



The Children's Storefront

OUR MISSION

The Children's Storefront works with parents to promote the development of children's brains in the first 1,000 days of life, building a strong foundation for lifelong success.

THE CHALLENGE

The first 3 years of life are our best chance to build a strong foundation for children, but the people who could make the biggest impact -- parents -- don't have access to the right tools.

Factor #1: Access

There are no programs like ours in Harlem. Others focus only on art, music, or single aspects of development, and their cost is out of reach in a neighborhood where 1/3 live in poverty.

Factor #2: Toxic Stress

Trauma and toxic stress -- both prevalent in our community -- negatively impact a caregiver's ability to nurture their child's development. If left unaddressed, there are lifelong negative outcomes in health and wellbeing.

Factor #3: Isolation

Supportive relationships are crucial for caregivers, yet our focus groups show that parents feel isolated, lack the information they seek, and don't have help during their transition to parenthood.



OUR SOLUTION

- A welcoming, supportive, and culturally inclusive community of parents and caregivers
- Education and skill development around strategies to support brain development in early childhood
- Spaces and programming that are accessible -- financially, linguistically, logistically, and geographically



OUR STRATEGIES

We provide parents with community-building, information, and skill-building via two dozen weekly Play & Learn Sessions and additional caregiver-focused programming. Utilizing Harvard University's Serve & Return framework, our coaches share, model, create opportunities to practice, and provide feedback to caregivers on the skills of responsive, play-based interaction. We bring families together to build community, and are developing a peer-to-peer mentorship program. We are free-of-cost, bilingual, feedback-rich, and culturally adaptive to ensure we stay accessible and relevant for our evolving community.

INTERMEDIATE OUTCOMES

With program participation, we see an increase in skills, confidence, and connection.

Community

The community develops ownership of the program, and an understanding of the importance of brain development in the first 1,000 days becomes commonplace.

Parents and Caregivers

Parents build strong relationships, decreasing their stress and isolation and increasing a sense of community. Their confidence as a parent grows, strengthening their relationship with their child. They learn, apply, and adapt responsive interaction skills with their children.

Children

Children will develop secure relationships with their caregiver and peers. They will progress in their language, social-emotional, self-regulation, fine motor, and gross motor skills.



OUR TARGET COMMUNITY

Families in Harlem with Children from Birth to 3 Years



LONG-TERM OUTCOMES

- Families in Harlem have resources to support their children's development that are accessible, that are responsive to their needs, and that embrace their individuality and lived experiences.
- Caregivers feel supported in their physical, mental, and emotional well-being so that they can be the catalyst for their children's development.
- Caregivers will understand the importance of and more frequently engage in supportive and responsive interactions with their children.
- Through supportive interactions with their caregiver, children will make significant progress towards healthy brain development in the first 1,000 days of life.