Learn about brain development

Parents can sell!

What does it look like?

Communities: The focus

Saturation

1. Families as leverage

2. Touchpoints/Adaptable/A adoptable

3. Creative partnerships

Save the children early learning

Reach out to local fire dept.

Reach out to local PD

Early attachment

Being used everywhere!

All 50 states

Creative partnerships

A branded product

Tips

Goa

Cookies

Distance between parents & child

Diaper change is optimal
Partner w/ cultural institutions

We're not... experts
We're... enablers

Evaluations as a tool

Brain building message is universal

Even hospitals & pediatricians

Bundle w/ app

Get it in front of parents

Hollywood

Univision

Get the brain-building message everywhere!
DAYTON

Pecha: Ashleigh Marshal (Spelling wrong?)
Kucha: Sharmen Webster

Started in 2010

COMMUNITY BUILDING

READY
SET
SOAR

Business Leaders
Superintendents

TEACHING COMMUNITY ABOUT PRESCHOOL

DEFINE WHAT THE STAR RATING MEANS

600 ATTENDEES @
READINESS SUMMIT

15 STARS

Funded by Race to the Top

PRE-SCHOOL PROMISE
ONE YEAR OF QUALITY PRESCHOOL PER CHILD

EDUCATE ASSIST EXPAND

THE THREE PILLARS

PARENTS

THE BURNING QUESTION
EVERYBODY WANTS IT
ALL, HOW DO WE DELIVER?

QUALITY MATTERS FOR EVERYBODY!

$33 RICH
$ Poor

IT'S ALL ABOUT THE STARS!

LEADERS

LET EVERYONE COME TOGETHER

GATHER THE RELIEVERS

SHARED DEFINITIONS

CONNECTIONS ACROSS THE CONTINUUM

BECAUSE PARENT TIP SHEETS

WHAT DOES IT ALL MEAN?

Focus on Community-Based Providers

ASSIST THE PARENTS

NOT CHEAP!
Jacksonville

- Largest city in America; everything is pretty big there!
- Work together as one community
- Happy birthday graduate program (helps close achievement gap)
- Work w/ 600 families
- Anti-crime initiatives (HUD development areas)
- Start w/ babies!
- Backpacks for kids

Family Engagement!

Building Blocks
- Mayor
- Star rating

Early-Childhood Coaching
- Built on partnerships

WE HAVE VROOM!

We have 6th largest school district in FL.

Website
Where to lead next...

Shade for kids to read in summer

Partnerships are important.

$\$\$
The mayor has put this all into the budget

City council makes decision

How do we further engage parents?

Parents as advocates

Leaders
- The mayor
- Advisory board
- Parents

Focused on early childhood

Secret sauce

Educate the constituency

Different types of engagements
- Parents
- Students
- Community

Florida:
- Lots of retirees
- Out playing golf

Learning begins at home

LEARN AT THE POLICE ARE GOOD GUYS!
KANSAS CITY

- EARLY LEARNING SYSTEM
- 40,000 KIDS UNDER 5; 1/3 IN POVERTY
- LARGEST CITY IN MISSOURI
- 15 SCHOOL DISTRICTS
- 20 CHARTERS

CHALLENGE → NO SHARED STANDARDS!

PARENTAL SUPPORT → BI-PARTISAN SUPPORT

ILLEGAL! IN MO.

QUALITY STANDARDS

WE HAVE

GOOD PARTNERSHIPS
(BUT NOT IN HEALTH)

POOR PUBLIC FUNDING

GOOD PRIVATE FUNDING

LOTS OF HEADS TO WORK WITH

CHILDREN'S SERVICES, SALES TAX

WHO'S GOT THE BEST PLAN?

POOR PUBLIC FUNDING

HARD TO GET FEDERAL FUNDS
W/O QUALITY STANDARDS

STABILIZE WAGES

RETAIN PEOPLE

PAYCHECK 8-

RAISING AMERICA

HELPS GET

MATERNITY & PAID PARENTAL LEAD

WHEN WORK WORKS!

FAMILY-FRIENDLY BUSINESSES ARE BETTER BUSINESS

PARENT/TEACHER PROGRAMS

LET'S GET VROOM

ALIGN COALITIONS W/ PROGRAMS & LEGISLATION

NO PARENT ADVOCACY GROUP

GET PARENTS MORE ENGAGED!

THE LIBRARY IS ALWAYS AT THE TABLE

WORK MEETINGS ≠ SHARED MEETINGS
MINNEAPOLIS

THE PARENTS WERE MISSING!

THE MAYOR BECAME COMPLETELY INVOLVED = BETSY HODGES =

THE THREE DIMENSIONS =

- PARENTAL INVOLVEMENT
- SUPPORTING FAMILIES IN ACADEMICS
- ENGAGING PARENT ON DEEPER LEVELS (TOOLS WORK HERE THE MOST)

PARENTS ARE THE ARCHITECTS OF CHILDREN'S FUTURE

WE WANT THE BEST FOR OUR CHILDREN

DIVERSE COMMUNITIES

THE DATA

- DEMOGRAPHIC INFO
- PARENT SURVEY

<table>
<thead>
<tr>
<th>DO YOU FEEL INVITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONVERSATIONS</td>
</tr>
<tr>
<td>ABOUT THE</td>
</tr>
<tr>
<td>QUESTIONS</td>
</tr>
</tbody>
</table>

THE CONVERSATION CAN BE CHALLENGING & TIPPING

THE CHURCH IS A GREAT HELP

PARENTS PROVIDE CONCRETE DATA

CRADLE-TO-K IS THE FOUNDATION

TIMING

REMOVING DISPARITIES

HOW TO CAPTURE THAT DATA?

EQUITY & ENGAGEMENT

PRENATAL TO 3 REMOVES DISPARITIES

COMMUNITIES ARE RESILIENT

GENDER GENERATES A REPORT

WHAT IS THE VISION FOR YOUR BABY?
PITTSBURGH

"KIDS BURGH"

BLUE-RIBBON PANEL

$ BRAIDED FUNDING

KEystone STARS

THE MAYOR IS VERY INVOLVED

CHALLENGES

LOT OF COOK WANTING TO GET INTO THE KITCHEN

INSIDE & OUTSIDE STRATEGIES

KEEPS IT ALL ON THE PUBLIC RADAR

COLLECTIVE IMPACT

STUDENT ID NUMBERS

HOW TO GET EVERYBODY ONTO THE BUS

COLLABORATIONS (LOTS!)

BECOMING A STAPLE IN THE MEDIA

THE IMPORTANCE OF THE FIRST FIVE YEARS

FUNDING

WERE LUCKY; THERE'S A LOT!

OFFICE OF EARLY CHILDHOOD

PAC! > 15,000 MEMBERS

MEET PROVIDERS WHERE THEY ARE

THE GOLDEN RULE

WHITE PAPERS

POLICY RECOMMENDATIONS

YOU ALL HAVE A ROLE IN THIS!

EARLY CHILDHOOD RESOURCE ORGANIZERS

INTERACTIONS ARE PART OF EARLY CHILDHOOD
PORTLAND (MAINE) 

Students & Diversity are our new face (not just lighthouses)

Poverty is growing

Starting strong group

Data driving decisions

Great partnerships: raising readers, millions of books at well visits

Defending kids: legal aid, domestic support, safety

Where do all of these kids come from?

How to achieve & sustain results

What to know before K

Go & languages in Portland

One school district, only w/ preschool

"Voluntary" universal pre-K

Cuts to Portland schools

Work w/ publishers to obtain books

Library are champions: English, Spanish, more...

Maine is an "old" state; migrants & immigrants are the new youth

It's political... (4 cuts)

Book selection committee for demographic-appropriate books

Literacy level for parents

Ends up in the classroom

Lots of domestic violence! Abuse, neglect, migrant issues

Pictures!
San Francisco

Early childhood is a shared goal

Partnered w/ S.F. Public Schools Community

Professional Development in the workforce

Data-driven drives decisions

Equity a big goal

Quality improvement framework

Restructure funding

Local subsidies

Streamline reporting

What strategies to develop?

Transitional 3

Transitional Kindergarten

Burning question

Compensation

Local funding moves us forward

More money, but it's not enough

Advocacy

The parental voices

Single contract for funders

Simplify things!

I'm here to do an evaluation

Facilities fund

Development fund

Constant development = never enough!

Parents as equal partners

CBOs - Community-Based Organizations

Program revenue

Tier funding

The gap
EC-LINC COMMUNITIES

Building Blocks

- Tobacco tax revenues for funding!
- Less smoking = less revenue

WOW

Affirming & Learning

Community coming together to solve problems
- Urban & rural
- Diverse demographics

Reflections

- Local-level engagement is key!
- Go deeper into the issues

Data Science
**Children's Museum**

Panel Discussion

- Meeting face to face = robust conversations
- Children are born wired for potential
- Bezos: Big champions of NLC & ELN
- POTTING CHILDREN AT THE CENTRE OF DECISION MAKING
- Relationships: key to development

**Communities are the way forward**

**Why are we here?**
- Denver has been a key city
- Great Mayors, great leaders

**Snap program**
- One dollar for people with EBT cards
- A national movement
- Access

**Getting kids through the door**

**mistakes are lessons learned!**

- What leads to people working in early childhood
- What are the frustrations?
- What are the journeys?

**Colorado is a success story!**

- We go through this together!
We've had to push the system up!

Bringing all of the assets and resources together to build the vision

From the wreckage of failed ballot initiatives

Why do schools have a different story?

We were able to get funding!

Program quality is the way to go...

Classroom quality is the way to go!

Who's talking to who?

Cost quality access

Mapping helped spread the message

National articles as message

Early milestones: Colorado, incubate projects

We have to create something else!

We need you!

How do we get every kid enrolled in Pre-K?

Fiscal mapping

There have been failures; there have to be failures

Not a bad problem to have!
WORKING TOGETHER W/ PHILATHROPY COMMUNITY

LEADERSHIP FROM FAMILIES & COMMUNITIES

THE BUSINESS COMMUNITY IS NEEDED!

PUSHING THE CONVERSATION!

KEEP THE MAYOR ENGAGED!

PARENT ADVOCACY ORGANIZATIONS ARE ILLUMINATING; PROVIDED A SPOTLIGHT ON THE LATINO COMMUNITY

CREATE A DIFFERENT OUTREACH TO PROVIDERS ABOUT DISCIPLINE

HIDDEN BIAS!

5x5

Lots of Touches!

DPS KIDS: TRACKING THE KIDS THROUGH THE YEARS FOR COMPARISON

ACCESS CARDS

ACCESS FIVE CULTURAL VENUES FOR FREE

THE KIDS ARE DOING BETTER

A, B, ... err

VERBALIZATION SKILLS STILL A PROBLEM

THE ACHIEVEMENT GAP STAYED THE SAME, BUT KIDS ARE DOING BETTER

FUNDING ADVOCACY PROMOTES CHANGE!

PRE-SCHOOL IS A MOMENT IN TIME

WHERE THEY'VE COME FROM ... WHERE THEY'RE GOING
DAY 2
CREATING A LINKED NETWORK

COMMUNICATIONS

- A SHIFT
- AWAY FROM THE TRADITIONAL
- IS THERE A SEAMLESS EXPERIENCE?
- THE ECO SYSTEM
- GET IT ALL UNDER THE UMBRELLA
- GET MEDIA TO LOVE IT!

- ELN LOTS OF TALK!
- THE NARRATIVE
- NAIL A GOOD ONE!

1. INTEGRATED COMMS APPROACH
2. ELEVATED APPROACH
3. THE PARENTAL VOICE
4. THE PARENTAL AWARENESS

- PARENTS ARE THE HOLY GRAIL
- GET THE RIGHT MESSANGER!
- DON'T OVER-ARCHITECT THE MESSAGE!

- POLICY MAKERS
- NEWS ANCHORS

- TIME FOR PARENTS
- CAPTURE THE VOICES
- THE KEY
- CREATIVE PACKAGING

- LEFT RIGHT
- POLITICS & ELN

WHAT ARE YOU TAKING HOME?
DATA & TECHNOLOGY

ATTENDANCE
Does it look like this?

STUDENTS EXCEL WHEN EVERYBODY HAS THE RIGHT DATA

WHAT IS STUDENT DATA?
One student, lots of data

WHO ARE THE AUDIENCES?

IS THE DATA WORKING?
For whom?
For what?

START WITH QUESTIONS

THE 4 T's

Turf
- Turf Wars
- Stay on your side!

Trust
- Back Stabbers
- No Trust

Time
- Resources
- Staff Capacity

Tech
- When data doesn't work

DATA NEEDS TO BE COMPLETE

MAKE MY DATA HEART SING!

DATA PRODUCED BY TEACHERS

HOW TO MEASURE QUALITY

☆☆☆☆☆
DATA & DENVER

No transportation! No grocery stores!

Using maps & geography for data

Where is the highest need

(opportunities)

Where can the help best be applied

Targeting

Access to quality early childhood care for every child!

Closing the gaps

The report $75 - $100 per copy

Access to quality early childhood care for every child!

Teachers, parents, community, govt.

Everybody has a role to play!

Teen pregnancy

Unemployment

Where do the kids live?

Poverty, housing (politics not included)

Who's at the table - Denver Health, Mayor's office, public schools, city agencies

Issues

• Obesity

• Chronic absenteeism

Keeping data safe & keeping data used!

Keeping data used!

Tracking the kids

Where are the holes?

How to present the data

Needs needs

Opportunity index

Maps tell great stories!

Increase in 0-3 year old participation in pre-K

Opportunity index

Nobody funds this

Impact on families

What's been mapped?

Keeping data used!
EC-LINC

**Supporting Families**

**Support Children**

**Denver & Data (cont.)**

**Booze Children**

**Are a Challenge**

**Preschools**

**Are Opportunity**

(loc more affluent; more opportunity)

---

**LEARNING LABS**

**Community ConvoS**

**Outcomes & Metrics**

**Coming together to solve problems**

**Identify the outcomes**

**Measure what is available in communities**

**How useful/reliable is the data?**

---

**COMMON OUTCOMES**

- Pregnant women & kids healthy
- School readiness assessed as ready
- High-quality programs
- Safe/stable families
- Safe families

---

**CHILD POVERTY**

**WHERE IS IT?**

---

**How do we get health data?**

- Obesity
- Chronic disease
- Hard to get!

---

**Community Volunteers**

- Work alongside communities

---

**STRATEGIES & CHALLENGES**

---

**SAFE COMMUNITIES**

---

**DOMESTIC VIOLENCE**

---

**CHILD PROTECTIVE SERVICES**

---
EC-LINC / ALAMEDA

WHAT ARE THE PRIORITIES?

GET EVERYTHING (DATA) INTO ONE TABLE

COLLECT DATA ON POPULATION BASE

FLEXIBLE DOLLARS

LOCAL APPROVAL

HOW TO TARGET THE NEEDIEST FAMILIES?

HOW TO TELL THE STATE STORY?

HOW DO ALL OF THE OUTCOMES GET PUT TOGETHER?

BREAKING DOWN ETHNIC IDENTITIES

DISPARITY OF BOYS VS. GIRLS / RACE IS ALSO AN ISSUE

TONS OF PARENTAL SURVEYS

FILLING THE GAPS.

PARENTAL VOICES & PEOPLE TASK FORCE

WHO'S PROVIDING HOME VISITS?

WHY IS THERE A HIGH DROP-OUT RATE?

WE ARE TRAINING GROUNDS FOR THE WORK FORCE

FATHER'S CLUB PROGRAM

FATHERS ALONG FATHERS

TOXIC STRESS

SHARING DATA

- STRONG MOTIVATING FACTOR
- NEEDS TO BE SIMPLE

DATA DASHBOARDS
LAUNCH TOGETHER
LAUNCHING INTO SOCIAL & EMOTIONAL DEVELOPMENT

SAMISA OPPORTUNITIES TO FUND CHILD’S MENTAL HEALTH

LONG-TERM INVESTMENT, DESPITE GOVERNMENT & FUNDER CHANGES (M.O.U.S.)

COMMUNITIES’ NEED LONG-TERM COMMITMENTS

CAVITY-FREE AT THREE!: IMPROVE THE SYSTEM

LEARNING COMMUNITY BUILT ON PARTNERSHIPS

PUBLIC/PRIVATE PARTNERSHIPS

LEARNING FROM ONE-ANOTHER URBAN RURAL DIFFERENT COMMUNITIES

UNEARTHING BARRIERS

12 COMMUNITIES: GET INVOLVED; GET THINGS MOVING; THE MAGIC MOMENT!

BINDING CONTRACTS & M.O.U.S.

I’M NOT A LAWYER!

LEVERAGE FUNDS COMMUNITY CAPACITY

INFUSE MENTAL HEALTH INTO THE HOME, FAMILY, & SCHOOL

FULL CHILD HEALTH!

TOO MANY KIDS NOT ON TRACK THE DOWNWARD SPIRAL OF MENTAL HEALTH

NETWORK OF FUNDERS
ALIGNING PRIORITIES

Core Strategies
- Mental Health
- Behavior Health
- Screening/Assessment
- Family Strength
- Home Visits

How do we apply this nationwide?
- Be Nimble
- Be Flexible
- Identify the gaps

Screening & Assessment
- Lack of consistency
- There's a mismatch

What are we screening for?
(Sandy Hook...)

Hidden things needed to dig in
EMR's
Electronic Medical Records

Going digital helped
(Birth - 18 yrs.
Screening
Not fully reimbursed)

We need leaders in the private sector
HIPA Regulations

Screens got us into the door
We need developmental screens
"Mental Health"
Whole Health
Mental Health

Everything is based on research.

Education to primary providers about mental health.

Connecting with different populations (incl. immigrants).

Endorsements of mental health proficiency.

What does infant mental health look like?

Providers not looking like the people they help (community/ethnicity/cultural).

The missing link.

Enhanced home visitation.

Dealing with dangerous situations.

Help the nurses & social workers.

Family strengthening.

It's all culturally based!

Can be good.

Can be challenging.

More than just "play therapy".

No parents in the waiting room; get em' into the session.

The relationships are key!

Trauma! Refugee populations.
**Feedback:**

**Challenge:** What's the local goal of launch?

- Direct prevention can be part of funding (has to be written in)
- Understand partner commitment (grantees & funders)
- Promise 1,000 (Kansas City)
  - Engaging stakeholders into the conversation
  - This takes years!

**Funding$**

- Community goals
- Sustainability funding
- Mental health task force

**Service Enhance Capacity**

- Work from the inside out

**Don't recreate the wheel!**

- Infusing the mental health care into the environments!

**Find Your Champions**

- Lots of Knowledge

**Start Small, Grow Big**

- It's a process
- It's complex
- Have short & long-term goals

**Treat the providers well!**

**Identifying mental health as a major medical need**
WHAT DOES IT TAKE TO BE AN EARLY LEARNING COMMUNITY?

BUILDING BLOCKS

DICTIONARY

THE DEFINITION: ALIGNED & COORDINATED BUILDING BLOCKS

PUTTING PEOPLE IN A PLACE OF OPPORTUNITY

THRIVE, NOT "SURVIVE"

ALIGNMENT IS CRITICAL

UNIVERSAL SUPPORT

TIMELY INTERVENTION

INFORMAL SUPPORT

UNIVERSAL SCREENINGS

2008: TOO MANY SILOS (DENVER)

Lots of Agency

SHORT 'N' SWEET BOOK CLUBS

PARENT ENGAGEMENT

LEADVILLE: WORKED W/ LOCAL BUSINESSES

LEVERAGING LOCAL ASSETS FOR EARLY CHILD CARE

(SIMILAR TO DENVER CHILDREN'S MUSEUM)

PARTNER W/ PEDIATRIC DENTAL

SPECIAL ED. THRU PUBLIC SCHOOLS

STAFF SUPPORTING FAMILIES

CONTINUUM OF DEVELOPMENT

PROFESSIONAL DEVELOPMENT

PAMELA HARRIS

JANIS BURGER

CLAUDIA HARRISON

EMILY BUSTOS
POLICIES THAT SUPPORT FAMILIES

A STRONG FOCUS

TAKING POLICY TO SCALE

POLICIES GET WATERED DOWN

FLEXIBLE DOLLARS

SPIN PROGRAMS BACK INTO THE PUBLIC

SUMMER PROGRAMS FOR POOR-PERFORMING SCHOOLS

WHAT HAPPENS NEXT?

SAY NO TO EVERY POSSIBLE COMMITTEE

NEIGHBORHOOD PARTNERSHIPS

- PARKS & REC
- PLAY GROUPS

SYSTEMS WITHIN PUBLIC HEALTH

PROGRAMS WORKING TOGETHER

WORKING TOGETHER

CHILD-FRIENDLY WAITING ROOMS AT COURTS

N.F.L. "NEIGHBORHOODS FOR LEARNING" (NOT THE "NFL", BUT POPULAR VS/DADS)

FOR ALL KIDS, BUT FOCUS ON THE NEEDIEST!

LET'S DEVELOP A STRATEGIC PLAN

DIFFERENT STRATEGIES FOR DIFFERENT COMMUNITIES

NEEDED:
COORDINATED FUNDING

TAX-EXEMPT DIAPERS AS A POLICY

FRIUSTRING: WE KNOW WHAT WORKS, & IT'S NOT ENOUGH!

$
Policies Based
Around Protective Strategies & Services

It's a Journey

Posters W/ Native Language Expressions

Linus Blanket Club: Blankets for New Moms

The Power of Local Partnerships

Feedback Loop: Parental Surveys

Community Learning

Policy Often Invisible to Families

What Does Parent Engagement Look Like?

Countdown to Kindergarten

Funding

Action

People Look Like Me...

They Answer the Phone

Community Culture is Responsive

Kids & Families Are the Priority

Infrastructure

Multitiered Leadership...

Keep Them Committed

Always in Transition

Openness to Leadership

Who's the Face of Leadership?

We Need to Be Creative
How aligned are programs in the cities?

Freedom!
We needed independence to do our work!

Facilitate two-way conversations

Politically diverse... locally driven

Leadership & the culture place

Leadership is key to success
But... leadership changes!

Cultivating leaders

Make it all coherent

Where do I fit?

Community partners

Seamless resources

Transparency on policy & resources

501(c)3

How does the work become this?

So, can it

Who to call?

Questions

Resources

Measuring non-profits for early learning

Feeling out the building blocks

Magnolia place:

Tools by the door for parents

Policy measurement

Policies to boldly state!

(Like health)