



2024 Impact Report

March 2025

Little Moments Count (LMC) is a growing initiative focused on raising parent and community awareness about the power of brain development during a child's first 1,000 days of life. LMC focuses on educating and inspiring parents and the community to take action. LMC has grown into a broad, inclusive social movement that brings together organizations and individuals committed to ensuring all young children have a strong beginning and bright future. Today, we have **115 LMC organizational partners across multiple sectors**.

We know the earliest years of life build the foundation for thriving individuals and strong communities. The science is indisputable: each moment of human connection with a child, particularly in the first three years, has a tremendous impact on brain development and sets the stage for a healthy and productive life. Collectively, our partners encourage families to TALK, PLAY, READ and SING with their littlest ones, each and every day.

Highlights in 2024

Healthcare collaborative

As of January 2025, 12 healthcare systems are partnering with LMC: Allina, CentraCare, Children's MN, Gillette Children's, HealthPartners, Hennepin Healthcare, The People's Center (a Federally-Qualified Health Center/FQHC), Medica, MHealth Fairview, St. Croix Regional Medical Center, Sanford Health and UCare. In 2024, several county and city public health departments also joined. Our partners demonstrate a strong commitment to our work and reach and support parents directly. Collectively, they **serve more than 175,000 families with young children** and provide LMC information during well-child visits. Also in 2024, our LMC Birth Center program continued at participating local hospital-based centers in Minnesota and with home visiting partners as well. In 2024, **this growing program reached over 8,000 families** with key parent support and education about the first year of life through online [New Parent resource pages](#). There are plans to continue and expand this work both in Minnesota and Wisconsin in 2025.



MPR Promotional Campaign Continues

May 2024 marked the beginning of the fifth year of MPR's in-kind support of LMC via a promotional campaign that includes on-air announcements on MPR News, YourClassical MPR and The Current, as well as digital advertising and on-demand audio spots. **The annual reach for this campaign is over 14 million impressions.** An example of a LMC spot in 2024: *"Support comes from Little Moments Count. Making the bed? Preparing dinner? Narrating your daily tasks can introduce a new world of sounds to a baby's growing mind. You can find other tips and learn more at little moments count dot org."*

Amplifying community voices

2024 marked the first full year of the Little Moments Count Radio Podcast, a series of conversations amplifying stories about early brain development and issues affecting early childhood development. These conversations are created as live-broadcast segments and captured for on-demand listening. The podcast builds awareness with a focus on reaching culturally diverse parents via community-based trusted messengers. **100+ episodes are now available** on a [dedicated page](#) of the Little Moments Count website, as well as on the LMC [YouTube Channel](#). Our partners include: [KRSM-FM](#) (a low-power radio station in the Philips neighborhood of south Minneapolis), [Native Roots Radio](#) (via talk show *AWAKE*, with host Robert Pilot), [KMOJ-FM](#) (via *Afternoon Drive* with Walter Q Bear Banks Jr.), and Spanish-language community radio partner [La Raza](#). [WFNU-LP](#), Frogtown Radio, continues as a valued distribution partner, airing episodes of Little Moments Count Radio Podcast every Thursday.



New episodes, accolades, and milestones for Early Risers

[Early Risers](#), our podcast on how to talk with young children about race and racism, continues to grow in reach and impact. The podcast centers on equipping parents, educators, and caregivers with tools to have these important conversations with children as they develop their identity and understanding of the world. The podcast now has **over 40 episodes available** on all major podcasting platforms, a robust social media presence, videos, discussion guides, and more. This year *Early Risers* reached two major milestones – **100,000 downloads and 10,000 followers** on [Facebook](#) – and was awarded **Best Family and Parenting Podcast** by the Black Podcasting Awards.



In August 2024, *Early Risers* hosted a [live event](#) featuring special guest, Dr. Toni Sturdivant, on the topic of [Affirming Racial Identity in Early Learning Spaces](#). We welcomed nearly 100 stakeholders to the keynote presentation and discussion, as well as early childhood providers who participated in an afternoon workshop with Dr. Sturdivant via a partnership with Minneapolis College.

Growing our impact | Highlights in 2024

Little Moments Count in the St. Croix Valley

With support from the St. Croix Valley Foundation, Little Moments Count expanded into the St. Croix Valley in May 2024. A launch event brought together over 125 attendees for expert panel discussions and facilitated conversations, sparking momentum for local engagement. The LMC St. Croix Valley Council now meets regularly, convening partners in Burnett, Polk, St. Croix, and Pierce Counties in Wisconsin and Washington County, Minnesota.

Efforts are centered on increasing awareness of early brain development through events and resources, engaging communities with impactful presentations and collaborating with local partners to shape messages that resonate with rural families.

This regional expansion not only strengthens local impact but also serves as a model for bringing LMC to other more rural areas, helping us better understand and address unique community needs.



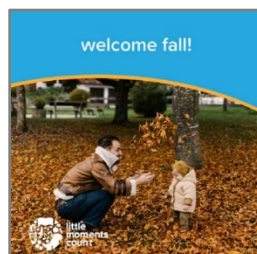
Growing the social movement

Social movement efforts continued in 2024 and included both social and traditional media. Through community partnerships, we captured precious little moments on video and in photography. Our work continued with very effective trusted channels to engage specific cultural communities and expanded to new strategies that also engaged dads and men. A general awareness campaign included radio, print and digital ads, with appropriate cultural language translations. These efforts continued to drive new visitors to our website, educated and boosted awareness.



Other media results include:

- **995,000+** in social media reach
- **131% increase** in Facebook post impressions
- **Up to 150,000 views** on several Facebook videos
- **5 million+ impressions** of Google Ads (60%+ male)



Events & Engagement



Annual Conference

Our 9th Annual Little Moments Count Conference took place Dec. 11, 2024. Over 400 in-person and virtual attendees joined, with an additional 200+ viewing the recording after the conference. The event featured remarks from two special guests - Minnesota's Lieutenant Governor, Peggy Flanagan, and Saint Paul Mayor, Melvin Carter. The keynote presenter was Gevonee Ford, Founder and Executive Director at the Network for the Development of Children of African Descent (NdCAD): *Connecting Literacy & Identity: Making Every Moment Count*. Start Early Funders Coalition's Nancy Latimer presented the Early Childhood Education Awards, which included a special Nancy and George Latimer recognition by Mayor Carter.

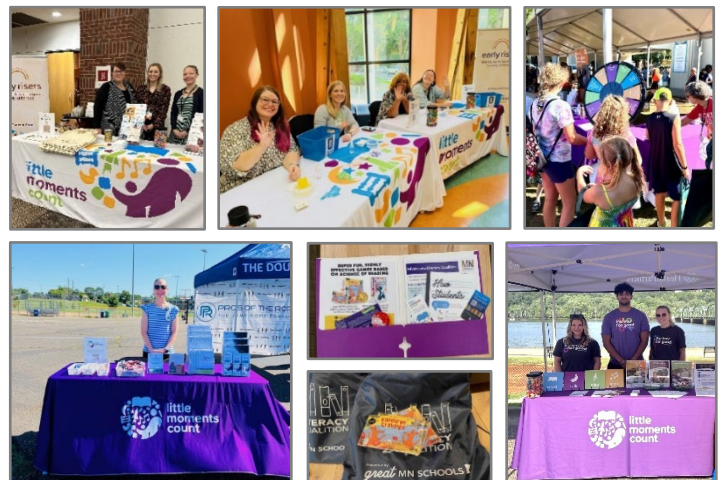
Father Panel: A panel of fathers and grandfathers shared their insights on early brain development and parenting at the event. Attendees valued hearing from fathers and shared excitement about future father-focused LMC work. **St. Croix Valley Event - New in 2024:** As part of the expansion of LMC into the St. Croix Valley, a companion viewing party with discussion and networking was held at Northwoods Technical College in New Richmond, Wis.

Community Engagement

LMC had a strong presence throughout the community in 2024, allowing us to achieve almost 30,000 **educational toolkit and event impressions** this year.

Examples included:

- The Current's Rock the Cradle event
- MPR Day at the Minnesota State Fair
- Community family and baby shower events
- MN Association for the Education of Young Children (MNAEYC) Conference
- Featured in MN Literacy Coalition Toolkits
- Education events for county public health, school districts, federally-qualified health centers (FQHCs), community organizations and the early and family education communities



Special thanks to our funders: F.R. Bigelow Foundation | Hibbs Brenner Family Fund | CentraCare | Driscoll Foundation | HealthPartners* | M.A. Mortenson Company | McVay Foundation | Medica Foundation | Minnesota Public Radio* | Richard M. Schulze Family Foundation | Securian Foundation | Saint Paul and Minnesota Foundation | Start Early Funders Coalition (*in-kind)

Visit littlemomentscount.org for more info.

Follow us on

