



Communications Subcommittee April 13, 2023 ~ 9:00-11:00 am

MINUTES

Meeting Objectives:

- Approve the February 9, 2023 Meeting Minutes
- Provide feedback on overlap between CPTF's norms and other initiatives across the state
- Learn about this year's Child Abuse Prevention month activities and provide feedback for next year
- Examine ways that the committee can support the following communication efforts:
 - o Universal Preschool campaign
 - o TEACH Colorado messaging and recruitment
 - o Home Visiting Messaging campaign
- Learn about current legislation related to early childhood
- Hear comments from the Early Childhood Community

Attendees: Hattie Landry, Abby Waldbaum, Andrew Keating, Princess Mack, Katie Richardson, Brittany Beath, Carrie McKee, Sandra Felix, Elizabeth Cordova, Happy Haynes, Hope Shuler, Julia Anderson, Lauren Corboy, Shelby Jones, Sheri Hannah-Ruh, Tara Stingley, Wendy Allen, Patricia Lepiani, Maria Chavez, Shannon Wilson, Kristina Heyl

Welcome, Introductions and Approve Minutes

Andrew Keating called the meeting to order at 9:01 am and asked for a motion to approve the February 9, 2023 meeting minutes. Hope Shuler motioned to approve the minutes as drafted, and the minutes were approved unanimously. Andrew announced that he will be leaving his position at Mile High United Way and stepping down as subcommittee co-chair. Kristina thanked him for his service to the committee.

Colorado Partnership for Thriving Families (CPTF) Community Norms Updates & Discussion

Hattie Landry, Illuminate Colorado, shared that the Colorado Partnership for Thriving Families is working on a project to shift community norms related to social connectedness. They developed a pilot survey to measure attitudes, behaviors, and beliefs related to community norms. They then improved that survey based on initial results and feedback from listening sessions. Findings from that work were used to create a final survey tool, which has been administered throughout the state to gather baseline data. As next steps, they will partner with three counties to disseminate the survey in order to gather localized data and then work with those communities to interpret the data and develop strategies to respond to the results in order to advance social connectedness norms. One strategy that has been created is the Colorado Connected website, which will be launched soon.

A committee member asked what tools will be used to advance connections. Hattie responded that examples include short and long form videos, posters, postcards, and digital ads; these resources will be available for anyone to use. Next, Andrew asked how the stakeholder engagement went. Hattie responded that they had high engagement at the beginning of COVID, and now they celebrate their small wins such as incorporating family voice into the pilot survey. The committee offered that Rocky Mountain PBS could help with the marketing of this initiative. Kristina offered to share out actions with the group, add information to the newsletter, or invite the program to present at upcoming meetings. A next step for committee members is to share the Colorado Connected website when it is ready. Committee members are also welcome to join the community of practice.

Child Abuse Prevention Month Activities and Feedback

Abby Waldbaum, CDEC, shared updates from the Community Based Child Abuse Prevention group, specifically around April's Child Abuse Prevention month. The efforts are focused on preventing child abuse

and strengthening and supporting families. They have created a [campaign website](#) with the theme of Building Together, Prevention in Partnership, which provides family strengthening activities and other resources. There has been an effort to align the messaging of many statewide partners to focus on preventing child abuse through family strengthening. They also held a rally at the capitol to kick off the month, including a proclamation from the Governor. The CO4Kids campaign also completed advertisements, a social media campaign, a blog, and media relations efforts. Abby asked the committee to consider how to balance the tension between discussing what abuse is and its impacts and providing family support and prevention. A consideration is to hold a second month or week to focus more specifically on family strengthening. A committee member suggested that the campaign be used in middle and high schools, along with providing education on the steps that community members can take when abuse is suspected. Abby will plan to revisit the committee before developing next year's activities.

Universal Preschool Campaign

Patricia Lepiani and Sandra Felix, The Idea Marketing, shared the work that has been done to create awareness around Universal Preschool for both families and providers. The current efforts include creative development, media efforts, and community based initiatives. They have created digital displays, videos, social media assets, paid search tools, and out-of-home advertisements in bus stops, businesses, and pediatrician's offices. They also completed community outreach efforts through community navigators and social media micro-influencers and by partnering with community organizations. Community events/pushes include delivering information at businesses, service centers, or events that families attend. They are also providing customizable toolkits for providers to use to recruit families.

The team asked committee members to share the resources and use the marketing materials with families, communities, or organizations and to connect the community navigators to community events. Andrew asked what struggles they are seeing and how they have targeted efforts for refugee and immigrant families. Patricia responded that one big concern for parents is whether their legal status impacts their eligibility. Another challenge for parents is selecting providers; they need support in how to choose a high quality program. Also, they are working with community partners and community navigators to meet refugee and immigrant populations' specific needs. Members shared that they would be willing to share the message through their organizations.

Messaging Research and Recruitment Implications with TEACH Colorado

Elizabeth Cordova, TEACH Colorado, shared that TEACH Colorado is expanding their work, which has previously focused on K-12 educators, to support entry into the Early Childhood Education profession. TEACH seeks to identify potential educators, cultivate their interest, and provide individualized advising and support to help them navigate entry into the workforce. Since launching the Early Childhood page on their website, they have had over 900 people sign up. In their current efforts, they are creating a guide outlining the pathways for becoming an early childhood educator; offering financial support including fee reimbursement, scholarships, and a sign-on bonus; and creating a recruitment guide for providers. To gather more information on the current needs, they recently completed a statewide survey and have recently re-opened the survey to target non-English speakers and potential teachers. They are currently examining the data and seeking additional responses. They are asking that the committee share the survey with their organization and provide feedback through a [Padlet](#). Andrew asked about challenges to getting responses from non-English speakers. Elizabeth explained that they are adding a Spanish language explanation of the survey and partnering with community organizations to specifically target non-English speakers.

Home Visiting Messaging Campaign

Julia Anderson, CDEC, shared that, as part of the Preschool Development Grant (PDG)-planning grant, CDEC has funds to develop a Home Visiting messaging campaign. The money will be used to execute a contract with a vendor to complete a survey on what is needed in Colorado and to create a toolkit that people can use to communicate about Home Visiting throughout the state. They are currently working on the contract

with the selected vendor. Julia will have more to share about the progress of the project at the next meeting.

Legislative Updates

Lauren Corboy, Colorado Children's Campaign, shared an update on the progress of early childhood bills in the current legislative session. HB 23-1235, Technical Modification to the Department of Early Childhood, is the technical clean-up bill for the Department and is being led by CDEC. It has passed out of the House Education committee and will be in the Senate next. SB 23-269, Universal Preschool Provider Bonuses, will create bonuses for providers of Universal Preschool. There will be three tiers for the bonuses based on specific needs, and the bonuses will range from \$700-1000. It has passed out of the Senate Education Committee and will be in Appropriations next. HB 23-1091, Childcare Contribution Tax Credit Reauthorization, passed the House Committee and will be in Appropriations this week. It is a good time to call legislators and ask for support on this bill. HB 23-1290, Proposition EE Clean-Up, will create a ballot measure in November to keep the surplus revenue from Proposition EE. The bill was introduced this week, and there will be a fact sheet that the organizations can sign soon. Polling for the ballot measure shows support so far. Lauren asked that members consider how they can support messaging about the Prop EE Clean-Up bill in the run up to the November election.

Member Updates and Public Comment

No member updates or public comment

Next Steps, Final Thoughts and Adjourn

Kristina introduced the new ECLC administrator, Shannon Wilson. She also explained that the Commission is in the process of creating a strategic plan that will guide the future work of the Commission and its subcommittees. There may be changes to the charter or organization of the committee to align with the strategic plan. Last, she reminded the committee to reach out if they need support from ECLC with their communications efforts. The meeting was adjourned at 10:47 am.

Note: Any presentation requested by the ECLC does not constitute or imply an endorsement of the product, process, service, or organization by the ECLC.

ECLC Communications Subcommittee Charge:

Work with parents, providers, and stakeholders to advance appropriate, accessible, and timely communication efforts with parents and caregivers throughout Colorado.