

# ECLC

*Early Childhood Leadership Commission*



April 26, 2018

Clayton Early Learning - Main Auditorium

3801 Martin Luther King, Jr. Blvd; Denver



Welcome



# Business Meeting

# Business Meeting

- Approve February 22, 2018 Meeting Minutes



# Department and Legislative Updates

# Legislative Updates

- Colorado Department of Human Services
  - Office of Early Childhood (Mary Anne Snyder)
- Colorado Department of Education (Melissa Colsman)
- Colorado Department of Public Health and Environment (Erin Ulric)
- Colorado Department of Health Care Policy and Financing (Tom Massey)

# Public Comment

- Each speaker may take up to five (5) minutes to make his or her comments. This time constraint may be modified by the ECLC co-Chairs.
- Any opinions, advice, statements, services, offers, or other information or content expressed or made available by stakeholders or members of the public during public comment does not constitute or imply its endorsement, recommendation, or favoring by the ECLC.

A decorative geometric pattern consisting of white-outlined triangles of various sizes, arranged in a complex, overlapping structure that resembles a stylized snowflake or a molecular lattice. This pattern is located in the top right and bottom right corners of the slide, set against a solid blue background.

# Statewide Early Childhood Prioritization and Visioning



# Statewide Early Childhood Prioritization and Visioning

## Overview of Prioritization Process

Kristina Heyl, ECLC

# Statewide Early Childhood Prioritization and Visioning

## Early Childhood History & Principles

Jennifer Stedron,  
Early Milestones Colorado



EARLY MILESTONES  
COLORADO

# **EARLY CHILDHOOD HISTORY & PRINCIPLES**

---

Early Childhood Leadership Commission

April 26, 2018

# About Early Milestones Colorado

Early Milestones Colorado is an independent organization bringing innovation to complex early childhood systems in order to make Colorado the best place to raise a child



# History of Colorado Early Childhood Efforts



## EDUCATE

Educate new  
policy makers



## ANALYZE

Provide  
analysis of  
principles &  
conditions



## SHARE

Share the  
story of  
Colorado's  
progress



## INFORM

Inform future  
priority-setting

# PROCESS

Nov.– Feb.

- Collection of source documents (over 300)
- Distillation – accomplishments, missing information

Feb. – Mar.

- 17 key informant interviews
- Development of initial draft
- 10 expert reviews

Apr. – June

- 4-6 content, framing, and communications' reviews
- Graphic design and layout
- Final product

June – Aug.

- Distribution
- Complementary Products (web resource, etc.)
- Continued sharing – presentations, meetings

# Organization

Executive Summary (2.5 pgs)

Introduction, Framing, and Major Themes (1.5 pgs)

State Systems and Leadership (4 pgs)

Access: Family Support & Ed., Health & Well-Being, Learning & Development (4.5 pgs)

Quality: Family Support & Ed., Health & Well-Being, Learning & Development (5 pgs)

Lessons Learned and Policy Considerations (2.5 pgs)



EQUITY WOVEN THROUGHOUT



---

THE  
CHILD  
AND  
FAMILY IS  
CENTRAL



---

COLLECTI  
VE AND  
SUSTAINE  
D VISION



---

COLORADO  
CONTEXT  
DRIVES

- The Who
- The What



# Policy Considerations: Consider Context

## Child & Family

Child and Family needs aren't siloed: funding streams are  
Equity is not just good policy; it is essential for outcomes

## Relationships

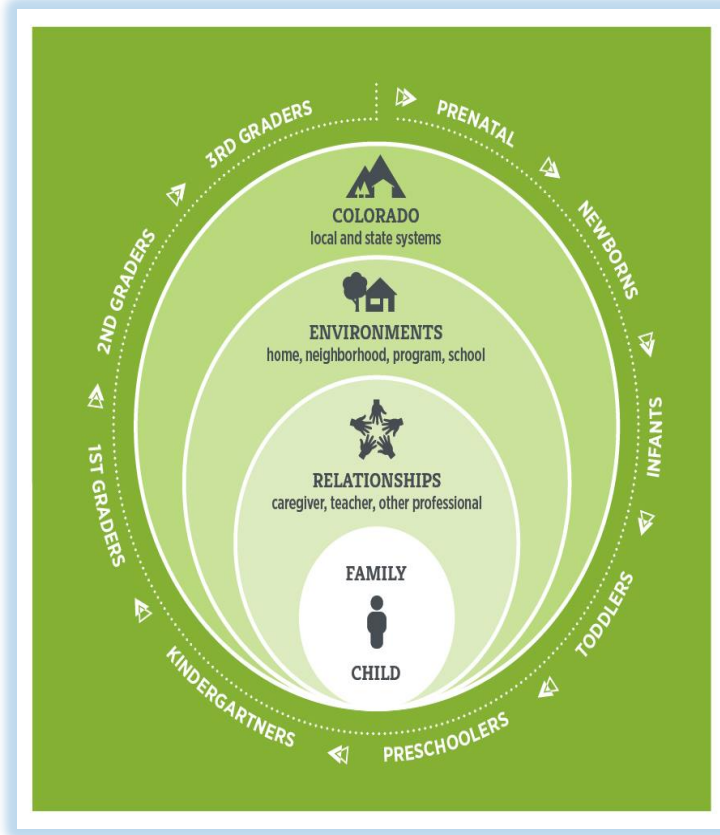
A myriad of caregivers & professionals interact  
with children

## Environments

A multi-sector, mixed delivery system  
Broad stakeholder input is critical  
Different segments are needed to inform  
*sustainable* change  
Gaps between service cost and affordability  
Address access and quality together

## Local & State Systems

A system of systems  
Role of intermediaries  
Role of foundations  
Language to broaden engagement



# THANK YOU



EARLYMILESTONE  
S.ORG

720-639-  
9000

JSTEDRON@EARLYMILEST  
ONES.ORG

# Statewide Early Childhood Prioritization and Visioning

## Early Childhood Policy Strategies for Colorado

Christina Walker, Clayton Early Learning

Sarah Barnes, Colorado Children's Campaign

Bill Jaeger, Colorado Children's Campaign

# Statewide Early Childhood Prioritization and Visioning

Strategic Communications for Policy  
Change: Trends in Public Opinion and  
Messaging on Early Childhood Issues

Kathy Bonk & Andrea Camp



## Early Childhood Leadership Commission

April 26, 2018

Remarks by Kathy Bonk and  
Andrea Camp

WHAT'S IN A WORD  
CONCEPTS  
VALUES  
FRAMES  
MESSAGES

THE FRAMING  
CHALLENGE  
& LEVELS OF THINKING

If the frame  
doesn't fit the  
facts, people  
usually will  
reject the  
facts, not the  
frame.

# ECONOMIC DEVELOPMENT



FCQNQMIC DFVFIQRMFNT



# Levels of Thinking

**Level One:** Values & Big Ideals: economic security, family, responsibility, respect, safety, fairness, opportunity, health, education,

**Level Two:** Issue, Initiatives & Movements: child care and early learning, mental health, child welfare, education reform ---- 2Gen

**Level Three:** Specific proposals: evidence-based learning, 4(e) entitlement, differential response, automatic data-sharing/interoperability across agencies and counties, CCCAP, HIPPY, BEL, CO-PEP

*(As developed by George Lakoff for the Frameworks Institute)*



# Open the Right Door

- Advocates and public agencies too often operate at level three.
- But the public and policymakers are usually at level one.
  - » Can we open the conversation at level one?
  - » What frame or door should we open to get the conversation started down a path that produces support for our policies—even in the face of opposition?
- Prime the conversation with the right level focusing on one to three ideas.

WORDS MATTER

Child Care  
Early Learning  
Early Education

~

Children  
Families

~

Community  
Government

CONCEPTS MATTER

”Helping People  
Help Themselves”

~

”Better to Teach a  
Person to Fish  
than Give Them a  
Fish”

# RECENT RESEARCH FINDINGS ON FAMILY POLICIES

VOTERS ACROSS ALL DEMOGRAPHICS STRONGLY EMBRACE AND SHARE  
**FOUR VALUES**  
WHICH SHAPE THEIR VIEWS ON FAMILY POLICIES

- Caring for those who cannot care for themselves, especially children and the elderly
- Accepting responsibility for individual decisions and actions
- Hard work and discipline
- Equal opportunity for all

## FIVE BROAD PRINCIPLES GUIDE VOTERS' VIEWS ON FAMILY POLICY

- Children need safe and healthy learning environments.
- All working families should have paid leave so that they can be there when it matters most, whether it is for personal sick leave, the birth of a child or illness of a spouse, partner or parent.
- Every parent should have access to quality child care and early learning for their children based on a sliding income scale;
- Any program that funds child care, early learning services or paid leave should ensure accountability in the system to prevent against fraud and abuse.
- Policies should give workers and their families a variety of options to best fit their needs so that they can help and support themselves.

•



## VIEWS BY PARENTS

- Parents believe that they have had to **sacrifice key moments of their children's lives** in order to make a living and support their families.
- They lament having to constantly sacrifice their family for work, and some mentioned taking lower paying jobs or reduced hours **in order to be more available to their families.**
- Both mothers and fathers dream about their children's futures in aspirational and optimistic terms. They want to support their kids and for them to lead better lives than they did by being happy, independent, healthy, and connected to family.
- Tapping into this hopefulness is a way to overcome cynicism and engage people

Findings from a 2016 LRP poll/focus groups for Ascend at the Aspen Institute and a LRP 2014 poll/focus groups for Make it Work

# “SMALL CHILDREN ARE LIKE SPONGES”

IN OTHER WORK THE COMMUNITY HAS DONE DONE, PARENTS ARE AWARE OF THE IMPORTANCE OF BIRTH THROUGH AGE 5, AND HAVE HEARD THAT 90% OF BRAIN DEVELOPMENT OCCURS DURING THIS WINDOW.

“That like **90% of what we learn in our lifetime is in the ages of zero to five**...Like 90% of what we are going to actually utilize like mentally, like a lot of us.” – Parents, Dallas

“I heard that it is the most important part, like the **brain develops the most from zero to three**.” – Parents, Oakland

“**Children at that age develop their brain much faster, it is the way they capture things easier.** We as adults learn something now at a slow pace. **Small children are like sponges** because they are little but they can.” – Latinos, Oakland

# Focus Group Findings

Respondents volunteered that any discussions about a child care plan needs to talk about being:

- Flexible
- Affordable
- Available and Inclusive to all
- Safe
- Sustainable and Consistent
- Providing Employer Incentives
- Having Educational Components



# CHILD CARE

Participants in all groups said that plans should make child care **affordable** for *all* families.

A **sliding scale** and monthly payments were very popular and convey affordability and accessibility to all.

Tax credits at the end of the year were much less popular. Many said: “this is not how today’s families budget their money and doesn’t help in meeting day-to-day expenses.”



## SUPPORT FOR 2GEN



A 2016 election-eve Ascend- Aspen Institute poll found 76%, a majority of both Democratic and Republican voters, agreed that if we want to make sure that children in families with low incomes are successful in their early learning, then we have to also invest in their parent's economic well-being.

TWO GENERATIONS.  ONE FUTURE.

# EFFECTIVE MESSAGING AND LANGUAGE

- Focusing on core values is most effective.
  - People want parents to be able to access affordable and quality childcare and early education.
  - People are less enthusiastic when economic concerns are brought up.
- Core values to focus on:
  - Family comes first.
  - Stability for families; stability for children.



AND FINALLY  
FOCUS ON THE END  
RESULTS NOT THE MEANS

PREPARED FOR  
*EARLY CHILDHOOD LEADERSHIP*  
*COMMISSION*  
*FOR COLORADO*

Kathy Bonk, Executive Director

Andrea Camp, Senior Consultant, Early Education Research  
Project Coordinator

CCMC, Communications Consortium Media Center

1300 I Street NW – Washington, DC – 20005

202.326.6767 [kbonk@ccmc.org](mailto:kbonk@ccmc.org) [andreacamp@comcast.com](mailto:andreacamp@comcast.com)



# Statewide Early Childhood Prioritization and Visioning

## Principles & Guidelines for Prioritization Work

Kristina Heyl, ECLC

# Statewide Early Childhood Prioritization and Visioning

## Next Steps:

- Read Final Reports
- Share additional resources
- Reach out to your communities



# Co-Chair Final Thoughts

# Next Meeting: June 28, 2018

Health Care Policy & Financing, 11<sup>th</sup> Floor  
303 E. 17<sup>th</sup> Avenue; Denver



# ECLC

*Early Childhood Leadership Commission*



**Thursday, April 26, 2018**

**9:30 am – 12:30 pm**

**Clayton Early Learning – Main Auditorium**

**3801 Martin Luther King Jr. Blvd; Denver, CO**

**<https://global.gotomeeting.com/join/724832693>**

**Join the Conference Call: 515-739-1223 Code: 690666#**

---

Meeting Objectives:

- Approve meeting minutes from February 22, 2018
  - Discuss Department & Legislative Updates
  - Learn from Early Childhood experts to help inform the Commission's future prioritization work
  - Hear from the Early Childhood community during Public Comment
- 

- 9:30 – 9:35am** Welcome & Business Meeting (Barbara Grogan)
- **ACTION:** Approval of February 22, 2018 Meeting Minutes
- 9:35 – 10:00am** Department & Legislative Updates (Barbara Grogan)
- Colorado Department of Human Services
    - Office of Early Childhood Updates (Mary Anne Snyder)
  - Colorado Department of Education (Melissa Colsman)
  - Colorado Department of Public Health and Environment (Erin Ulric)
  - Colorado Department of Health Care Policy and Financing (Tom Massey)
- 10:00 – 10:10am** Public Comment (Barbara Grogan)

**Statewide Early Childhood Prioritization and Visioning  
Education and Framing**

- 10:10 – 10:25am** Overview of Prioritization Process (Kristina Heyl)
- 10:25 – 10:55am** **Early Childhood History & Principles**  
Early Milestones Colorado
- 10:55 – 11:25am** **Early Childhood Policy Strategies for Colorado**  
Colorado Children's Campaign & Clayton Early Learning
- 11:25 – 12:10pm** **Strategic Communications for Policy Change: Trends in Public Opinion and Messaging on Early Childhood Issues**  
Kathy Bonk and Andrea Camp

**12:10 – 12:25pm** Principles & Guidelines for Prioritization Work (Kristina Heyl)

**12:25 – 12:30pm** Co-Chairs' Final Thoughts and Adjourn (Barbara Grogan)

---

*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 Meetings:**

The next **ECLC Meeting** will be held on June 28, 2018 at Health Care Policy & Financing (HCPF), 11<sup>th</sup> Floor Conference Room: 303 East 17<sup>th</sup> Avenue, Denver, CO.

**For information about future meeting dates, times and locations, visit [www.earlychildhoodcolorado.org](http://www.earlychildhoodcolorado.org).**



## MINUTES

Thursday, February 22, 2018

9:30 am – 12:30 pm

HCPF: 303 East 17th Avenue, Denver, CO

11th Floor Conference Room

<https://global.gotomeeting.com/join/724832693>

Join the Conference Call: 515-739-1223 Code: 690666#

---

### Meeting Objectives:

- Approve meeting minutes from December 14, 2017
- Discuss Early Childhood Legislative Updates
- Consult with the Office of Early Childhood on the Child Care Development Fund State Plan
- Learn about Two Generation Home Visiting Grant Opportunity
- Hear from the Early Childhood community during Public Comment

---

Attendees: Barbara Grogan, Jeanne McQueeney (by phone), Cindy Schulz, Anna Jo Haynes, Jeff Kuhr, Melissa Colman, George Welsh, Gerri Gomez Howard, Erin Ulric, Heather Craiglow, Charlotte Brantley, Kristina Heyl and Dalia Milford

### Welcome:

Barbara Grogan welcomed everyone. After introductions they reviewed the December 14, 2017 Meeting Minutes, which were unanimously approved.

### Legislative Updates:

*Colorado Department of Human Services, Office of Early Childhood Updates:* Mary Anne Snyder shared that the Early Childhood & School Readiness Legislative Commission (ECSRLC) was running a number of bills that would impact the OEC, such as a Substitute Placement Agency bill, Alignment of Colorado Shines Programs and Eligibility bill, ECARE Eligibility for Kindergarten matched to CPP Eligibility and one to Reauthorize the ECSRLC for 5 years. Several early childhood items were included in the Governor's proposed budget: Community-based providers to receive a 1% increase, \$340 rise in per pupil funding for districts, \$11M for HB17-1003 Teacher Shortages Strategic Plan strategies, \$1 million called out specifically for early care and education and Incredible Years funding that would serve an additional 2,000 families.

*Colorado Department of Education:* Melissa Colman shared that they are working on implementation of Senate Bill 17-103 which requires an early childhood needs assessment be completed for schools on improvement plans. There is no set template; however there are specific needs that must be addressed within the assessment. The Program Quality and Alignment Subcommittee will brainstorm how they can help facilitate alignment and community supports for these schools at their next meeting.

*Colorado Department of Health Care Policy and Financing:* Tom Massey stated that CHIP+ has been reauthorized. The Commission voted to send thank you letters to the Colorado federal representatives for their role in the reauthorization.

*Other Early Childhood Legislative Updates:* Bill Jaeger, Colorado Children's Campaign shared a number of bills currently being considered by the Colorado Legislature.

Business Meeting:

Early Childhood Statewide Vision and Priorities (Kristina Heyl)

Kristina shared a draft document with the Commission members that outlined the process the Commission will undertake in order to develop early childhood priorities that will help inform incoming state leadership (Governor, Cabinet members and new legislators). The group talked about how important it will be to have a unified message supporting the advancements in early childhood and laying out a path of short-term and long-term opportunities to continue building services for children and families.

Child Care Development Fund Plan – Consultation with State Advisory Council: Stacey Kennedy, Erin Mewhinney, Brett Reeder and Kathi Wagoner)

The Office of Early Childhood is required to regularly submit a Child Care Development Fund Plan in order to continue to receive federal funds which support many programs operated through OEC and partners across the state. Stacey, Erin, Brett and Kathi shared the plan for engaging stakeholders to ensure feedback is included in the current draft plan. The Commission suggested that they work with the ECLC Subcommittees to dive into the various parts of the plan and then share major changes or areas of concern with the full Commission at a future meeting.

Public Comment:

No public comment.

New Business:

Pregnant and Parenting Teens and Youth Grant: (Julie Becker)

Julie Becker gave an overview of the work the Maternal Infant and Early Childhood Home Visiting (MIECHV) Innovation Grant has impacted in the San Luis Valley. She stated the Nursing Home Visiting unit would now like to apply for the Pregnant and Parenting Teens and Youth Grant so they can implement similar services in Pueblo County. They have already met with a variety of partners in the area and wanted to share with the Commission that they plan to apply.

ECLC Subcommittee Updates:

*Data Subcommittee:* Charlotte Brantley informed the ECLC the Subcommittee has met twice this year. They are currently reviewing criteria for determining what data sets and reports should be posted on the *Framework* website.

*Communications Subcommittee:* Elsa Holguin stated the Subcommittee reconvened for the first time on February 15, 2018. The group had discussed priorities within the categories of Noise Reduction, Quality, and Engagement. At the next meeting they plan to dive deeper into actionable ways to address those priority areas.

*Program Quality and Alignment Subcommittee:* The Subcommittee has taken time to assess the successes in early childhood alignment as well as identify areas for improvements. They will use the next few meetings to prioritize the work for the Subcommittee to address in furthering alignment of services and supports.

*Early Childhood Colorado Framework Website:* Letty Bass and Kristina Heyl demonstrated the new *Framework* Website. It will be going live in the next month and will be shared at the Rocky Mountain Early Childhood Conference.



Co-Chairs' Final Thoughts:

The meeting was adjourned at 12:30pm

---

*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 Meetings:**

The next **ECLC Meeting** will be held on April 26, 2018 at Clayton Early Learning - 3801 Martin Luther King Blvd Jr., Denver, CO

**For information about future meeting dates, times and locations, visit [www.earlychildhoodcolorado.org](http://www.earlychildhoodcolorado.org).**

# EarlyChildhoodMentalHealthCO.org

## Tools for professionals to support children's social-emotional development

Mental health can be a sensitive topic, but it's important to talk about. That's because everyone has mental health - even babies - and the foundation for lifelong mental health is set in the early years.

Designed for professionals, this webpage provides information to help everyone working with young children understand how to nurture a child's mental health by supporting their social-emotional development.

### Webpage Features

- **Videos:** Six short, educational videos build professionals' knowledge of social-emotional development and early childhood mental health.
- **Print Materials:** Professionals can download customizable brochures for families to help parents and caregivers support social-emotional development for children from birth to age 8.
- **Communication Tools:** Everyone can download ready-to-use social media content, posters, a fact sheet for policymakers, and other materials to communicate with parents and others about social-emotional development.
- **Messages:** Key messages deepen professionals' understanding of social-emotional development and support more effective conversations with families. The messages feature information from the Shared Message Bank, the Early Learning & Development Guidelines, ZERO TO THREE, the Center on the Developing Child at Harvard University among other sources.
- **Early Childhood Mental Health Specialists/Consultants:** Information on accessing free and confidential supports for children's social-emotional development.



### Colorado Project LAUNCH

This webpage was developed through a Project LAUNCH (Linking Actions for Unmet Needs in Children's Health) grant from the federal Substance Abuse Mental Health Service Administration (SAMHSA). The Colorado Project LAUNCH (COPL) team included the Colorado Department of Human Services in partnership with the Colorado Department of Public Health and Environment and the Early Childhood Partnership of Adams County.

Project LAUNCH strives to improve coordination and collaboration across the systems that serve young children and their families; provide greater access to high-quality care and evidence-based programs; and raise awareness and increase knowledge about young child wellness through public education and workforce development activities.

## Colorado Statewide Early Childhood Vision

Colorado has made significant strides in the quality, access, and equity in early childhood supports and services across the *Early Childhood Colorado Framework (Framework)* domains of Family Support and Education, Health and Well-being, and Learning and Development. Representatives from all of these areas across Colorado will begin a multi-faceted effort to document major milestones, understand current and future opportunities to improve quality, access and equity, and prioritize the short- and long-term actions and investments to help guide future efforts to advance outcomes for Colorado children and families.

**Early Milestones Colorado** will develop a comprehensive history concerning the evolution of early childhood efforts across the Framework domains in Colorado. The main outcomes of this project will be to:

- Educate new policy makers concerning current and past progress;
- Help inform future priority-setting for those new to the field, including local and state administrators;
- Provide additional analysis of principles and conditions to be considered to help guide next steps; and
- Share the story of Colorado's progress and accomplishments with national stakeholders.

Colorado organizations the **Colorado Children's Campaign** and **Clayton Early Learning** will convene thought leaders, solicit input from community voices and practitioners, and review the best evidence of what works for young children to develop a menu of policy opportunities and strategies Colorado could utilize to advance outcomes for kids and families. They have formed a cross-sector policy vision advisory board to guide and inform the policy opportunities and investments and are engaged in community feedback collection and policy analysis that will result in:

- A comprehensive platform of policy opportunities and investments that include measures of unmet need, equity impacts, and cost considerations for various policy strategies;
- A product that will be searchable and includes policy opportunities with measurable outcomes, data and community insights; and
- Increased capacity, diversity, and volume of voices to advance a shared policy agenda.

The **Early Childhood Leadership Commission**, Colorado's state advisory council on early childhood, will build on the history and platform of policy opportunities and investments described above, along with engagement with additional stakeholders, to prioritize the issues most in need of policy advancement and investments to support kids and families as Colorado transitions to new state leadership. The ECLC will:

- Reflect upon the areas where policy advancements are most needed in Colorado and draft an initial prioritized early childhood vision;
- Gather feedback from stakeholders by asking Commissioners to engage with their communities, developing a questionnaire to stakeholders based on the draft prioritized statewide vision, and facilitating several listening sessions throughout the state; and
- Develop and share a prioritized shared vision for early childhood in Colorado.

The goal of this work is to summarize and prioritize a set of opportunities, policies, and investments that the collective early childhood community will use to advance efforts to ensure that all children across Colorado are healthy, valued and thriving.



## **ECLC PROCESS: STATEWIDE EARLY CHILDHOOD PRIORITIES**

**PURPOSE:** The Early Childhood Leadership Commission is undertaking a process to summarize, prioritize and communicate the top early childhood priority areas - guided by the *Early Childhood Colorado Framework* - that the collective early childhood community will use to advance efforts to ensure that all children across Colorado are healthy, valued and thriving. This work builds upon efforts from other early childhood organizations in order to develop a shared and aligned agenda.

The end result will be a prioritized list of topic areas, strategies and opportunities for investment, educational and advocacy purposes as Colorado transitions leadership at the state and local levels.

This process will recognize the comprehensive scope of policies and investments needed to advance the *Framework* outcomes in and across early childhood systems, while considering current opportunities at local, state and national levels.

### **PROCESS FOR PRIORITIZATION FOR ECLC:**

Education → Principles → ECLC Prioritization → Communication & Implementation Plan

Education:

- History and Principles of Early Childhood (Early Milestones Colorado)
- Policy Alternatives (Clayton Early Learning & Colorado Children's Campaign)
- Messaging and Framing (Kathy Bonk and Andrea Camp, Communications Consortium Media Center)

Principles:

- Determine shared principles and method for prioritization
  - Examples: Statewide need; political opportunities; investments; equity/inequity; etc.

ECLC Prioritization:

- The ECLC will use the 21 comprehensive "briefs" categories from the Policy Alternatives Report to identify the top few (2-4) areas for early childhood advancement.
- This will include a spectrum of policy and investment opportunities within each of the identified areas, as well as data resources and gaps.

Communication & Implementation Plan:

- With support from state and federal communication experts, develop a communication and implementation plan around the early childhood priorities.

### **TIMELINE:**

April:	Education Presentations + Determine Principles – <i>April 26 ECLC Meeting</i>
May/June:	Small ECLC Group Draft Prioritization/Prep Work
June:	Facilitated Prioritization – <i>June 28 ECLC Afternoon Retreat</i>
July/August:	Develop Communication/Implementation Plan
August:	Final Prioritization and Communication/Implementation Plan – <i>Presented at ECLC Meeting on August 23, 2018</i>