



April 19, 2017

Excerpt ... What We're Reading

Education NC (ednc.org) NC Imprints Cares: Empowering Parents

Since 1969, Imprints Cares, a Parents as Teachers affiliate in North Carolina, has focused on helping the children of Winston-Salem be better prepared for school and assisting their parents in being the best possible caregivers and educators for their children.

By co-locating their services within large pediatric practices, the organization gains parents' trust when a doctor can recommend one of their family educators who is located onsite, just down the hall.

Imprints Cares: Empowering parents

By Todd Brantley | January 29, 2017



Melissa Hall with her children at the Imprints Cares offices in Winston-Salem (Photo credit: Todd Brantley/Education NC)

[Read more...](#)

Cost savings to society⁶

ER visits (\$18,000+)

Special ed. and grade repetition (\$72,000+)

Child abuse and neglect (\$120,000+)

Juvenile delinquency and crime (\$70,000+)

Substance abuse (\$2,000+)

For every \$1 invested in home visiting, there is a \$3-5 return to society.⁷

HOME VISITING

A common-sense investment supporting vulnerable families

Evidence based parent coaching



Fewer ER visits¹



Less juvenile delinquency and crime²



Reduction in substance abuse³



Less child abuse and neglect⁴



Increased school readiness⁵



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