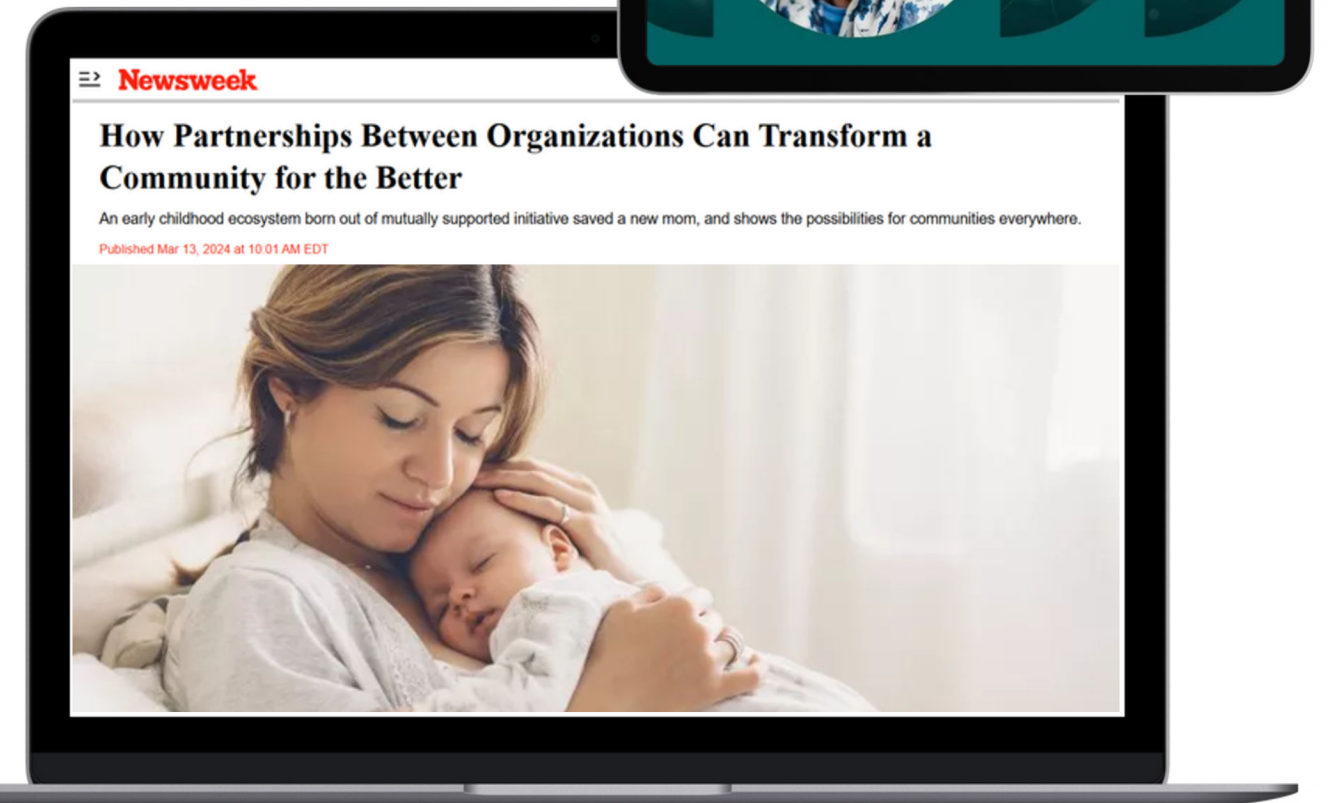
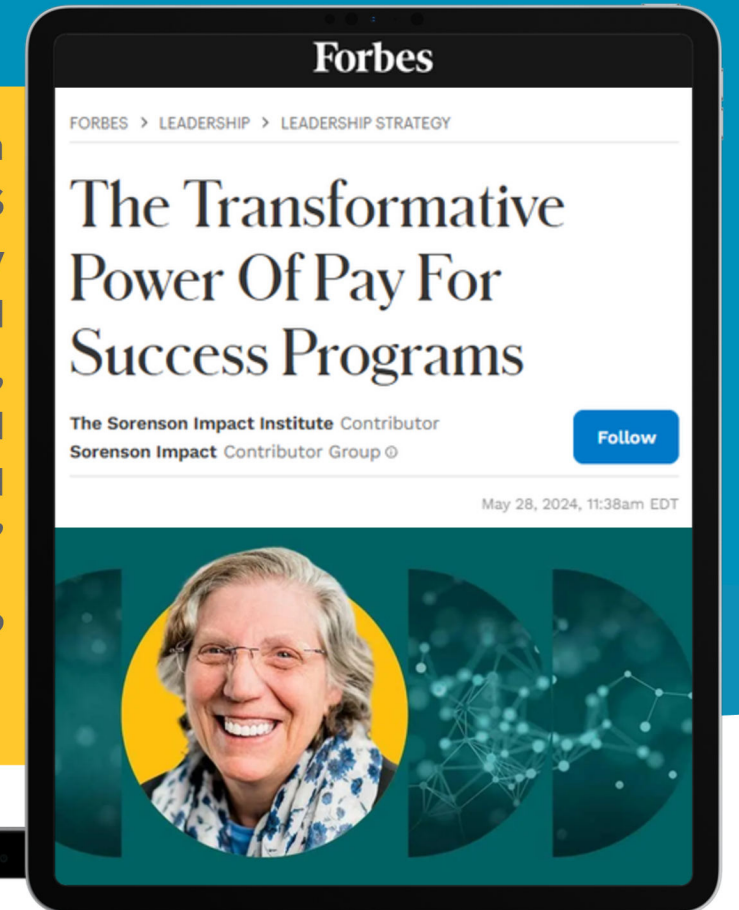
In addition to the hotline, Hello Family Spartanburg continues to meet families where they are, connecting parents with resources at local baby showers and community events.



Hello Family Model Recognized as 'Uniquely Transformative' in National Press

"I am proud of the partnerships in developing the Hello Family PFS project ... It has been wildly successful in its goals around improved birth outcomes, increased school readiness, and enhanced childhood health and well-being."

Janis Dubno
The Sorenson Impact Institute



Building Capacity Through Data: **Driving Impact for Lasting Change**

Data is a cornerstone of Pay for Success projects, providing the evidence needed to drive informed decisions, measure progress, and ensure accountability. Hello Family data enables partners to understand the specific needs of families in our community, track the effectiveness of our programs, and make proactive adjustments, leading to better outcomes.



“The Hello Family model is a powerful catalyst that empowers communities by strengthening internal capacity within nonprofits. By investing in these organizations’ ability to collect and understand data, we equip them with the tools and knowledge to improve programs and, ultimately, create lasting change in their communities.”

*Dr. Sally Morris Cote, Associate Director, Research and Strategic Learning
The Riley Institute® | Furman University*

Explore. Learn. Support.

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BirthMatters

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Triple P

The Hello Family model continues to produce successful results because of the amazing **providers** who **show up** and make a difference **every single day**. These four programs are making a real impact in Spartanburg, **meeting families where they are**. Check out the next few pages to learn more about what they do and the difference they are making.



BirthMatters

Empowering Birth, Supporting Families.

BirthMatters is a community-based organization focused on improving maternal and infant health. It offers a range of services, including educational programs, doula support, prenatal care, and advocacy, all designed to support families through pregnancy, childbirth, and postpartum.

BirthMatters emphasizes holistic care and cultural competence, empowering individuals by providing the resources and guidance necessary to make informed decisions about their health and childbirth experience.

The organization aims to reduce health disparities and promote positive birth outcomes, particularly in underserved communities.

Word of mouth is the most important recruitment tool for BirthMatters!

DID YOU KNOW?



218

mothers served in the city and the county through BirthMatters in the first 3 years of Hello Family.

BirthMatters
empower prevent plan

87 mothers enrolled in BirthMatters.

22

65

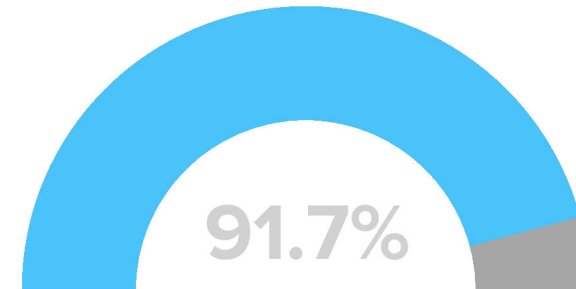
County

City

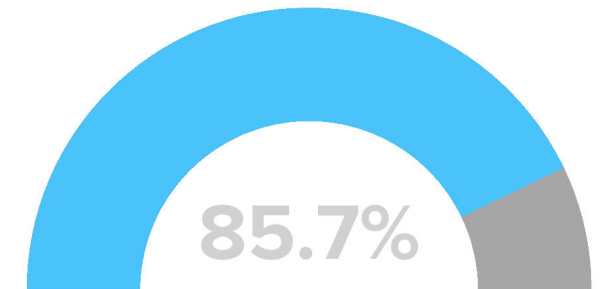
84 babies were born to enrolled mothers.

21

63



77 Babies did not require NICU admissions.



72 Babies were born at a healthy weight.

Over 85%

of mothers initiated breastfeeding with their baby at birth.

100%

of mothers were still enrolled in BirthMatters 5 months postpartum.



Family Connects

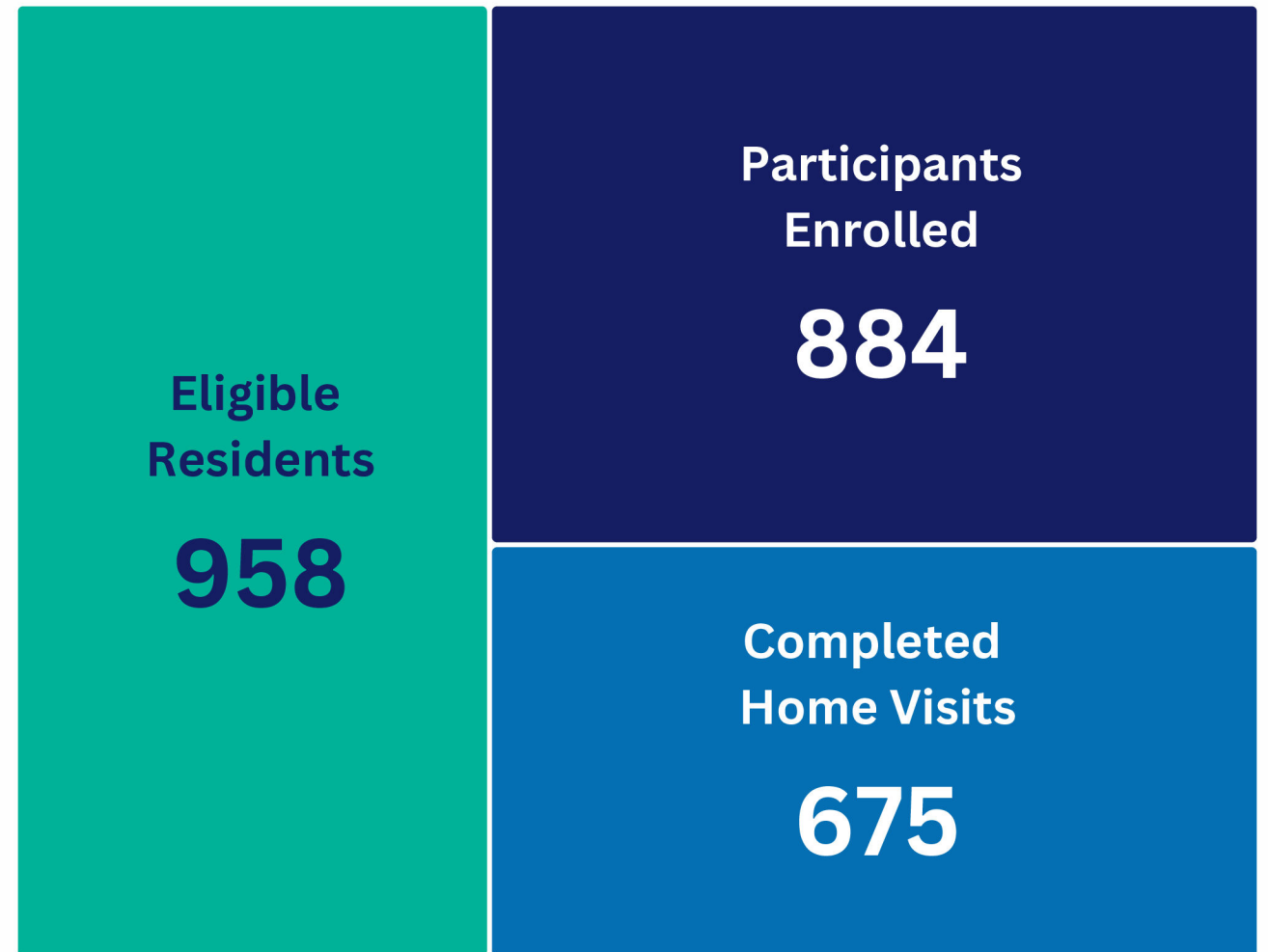
Bringing Support, Care, and Connection to Every Doorstep.

The Family Connects home visiting program provides free, in-home support to parents and their newborn. Registered nurses visit within the first few weeks after birth, providing health assessments, guidance on newborn care, breastfeeding support, and tailored recommendations of local services.

Family Connects aims to promote healthy development, strengthen family well-being, and reduce infant mortality by ensuring that parents receive the support and information they need during the critical early stages of parenting. Currently this program is available to all residents living in the City of Spartanburg, Chesnee, or Cowpens, regardless of income, and will continue to expand countywide through 2030.

1,419

families who received a Family Connects home visit in the first 3 years of Hello Family Spartanburg.



**Year 3 Data: Family Connects commenced its countywide expansion in April 2024, initially rolling out services to zip codes 29330 and 29323.*



99%

of home visits were completed during the required time frame of 2-6 weeks.



Quality Counts

Building Strong Foundations for Every Child's Future.

The Quality Counts program at Spartanburg County First Steps is designed to improve the quality of early childhood education and care in the community. It provides support and resources to childcare providers, helping them enhance their services and create a nurturing, developmentally appropriate environment for young children. Offering professional development, coaching, and access to tools and best practices, Quality Counts aims to ensure that children receive the best start in life, laying a strong foundation for their future success.

“High-quality childcare looks like a safe, clean, and inviting space with happy, curious children; engaged compassionate caregivers; age-appropriate activities; and a warm, inclusive atmosphere that supports growth and learning.”

Cathleen Cullen, Quality Counts



**Happy.
Curious.
Engaged.**



QualityCounts

461

children served in
engaged centers.

250+

coaching visits
completed.

9 centers

currently engaged in
the program.

3 centers

improved their quality
rating score.

**Quality Counts data is gathered annually based on the previous year's assessment.*

”

“Quality Counts helps our staff understand that our profession is important, and we are really impacting little learners by giving them a jump-start on their education. We are putting children in a place where they are ready when it's their time to start school.”

Mia Gentry, Director of Growing Minds Learning Center

Triple P

Empowering Parents, Strengthening Families.

Triple P (Positive Parenting Program) is an evidence-based initiative designed to support parents in raising healthy, confident children. Triple P aims to strengthen parenting skills, prevent emotional and behavioral issues in children, and enhance family well-being.

The flexible program offers different levels of support based on each family's needs, and can be delivered through group sessions, one-on-one coaching, or online resources.

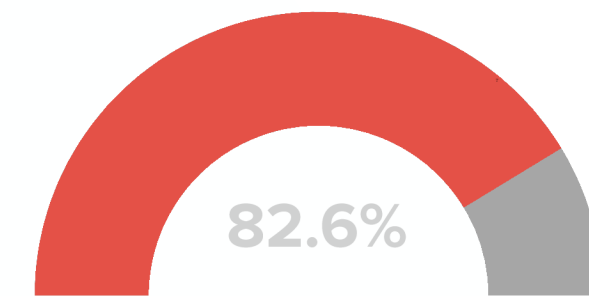
“I’ve come to a lot of Triple P sessions, but it helps me to hear the Triple P strategies again. It reminds me to keep working on using them at home and to remember to think about my children’s feelings and what they could be going through.”

Local Parent Participant

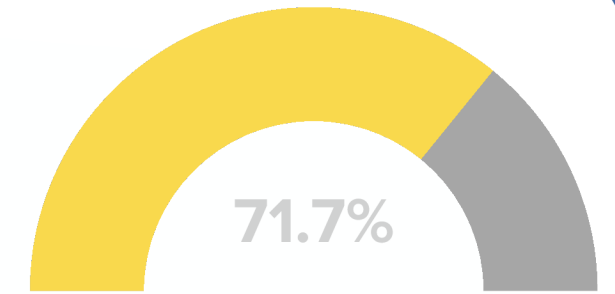


681

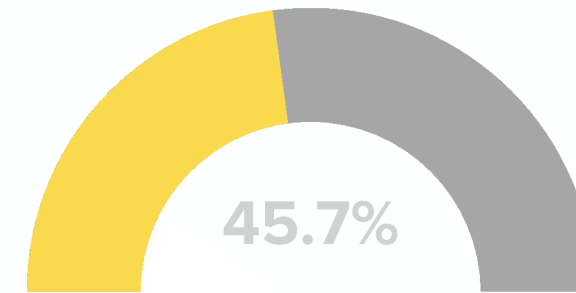
total participants served through Triple P in the first 3 years of Hello Family in Levels 2-5.



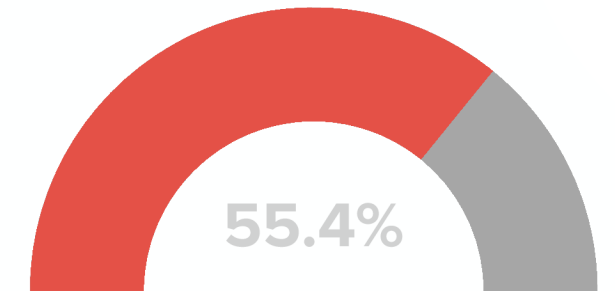
76 Participants improved on family functioning and resilience.



66 Participants improved on knowledge of parenting.



42 Participants improved on nurturing and attachment.



51 Participants improved on social support.

**Based on pre- and post-test data collected from 92 participants in Year 3.*

311

of total participants had a child under 8.
**56% lived in the city, 44% lived in the county*

403

total number of Triple P participants in Year 3.
**58% lived in the city, 42% lived in the county*

Strengthening Partnerships for Lasting Impact

Hello Family Spartanburg celebrates the collective efforts of all partners who have and continue to make this initiative possible. Each partner, from local organizations and businesses to government agencies and community leaders, plays a vital role in advancing our mission.



Through collaboration, we have been able to create lasting impact, providing valuable resources, services, and support to families in our area. This report reflects not only the achievements of the past year but also the powerful partnerships that continue to shape the future of Spartanburg.

Thank you to each partner for your commitment to making Hello Family Spartanburg a reality!

Funding Support: Mary Black Foundation, City of Spartanburg, Spartanburg Regional Health System, Blue Cross Blue Shield Foundation SC, The Duke Endowment, Barnet Foundation Trust, Movement 2030 Partners, Spartanburg Academic Movement, Spartanburg County Foundation, Spartanburg School District 7, South Carolina Department of Health and Environmental Control, South Carolina Department of Health and Human Services, South Carolina First Steps, ReGenesis Health Care.

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**“Play is the work
of the child.”**

Maria Montessori



hellofamilyspartanburg.org