

Thank you for joining! We will begin shortly.

ECLC

Early Childhood Leadership Commission

Communications Subcommittee

August 10, 2023

9:00 - 11:00 am

Google Meet



- Please remember to mute your computer or phone when not speaking ●
 - We will be recording the meeting ●
 - All materials can be found at:

www.earlychildhoodcolorado.org/early-childhood-communication-collaborative ●



Welcome, Introductions & Approve Minutes

Tom Massey, Chair

Meeting Objectives

- Approve the April 13, 2023 Meeting Minutes
- Learn about current Early Childhood Communications efforts and provide feedback
- Provide feedback on the communication plan for the refreshed *Early Childhood Colorado Framework*
- Determine next steps for the Subcommittee's work based on the new ECLC Strategic Plan
- Hear comments from the Early Childhood Community



Home Visiting Messaging Campaign

Christine Anderson, Eliot Guin, and Beth Mulligan, Annie Theodoropoulos
Amélie & Corona Insights



HOME VISITING ADVOCACY & OUTREACH

August 2023

GOAL

Inform development of key messages and creative assets to use in communications with families, site providers, and policymakers about home visiting programs.

RESEARCH PLAN



- > Four key areas to study
 - Awareness of Early Childhood Services
 - Leveraging familiarity with other early childhood services to raise awareness of home visiting
 - Building past participants into ambassadors
 - Understanding of Home Visiting Programs
 - Demystifying the experience
 - Addressing concerns
 - Promoting key benefits for participants
 - Outreach and Messaging to Families
 - Trusted messengers & referral pathways
 - Placement of messages/messengers where parents are
 - Matching messages to families
 - Outreach and Messaging to Decision Makers
 - Does HV need a rebrand (new name)
 - Promoting key benefits for communities and families
 - Situating home visiting under the early childhood umbrella

Interviews with HV Site Providers/Advocates (task force members)

DETAILS

- > One-on-one conversations by Zoom or phone
- > 8-10 interviews
- > 30-45 minutes in length

TOPICS

1. What participation looks like for a family, including how does it start and end
2. Benefits of HV programs for families and communities
3. The kinds of resources and support families receive and where else they could get similar info if not for HV
4. Approaches used to recruit families to participate (referral partners, flyers, etc.)
5. Messages used to recruit families – what is the “pitch” to a potential participant that works best
6. Messages used to engage policymakers’ interest in HV programs

DETAILS

- > Small group conversations with 4-5 parents in each group
- > Up to 4 groups
- > Held on Zoom
- > 90 minutes in length
- > In English or Spanish
- > Participants will each receive \$150

TOPICS

1. How participants learned about home visiting programs
2. What convinced them to participate
3. What participation looked like for their family, including how it started and ended, what they call the HV
4. What they found most useful about participating
5. The kinds of resources and support they received and where else they would have looked for similar info if not for HV
6. How they would describe home visit programs to other parents and encourage them to participate

DETAILS

- > Online survey, mobile-friendly
- > 10 minutes in length
- > Respondents recruited from an online panel of adults in Colorado, and screened for child age
- > 50-100 respondents (as many as possible)
- > Participants will receive a small payment in panel currency (approx. \$2-\$3)

TOPICS

1. Familiarity with home visiting programs and how awareness compares to other early childhood programs
2. Attitudes toward early childhood programs and home visiting programs
3. Understanding of who home visiting programs are for
4. What kinds of information and resources are most valuable to this audience (*use items gathered from FGs with past participants*)
5. Where else they are getting the kinds of information and resources HV programs provide
6. Messengers, places, and platforms where they would expect and be most likely to encounter messages about home visiting



Early Childhood Communications Projects from SE2

Lauren Schott, SE2

A person with a backpack is captured mid-air, jumping over a rocky ridge in a desert landscape. The scene is set against a bright sky with a sun flare in the upper left corner. The terrain is rugged with large, reddish-brown rock formations and sparse, dry vegetation. The overall mood is one of adventure and challenge.

CDEC SAFE SLEEP & EARLY CHILDHOOD TIKTOK CAMPAIGNS 2023

SE2

CHALLENGERS CREATING CHANGE

A close-up photograph of a woman with long, dark hair smiling warmly as she hugs a baby. The woman's eyes are closed in a joyful expression, and her hands are gently cradling the baby. The baby is looking towards the camera with a neutral expression. The background is a soft, out-of-focus light color. A large, semi-transparent orange circle is overlaid on the right side of the image, framing the woman and baby. The text "SAFE SLEEP" is written in white, bold, sans-serif capital letters on the left side of the image, partially overlapping the woman's hair and the orange circle.

SAFE SLEEP



CAMPAIGN OBJECTIVES

- Generate awareness of the importance of Safe Sleep practices for babies under one year
- Develop a campaign that is culturally responsive and encourages families of all backgrounds to follow the guidelines
- Drive parents and caregivers to the Safe Sleep landing page to learn more

TARGET AUDIENCE

Colorado parents and caregivers (ages 18-65) of children ages 0-2, including pregnant people and families, including:

- Rural and low-SES families
- Spanish-speaking families and caregivers of children ages 0-2
- Hard-to-reach immigrant communities

LANGUAGE: English & Spanish

GEOGRAPHY: Colorado (Statewide)



CHALLENGE

While based on scientific research, these safe sleep best practices raise cultural sensitivities. Many families, including those from Spanish-speaking and immigrant communities, choose to co-sleep with infants to soothe the child and help parents get much-needed rest. The practice is often passed along through important influencers in parents' lives such as grandmothers.

Additionally, there are financial barriers that make it difficult for families with little income to comfortably heat their homes and purchase infant specific beds and appropriate bedding.

CDEC wanted to develop a campaign that was culturally sensitive, but also reflected best practices for keeping infants safe while sleeping.

RESEARCH

SE2 conducted a discussion group of professionals who work with parents of young children, such as doulas, midwives and nurses. We also conducted a statewide survey of 400 Colorado parents of children under two.

We wanted to understand what families think and believe about safe sleep practices and what messages might compel them to adopt safe sleep practices.

The discussion group emphasized the importance of kind, nurturing, non-judgmental and compassionate messages to reinforce what health care providers say is safest.

The survey showed that parents generally understand the need for a safe sleeping environment but start to disagree when asked about specific safe sleep practices such as having infants sleep on their back and alone in a crib without toys or blankets.

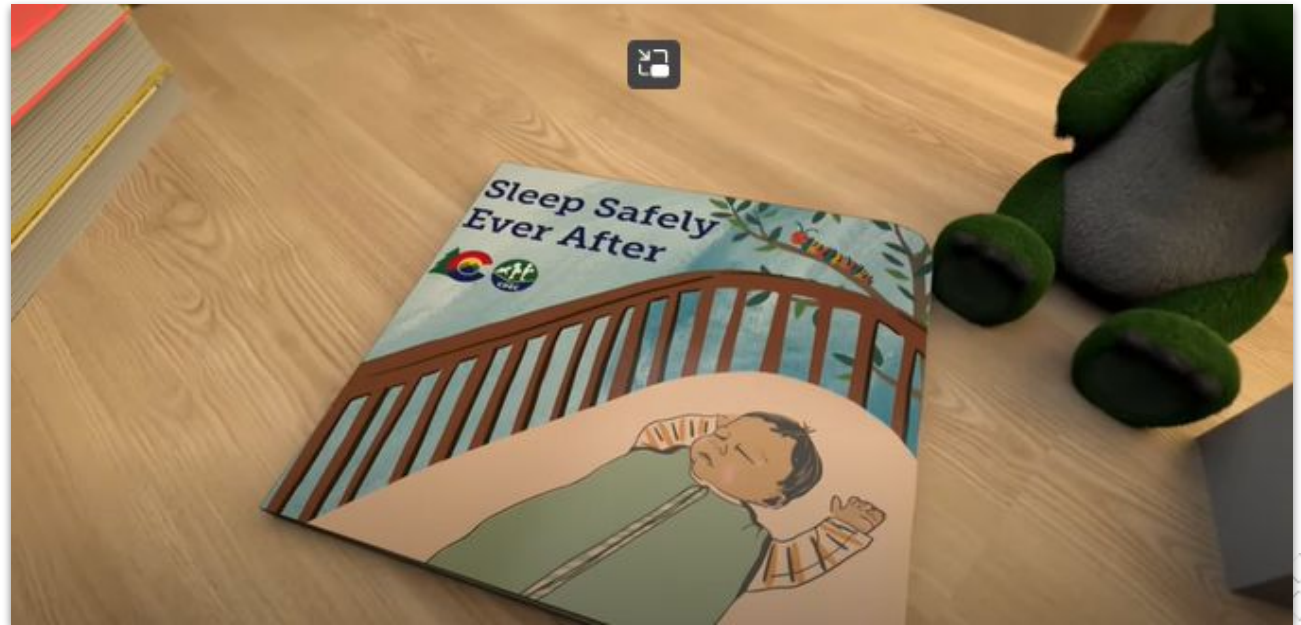
In addition to the survey and discussion group, SE2 conducted a landscape analysis of Safe Sleep campaigns across the country.

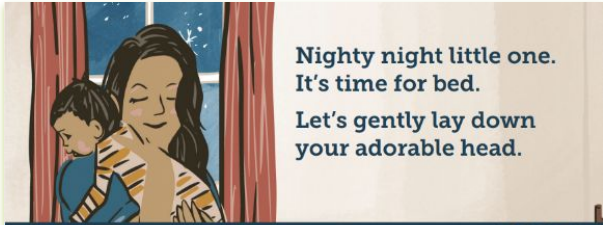


WHAT WE DID

Based on the research insights, SE2 developed a culturally sensitive and approachable campaign featuring the most accessible and comforting of all mediums: a bedtime story. We brought it to life in video, digital and printable rack card formats.

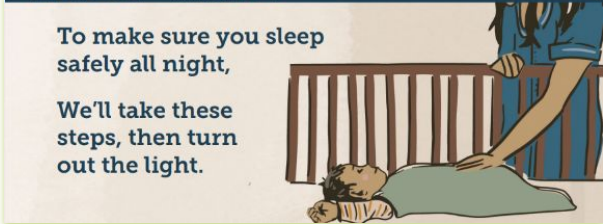
VIDEO: <https://youtu.be/Nta9k2lqe0g>





Nighty night little one.
It's time for bed.
Let's gently lay down
your adorable head.

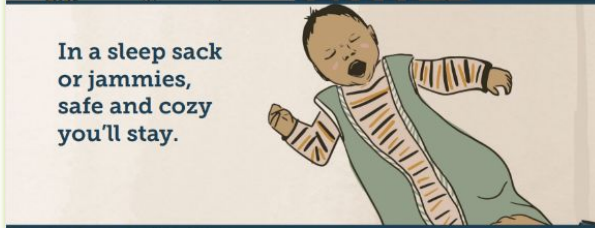
RACK CARD:



To make sure you sleep
safely all night,
We'll take these
steps, then turn
out the light.



Sleep alone on your back,
with parents nearby
In a bed for a baby, no
pillows, blankets or toys
inside.



In a sleep sack
or jammies,
safe and cozy
you'll stay.



Sweet dreams
till you wake to
greet the new day.

Help your infant sleep safely
ever after at

SafeSleepCO.org



DIGITAL ADS:



Cuando su bebé duerme seguro, usted puede descansar con tranquilidad.

Más información

 **COLORADO**
Department of Early Childhood



When your baby sleeps safely, you can rest easy.

Learn more

 **COLORADO**
Department of Early Childhood



CAMPAIGN HIGHLIGHTS:

Campaign run dates: May 8 through Sept. 15, 2023

Total buy: \$75K gross

Platforms:

- Facebook
- Search
- YouTube
- Google Display

Through mid July the campaign has accumulated over 11 million impressions, 24,000 clicks and has an average of a .22% click through rate.

Facebook and Search are the top drivers of clicks and best performing platforms to date

Creative materials will be adapted to feature other caretakers - fathers and grandparents

TIKTOK





CAMPAIGN GOAL

Give Colorado families tools and support to raise happy and healthy children, focusing on the earliest years.

KEY STRATEGY

Raise awareness of Colorado's many resources and comprehensive system of support for the state's youngest residents and their families.

TARGET AUDIENCE

Colorado parents/caregivers under age 40 with babies and toddlers (ages 0-3)

- Priority audiences include:
 - Families with lower incomes/access to fewer resources
 - BIPOC and rural residents
 - Spanish-dominant and bilingual families





OBJECTIVES

- Give parents practical tips they can put to use in support of their young children's development.
- Develop a library of new video assets that reimagines CDEC's most useful resources, like the PLAYbook, Early Learning and Development Guidelines, and the Raising Colorado Kids Guide website.
- Create engaging content that reaches younger, harder-to-reach populations that may be less likely to seek out official government sources and more likely to get and trust information from TikTok.
- Leverage the department's internal expertise or local subject matter experts to build our library of assets and establish CDEC as a trusted source.



WHAT WE DID

Based on a landscape analysis of state agencies, mommy bloggers and other early childhood influencers on TikTok, SE2 developed a series of short, live action videos covering topics like safe sleep, early childhood mental health, and learning games for babies and toddlers, in both Spanish and English.

TIKTOK CHANNEL: [cdec.colorado.gov/](https://www.tiktok.com/@co_dept_early_childhood)

VIDEOS:

- Talking to babies -
https://www.tiktok.com/@co_dept_early_childhood/video/7234413722788203818?is_from_webapp=1&sender_device=pc&web_id=7021215962729006598
- Understanding emotions -
https://www.tiktok.com/@co_dept_early_childhood/video/7226028742668307754?is_from_webapp=1&sender_device=pc&web_id=7021215962729006598
- Games for babies -
https://www.tiktok.com/@co_dept_early_childhood/video/7226027923684330795?is_from_webapp=1&sender_device=pc&web_id=7021215962729006598





CAMPAIGN STRATEGY

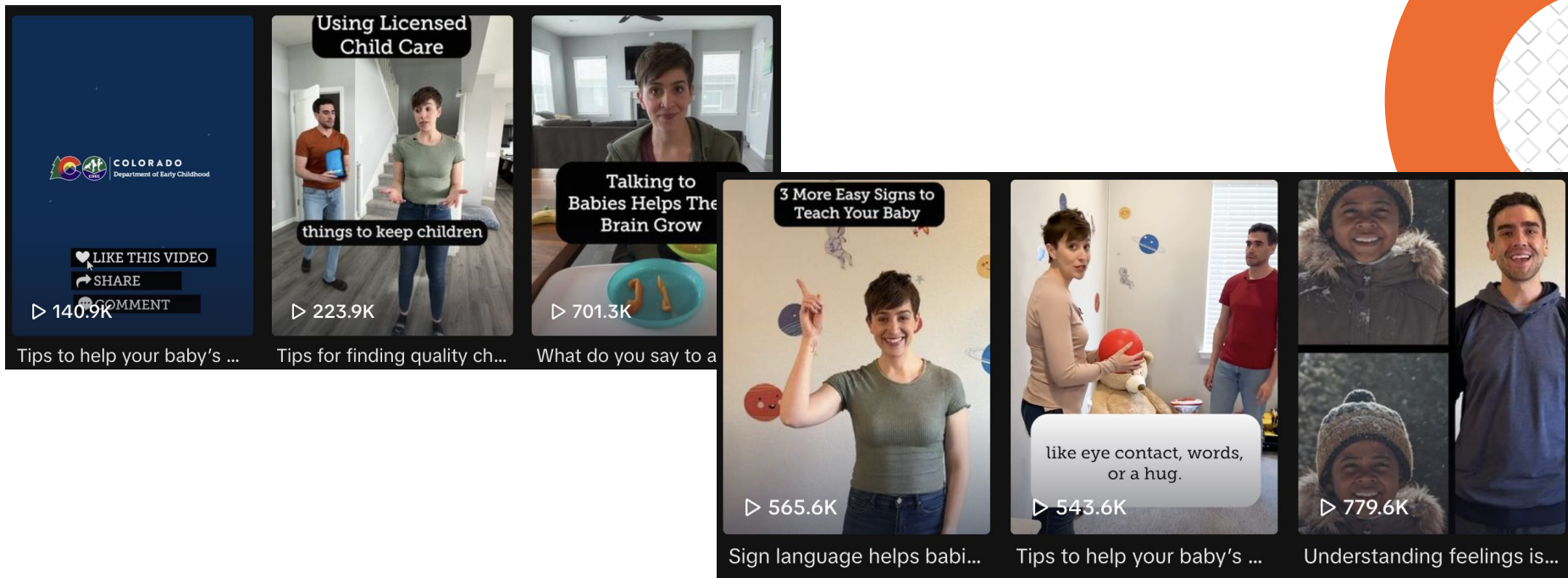
- As a TikTok business account representing a state agency, we did not prioritize gaining followers (which is very expensive on TikTok).
- Also, because TikTok users prefer to stay on the platform, click-through rates to websites are generally low. For this reason, our goal is to inspire people to watch more of our videos, rather than go to a website.
- Adjust posting/boosting strategies as needed to increase views and engagement.

CAMPAIGN HIGHLIGHTS:

co_dept_early_childhood

1256 Followers 15.7K Likes

Tips and tools for all those who care for young children.



CAMPAIGN HIGHLIGHTS:

Campaign run dates: April 24 through June 23, 2023

Total buy: \$40K gross

Platforms:

- TikTok

In just six weeks, this campaign garnered over 10MM impressions, 19K clicks and over 9MM video views.

The overall cost per one thousand impressions (CPM) came in at \$3.53; this is extremely efficient, and the success is due to optimization tactics and using both Reach and Video view targeting. Benchmarks for CPM nationwide are \$5.00.





THANK YOU

Lauren Schott, Senior Associate
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SE2

CHALLENGERS CREATING CHANGE®



Early Childhood Colorado Framework Refresh
Communications Plan
Shannon Wilson, ECLC

EARLY CHILDHOOD CO FRAMEWORK REFRESH

ECLC

Early Childhood Leadership Commission

FACILITATE A STATEWIDE
STAKEHOLDER ENGAGEMENT
PROCESS TO PROVIDE AN
**UPDATED EARLY CHILDHOOD
COLORADO FRAMEWORK**



PURPOSE AND AUDIENCE FOR THE FRAMEWORK

- **Purpose of the Framework:** To create a **shared** vision for Early Childhood in Colorado and to encourage action and conversation toward the vision that all children are valued, healthy, and thriving.
 - Includes **shared** values, definition of the Early Childhood System, and desired outcomes
- **Audience for the Framework:** Organizations, institutions, and agencies who serve young children and their families.

GROUNDING IN THE FRAMEWORK

Early Childhood Colorado Framework A SHARED VISION

For more information visit earlychildhoodframework.org
ADOPTED JULY 2008 | UPDATED JULY 2015

Core Principles

The Early Childhood Colorado Framework is based on and guided by these principles:

- Whole child and family centered
- Prenatal through age eight
- Strengths based
- Culturally relevant and responsive
- Outcomes focused
- Informed by evidence based and promising practices
- Cross-sector collaboration

Strategies for Action

- Connect and Empower Families
- Build Community Capacity
- Implement Quality Standards
- Make Data Informed Decisions
- Develop and Retain the Workforce
- Support Consumer Affordability
- Advance Sustainable Business Practices
- Encourage Public Private Approaches
- Pursue Continuous Quality Improvement
- Ensure Coordinated Services
- Promote and Share Knowledge

Fundamentals

- Strong Partnerships
- Sufficient Investments
- Sound Policy
- Robust Public Engagement
- Shared Accountability
- Effective Leadership
- Relevant Education Opportunities

Outcomes ► access, quality and equity

- Family Support & Education
- Health & Well-Being
- Learning & Development

ACCESS

- Family engagement and leadership opportunities exist within programs, schools and communities
- Services and supports promote the well-being and resiliency of parents and caregivers
- Family friendly policies and practices exist in the workplace
- Comprehensive health coverage and services are consistently utilized by pregnant women and children
- Integrated and preventive maternal and child physical, behavioral and oral health services are available
- All settings promote mental health and well-being through early identification, consultation and treatment
- Education, coaching and ongoing training exist for caregivers, teachers and other professionals
- Learning experiences and environments are high quality, developmentally appropriate and affordable

QUALITY

- Family knowledge and capacity support children's healthy development and learning
- Families advocate for high quality comprehensive services and supports that lead to future success
- All health care providers, including mental health, deliver coordinated, family focused care
- Settings and practices promote strong relationships, social and emotional development, appropriate nutrition and physical activity
- Formal and informal care environments and education practices reach the highest levels of quality
- Adults understand and support children's learning and development, including social and emotional
- All settings provide effective transitions across and within programs, schools and systems

EQUITY

- Education, employment, housing, financial and legal supports contribute to family economic security
- Families, including those with high needs, experience timely and coordinated services and supports
- Families have the ability to plan the number and timing of their children
- All environments are safe, free of toxins, have affordable foods and offer physical activity
- Children with special health, behavioral or developmental needs receive individualized services and supports
- All children are ready for school and achieving by 3rd grade regardless of ability, race, place, income, language and culture
- Children, including those with high needs, receive timely, comprehensive and affordable academic services and transition supports

all children are valued, healthy and thriving



Results

- CHILD**
Young children reach their developmental potential and are ready to succeed in school and in life
- ENVIRONMENTS**
Environments that impact children are safe, stable and supportive
- RELATIONSHIPS**
Adults are knowledgeable, responsive and interact effectively with and on behalf of children
- COLORADO**
Localities and the state attain economic and social benefits by prioritizing children and families

PROCESS AND TIMELINE

October 2022-September 2023

START

Oct 2022-Sept 2023

Through Sept 2023

Through April 2023

Jan-April 2023



May-July 2023

July-Sept 2023

September 2023

FINISH

OUTREACH AT-A-GLANCE

AS A RESULT OF SUPPORT FROM ECLC AND THE STEERING COMMITTEE...



602 PEOPLE

throughout the state provided their ideas, feedback and insights through stakeholder engagement

340
COMPLETED
THE SURVEY

256
ATTENDED
LISTENING
SESSIONS

11
PARTICIPATED
IN 1:1 CHATS

Count as of 5/21

RECOMMENDATIONS FOR UPDATES

Grounded in stakeholder engagement, literature review, and other framework gap analysis

1. Be clear around purpose and audience

Intro that defines purpose, audience, and utilization of *Framework* as roadmap

2. Highly graphic and accessible in multiple languages, formats and platforms

Emphasis on visuals, language justice, and reading level to support accessibility; creating communication tools to support learning and sharing

3. Grounding in the importance of early childhood

"Making the case" for early childhood in Colorado to set context and emphasize a shared responsibility

4. Clear, brief, consistent vision

Ground in the current vision and make clearer connections to how system components lead to the vision

5. Elevate foundational system values

Elevate equity to show how it's threaded throughout, as well as expanding upon definitions (values statements) and adding other priority values

6. Expand on core components that support the system

Expand on the "green circles" to highlight infrastructure and name the important role the community plays

7. Highlight interconnectedness and multitude of supports

Define the current domains to represent the comprehensiveness of services; adding a fourth domain (economic supports)

8. Revisit the outcomes based on current needs and priorities

Update outcomes to reflect priorities; emphasis on alignment and coordination across system; embed equity across outcomes

THE EARLY CHILDHOOD COLORADO FRAMEWORK

If WE BELIEVE



★ PRINCIPLES

Equity Driven

ALL CHILDREN SERVED



CHILD, FAMILY, AND
COMMUNITY CENTERED



HOLISTIC SERVICES
APPROACH



THRIVING, EFFECTIVE
WORKFORCE



MIXED DELIVERY SYSTEM



HIGH QUALITY
STANDARDS



INNOVATION



STREAMLINED EFFICIENCY



DATA-DRIVEN, OUTCOMES-
FOCUSED DECISIONS



ACCOUNTABILITY

And BUILD A STRONG SYSTEM



★ EARLY CHILDHOOD SYSTEM

Comprehensive services to fully support the healthy bodies and minds of children and their families.

Early care and education that nurtures children's physical, social-emotional, and intellectual growth.



Resources and networks that support families as their child's first caregiver and most important teacher.

Assistance for families to be financially stable and have all their essential needs met.

WORKFORCE

Early childhood professionals who are diverse, equitably compensated, and prepared to serve in the many settings involved in child development and education

LEADERSHIP

A strong underlying network of leaders to make timely and responsive decisions about programs and policies.

FUNDING

Abundant resources to fully meet the needs of children, families, and communities.

DATA & RESEARCH

Information to better understand the early childhood system and plan future actions that lead to improved, sustainable, and more equitable outcomes.

Collaboration

All elements working together—in local communities to the state level—toward a shared vision for all of Colorado's young children.

It WILL LEAD TO



★ OUTCOMES



Access

All children and families have access to a range of early childhood services that are culturally relevant, meet their needs and preferences, and are equitably allocated and available.



Quality

Every young child experiences a safe and nurturing environment that affirms all aspects of their identity and supports all areas of development.



Alignment

All the components of the early childhood systems are aligned and coordinated so families are able to easily identify, navigate, and receive services for their children.

The FUTURE OF COLORADO



★ VISION

**ALL
CHILDREN
ARE VALUED,
HEALTHY, AND
THRIVING**

★ RESULTS



FEATURES OF THE UPDATED FRAMEWORK

- **Introduction defining what the Framework is** (and is not) and how to navigate the expanded *Framework* as a roadmap
- **Highly visual theory of change that connects how the system components, domains, and outcomes** work in alignment and coordination towards a shared vision
- **Narrative that provides expanded context** to represent comprehensiveness of the *Framework* (*star pages*)
Vision, Values, the System, and Outcomes and Results
- **Acknowledgement and appreciation to the families, providers, and communities** that contributed to the *Framework*

COMMUNICATIONS PLAN


How can we spread the word and create engagement with the new *Framework*?

Planned Communications Efforts

- Create Framework Brochure and Posters (English and Spanish)
- Release written overview of the refresh process
- Create presentation deck and voice over
- Provide talking points to partners who will share
- Create FAQ
- Press release
- Release event
- Promote on social media, in newsletters, etc.

Discussion Questions

- What can we do to make these efforts most effective?
- What else can be done to create engagement with the *Framework*?



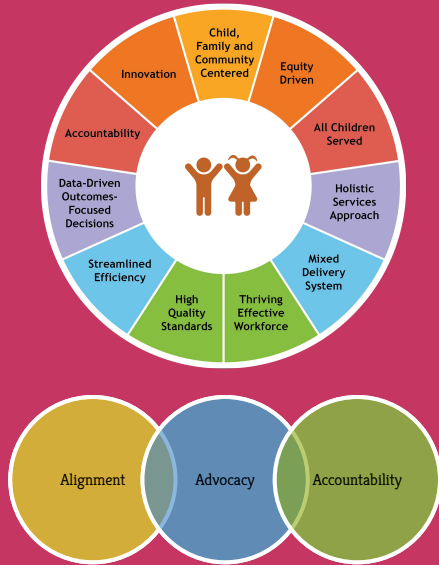
**ECLC Strategic Plan and Next Steps for the
Subcommittee
Tom Massey, Chair**

10-Year Strategic Plan

Vision: All children are valued, healthy and thriving

Guiding Principles & Functions

From its unique position as the federally authorized state advisory council on early childhood....



Strategies

...the ECLC focuses its time, energy, and resources to influence systems and policy advancements.....

- Center family experience, satisfaction, and need, ensuring responsive and accessible service delivery
 - Create a public forum to examine challenges and barriers to an equitable, comprehensive early childhood system and identify creative solutions
 - Request data needed from public and private partners to inform strategic policy recommendations
 - Develop and promote innovative policy change to strengthen Colorado's statewide mixed delivery system, increasing access to affordable, quality care
 - Monitor and provide feedback on state agency strategic plans and priorities to promote alignment, mutual reinforcement, and interagency partnerships
-
- Develop policy strategies for stronger recruitment and retention, increasing workforce diversity across all leadership levels
 - Champion strategies to enhance early childhood workforce compensation across public and private settings
 - Advocate for the public and private funding needed to fully implement Colorado's Comprehensive Early Childhood Workforce Plan
 - Regularly review workforce data to advise on new opportunities and any course corrections
-
- Advocate for and monitor progress on a multi-agency integrated early childhood data system
 - Inform and support the use of a data-driven evaluation and learning approach so state initiatives are designed with accountability measures and a plan to evaluate impact
 - Promote collaborative, interagency, multi-year fiscal planning for early childhood
 - Set the direction for fiscal policies and decisions that prioritize children and families across public and private systems

Results

...so that Colorado achieves its vision for early childhood.

- 

Colorado is successful in administering a system of comprehensive early childhood care, education, and supports so that *all families can easily identify, navigate and access services for their children.*
- 

Colorado recruits, retains, and equitably compensates a diverse and qualified early childhood workforce *that provides quality care, education, and supports to children and their families.*
- 

Colorado's early childhood system has the data needed to make evidence-based decisions and the funding resources to put best practices and plans into place, so *all communities have what is needed to best support children and families.*

Levers of Change: The ECLC aims to increase access to data, enhance financing, and inform policies by utilizing a variety of public and private resources, such as:

- Family, provider, and community voice
- Federal, state and local public investments
- State agency plans, goals and budgets
- National best practices
- State early childhood plans and roadmaps
- Private investments
- Service and program data
- Workforce data

Discussion

- Is it necessary to continue the Communications Subcommittee?
 - What is the Subcommittee's unique role given the creation of the CDEC?
 - What is the Subcommittee's role in advancing the goals of the ECLC strategic plan?
- Where/how can the Subcommittee's work be continued if the Subcommittee no longer meets?



Member Updates and Public Comment



Communications Subcommittee

Next Meeting:

October 12, 2023

9:00 - 11:00 am

