2025-2026

EARLY LEARNING IMPACT

Annual Report

PBS SoCal



Table of Contents

PBS SoCal Early Learning Overview 3
Early Learning Program Highlights 4
Family Math Digital Expansion 5
Reaching New Audiences 8
Collaborating with New Partners 12
New Curriclum + Programming 14
Local Events + Spotlights 16

PBS SoCal Early Learning Overview

In 2025-2026, our efforts continued to ensure that all young children across California have the resources and opportunities to be ready for school by helping to bridge opportunity gaps for the earliest learners. Over the past year, we continued to focus on empowering all adults in a child's life in the critical years of early childhood. We partnered with schools, community organizations, and nonprofits to improve access to early education opportunities in LA County, Orange County, and across the state and country.

PBS SoCal's team created digital content and curriculum resources for parents, caregivers, and educators. We also provided access to over 140 virtual and in-person family workshops that equipped adults with skills and strategies to enhance their child's learning. Additionally, we expanded our collaboration with the early childhood community locally while engaging families across California. As always, we supported parents and educators in seeking tools and resources to engage early learners, with a focus on reaching underserved and Spanish-speaking communities.



Early Learning Program Highlights

Local Reach

Over 30 local community partners worked with PBS SoCal to reach families and educators across Southern California.

Together, we reached:

- 4,433 parents and caregivers
- 4,493 children
- 969 educators
- 16 Family, Friend, and Neighbor (FFN) providers
- and distributed 157,879 educational materials

Local Demograhics

- 69% Hispanic or Latino
- 20% Black or African American
- 5% Asian
- 6% White
- 87% of caregivers are either mothers or grandmothers

National Reach

PBS Stations, school districts, and community organizations around the nation engaged additional families and educators using free materials from the Family Math Toolkit.

In all, they reached:

- Over 3,500 parents and caregivers
- 15,000 children
- Over 840 educators
- and distributed 18,755 Family Math materials

Local and National Engagement

- Over 8,900 caregivers and children participated in Early Learning workshops and outreach events in Southern California.
- Over 19,000 caregivers, children, and educators participated in Family Math programming via PBS stations and organizations across the country.
- Over 176,000 parents and children received educational materials and resources through family workshops and outreach events.
- 969 educators were trained to use high-quality Family Math and PBS KIDS resources in classrooms and early childhood organizations.

Broadcast

- Our broadcast channels provide access to educational content, including Family Math messaging, to 1.8 million families.
- The 24/7 KIDS Channel reached a predominantly Hispanic, low-income population.
- 81% of the audience was from Los Angeles County.
- 78% of the audience was Hispanic. 44% of these viewers mainly spoke Spanish at home, and 24% spoke only Spanish.
- 71% of the audience has less than $50K annual household income.

Family Math Digital Expansion

Family Math Play & Learn App

After two rounds of playtesting with families, the Family Math Play & Learn App launched publicly on May 20, 2026, and is now available free of charge in English and Spanish on iOS, Android, and web at FamilyMathApp.org. The app is ad-free, requires no in-app purchases, and includes offline access — removing common barriers to equitable digital learning. Content is organized into themed packages aligned with foundational early math concepts, including Measurement, Number Sense, Patterns, Shapes, Sorting, Collecting, and Spatial Sense, with new topics being added as the app grows and evolves to meet the needs of families. For a fuller picture of the app's learning goals and design principles, visit pbssocal.org/familymathapp.

Key App Features

- **Co-viewing and co-playing** - A feature of the Family Math app is its focus on creating a shared learning experience between adults and children, which involves engaging with digital media together, much like reading a book. Throughout the app, “Info” buttons offer tips for co-viewing and co-playing.
- **Screen break timer** – Grown-ups have the option to set a timer that limits the user's screen time. When the timer goes off, little ones are encouraged to stretch, drink some water, try to go potty, or simply put down their screen for 5 minutes. This modeling for children (and their adults) of what to do during a screen break helps build healthy media habits.
- **Brain Breaks** – Short 90-second videos of mindfulness, movement, or math missions between longer videos and games, offering families an opportunity to reflect on their screen time and ways to extend their playful (and learning) experiences into real-world applications.
- **Offline Play** — Once downloaded, the app can be played without an internet connection — a strategic design choice that supports families on the go and those with limited connectivity, reflecting Family Math's commitment to equitable access.



Family Math Digital Expansion

Family Math YouTube Channel

We featured new content and collaborations on our @FamilyMathKids YouTube channel, including Family Math / ¡Matemáticas! Math is Everywhere, a new album of songs that put a modern math twist on familiar nursery rhyme tunes. We published one English/Spanish video set per week. We also released 18 new activity videos, including math story times in collaboration with KidTime Storytime, a popular YouTube content creator. The Storytime content contributed to the higher average view duration. The year wrapped up with a new series of brain break videos that offer brief moments of math-inspired mindfulness, movement, or adventure. Adapted from their original app versions, a total of 8 brain breaks were published in English and 8 in Spanish, with several more coming to YouTube next year. Throughout the year, our content captured more than 357,000 video views. We reached new audiences within the YouTube ecosystem, garnering more than 56,600 views on YouTube KIDS and more than 1,700 on YouTube Music. Our videos were watched for more than 7,000 hours. For additional videos, please see youtube.com/@familymathkids.

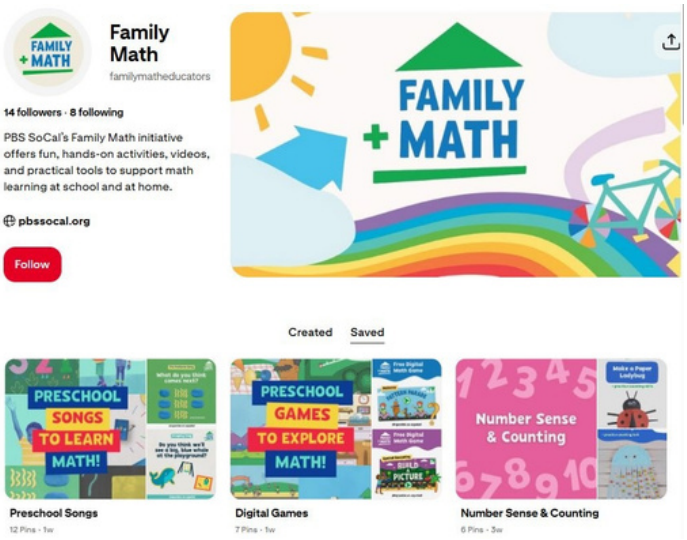








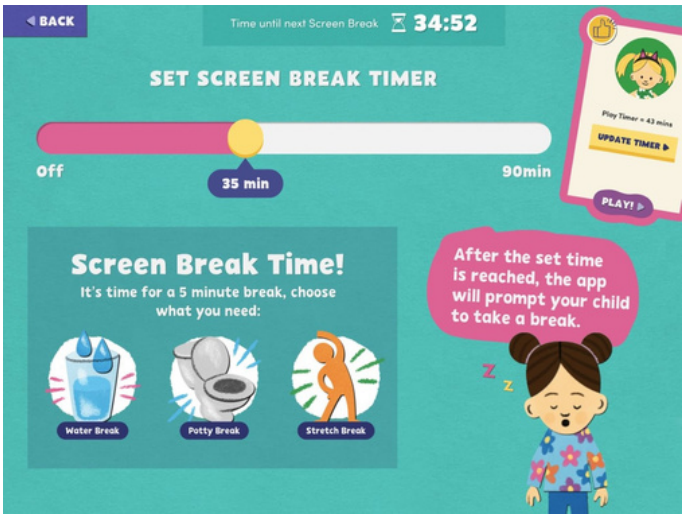
Family Math Digital Expansion



Family Math on Pinterest

To make Family Math content more accessible to educators and build a presence on the platforms where they already search for resources, we launched @FamilyMathEducators on Pinterest, adapting our existing games, activities, songs, and other resources for this platform and organizing them into themed collections. The page has averaged over 11,500 monthly impressions since launching in February 2026. Meeting educators on platforms they already use — like Pinterest — became an effective strategy for increasing content discoverability.





Family Math Toolkit

Our Toolkit for partners and educators across the U.S. had nearly 700 registrants accessing our hundreds of resources in a variety of formats, in both English and Spanish, and in a limited number of pieces, in traditional Chinese.

PBS SoCal Education Website

The PBS SoCal Education website got over 116,201 visitors this year.

Reaching New Audiences

PBS SoCal successfully expanded program reach and distributed Family Math offerings to diverse new audiences. This expansion was driven by growing demand from a wide range of partners — from educators seeking professional development tools, to PBS stations looking for a replacement for the discontinued federal Ready To Learn program, to national organizations interested in embedding Family Math into their own curricula, and local communities seeking programming for spaces where families already gather. PBS SoCal responded by deepening existing partnerships and developing new ones across a wider range of audience types and settings than in any prior year.



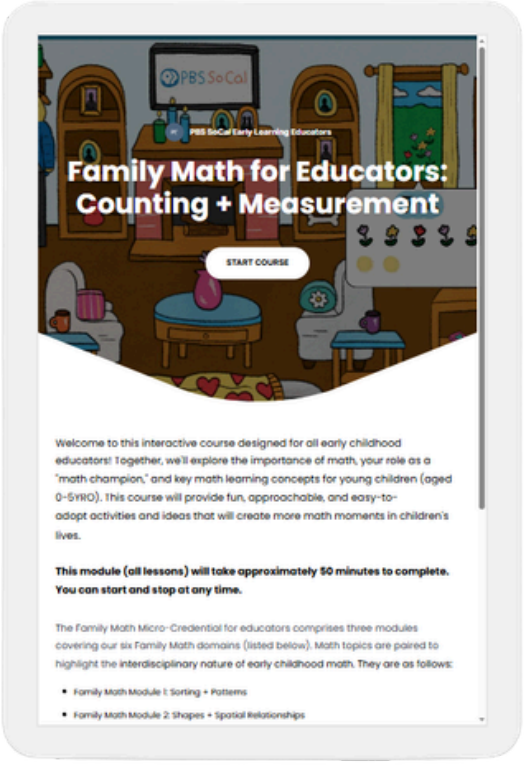
Family Math for Educators

The Family Math initiative intentionally expanded to reach educators in new ways. We relaunched our Educator Webinar Series with the theme “Math Is Everywhere." This series explores how educators can recognize math learning opportunities in nature, in the kitchen, and during storytime, and use the Family Math Pinterest channel as a visual toolkit of our activities and resources. We are excited to bring Family Math to this new audience and plan to continue exploring ways to support educators in integrating Family Math into their educational settings. For additional details, refer to: pbssocal.org/pbs-socal-events-for-educators.

Family Math Microcredential Course

We supported early childhood and pre-service educators by developing a three-part micro-credential course that builds both knowledge and confidence in foundational math concepts. This self-paced, online experience is designed for educators and providers interested in bolstering their knowledge and confidence in supporting the development of early math skills. The three modules focus on Sorting & Patterns, Shapes & Spatial Sense, and Counting & Measurement. 19 participants completed the full Micro-Credential as part of our pilot group in early 2026. The course has a Net Promoter Score (NPS) of 91.

“What I enjoyed most about this course was how it expanded my understanding of early math beyond basic number recognition and counting. I especially appreciated the focus on shapes and spatial awareness because it helped me see how geometry is naturally embedded in children’s everyday play. The course made math feel less like a structured academic subject and more like an exploration of the world around us. I enjoyed learning how intentional language can transform simple activities into rich mathematical experiences.”
- Family Math MicroCredential participant

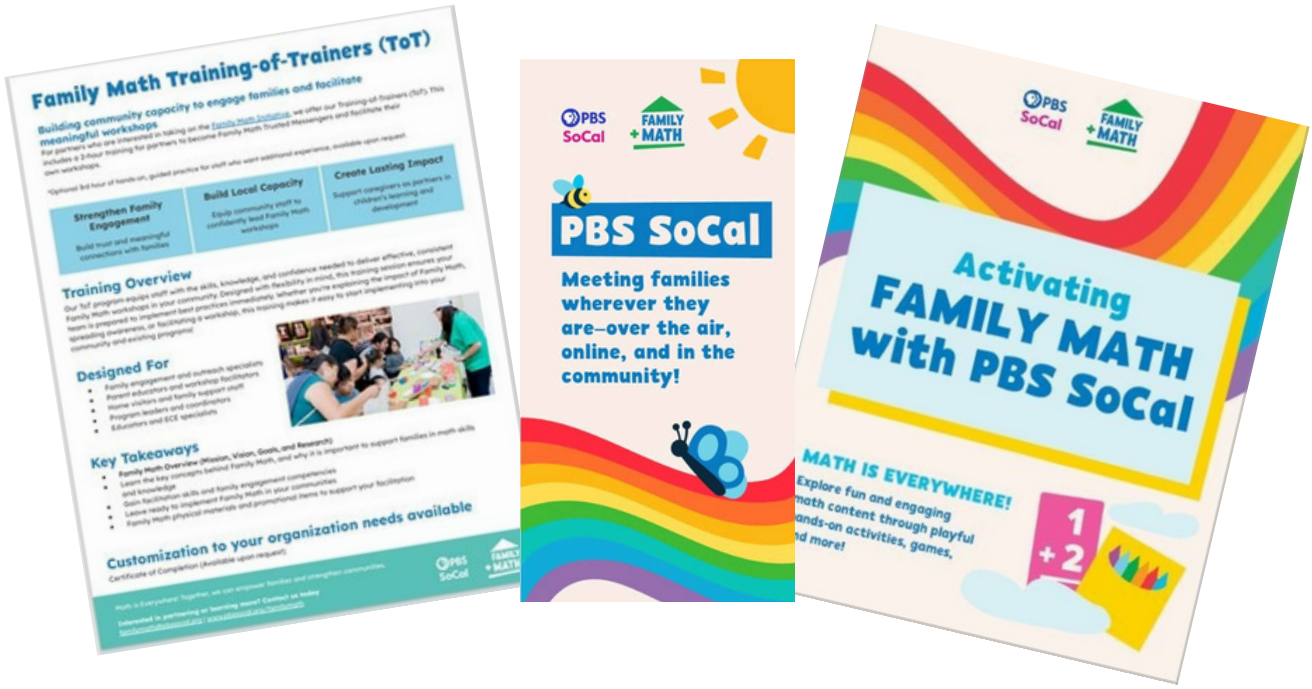


Reaching New Audiences

Training Parent Leaders to Become Family Math Trusted Messengers

PBS SoCal continues to collaborate with over 30 early learning partner organizations across our region, including nonprofits, community-based organizations, and school districts that are key to connecting Family Math with underserved families. For new partners interested in taking on a direct role in the Family Math initiative, we offered a Family Math Training-of-Trainers (ToT) workshop. The 2–3-hour session helps partners become Family Math Trusted Messengers — equipped to independently facilitate their own workshops using a Family Math Implementation Kit, with PBS SoCal providing direct support when needed.

After implementing ToT workshops, partners complete two surveys: a brief initial feedback survey and, three months later, a post-implementation survey that assesses challenges and successes and captures reach and feedback. In initial surveys, partners reported that the most useful elements were real-life examples of how to talk to parents about Family Math and hands-on activities that connect math to everyday life. Notably, 100% of respondents said they felt confident in their ability to implement Family Math resources with the families they serve.



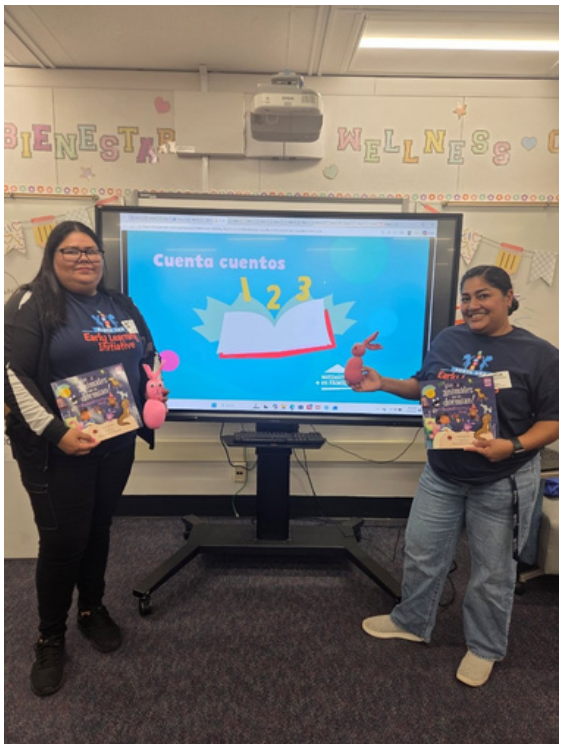
"Family Math resources helped families see math as part of everyday life through play-based activities that strengthen early math and language skills. They also increased caregiver confidence and supported parent-led, culturally responsive learning, thereby promoting school readiness and family engagement."- Family Math ToT Partner

Reaching New Audiences

SAELI Seeks Funding to Support Their Family Math Expansion

The Santa Ana Early Learning Initiative (SAELI) was awarded a $25,000 Early Learning Nation Local Action Fund Grant to expand Cuenta Cuentos (Family Math Storytime) workshops across Santa Ana and Anaheim. Grant funding also supported the purchase of books and storytelling materials, as well as caregiver stipends for parent facilitators leading Family Math workshops. SAELI's fundraising efforts exemplify its commitment to building a sustainable network of trained facilitators and expanding the reach of Family Math in local communities. To date, we have trained 30 parent leaders on how to run Family Math Storytimes (Cuenta Cuentos), who have since led workshops in more than 10 locations, building leadership skills while bringing early learning into homes and neighborhoods. This summer, PBS SoCal will conduct a new Family Math Activity training with a new cohort of parent leaders.





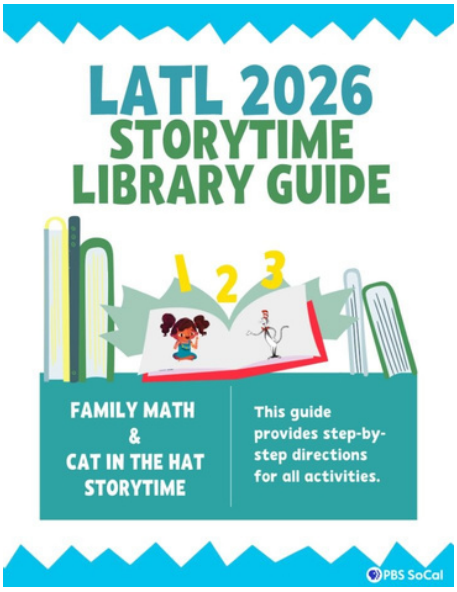




Reaching New Audiences

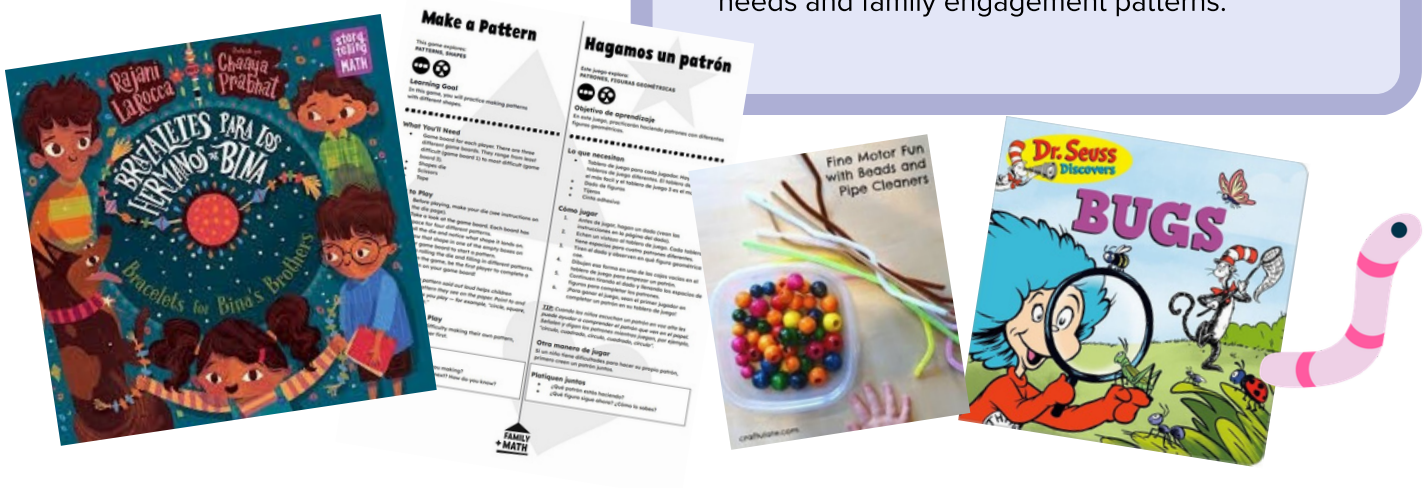
Lunch at the Library

Lunch at the Library (LATL) supports libraries in offering free summer meals alongside enriching programming and provides free books to help children build home libraries and sustain learning beyond the library setting. Through our partnership with LATL, we develop and distribute ready-to-use kits that include curated curriculum, activities, and materials (provided in sets of 30) so libraries can both run programs and send resources home with families. Kits are intentionally designed to be flexible, easy to implement, and highly engaging, enabling librarians to adapt content to their community needs while maintaining strong educational value. This year, we integrated Family Math into each kit for the first time, including two structured storytimes, one of which is a Family Math Storytime that translates our workshop model into a packaged format. Kits are being distributed to 120 library sites across California for use this summer.



Key Components of Lunch at the Library:

- **Reaching adults where they are:** By embedding guided prompts, conversation starters, and simple activities into familiar library experiences, the program supports parents and caregivers in engaging with math in approachable, low-barrier ways during existing community touchpoints.
- **On-the-ground distribution strategy:** Leveraging trusted community hubs like libraries allows us to reach families who may not engage through digital or traditional broadcast channels, particularly during the summer when routines shift.
- **Continuous improvement & feedback loop:** We gather feedback annually through library surveys to refine kit content, ensuring resources remain relevant, usable, and responsive to both librarian needs and family engagement patterns.



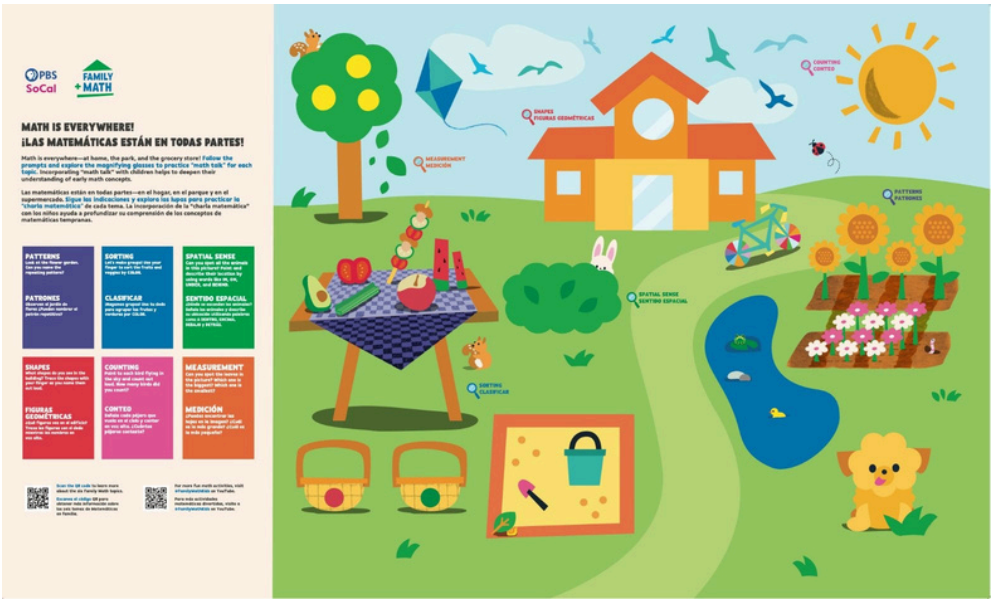
Collaborating with New Partners

Partnership with the Justice, Care, and Opportunities Department

The Justice, Care, and Opportunities Department (JCOD) is a Los Angeles County care-first reentry department, where more than 70% of the individuals served are parents. PBS SoCal partnered with JCOD to strengthen parent-child interaction during reunification visits through interactive, child-centered Family Math activities. As part of the collaboration, JCOD incorporated the Family Math Counting Octopus activity into visits and developed a parent survey to assess its impact. Feedback from both staff and parents demonstrated the value of the approach and informed plans to further integrate Family Math into reunification services through an additional six-month collaboration.

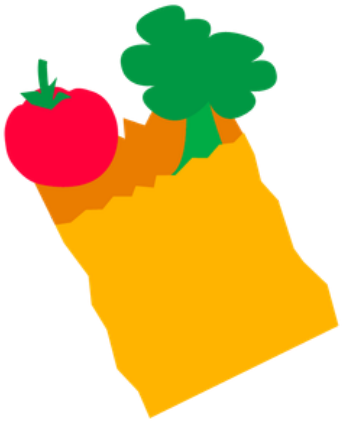
The initiative includes:

- **Family Math Implementation Kits** provided families with tools and resources to increase engagement, support developmental milestones, and create consistent opportunities for positive interaction during visits.
- **"Diaper Time Tip"** stickers were placed on diaper boxes that were distributed to families, helping turn diaper-changing routines into opportunities for early learning and bonding.
- **Educational Decals,** pictured below, were placed on walls in family reunification rooms to promote communication, emotional connection, and developmental learning.
- **Tablets with Educational Content** were provided to families to support meaningful family participation and shared learning experiences through age-appropriate games and activities, including the Family Math Play & Learn App.
- **Training-of-Trainers** sessions equipped JCOD staff to independently facilitate Family Math workshops, ensuring the initiative continues beyond PBS SoCal's direct involvement and becomes a sustainable part of JCOD's family engagement programming.





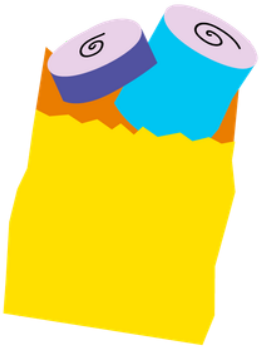
Collaborating with New Partners



Bringing Family Math to Mother's Nutritional Center (MNC)

Mother's Nutritional Center is a Southern California-based neighborhood grocery and nutritional market chain founded in 1995. The organization's mission centers on improving food accessibility, nutrition, and customer care within underserved communities. Their stores are known for emphasizing personalized customer service, bilingual support, affordable pricing, and a welcoming family-oriented atmosphere. One of MNC's goals is to place healthy and nutritious foods on the tables of families who need them most.

This past year, PBS SoCal began a partnership with MNC to expand our reach through grocery stores by launching the Family Math Initiative at three store locations in Santa Ana, Compton, and Long Beach. PBS SoCal and MNC will be distributing 30,000 co-branded grocery bags, along with plush veggie baskets, cutting boards, and Family Math Cooking Counts activity booklets. We hope MNC can be a blueprint to help us reach grocery stores across California and beyond. This partnership aligns beautifully with our Family Math mission to support family learning beyond our walls, meet families where they already are, and embed literacy and math engagement into everyday experiences like grocery shopping and meal preparation.









New Curriculum + Programming

Family Math + Feelings

The new Family Math + Feelings curriculum was piloted this year alongside a math and social-emotional learning-focused activity and coloring book. The three-workshop series weaves social-emotional learning and math into engaging, interactive learning experiences, while sharing practical strategies and resources to support children's learning. Building on our prior national evaluation with the Stanford Center on Early Childhood, a new study adds a waitlist control group and evaluates the newly developed Family Math + Feelings series, connecting early math to social-emotional learning.

Four community-based organizations, including both long-time and new Family Math partners, recruited participants and hosted workshops for this quasi-experimental, mixed-methods study, which includes pre- and post-surveys of parents/caregivers and follow-up focus groups and interviews with a subset of participants. The primary research question examines the association between the Family Math + Feelings series and math positivity, confidence, and knowledge in the treatment group compared to the control group.



New Curriculum + Programming

Family, Friends, and Neighbors (FFN) Initiative

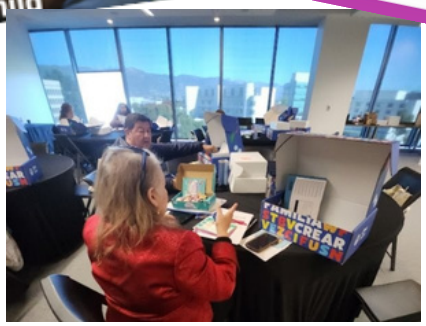
Through a grant from the California Community Foundation, we explored how PBS SoCal could support FFNs, one of children's earliest teachers at home. FFNs are the largest group of early childhood providers in the nation and in California; however, they are an underserved community of largely low-income immigrants with little early childhood training or access to resources. PBS SoCal invited sixteen FFNs to participate in co-design sessions and eight one-on-one interviews. The purpose of our conversations was to better understand which resources and topics resonated with FFNs, so we could provide the most useful and relevant content in a curated resource box. We also wanted to learn how FFNs might find value in a digital WhatsApp community group to help us design a safe space for relationship-building, resources, and information.

FFN Resource Box

We learned that FFNs value tangible learning materials and hands-on activities, especially SEL-focused ones, for both children and themselves. Many can't afford educational materials for children in their care.

We plan to deliver quarterly boxes that enable intentional exploration of items related to each core topic. Each box will have books, hands-on activities, and helpful resources, including a tip card with QR codes linking to digital games and information







WhatsApp Digital Community for FFNs

We learned that FFNs are missing a designated group for their community. They felt a moderated space to stay up to date on the latest childcare resources and build connections with other FFNs would be helpful.

We plan to build a bilingual digital space on WhatsApp just for FFNs. We will share relevant tips and resources in group chats and create open discussion groups centered on a monthly theme, allowing FFNs to learn from and lean on one another for support.

- Resources: Hands-on activities, workshops, community events, articles on developmental milestones and child care safety, and PBS KIDS resources
- Discussions: Scheduled live chats, virtual workshops, Zoom coffee chats

Local Events + Spotlights

Early Learning Partner Convening

We hosted our annual Early Learning Partner Convening on May 1, 2026, in the PBS SoCal Burbank studio with 30 community partners. Attendees received updates on early learning initiatives, planted their own succulents while incorporating math talk, explored early learning activation stations, and engaged in peer-to-peer conversations. Keynote speaker Mallory Mbalia, Director of Learning and Education at Fred Rogers Productions, presented on empowerment and the impact partners have in the community, tying in lessons from Fred Rogers through a lens of caring for each other and the community. She also touched on tough obstacles many may be facing with budget cuts and new policies. Attendees also had the opportunity to meet and take photos with Donkey Hodie. Everyone received a folder of resources that included the Family Math Portfolio, Family Math App Card, two Family Math Booklets, and the book “Up In the Garden and Down in the Dirt” by Kate Messner.

Local Community Events

Be My Neighbor Day | Pretend City of Irvine
- Hands-on activities
- Giveaways, resources, books
- Meet and Greet with Daniel Tiger

Phoebe & Jay Screening | Compton Library
- New episode & Interactive activities
- Character Meet and Greets
- Q & A with creators

Imaginology | OC Fair & Event Center
- Resource Booth sharing educational resources
- Hands-on activity on measurement

EdCamp | East Los Angeles College
- Open to the public event attended by 66 educators
- Peer–led conversations and breakout sessions that allow the attendees to be the experts and network





Local Events + Spotlights

Wildfire Relief Support

PBS SoCal supported two schools this year as they rebuilt their programs and facilities in the aftermath of the Altadena wildfires. Rayuela School, founded by Liliana Martinez, was the only Spanish-immersion preschool in the area. What began 12 years ago with Liliana's own children as her first students has grown into a thriving program serving 40 children at its height across two locations. In the immediate aftermath of the fires, grant funds helped replenish essential supplies such as art materials, first-aid items, and other everyday necessities. As the school developed a vision for its future, we were thrilled to support the creation of a new classroom space by providing desks, chairs, and other furnishings, while also enhancing the outdoor space with play structures and shade tents.

The second school, Sagewood Schoolhouse, is an in-home daycare founded by Lily Harris. At the heart of Sagewood's program is a deep connection to outdoor learning and exploration. After securing a new location, Lily was determined to rebuild an outdoor space where children could once again learn and play in nature. In addition to purchasing essential items such as child-safety equipment and craft supplies, grant funds helped create a vibrant outdoor environment with a climbing structure, stepping stones, plantings, and other materials that restored nature as a central part of the program.

