



Program Evaluation Study of ADL's Miller Early Childhood Initiative of A WORLD OF DIFFERENCE® Institute

Overview

From 2001–2005, Media Transformation, Inc. designed and implemented an evaluation study measuring the effectiveness of The Miller Childhood Initiative's anti-bias training (a full-day Educator Workshop, a half-day Follow-Up Educator Workshop and a half-day Family Workshop) and curriculum on participating educators and family members.

The Media Transformations, Inc. study involved 2,979 educators and 464 family members from New York, Long Island, Chicago, Palm Beach County, Broward County, Denver, New Jersey, Phoenix, Atlanta and Los Angeles. The four year evaluation study gathered data from focus groups and employed both quantitative and qualitative methods and pre- and post-program questionnaires to evaluate the appeal and efficacy of The Miller Early Childhood anti-bias training and curricular resources.

"One of our children said to another, 'I'm not going to play with you because your skin is dirty.' Well, his skin wasn't dirty, it was brown. And because of the training, the teacher immediately knew how to respond to the situation." —Early Childhood Center Director

Summary of Findings

The evaluation data overwhelmingly demonstrates the high quality, appeal and efficacy of ADL's Miller Early Childhood Initiative and indicates that the learning effect is not only lasting, but increases over time.

Program Impact. After participating in one or more workshops, participants are more likely to:

- Intervene when teasing and bias-related incidents occur in the program, with family members or colleagues;
- Encourage children to reflect on their own biases and discriminatory behavior;
- Talk with children about bias and discrimination; and
- Model techniques for children to use when they experience bias or discrimination.

Workshop Quality. More than 90% of the participants:

- Rank the quality of the workshop and activities as very good or excellent;
- Consider the resources as very good or excellent;
- Describe the facilitators' knowledge and presentation skills as very good or excellent.



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