

## Supporters dusted off their boots to raise \$72,500 for Family Resource Center

Read about the Reach for the Stars Gala on Page 3



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to visit our website and learn about our no-cost programs and services for all families with young children in Pierce, Polk & St. Croix Counties



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PRENATAL CARE WITH A CERTIFIED NURSE MIDWIFE

## Healthy Pregnancies = Healthy Babies

By Sarah Tyler-Peterson

Experts tell us that early and comprehensive prenatal care with a qualified provider leads to the best possible pregnancy outcomes...healthy mothers and healthy babies!

Certified Nurse Midwives (CNMs) are advanced practice registered nurses who specialize in comprehensive women's health, pregnancy, labor, birth and the postpartum period. They are the experts when it comes to guiding families through the very normal process of family planning, conception, pregnancy and birth, while maintaining a watchful eye for any complications.

Midwifery care focuses on building respectful and trusting relationships, empowering women through education and taking a family centered approach to all interactions.

Extensive research demonstrates prenatal care with a CNM leads to:

- less unnecessary interventions
- reduction in cesarean section rates
- reduced rates of preterm birth
- reduced rates of still birth
- higher patient satisfaction.

All of these outcomes ensure growing babies and growing families have a healthy and safe start to their lives.

For more information on prenatal care with a Certified Nurse Midwife, check out the March of Dimes Position Statement on Midwifery Care in Pregnancy: Microsoft Word - Final midwifery position statement August 29 2019.docx (marchofdimes.org)

Learn more about the Birth Center at Western Wisconsin Health at <https://www.wwhealth.org/service/birth-center/> or call 715.684.1111.



Sarah Tyler-Peterson  
 CNM, Western Wisconsin Health  
 Certified Nurse Midwife



Sara Brown  
 CNM, CNP, APNP  
 Western Wisconsin Health  
 Certified Nurse Midwife

## 2021 Annual Report

Despite the continued COVID challenges in 2021, we are humbled by the generosity of our donors. Thank you to all who made donations to support our programs and services during the pandemic, when families needed us most. You are making a difference in the lives of local families with young children! **View the 2021 Annual Report at <https://frcscv.org/about-us/annual-report/>.**



FROM THE

# Director's Desk

Hello Friends of FRCSVC,

It's summer and we welcome the sunny days and renewed growth. This summer is especially welcome as we lift our gaze from the pandemic that has shaped our lives over the last two years. We're offering in-person programming and watching our programs fill up again. Welcome back!

In addition to programming, we have been busy with several initiatives:

- We wrapped up our Preschool Development Grant Community Innovation project, which included offering parent cafes and special events for families and reaching out to businesses to help them learn the importance of early childhood development. We were delighted to be recognized by Momentum West for this work. FRCSVC received the 2021 Regional Collaboration Award! We continue to distribute Welcome Baby bags to businesses interested in sharing them with their workforces.
- We worked with a core team of several community public and private sector leaders on United Way's successful Dream Up! proposal for the Wisconsin Department of Children and Families Project Growth initiative. The collaborative effort focuses on building community solutions to address the childcare desert in our region.
- We hosted a special appreciation luncheon for 10 parent partners who have worked with FRCSVC parent educators to co-facilitate some of our newer programs. Having the parent's "voice of lived experience" enhances our offerings. The luncheon was the kickoff event for our effort to develop a Parent Advisory Council.
- In April we purchased the building we have occupied since 1998 on Main St. in Baldwin. We greatly appreciate the longstanding relationship with Jody Ramberg and the Hielkema family, our landlord of 24 years.

I am pleased to announce three new additions to the FRCSVC team. Analis Lemere and Cheyenne Carlson are new parent educators-both from the UW-Stout Human Development and Family Studies program. Analis lives in Menomonie. Cheyenne, a Hammond resident, served as intern before becoming a parent educator. Angela Gasior joined FRCSVC as a project coordinator on quality improvement initiatives. She lives in River Falls and has an undergraduate degree in elementary education and a Master's Degree in Adult Education from UW-Platteville.

We said farewell to Jalena Ziemba who served families as a parent educator in a variety of programs for six years. Jalena helped build a culture of teamwork, and brought a sense of humor and can-do attitude to her work.

Here is a shout-out to Sarah Weiske and the entire Reach for the Stars committee: Thank you for your many months of work leading up to the wildly successful in-person Boots & Bling Reach for the Stars fundraising gala in April. (See more in this newsletter). Thank you to all who attended and to those who so generously contributed to its financial success.

Thank you to Tattersall for your hospitality and the beautiful venue; to local artist, Chris Kroeze for your kindness, generosity, and for rocking the house. And special thanks to Nicole, our featured speaker: You inspire us with your love for your children, your resilience, and your passion to make a difference.

Make the summer of 2022 special.

Agnes

FAMILY RESOURCE CENTER

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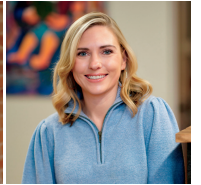
## Staff



**Agnes Ring**  
Executive Director  
ring@frcscv.org



**Sarah Weiske**  
Development & Communications Coordinator  
sarah@frcscv.org



**Jennifer Jones**  
Office Manager & Program Coordinator  
jennifer@frcscv.org



**Robbyn Bowman**  
Parent Educator Lead  
robbyn@frcscv.org



**Marla Butler**  
Parent Educator Lead  
marla@frcscv.org



**Susan Hodnefeld**  
Parent Educator Lead  
susan@frcscv.org



**Kristine Brede**  
Parent Educator  
kristine@frcscv.org



**Ashley Bruggeman**  
Parent Educator  
ashley@frcscv.org



**Lori Ollig**  
Parent Educator  
lori.o@frcscv.org



**Karia Ristow**  
Parent Educator  
karia@frcscv.org



**Analis Lemere**  
Parent Educator  
analis@frcscv.org



**Cheyenne Carlson**  
Parent Educator  
cheyenne@frcscv.org



**Angela Gasior**  
Project Coordinator  
angela@frcscv.org



Newsletter Editor & Design  
Sarah Weiske

Printing  
Minuteman Press

Thank you for subscribing to Family Matters where more than 4k newsletters are distributed quarterly.

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# welcome baby



Each time a baby is born at one of the five hospitals we partner with, a Family Resource Parent Educator meets with the family during a Welcome Baby visit.

The Parent Educator goes over any questions and concerns with the new parents (in-person or virtually) and shares important information with the families, such as Why Babies Cry.

Each family receives a gift including a onesie, knit hat, FRC program & service information, Period of Purple Crying information and a black & white book published by Barefoot Books.

## WHY WE READ BABIES

# black & white books



by Marla Butler,  
Parent Educator Lead

There are many benefits to using black & white and high contrast books for infants.



- Babies/Infants are curious about objects with high-contrast colors or black-and-white patterns. Using these items encourages cognitive development.
- Babies/Infants focus best on high-contrast and black-and-white pictures. They will have the same color vision as adults between 4 ½-6 months.
- Strong black and white patterns help babies to develop their ability to focus their attention and levels of concentration.

**WE LOVE READING!**  
700 new neural connections form in the brain per SECOND in the first few years of life!

— Dipesch Navsaria, MD

## DENTAL HYGEINE

# babies & brushing

Even brand-new babies need their mouths cleaned! The American Academy of Pediatrics recommends wiping your baby's gums and teeth (when they emerge) with a soft washcloth or baby toothbrush using a smear or rice-sized amount of fluoride toothpaste.

A few tips on dental hygiene for little ones from Smiles in Motion, Pediatric Dentistry:

- Every child should see a pediatric dentist by the age of one, or as soon as their first baby tooth emerges.
- It's all about prevention - bringing your child to the dentist at a young age allows any developing issues to be identified and treated as early as possible.
- Early visits build confidence and help young kids get used to visiting the dentist. Pediatric Dentists knows how to help kids (and nervous parents) feel calm and comfortable.

Find additional dental hygiene tips and tricks for kid's dentistry at [sim4kids.com](http://sim4kids.com).

## PERIOD OF

# purple crying

One of the early challenges faced by families with newborns is how to console their crying babies when nothing seems to work!

One of the resources shared by Family Resource Center Parent Educators at Welcome Baby visits to parents and caregivers of newborns is called the Period of PURPLE Crying. Through the use of simple tools, the evidence-based program helps caregivers anticipate normal infant crying patterns and share strategies to help them cope in safe, healthy ways.

The tools shared with families include a description of six characteristics of typical crying patterns based on more than 50 years of research on normal infant crying. Each of the six letters in PURPLE stand for one of the characteristics (see right).

In addition to the PURPLE acronym common characteristics, caregivers receive a short video that includes information and interviews with parents who have endured the exasperating, prolonged episodes of crying and learned ways to cope with the frustration. Family Resource Center educators encourage parents to have anyone who cares for their baby to watch the video.

For more information about the Period of PURPLE Crying and research conducted by Ronald G. Barr and other scientists worldwide, visit [dontshake.org](http://dontshake.org).

## HONOR AND MEMORIAL GIVING

# supporting families

*Honor and memorial gifts are a thoughtful way to pay tribute to someone special while supporting local families! Family Resource Center is pleased to recognize the following donors. Gifts received November 2, 2021-June 1, 2022*

**Kevin & Susan Branstad**  
in honor of Dr. Ben and Dr. Amber Morgan

**Clint Anderson DVM**  
in memory of Mervin Anderson

**Merlin & Virginia Place**  
in honor of Marla Butler

**Bev Lightfoot**  
in memory of Mark Lightfoot

## The Letters in PURPLE Stand for



**P**  
PEAK of Crying  
Your baby may cry more each week, the most in month 2, then less in months 3-5

**U**  
UNEXPECTED  
Crying can come and go and you don't know why

**R**  
RESISTS Soothing  
Your baby may not stop crying no matter what you try

**P**  
PAIN-LIKE Face  
A crying baby may look like they are in pain, even when they are not

**L**  
LONG Lasting  
Crying can last as much as 5 hours a day, or more

**E**  
EVENING  
Your baby may cry more in the late afternoon and evening

The word **Period** means that the crying has a beginning and an end.

# 17TH ANNUAL REACH FOR THE STARS *Boots & Bling Gala*

On Sunday, April 24th more than 300 supporters of Family Resource Center St. Croix Valley came together at Tattersall Distilling in River Falls, WI for the 17th Annual Reach for the Stars Boots & Bling Gala. After virtual events in 2020 and 2021, an in-person event was held. Guests were encouraged to wear country chic attire, enjoy auctions, raffles, delicious food and live entertainment by local artist, Chris Kroeze.

“The Reach for Stars gala is held in April every year to mark Family Strengthening Month” said Family Resource Center Executive Director Agnes Ring. “The generous financial support provided by local businesses, individual donors, and community leaders at this event - and throughout the year - reflects a caring community. The event shines a light on the challenges of families raising young children and the life-changing work of our parent educators.”

The event raised \$72,500 to support Family Resource Center’s mission of providing education, resources, and support for families with young children in Pierce, Polk and St. Croix Counties. Family Resource Center is a non-profit founded in 1998 and located in Baldwin, WI.

The Family Resource Center Board of Directors acknowledges an individual at the event for their leadership, dedication, and service through the John M. Coughlin Volunteer Award. The award honors the memory of Coughlin’s extraordinary leadership, dedication, and commitment to the well-being of children and families in the region, as well as his vision to create a comprehensive early childhood system through United Way St. Croix Valley and Success By 6 initiatives.

Board President Barry Cain, Superintendent of the Ellsworth School District, presented the 2022 award to Board member Carla O’Connell, who has served on the Board of Directors for more than 20 years and was a member of the first Reach for the Stars Committee. Carla continues to demonstrate passion and dedication by serving on the Board, Reach for the Stars committee, and working in the community sharing the importance of early childhood education. Carla was also a key leader in the Family Resource Center office expansion, restoration, and design in 2018. Carla and her husband Mike own O’Connell Family Funeral Home and Cremation Services.

Guests heard from a Family Resource Center parent participant as part of the event program. Nicole, an Amery resident, shared that she learned of Family Resource Center programs at the age of 17, as a single parent of two young boys. “I am so grateful that my family and I get to learn together and grow strong. There is nothing more I want my children to know that I did my best and sometimes asking for help is doing just that.”

This event is made possible by the generosity of the many Reach for the Stars sponsors:

**Diamond Sponsors** Nilssen’s Foods, OEM Fabricators, Inc. and O’Connell Family Funeral Home & Cremation Services

**Platinum Sponsors** Countryside Apartments, Hiawatha National Bank, Health Partners: Amery, Hudson and Westfields Hospital and Clinics

**Gold Sponsors** First State Bank and Trust, WESTconsin Credit Union

**Silver Sponsors** Bremer Bank, Citizens State Bank, Family Friendly Workplaces, First Bank of Baldwin, FNC Bank, Homestead Veterinary Clinic, Kristo Orthodontics, Nolato Contour, Royal Credit Union, SF Insurance Group, Smiles in Motion, TMS Tire and Auto, Village Pharmacy, Xcel Energy

**Event Sponsors** Showtime Entertainment, Just In Live Stream, Scott Coolidge, Suzanne Wynveen Photography

The event was led by Family Resource Center Development and Communications Coordinator, Sarah Weiske along with committee members, Barbara Nelson, Carla O’Connell, Larry Gee, Lester Halstead, Pat Gardner, Ryma Lindquist, Amber Richardson, Julie Foss, Sharon Reyzer and Jennifer Jones.

Thank you to all who supported and attended the gala, Family Resource Center is grateful to you for your support!



**CHRIS KROEZE**



**CARLA O'CONNELL**



**NICOLE DIXON**



YOUR INPUT MATTERS

# FRC survey results

FRCSVCV is one of 10 family resource centers in Wisconsin to participate in the Uniform Infrastructure Improvement Training Program led by the Child Abuse and Neglect Prevention Board.

In addition to FRCSVCV staff participating in this initiative, board member, Dr. Amber Morgan, and Parent Partner Jessica Demulling are on our team. The initiative is focused on improving the quality of family resource centers statewide using the Standards of Quality for National Family Support Networks. There are five key areas of quality – Family Strengthening, Family Centeredness; Diversity, Equity, Inclusion; Community Strengthening, and Evaluation.

As part of the evaluation quality measure, agencies are encouraged to solicit participant feedback, review it, make modifications for improvement, and report back to the community on what it learned.

Here are select findings from the participant survey conducted last fall, based on 43 responses across all FRCSVCV programming - Home Visiting, Play & Learn, Baby & Me and FAST. 59% of the respondents had been involved with FRCSVCV for more than six months.

### Survey Highlights:

- Staff members are welcoming and respectful of families:
  - 83% Strongly Agree
- Staff members respect my identity (ethnicity, cultural traditions, religion, values, sexual orientation, special needs, etc.):
  - 78% Strongly Agree
- Overall, the Program has provided valuable support for me/my family:
  - 83% Strongly Agree

### Areas to Improve:

- The Program offers opportunities for me to develop leadership skills to use in the community.
  - 50% Strongly agree
- The Program offers opportunities for me to be involved in addressing community issues and priorities.
  - 61% Strongly agree
- The Program offers opportunities for me to learn about diversity, equity, and inclusion.
  - 52% Strongly agree

### Verbatim Comments:

- Baby & Me has been really nice during the pandemic times to connect with other families and little ones.
- This is a very valuable resource to the community. My child is benefiting greatly from this program.
- More programs for 3-year-old interactions.

Watch for more evaluation results in the future, as we move further along with this initiative.

## GIVE THE GIFT OF reading

Thank you to all who donated to our annual FRC book drive!

We were able to collect over 300 books and with a grant from Thrivent Financial we were able to purchase 95 new books for local children!

Thank you, Mark Tyler, Barbara Nelson and Joan Bartz, we are so grateful for your support!



## HELP LOCAL FAMILIES & donate

We accept new or gently used books, baby items, diapers, toys, blankets, clothing, financial contributions and so much more throughout the year!

If you would like to help families with young children by making a donation, call 715.684.4440 or email sarah@frcscv.org.

## PARENT PARTNER luncheon



Recently we held a luncheon at FRC for parents and children who are involved in our organizations as Parent Partners. Their role is to co-facilitate a class or help with special events. They also connect with others about FRC.

Your voices matter! We value the dedication of our Parent Partners and enjoyed hearing ways to partner on future events - and playing with the children too!

If you are interested in learning more about becoming a parent partner, email info@frcscv.org.

## Yes! I would like to support the life-changing work at FRCSCV

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Thank you! Your gift supports FRCCV's mission to strengthen families with young children in Pierce, Polk & St. Croix Counties.

Donations can be mailed to Family Resource Center, 857 Main Street, Baldwin, WI.

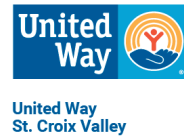


# Family Resource Center

St. Croix Valley

Serving Families in Pierce, Polk and St. Croix Counties  
857 Main Street, PO Box 2087  
Baldwin, WI 54002

Phone: 715.684.4440  
Fax: 715.684.5122  
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