



**Thursday, May 14, 2015**

**9:00 am – 12:00 pm**

**HCPF: 303 East 17th Avenue (17th Avenue and Grant Street),  
11th floor Conference Room, Denver**

**Meeting Objectives:**

- Approve the meeting minutes from March 12 and the Young Child Wellness Council as a sub-committee of the Program Quality and Alignment Committee
  - Present and solicit feedback on the draft *Early Childhood Colorado Framework* which the ECLC will vote to approve during the ECLC meeting on July 9
  - Present the parent awareness and engagement research and provide input on the communication strategies
  - Provide an update on the stakeholder engagement process to inform OEC priority investments
  - Hear from the early childhood community during public comment
  - Present an overview of the 2015 legislative session
- 

**8:45 - 9:00**     Arrival, Coffee

**9:00 – 9:05**     Welcome (*Anna Jo Haynes*)

**9:05 – 9:10**     Business Meeting (*Anna Jo Haynes*)

- Approval of minutes from March 12, 2015
- Approval of Young Child Wellness Council as a sub-committee of the Program Quality and Alignment Committee

**9:10-10:10**     Draft 2015 *Early Childhood Colorado Framework* (*Jodi Hardin*)

**10:10-11:10**     Parent Awareness and Communication Strategies (*Andrea Streff and Stacy Lewis*)

**11:10-11:25**     Stakeholder Engagement to Inform OEC Investments (*Yvette Wikstrom*)

**11:25-11:45**     Public Comment (*Barb Grogan*)

**11:45-11:55**     Legislative Update (*Bill Jaeger*)

**11:55-12:00**     Co-Chairs' Final Thoughts and Adjourn (*Barb Grogan*)

---

The next **ECLC meeting** will be held on **Thursday, July 9 from 1-4 pm at the University of Denver**,  
Morgridge College of Education at 1999 E Evans Ave, Katherine A. Ruffatto Hall, Denver, CO 80208

Please visit the ECLC webpage for current information: (remember to refresh your browser)

<http://www.coloradoofficeofearlychildhood.com/#early-childhood-leadership-commission/c24hv>



## **Approved Meeting Minutes**

Thursday, March 12, 2015

9:00 am – 12:00 pm

University of Colorado, School of Public Affairs

1380 Lawrence St, 2<sup>nd</sup> Floor Terrace Room, Denver, CO 80204

### *Commissioners in Attendance:*

Co-chairs Barb Grogan and Anna Jo Haynes, Lt. Governor Joe Garcia, Anne Anderson, Letty Bass, Charlotte Brantley, Melissa Colsman, Sheila Groneman, Elsa Holguin, Tom Massey, Anna Robinson, Cindy Schulz, Mary Anne Snyder, Susan Steele, and Karen Trierweiler.

### *Commissioners Excused:*

Andres Chaparro, Doug Clements, Charlotte Ciano, Thomas Davidson, Richard Garcia, Pat Hammil, Dee Martinez, and Amy Wineland.

### *I. Welcome*

Commission Co-chair Lt. Governor Garcia called the meeting to order and welcomed guests. He thanked Paul Teske, Dean of the School of Public Affairs at CU Denver for providing the meeting space, and Anne Anderson and the Walton Family Foundation for sponsoring the ECLC meeting breakfast. Dean Teske thanked the group for attending the meeting and expressed his and the School of Public Affairs continued interest and dedication to early childhood research.

Anna Robinson was introduced. Ms. Robinson will serve on the commission as the parent representative. Ms. Robinson grew up in Mexico, is the mother of two, and is very excited to be part of a group that cares so much about Colorado's children.

### *II. Business Meeting*

Commission Co-chair Haynes conducted the business meeting.

#### *Approval of Minutes*

Commissioners reviewed the minutes from the January 8, 2015 meeting. The Commission approved the minutes (opposed: 0, abstained: 0).

Co-Chair Haynes thanked the group for their electronic input on the 2015 Work Plan. There was a high response rate and great input throughout the process and the work plan has been approved. Work will continue on the Policy Focus. Committee reports were not on the agenda for this meeting, but committees should be communicating with each other and should continue the work they are doing and plan to report back to the Commission at the May meeting.

### *III. Early Childhood Colorado Framework Update*

Karen Trierweiler and Letty Bass, Co-chairs of the Framework Steering Committee provided an update to the Commission including:

1. Survey has been sent out to get baseline data on the use of the framework and ideas.
2. First draft of the framework to release in early April, 2015 after the Framework Steering Committee reviews research collected, provides guidance on revisions, and endorses the draft.
3. Peak Creative will be doing graphic design due to the interest in having a higher level graphic. The new design will create balance between the visual and written information.
4. The Stakeholder Engagement meetings will occur in April and May. A variety of meetings in multiple regions are scheduled to engage the early childhood community and garner feedback on the framework. Information gathered during these events will help to inform the final draft of the framework.
5. ECLC members are encouraged to use their knowledge of the framework as well as the PowerPoint from this meeting when out engaging with the community, and to urge other stakeholder groups to complete the final survey.
6. The initial contribution from the Office of Early Childhood for the framework refresh was not sufficient to cover all of the costs. However, thanks to Rose Community Foundation, Buell Foundation, Chambers Family Fund, and Marsico Institute for Early Learning and Literacy for additional contributions to the framework refresh.
7. A communication dissemination plan will be developed in May and June that will encourage participation from partners in early learning, health, mental health, and family support and parent education.

#### *IV. Legislative Update*

Bill Jaeger, Vice President, Early Childhood Initiatives, Colorado Children's Campaign provided an update of 2015 bills and budget items related to early childhood. Handout was provided.

1. HB 15-1317 (Garnett/Johnston): Pay for Success Financing – Bill will open a pathway to allow contracts to be written so philanthropic dollars may be used in programming. The bill will likely be introduced the week of 3/16/2015. Work has been done to address concerns prior to introduction and to ensure bipartisanship. Currently there is no republican co-sponsor; however some are close to sponsoring. This bill should not have a fiscal note unless the Office of State Planning and Budget feel they need FTE to oversee and implement.
2. HB 15-1024 (Pettersen & McCann/Kefalas & Todd): Increase Colorado Preschool Program (CPP) slots – This bill passed out in partisan fashion and is currently awaiting appropriations. Preschool expansion has been seen over the last two legislative sessions and this bill probably faces long odds.
3. HB 15-1194 (Becker/Coram/TBD): Continuing the Long Acting Reversible Contraceptive (LARC) Program for Teen Pregnancy Prevention – This bill passed out in first committee in partisan fashion and is currently awaiting appropriations. The bill must still make it through the Senate, however the Joint Budget Committee voted to set aside \$5 million needed to implement the bill which is a good sign that this bill may pass.
4. HB 15-1001 (Pettersen & Garnett/Todd): Early Childhood Educator Development Scholarship statutory alignment – The bill is currently in appropriations. It is a statutory alignment. The alignment should not be associated with cost.
5. HB 15-1111 (McCann/TBD): Maternal Mortality Prevention Act – Bill has passed the House. This legislation is trying to codify the process where new moms die in the first year by identifying the causes of death and gaining a better understanding of their social and emotional health.
6. SB 15-012 (Kefalas & Marble, Todd/Pettersen): Child support pass-through for TANF clients – This bill has made it through the first two committees of reference and is currently sitting in

appropriations. A fiscal note will be necessary to back fill lost revenue and technology changes so that our benefits system will allow these payments to pass through. This bill will help to engage non-custodial parents by allowing their child support payments to go directly to the custodial parent.

7. HB 15-XXXX (Winter & Salazar/ Ulibarri) FAMILI Act – This legislation would make Colorado the 4<sup>th</sup> state to have a program like this. Although, this bill probably doesn't have good prospects when getting to the house.
8. SB 15-033 (Kerr): Retain TABOR excess and gradually increase to full day kindergarten by 2021 – This bill died because it would have required referring a measure to voters to request that the state be able to keep surplus revenue above the cap imposed by TABOR.
9. HB 15-1020 (Wilson): Fund full day kindergarten – 10 to 1 vote in support of the policy question about full day Kindergarten.
10. SB 15-070 (Lundberg/Joshi): Eliminating child care licensing requirements – This bill died in first committee in bipartisan way. There was a great turn out from many stakeholders in opposition of this bill.
11. Standards and Assessments Changes: School Readiness Assessment – The 1202 Task Force has made thoughtful recommendations to streamline two initiatives and lessen the administrative burden of assessments. A draft bill has been written based on the recommendations of the task force and has bipartisan support.
12. Budget Items
  - Child Care Assistance Program – Underwent an overhaul last year with HB 14-1317. Some provisions of the bill are in the implementation phase. The Governor has requested \$88,376,361 and the Joint Budget Committee recommended an even larger investment of \$90,536,026 which includes a provider rate increase.
  - Micro Loans to Increase Access to Child Care – This program would pay itself back over several years. The request was denied at the Joint Budget Committee hearing. The Department has issued a comeback request.
  - Improve health, safety, and quality of Family, Friend, and Neighbor Care – A grant program was proposed. The Joint Budget Committee is recommending funding at 50%.
  - School Finance Act funding increase – School groups are requesting more funding than what the Governor's budget has allotted this act.

#### V. *Office of Early Childhood Updates*

Mary Anne Snyder, Office Director, Office of Early Childhood, provided an update to the Commission including:

1. The office is working on the alignment of CCDF investments through determining priorities and developing a plan to sustain efforts.
2. The OEC is committed to parent awareness and engagement so that all families are exposed to developmentally appropriate information and resources that support their child's growth and learning. The office believes it is important to explore a comprehensive approach that encourages alignment among entities and creates unified messaging; develops public and private partnerships to leverage resources and provide an opportunity to scale parent awareness efforts; and builds off the Early Learning Developmental Guidelines that were developed under the leadership of the ECLC. The office is considering a research phase to better understand parent awareness and engagement efforts currently underway through conducting a scan of the current landscape to learn more about efforts across the state,

conducting a gap analysis to determine what is available, considering what entities should lead the effort with an emphasis on partnership, and developing recommendations for next steps.

3. The office had a Wildly Important Goal (WIG) to increase by 11% the number of children receiving higher quality care by June, 2015. Thanks to the hard work of the QRIS team, the WIG was achieved early with 1000 more children enrolled in high quality settings.
4. The Child Care Quality Initiatives Unit completed the 2014 Annual Performance Report required of all Race to the Top Early Learning Challenge Grantee states. The report highlighted programmatic advances in the implementation of the Colorado Shines Quality Rating and Improvement System, along with budget, data, governance and stakeholder involvement information.
5. Colorado Shines conducted three kick-off training sessions in February. These trainings were very well received, and as a result of their success, applications to participate in the new rating system have doubled.
6. The Maternal, Infant, and Early Childhood Home Visiting (MIECHV) program received \$9.9 million in federal funds to further expand evidence-based home visiting programs in the ten MIECHV-funded counties. The funds will also be used to develop additional training and professional development opportunities for home visitors and to increase their capacity to assist families experiencing mental health challenges.

#### VI. *Child Care and Development Fund (CCDF) Reauthorization and Priority Investments*

Tamara Schmidt, CCCAP Administrator and Oxana Golden, CCCAP Consultant provided an overview of the CCDF Reauthorization, the purpose of CCDF, and the key features of the reauthorization. Please refer to the PowerPoint for more details. The reauthorization now requires that state advisory councils be involved in the overall development of the State Plan, therefore, input from the ECLC is necessary. The commission's input is also required in the development and implementation of the Market Rate Survey.

Stacey Kennedy, Director, Race to the Top-Early Learning Challenge Grant provided a breakdown of the CCDF Reauthorization budget and spending requirements. Please refer to the PowerPoint for more details. The dollar amount Colorado will receive is still unknown, but hopefully there will be an increase. The allocation method will undergo a formal review to prevent underspending.

Exercise: The Commission was asked to break up into groups to discuss quality investment priorities, which was facilitated by Yvette Wikstrom with Government Performance Solutions.

1. If you could bring three services to scale, what would they be?
  - Bring support to teachers and providers through a program like Pyramid Plus.
  - Support and grow the capacity of early childhood councils.
  - Consumer and parent education on quality and why it is important.
  - Focus investment on infants, toddlers, and early level guidelines.
  - Training and development.
  - Ensure the tiered and quality rating system is fully developed.
2. How do we improve the state to local service delivery system to become more efficient, effective and elegant?
  - Fully support early childhood councils, as they are information and training conduits and a critical link to bring services into communities.
  - Improve connections to local government.

- Improve allocations.
  - Develop a better understanding of the functions of family resource centers and integrate them into the system.
  - Continue to get feedback from stakeholders on what has been working, what challenges there are, what good data do we have on our previous use of this money, and what roll councils should play in the future?
  - Get data and feedback on PDIS, QRIS, and framework implementations by the end of the calendar year so this group can use that data to better inform the State Plan.
3. How should we target finite resources?
- Target high need children (homeless, low-income, infant/toddler).
  - Ensure that licensing rules reflect quality initiatives.
  - Create incentives to reward quality.
  - Ensure best practices are shared throughout the state.
  - Spend quality funds on other areas besides child care licensing.

*VII. Public Comment*

There were no public comments.

*VIII. Co-Chairs' Final Thoughts and Adjourn*

Adjourned – 3:50 P.M.



## ***Early Childhood Colorado Framework Update: Frequently Asked Questions***

---

***Why update the Framework?*** The Early Childhood Colorado Framework (Framework) was developed in 2008 as a resource and guide for comprehensive early childhood systems work in Colorado. Over 20 logic models, strategic plans and blueprints that had previously been developed by a wide range of Colorado early childhood initiatives served as building blocks for the information included in the overarching Framework. *Seven years later, new research, state investments and initiatives in early childhood have inspired leaders to refresh this valuable tool to reflect the current Colorado context and progress.*

***What is the process?*** The Framework Update process reflects a commitment to openness and transparency.

1. *Identify* the Early Childhood Leadership Commission as the steward of the project and appoint a Framework Steering Committee representing expertise across domains
2. *Research* the latest state and national models to inform our work
3. *Revise* to reflect expertise from the Framework Steering Committee members and current efforts in Colorado
4. *Collect* input from stakeholders across the state including local early childhood councils, lawmakers, early childhood coalitions and partnerships and state agencies
5. *Endorse* and disseminate the updated Framework to stakeholders across the state

***What sectors are represented on Framework Steering Committee?*** Experts in the field were appointed by the Early Childhood Leadership Commission (ECLC) to guide and advise the Framework Update. They represent:

- |                                              |                                      |
|----------------------------------------------|--------------------------------------|
| ✓ <b>Early learning</b>                      | ✓ <b>K-12 education</b>              |
| ✓ <b>Family support and parent education</b> | ✓ <b>Professional development</b>    |
| ✓ <b>Social, emotional and mental health</b> | ✓ <b>Special education</b>           |
| ✓ <b>Health</b>                              | ✓ <b>Philanthropy</b>                |
| ✓ <b>Home visitation</b>                     | ✓ <b>State agencies</b>              |
| ✓ <b>Prenatal to age 3</b>                   | ✓ <b>Coalitions and partnerships</b> |
|                                              | ✓ <b>Research and advocacy</b>       |

### ***Members include:***

Anna Jo Haynes (ECLC) Ayelet Talmi (Denver Health), Bill Jaeger (Colorado Children's Campaign), Cindy Schulz (Cydney and Tom Marsico Family Foundation), Elaine Grossman (Valley Settlement Project), Emily Bustos (Denver Early Childhood Council), Gina Robinson (Colorado Department of Health Care Policy and Finance), Jennifer Landrum (Denver Preschool Program, Karen Trierweiler (Colorado Department of Public Health and Environment), Kathryn Harris (Qualistar Colorado), Letty Bass (Chambers Family Fund), Mark Kling (Family Resource Center Association), Mary Martin (Colorado Department of Human Services, Pamela Harris (Mile High Montessori), Penny Dell (Colorado Department of Education), Sarah Davidon (University of Colorado, JFK Partners), Sheila Groneman (Head Start State Collaboration), Sondra Ranum (Colorado Department of Education), and Dr. Steve Vogler (Denver Health)

### *What is the timeline?*

<i>Project Timeline (2015)</i>	
January	ECLC commits to lead the project, appoints a steering committee, and contracts with consultants
February - March	Conduct Research: first survey, focus groups and literature review
March	Revise Framework content and visual design
April – May	Vet Draft: Collect input via regional and metro area stakeholder meetings, state and national expert review, and a second survey
June	Review input from the field and incorporate final edits
July	Final Version: endorse and statewide dissemination

### *What is the intent of the Framework Update?*

- Communicate **unifying vision** for comprehensive early childhood system in a **1-page document**
- Allow partners to **see themselves**, where they contribute, and opportunities for alignment
- Recognize the needs of the **whole child** within the **context of the family, larger environment**
- Highlight the important role, responsibility and expertise of each **system sector** AND demonstrate **interconnectedness**
- Mobilize collective action to achieve shared vision

### *What has changed?*

- Represents prenatal through age 8
- Broader, more inclusive language
- Increased integration of system sectors
- Illustrates child development in the context of relationships and environment
- Increased use of icons and slightly updated color scheme
- Renaming of some Framework elements

### *Where can I find more information?*

For a schedule of upcoming stakeholder events, access to the final survey link which will be live from May 14 through May 26, and more information, visit

<http://www.coloradoofficeofearlychildhood.com/#!/framework-update/c22og> or email [frameworkupdate@state.co.us](mailto:frameworkupdate@state.co.us)

This project was made possible by the generous support received from the Chambers Family Fund, Cydney and Tom Marsico Family Foundation, Rose Community Foundation, Temple Hoyne Buell Foundation, Colorado Department of Public Health and Environment, and the Colorado Department of Human Services Office of Early Childhood.





**COLORADO**  
Office of Early Childhood  
Department of Human Services



# Communications Initiatives Data & Analysis



**ELEMENTIVE**  
MARKETING SOLUTIONS

**Andrea Streff**

May 14, 2015

Elementive Marketing Solutions

# Research Overview

---

# Survey Respondents

**94** survey respondents

**63** of the 94 completed the survey

**32** reported that they lead a coalition

**29** reported they have or are planning a communication campaign

---

# Interviewees

- **30** people representing **16** organizations or initiatives in the Denver-metro and Ft. Collins regions
- **Sectors represented in the interviews include:**
  - Early learning
  - Family support & parent education
  - Social, emotional & mental health
  - Health
  - Home visitation
  - Prenatal to age 3
  - K-12 education
  - Professional development
  - State agencies
  - Coalitions & partnerships



# Online Review

- **38** websites were reviewed, representing organizations throughout the state of Colorado
- **Online review included:**
  - Website presence
  - Search engine performance
  - Social media performance
  - Competitive landscape review



# Key Themes

---



# There are many exciting awareness and caregiver campaigns currently happening in Colorado.

“There are a lot of great things happening in Colorado and there is a real opportunity to build on the great work already underway.”

“There are an infinite number of brands and initiatives that already exist doing great work that you don’t want to harm in this process.”

---

# Survey Respondents

Aims Community College, Early Childhood Education  
Baby Bear Hugs  
Berthoud Community Library District  
Bright Beginnings (DBA Bright by Three)  
Bright Futures  
Broomfield Early Childhood Council  
Child Care Innovations, Red Rocks Community College  
Children First/Pueblo Early Childhood Council/Public  
Awareness and Engagement Workgroup  
City of Boulder Family Services  
Clayton Early Learning  
Colorado Association for the Education of Young  
Children  
Colorado Children's Campaign  
Colorado Early Education Network  
Colorado Lions Kid Sight Program  
Colorado Parent & Child Foundation  
Connections 4 Kids  
CSU ECC  
Denver Preschool Program

Douglas County Early Childhood Council  
Earlier is Easier  
Early Childhood Council of Larimer County  
Elbert County Early Childhood Council  
Estes Valley Investment in Childhood Success  
Family Learning Center  
First United Methodist Coop Preschool  
Grand Beginnings  
Healthy Learning Paths  
Huerfano-Las Animas Counties Early Childhood Advisory  
Council  
Hunger Free Colorado  
Kids' Campus  
LCD  
Lehman Disability Planning, LLC  
Mesa County Partnership for Children and Families  
Morgan County Family Center  
Northeast Colorado Child Care Resource and Referral

---



# Survey Respondents

Parent to Parent of Colorado  
Poudre School District Early Childhood Education  
Promises For Children, Weld County's Early Childhood Council  
Pueblo City Schools  
Pueblo County DSS  
Qualistar Colorado  
Rocky Mountain Early Childhood Council  
Rocky Mountain Parents As Teachers  
Rocky Mountain PBS  
Rocky Mountain SER Head Start  
Spanish Peaks Behavioral Health Center  
Spring Creek School  
The Civic Canopy/The Early Childhood Partnership  
The Early Childhood Partnership of Adams County  
The Gardens on Spring Creek  
The Goddard School

The Victorian Nursery  
Thompson Valley Preschool, Inc.  
Touchstone Health Partners  
Weld RE3J Preschool  
Work Options for Women

# Programs, Campaigns and Initiatives

**Bold**=Organizations or initiatives that have or are planning a parent/caregiver awareness campaign.

## **1-800-Children/1-800-Las-Familas**

3rd Grade Reading Action Team

Ages and Stages

## **All Kids Covered Colorado**

Annual Children's Resource Fair

Annual Early Childhood Resource Guide

## **Baby Bear Hugs**

## **Be Ready**

## **Best Start for Babies/Toddlers**

## **Bright By Three**

## **Bright Futures**

## **Calm a Crying Baby Campaign**

## **Cavity Free at Three**

CCCAP Collaborative

CCR&R

## **Chaffee County Early Childhood Council**

## **Child abuse prevention month**

CHIP Works Colorado Advisory Council

Climb Higher Coalition

CO9to25

Colorado Afterschool Partnership

Colorado Kids HEAL Coalition

Colorado Lions Kids Sight Program

## **Colorado Shines**

CPP Advisory Board

## **Denver Preschool Program**

## **Denver Public Library**

## **Earlier is Easier**

Early Childhood Colorado Partnership

## **Early Childhood Council Leadership Alliance**

Early Childhood Summit

ECE Directors' Roundtable

Education Commissioner's Literacy Workgroup

Education Leadership Council

## **Elbert County Early Childhood Council**

# Programs, Campaigns and Initiatives

EPIC CEO Roundtable

EQIT

Essentials for Childhood

**Family Engagement Action Team**

**Family Friend and Neighbor Care Learning Community**

**Family Learning Center**

FFN Providers Advancing School Outcomes

**First 1,000 Days**

**First United Methodist Coop Preschool**

**Got Kids Road Map**

**Grand Beginnings**

Health Integration Action Team

Healthier Colorado

Healthy Child Care Colorado

**Healthy Learning Paths**

Help Me Grow

HIPPY

Hispanic Chamber Policy Committee

Home Visitation Collaboration

**Huerfano-Las Animas Counties Early Childhood Advisory Council**

Hunger Free Colorado

Kindergarten Readiness Action Team

Library Story Time(s)

Meeting Milestones Initiative

**Mesa County Partnership for Children and Families**

**Morgan County Family Center**

My Success Start with RMSE Head Start

**Northeast Colorado Child Care Resource and Referral**

Nurse Family Partnership

Nurturing Parenting

**Parent to Parent of Colorado**

Parents as Teachers

Partners for a Healthy Baby

Positive Solutions for Families (in Spanish)

**Poudre School District Early Childhood Education**

Pyramid Leadership/Infant and Early Childhood Mental Health

**Qualistar Colorado**

Reach Out and Read

Ready! For Kindergarten

Related Depression Action Team

---

# Programs, Campaigns and Initiatives

**Rocky Mountain Early Childhood Council**

**Rocky Mountain PBS**

**Rocky Mountain SER Head Start**

**Safe Sleep Campaign**

**Safe Care Colorado**

School Readiness Task Force

Parents Interacting with Infants class

SHARE Network

**Smart Choices, Safe Kids**

**Spring Creek School**

**Teller/Park Early Childhood Council**

**The Early Childhood Partnership of Adams County**

**The Gardens on Spring Creek**

**Touchstone Health Partners**

Weld County's Early Childhood Council

**Weld RE3J Preschool**

Young Child Wellness Council Project LAUNCH



# There are certain topic areas that get a lot of promotion, while there are others that do not.

“It is important to get advice on where there is noise and how to address that with specific recommendations.”

“There isn’t a shortage of messages; it is more about how they fit together and then identifying where there are gaps.”

“There is an opportunity and need to raise broad awareness about the importance of early childhood.”

---



# Primary Messages (Survey)

Early childhood development

Early literacy

Health

School readiness

Mental health

Access to family supports

Safety

Preschool access

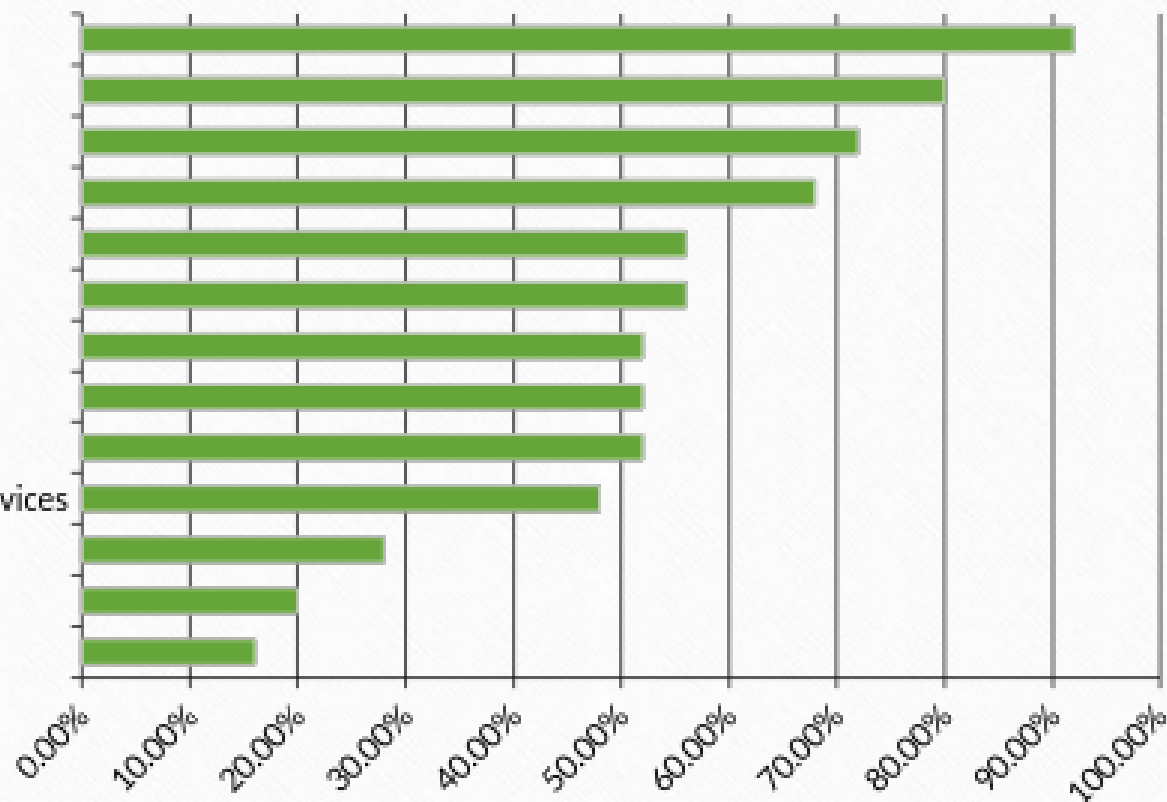
Child care

Parent/caregiver training and support services

Family, friend and neighbor support

Policy/advocacy

Other (please explain)



# Primary Messages (Interview)

Category 1: The importance of parents (guardians/caregivers) in a child's life

- Importance of families in a child's education
- Positive parenting, early adversity and toxic stress prevention
- Parents are a child's first and best teacher



# Primary Messages (Interview)

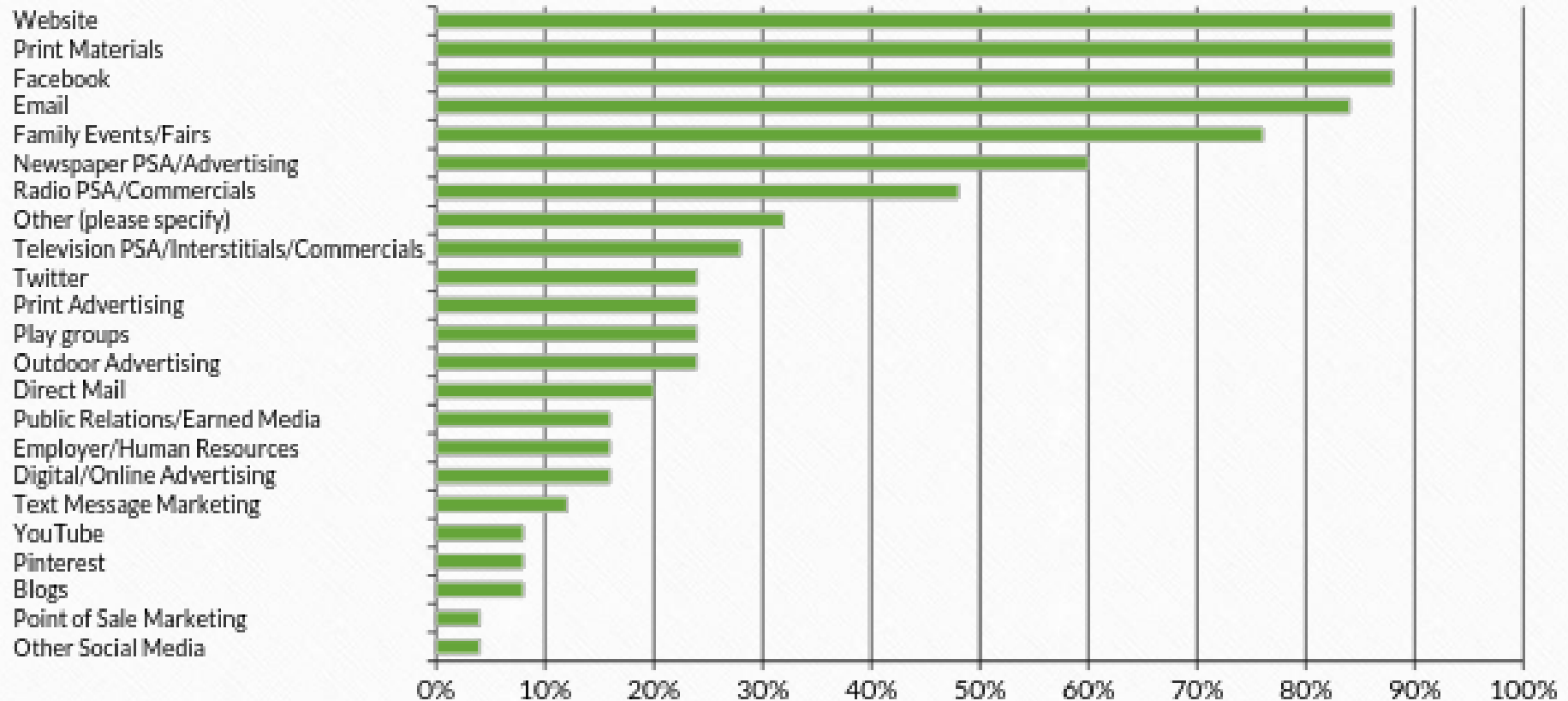
## Category 2: The importance of the early years in a child's life

- The importance of the early years, early education and brain development
- Conception (and before) to 3rd grade is a critical time period in a child's life
- Health and safety of young children
- Connecting families with local resources, tools and services





# Communications Campaigns Tactics



**There are areas of Colorado where there are a high saturation of messages going out. There are areas where there aren't as many.**

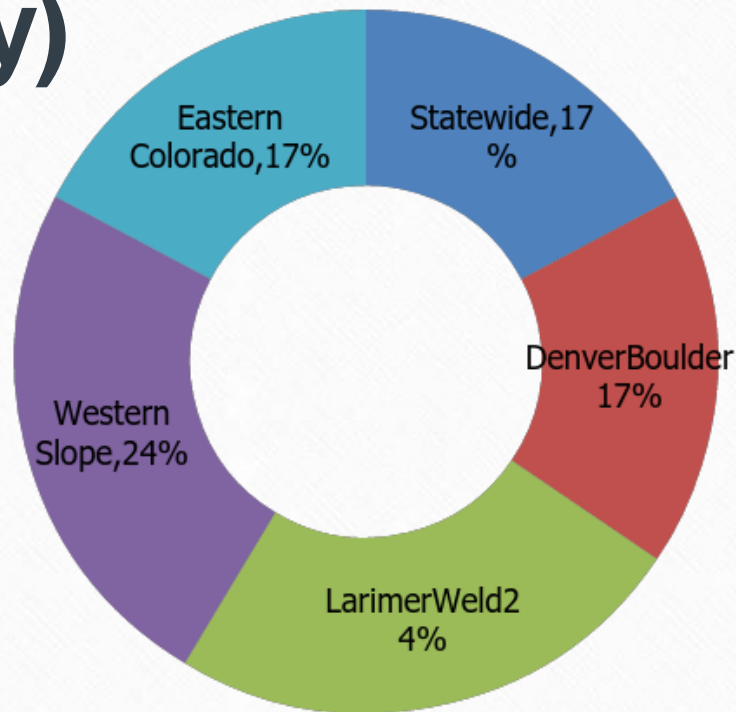
“There has been a void in Colorado for the last 10 years regarding Statewide messages and information about early childhood so a lot of organizations helped fill that gap in their local communities by creating local campaigns.”

“Currently, there is no Statewide campaign to really promote all the programs and services for families and children in Colorado. No unifying message to bring awareness to everything happening in all the domains of the early childhood framework.”

---

# Areas Served: Communications Campaigns (Survey)

- The Western Slope and Larimer/Weld accounted for the most campaigns reported
- No respondents from Pueblo indicated they had a communications campaign
  - We learned, for example, that the Pueblo Early Childhood Council supported the release of the Early Learning and Development Guidelines with targeted outreach tactics



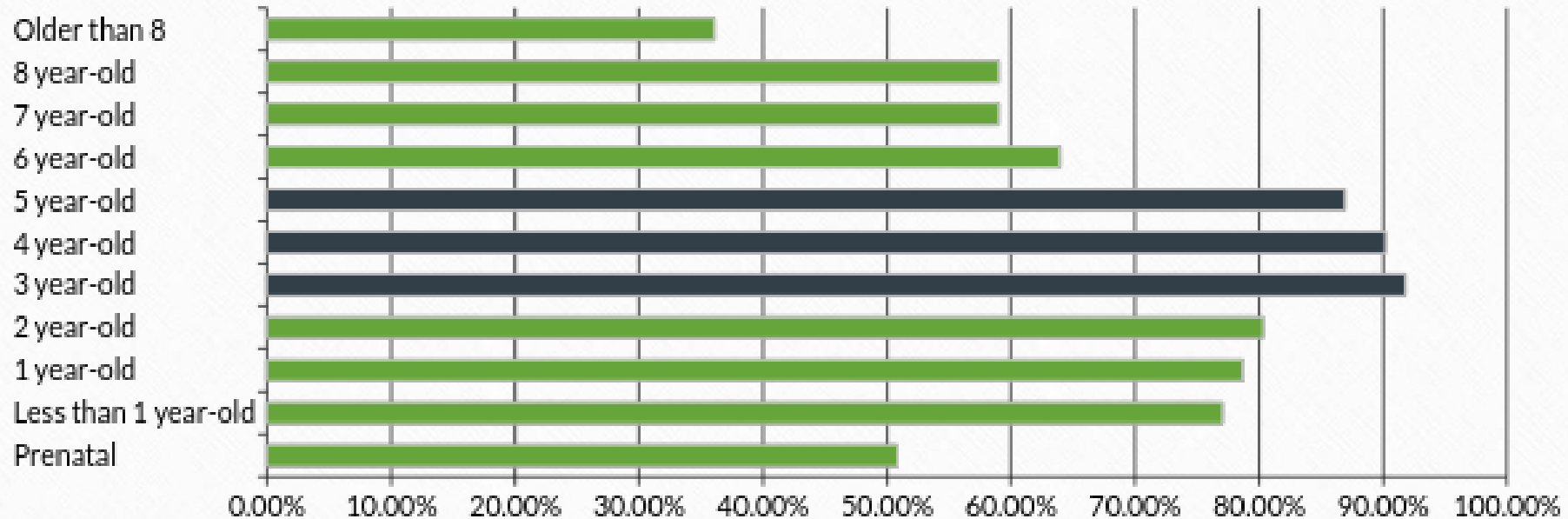
# Primary Target Audiences (Interviews)



- Parents (a variety of niche audiences with children prenatal to 8)
- Family, Friend and Neighbor caregivers
- Early childhood partners and organizations
- Child care professionals, programs and teachers



# Ages of Children Served (Survey)



- The majority of organizations surveyed and interviewed serve **3, 4, and 5 year olds**

**There is little measurement currently in place to determine how well these efforts are collectively impacting young children and their families in Colorado.**

“Measuring and ensuring behavior change are on-going challenges.”

“We need to understand and know what to measure to demonstrate that our efforts are making a difference not just for our programs, but for Colorado.”

---



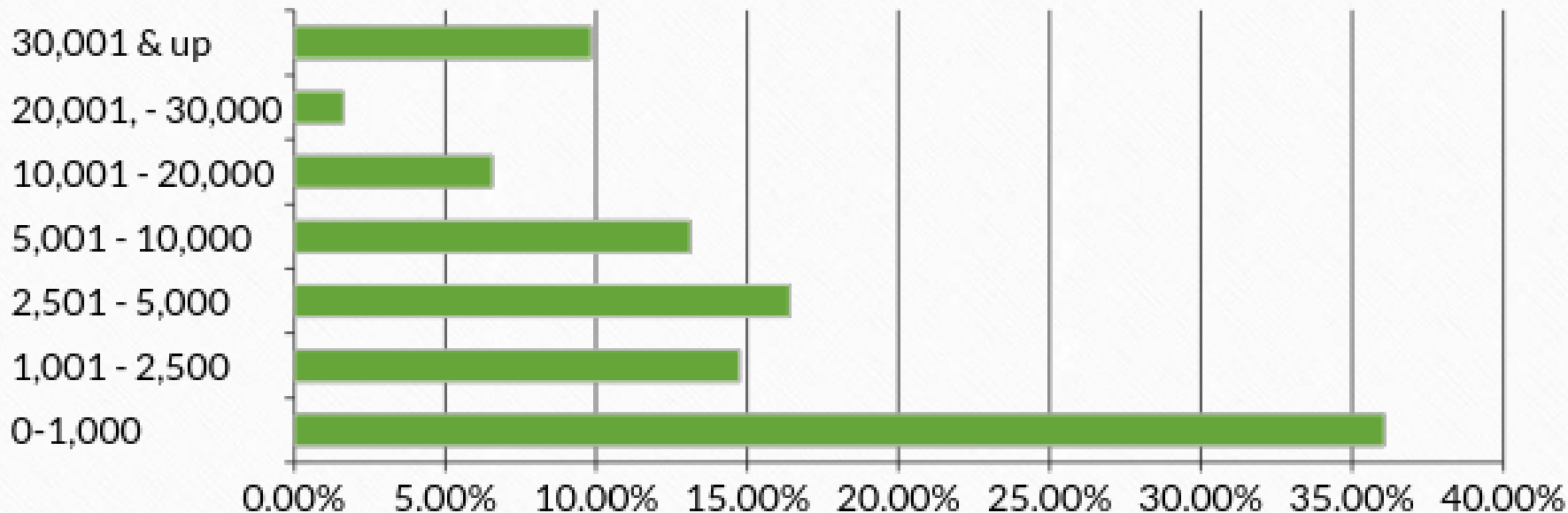
# Sample Measurements

- Website Analytics
- Email Analytics
- Program participation
- Pre-and-post surveys for families
- Social media engagement, likes, followers and reach



# Reach (Survey)

**87%** of respondents reach under 10,000 children. However, **10%** reach over 30,000. (2013 Young Child Population (Under 5) **335,185**)





# Online Performance

- Most organizations have a website, though many of those websites do not rank for terms parents are searching for
- Several organizations surveyed are on social media, though most have lower follower counts and limited engagement
- Opportunities exist to reach more parents online



**There is interest in a Statewide collaborative effort to raise awareness that doesn't reinvent the wheel, is inclusive and builds on and supports existing initiatives and programs.**

“A collaborative process should be considered versus a top-down approach. There is opportunity for the State to also support existing local initiatives in addition to a large air campaign or statewide message.”

“There needs to be collective ownership, not any one organization can do it alone. It can be a State supported effort, but shouldn't be a State driven campaign. It is good that the State is going through this process to learn about other initiatives going on.”

“In a coordinated campaign it will be important to figure out how partners are working together in each space, protecting everyone's brands and making sure that the right connections are made. In every community, there are side-by-side opportunities for collaboration.”

---

# Collaborative effort continued...

“Anything done going forward will be stronger as a collective effort and not branded as any one organization.”

“The State and the ECLC have important roles to play in this effort and others going on around Colorado. Find ways to champion, harness and use policy and leadership levers to make the importance of early childhood and all the work happening loud and clear to everyone in Colorado.”

“Messages can be common, but implementation has to be locally driven because each community is so different and so too are their parents, their needs and their make-up.”

“There is a desire for leadership in this space. We are hopeful that someone will take the reins and convene all this and build a collaborative effort.”

“For any effort, the State can and should provide good direction, but the effort should be led by an outside organization who has more flexibility to do things that the State may not be able to so that the work can move forward.”

---

# What, if any, statewide messages would support your efforts?

- **The important role parents play in their child's development** with simple messages to encourage parents to take part in their child's development, like talking to your child
  - **Positive parenting** messages
  - **Raise broad awareness about the importance of early childhood** and shared messaging to support local delivery
-

# What, if any, statewide messages would support your efforts?

- A simple, short core message about **investing in the early years**, why is it important and why everyone should care about it whether you have young children or not
  - Messages that communicate **“We all need help sometimes, it is safe to ask”**
  - **Health, education, economic** and **well-being** messages
  - **Early brain development** messages
-

# Examples of Additional Needs

- Funding for a variety of purposes.
  - Understanding the different ways that people get information and what communication methods they use.
  - Identification of grassroots connections and trusted community leaders who can champion the message.
  - Figuring out ways to leverage the existing partner network(s).
  - Reaching new audiences outside of existing network of early childhood champions
-



# Summary

- There are many exciting awareness and caregiver campaigns currently happening in Colorado.
  - There are certain topic areas that get a lot of promotion, while there are others that do not.
  - There are areas of Colorado where there are a high saturation of messages going out. There are areas where there aren't as many.
-

# Summary

- There is **little measurement currently in place to determine** how well all these **efforts are collectively impacting young children** and their families in Colorado.
  - **There is interest in a Statewide collaborative effort** to raise awareness that doesn't reinvent the wheel, is inclusive and builds on and supports existing initiatives and programs.
-



# Communications Strategy for Raising Early Childhood Parent Awareness and Engagement



**COLORADO**  
Office of Early Childhood  
Department of Human Services




**May 14, 2015**

# **Top Line Take-Aways National Research:**

***Family Engagement State Practices and  
National Communication Tools***



# National Scan

- National research led by Early Milestones Colorado
  - Conducted by consultant Sherri Killins, reviewed leading state and community efforts for parent and caregiver education programs, tools and resources for children birth to 8 and families
  - States are using federal dollars from a variety of sources (i.e., Race to the Top, Tobacco settlement dollars) to fund efforts
  - Parent awareness and engagement communications programs include:
    - **Arizona: First Things First**
    - **Massachusetts: Brain Building in Progress**
    - **Pennsylvania: PA Promise**
    - **Ohio: Grow Power Wellness**
    - **Vermont: Let's Grow Kids**
- 

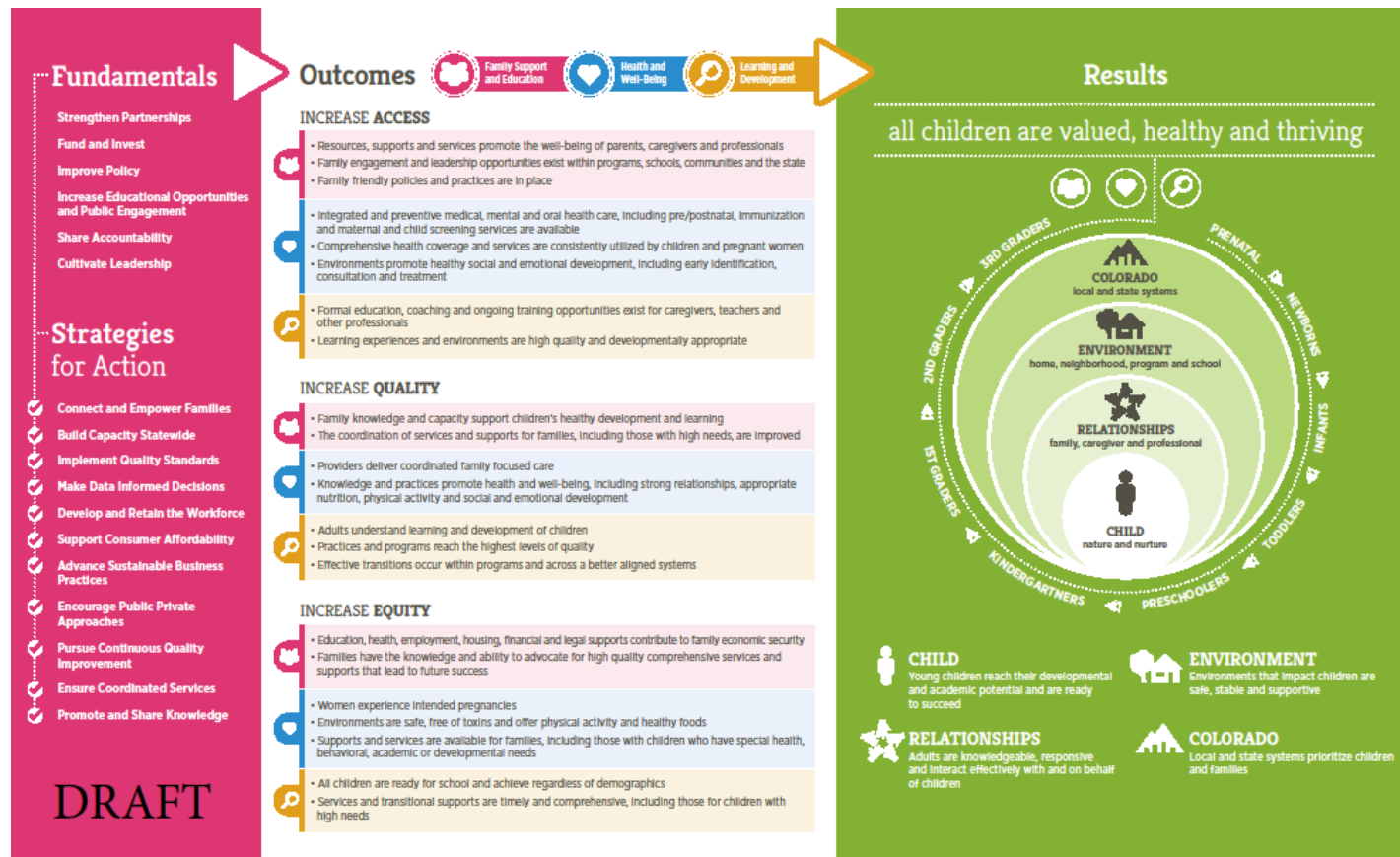
# Take-Aways

- Some efforts to strengthen parental awareness and engagement statewide have been top down, some more bottom-up, some more insular, some are more 'public'
- Some have strong brand sharing across the state with partners, some have less brand sharing with partners
- All efforts leverage uniform messages and sometimes a branded moniker in an effort to raise overarching awareness and engagement among parents; some create tools for broader dissemination to stakeholders

# **So What Do These Environmental Scans Teach Us?**



# Colorado Is Unlike Any Other State When It Comes to Early Childhood Development





# **Colorado Has a Collaborative Vision:** ***“All Children Are Valued, Healthy and Thriving”***

**Despite many great efforts taking place,  
there is an even greater opportunity to leverage these  
efforts to strengthen parent awareness and  
engagement across Colorado**

***All while tying to vision, values and outcomes  
established in EC Colorado Statewide Framework***

# Opportunity for a broad umbrella effort that ANY and ALL can be a part of that will:

- ✓ Leverage all existing efforts to *amplify awareness, maximize reach and strengthen engagement* with all Colorado parents and informal caregivers
- ✓ Create more sharing, alignment, coordination and learning among promoters of early childhood
- ✓ Attract more cross-sector early childhood champions
- ✓ Integrate *learning and development, health/mental health and family supports*

**A model that creates a more holistic view of various approaches across the state so there can be more strategic alignment to reach more parents and caregivers**



# Not Branded. Not Owned By Any Party

- Not a branded campaign or program
- Not owned by any single organization, but a true collective effort
- Builds shared sense of ownership and investment
- A high-level, collaborative communications model that fosters conversations and collaboration
- Identifies critical gaps
- Sparks creative problem-solving, strategic support

# A High-Level Structure That Enables Partners To:

- Self identify how and where their work contributes to larger state vision
- Identify ways to expand reach and build awareness
- Identify potential overlaps/opportunities to collaborate
- Identify products, tools and resources to support efforts statewide and locally
- Foster conversations and collaboration

# An Approach That Facilitates New Cross-Sector Partnerships

- Expands and attracts new cross-sector champions and voices— *all in support of early child development in Colorado*
- Businesses, foundations, nonprofits and government see the collective effort and identify where to best align their support
- Facilitates government-to-government collaboration
- Positions Colorado for more federal funding opportunities
- Fuels sustainability of statewide efforts
- Helps Colorado assess progress against framework
- State will not act as leader but a strong partner
- Effort will be coordinated by an outside partner



## Most Importantly, A Collective Effort that Helps Colorado Children and Parents By:

- **Raising awareness** of the important role that parents and informal caregivers have on the early development of their children
- **Connecting them** with the wide range of programs, resources and tools available to them at a local level
- **Enhancing their ability** to ensure quality experiences that build a strong foundation for learning and social emotional development

# Where Can Colorado Strengthen Its Focus, *Together*?

# **Pregnant women, parents and other informal caregivers with children in all care settings**

**We know that 60-70% of 0 – 5 children are not in formal early care and learning environments**

## **Target audience**

- Pregnant women and parents of children ages 0-8
- Special emphasis on young children under age 3
- Low-income families and CCCAP eligible families
- English and other language speaking parents and caregivers
- Families with one or more risk factors

# Parents Influence Other Informal Caregivers

**We know that parents are the decision makers in selecting other informal caregivers, such as friends, family and neighbors**

- PARENTS are *key influencers* for other informal caretakers
- As parents start to realize the importance of adult-child interactions and experience on the development of their child, they will begin to influence those with whom they place their care

# Partner Audiences for This Strategy

**Any and all providers of parent awareness and engagement at state/local/community level (existing and new)**

- Early Childhood Partners
- Early Childhood Advocates
- State Government Agencies
- Statewide Networks
- Preschool Programs
- K-3 Educators
- Mental Health Providers
- Health Care Providers
- Hospitals
- Faith-Based Entities
- Direct Service Providers
- Home Visitation Providers
- Professional Development Providers
- Media Partners

**This effort would seek to cultivate new partners from other sectors such as business, government, nonprofits, funders**

# **What Would A Statewide Collaborative Communications Model Look Like?**



# The Model

While additional input and collaboration from the early childhood community would be needed in the development of the model, we could envision a model that achieves the following goals, *structurally*, across the state:

- 1) **Provides a broad enough yet unifying structure for all existing efforts across the state**

**Creates more collaborative communications around three Framework areas:**

- Learning and Development
- Health and Mental Health
- Family Supports

# The Model

- 2) Enables all players to self-select where they 'fit' and identify additional ways to leverage resources across the system more strategically to deepen and expand reach, awareness and engagement**
- 3) This effort would serve to 'tee up' all other efforts across the state, not replacing but providing an overarching structure to enhance efforts everywhere**

# The Model Would Work To:

- **Position** Colorado as a champion for early childhood development
- **Grab** parents attention by reinforcing the critical role they play in their child's early development
- **Organize** the message closet:
  - **Health and Well-being**
  - **Learning and Development**
  - **Family Support and Education**
- **Drive** parents to local providers
- **Connect** parents to tools/resources

# Model Components

## 1) A Collective Identifier

- **Positions Colorado as a champion for early childhood development** (i.e., *Colorado Grows Great Kids*—this is a descriptor not a tagline)
- Implies broad-based movement
- Partners can use as ‘endorsement mark’ on their efforts  
(*A Colorado Grows Great Kids Partner*)

## 2) Shared Message Bank

- Evidence-based messages that highlight role parents play in their child’s early development
- Three SUITES of messaging that tie to outcome areas:
  - Health and well-being
  - Learning and development
  - Family support/education

# Communication Toolbox

- Utilize a range of flexible communications tools; allow for localization and have consistent, high-level messaging
- Toolbox supports a wide range of current communications
  - Digital
  - Offline
  - Events
  - Earned Media
  - English and other languages
- Drive people to local providers in their communities
- Connect parents and informal caregivers with resources to support their child development efforts

# Technology/Tools/Resources

Harness existing technology, tools and resources and better reach parents and other caregivers, including but not limited to:

- Texting platforms
- Parent Engagement tools and resources
- Media channels/campaigns
- Events (i.e., Week of the Young Child)



# Measurement

- Metrics would be tied to this model to collect a wide range of data
- We could establish baseline data
- Statewide polling could be used to measure improvements in overall awareness and engagement among parents
- Patterns and gaps can be identified in awareness-building across the state

# How This Works

- Amplifies the importance of early childhood development for *all citizens* of Colorado
- Enables local providers and partners to remain focused on their own initiatives and efforts while contributing to a larger goal
- Better aligns and organizes current efforts across the state to reach more parents and informal caregivers
- Creates a more strategic focus to the playing field for future investments and sustainability
- Could be coordinated by an outside provider but have strong connections to ECLC and efforts taking place statewide

# How It Works:

## Build Reach By Leveraging All Efforts

- This becomes a 'Collaborative Platform' and an 'Exchange' where partners at ALL LEVELS are contributing to the broader model while also incorporating messages and tools into their own efforts
  - Extends reach and frequency of early childhood messages
  - Organizes efforts around shared interests, needs
  - Share what works, what doesn't, adjust
  - Implement new strategies
  - Track progress

# Why This Works?

**This work matters. Your efforts matter.  
Together we're stronger on behalf of  
Colorado's children.**



# Feedback, Input, Comments

- This is a first step
- Conversations need to continue

# Stakeholder Feedback to Inform Future Investments

Update on a Selection of Preliminary Findings

CDHS Office of Early Childhood

May 14, 2015

# Project Overview

## **Background:**

The Office of Early Childhood (OEC) was created to increase the coordination and alignment of services and supports for families with children prenatal through age 8.

Out of a commitment to be effective and efficient, the OEC will engage stakeholders to identify system barriers and gaps, and inform opportunities for investment starting with the re-authorization of the Child Care Development Block Grant.

Government Performance Solutions (GPS), a Denver-based public sector consulting firm was hired to engage the early childhood community to learn about their perspectives on future their ideas for utilizing the funding in the most beneficial manner possible.

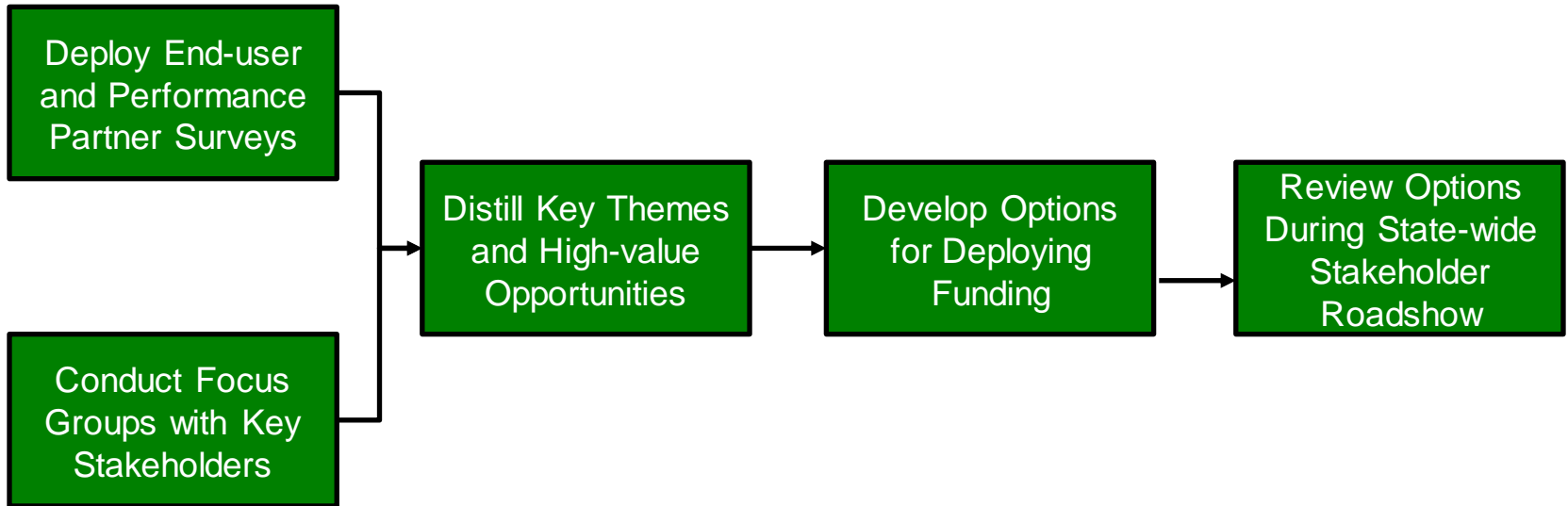
## **Project Objectives:**

- Engage stakeholders to develop actionable insights that can inform the creation of options for deploying new and existing investments.
- Vet these options with the early childhood community and gain feedback to refine them in advance of the next fiscal year.



# Approach and Timing

The effort started with a listening tour, from we developed key themes and options for how to deploy the funding. We will engage with our stakeholders a second time in June to review and improve the options.



## ECLC Engagement

- 2/26: Help develop participant list and questions on
- 3/12: Provide project update. Capture key priorities. Pressure test 3 strategic ideas.

5/14: Provide a project update. Review emerging key insights.

# Stakeholder Feedback Meetings

**GPS executed a total of 10 focus-groups and 3 in-depth interviews with key early childhood stakeholders.**

## Focus-Groups:

- ECLC
- Early Childhood Councils – 2 groups
- CDE
- SRQIP
- Qualistar
- UCD/Pyramid Plus
- Early Childhood Sub-Pac
- Statewide Mental Health – 2 groups

## In-Depth Interviews:

- Children's Campaign
- Family Resource Center Association (FRCA)
- Summit County Commissioner

# Opportunities to Enhance the Role of OEC

**“Speaking with one voice across all stakeholders cannot be underestimated.”**

*(Stakeholder in Early Childhood Community)*

## **Guardians of the Vision and Strategy**

- Speak with one voice to promote awareness on the strategic priorities
- Provide a strategic framework that delivers improved Access, Affordability and Quality
- Share best practices and effective community-based models from Colorado and other States for local implementation.

## **State Level Integrators**

- Be the Hub at State level and co-ordinate childcare development initiatives
- Assist leaders in identifying local needs and offering solutions that fit the community structure and family needs.
- Enable timely and current information to local leadership on capacity needs and capacity building strategies.

## **From Vision to Action**

- Translate the vision into prioritized and actionable outcomes
- Communicate how the vision applies to different stakeholders
- Assure quality by implementing a tracking mechanism of such prioritized outcomes

# Desired Outcomes Direct the Strategy

**“I think that quality investment in kids are only truly investments in quality if we know they are giving us the outcomes we aim for”**

*(Stakeholder in Early Childhood Community)*

Apply a Closed Loop Method:



# Potential Outcomes

## 1. CCCAP Outcomes

### a. Promote economically self-sufficient families

- How much public assistance do they need
- Standard of living
- Employment
- Economic skills
- Home visitation

### b. Drive school readiness

- Assure “Read-by-3<sup>rd</sup>-Grade”
- Increase the quality of interaction between the teacher and child in the school environment

## 2. Qualify and quantify the connection between CCCAP and Colorado Shines

## 3. Improve teacher retention

## 4. Improve classroom/student retention

## 5. Improve the quality of care for Infant & Toddler

# Emerging Themes for Strategic Priorities

1. Focus on infant & toddler
2. Improve access to a healthy and safe learning environment
3. Raise public awareness on early childhood importance
4. Educate Providers/Early Childhood Competencies



**Thank You.**





## 2015 Legislative Session

Updated May 8, 2015

### Bills that Passed

*HB 15-1317 (Garnett & Rankin/Johnston & Martinez Humenik): Pay for Success*

- Passed the House 52-11 (2 Excused), Passed the Senate 22-13, Awaiting Governor's Signature

### *Standards and Assessments Changes*

- HB 15-1323 (Buckner & Wilson/Holbert & Kerr): Changes To Assessments In Public Schools
  - Sent to the Governor with bipartisan support in both chambers
- SB 15-056 (Kerr/Kraft-Tharp): Frequency Of Statewide Social Studies Testing
  - Beginning in 2015-16, the department may choose to administer the social studies assessment annually to a representative sample of public schools so long as it administers the assessment in each public school at least once every 3 years.
  - Sent to the Governor with bipartisan support in both chambers

*SB 15-267 (Hamner/Hill): School Finance Act*

- Sets the statewide base per pupil funding amount for 2015-16 at \$6,292.39 – means an estimated increase of \$306 million in FY2015-16 compared with funding levels for FY2014-15.
- \$25M reduction in negative factor, states that the negative factor amount will not increase between 2015-16 and 2016-17
- Additional \$5M for targeted funding to at risk students – added as an amendment in the House
- Sent to the Governor with bipartisan support

*HB 15-1321 (Pettersen & Wilson/Grantham & Donovan): Flexibility & Funding For Rural School Districts*

- Exempts small rural districts (fewer than 1,000 students) from certain requirements around parent engagement and notice and reporting requirements.
- Directs the General Assembly to appropriate \$10 million for 2015-16 to CDE to distribute to small rural districts and institute charter schools that are located within small rural districts on a per pupil basis.
- Sent to the Governor with bipartisan support

*SB 15-012 (Kefalas & Marble, Todd/Pettersen): Child support pass-through for TANF clients*

- Sent to the Governor

*HB 15-1164 (Pettersen/Kerr): Postponement Of Jury Service For Breast-feeding*

- Permits a person who is breast-feeding a child to be temporarily excused from jury service for up to 2 years.
- Signed by the Governor

*HB 15-1075 (Ginal/Crowder): Authority for a Registered Naturopathic doctor to treat children under two years of age*

- Permits an ND to treat a child under 2 years old if they have a referral relationship with a licensed physician, complete required hours of training, provide parent with required immunization schedule.
- Signed by Governor

### Bills that Died

*SB 15-070 (Lundberg, Lambert, Neville T., Woods/Joshi): Child Care Regulation Ten Or More Children Only*

- Died with bipartisan opposition in Senate Health & Human Services Committee

*HB 15-1053 (Ransom): Ages for Compulsory Education*

- Changes the ages of compulsory education from at least 6 years of age and under 17 years of age, to at least 7 years of age and under 16 years of age.
- Died in House Education Committee

*SB 15-077 (Neville/Neville): Parents' Bill of Rights*

- Establishes a parent's bill of rights that sets forth specific parental rights related to education, health care, and mental health care of minor children.
- Died in House Public Health Care & Human Services on a party-line vote

*HB 15-1194 (Becker & Coram/Hodge): Continuing the Long Acting Reversible Contraceptive (LARC) Program for Teen Pregnancy Prevention*

- Died in Senate State Affairs after bipartisan cosponsorship and passage in the House

*HB 15-1079 (Coram & Danielson/Roberts): Teen Pregnancy Dropout Prevention Program Funding*

- Died in Senate Finance on a party-line vote after bipartisan passage out of the House

*HB 15-1111 (McCann/Crowder): Maternal Mortality Prevention Act*

- Died in Senate Finance on a party-line vote after unanimous passage in Senate Health and Human Services and bipartisan passage out of the House

*HB 14-1024 (Pettersen, McCann/Kefalas & Todd): Increase Colorado Preschool Program (CPP) slots*

- Died in House Appropriations with bipartisan opposition

*Full-day kindergarten funding*

- SB 15-033 (Kerr): Increasing Funding For Public Pre-K-12 Education
  - Retain TABOR excess and gradually increase to FDK by 2021
  - Died in Senate State Affairs on party lines
- HB 15-1020 (Wilson): Full funding for full-day kindergarten
  - Died in House Appropriations after bipartisan support in House Education

*HB 15-1001 (Pettersen & Garnett/Todd) Early Childhood Educator Development Scholarship statutory alignment*

- Died in Senate Education Committee after passage in the House on party line vote

*HB 15-1080 (Joshi/Hill): School Participation In Breakfast After The Bell*

- Removes the language in current law requiring schools with 70% or more eligible students to participate in the program beginning in the 2015-16 school year, so that the requirement for a school to participate in the program remains at 80% of eligible students.
- Died in House Education on a party-line vote

*HB 15-1258 (Ulibarri/Salazar): FMLI Act (Paid medical leave funded through employee contributions)*

- Died in the House with bipartisan opposition

*HB 15-1221 (Fields & Buckner/Kerr): Employee Leave Attend Child's Academic Activities*

- Died in Senate State Affairs after partisan passage in the House

*Warn Pregnant Women of Marijuana Dangers Bills*

- HB 15-1036 (Tate): Warn Pregnant Women Med Marijuana Dangers
  - Requirement that a licensed medical marijuana center display in a conspicuous location a sign that warns pregnant women about the dangers to fetuses caused by smoking or ingesting marijuana while pregnant
  - Died in House Public Health Care & Human Services Committee with bipartisan opposition
- HB 15-1298 (Singer & Tate/Newell & Martinez-Humenik): Warn Pregnant Women Marijuana Risks
  - Requirement that a licensed medical marijuana center and a licensed retail marijuana store display in a conspicuous location a sign that warns pregnant women about the potential risks caused by marijuana
  - Died in Senate Business, Labor, and Technology after bipartisan passage in the House

*HB 15-1334 (Hamner & Rankin/Kerr & Hill): Legislative Oversight Committee On School Finance*

- Creates the legislative oversight committee on school finance to study tax policy issues relating to school finance and the components of a new school finance system.
- Died in Senate Appropriations after passing with bipartisan support in the House

*HB 15-1155 (Wilson/Hodge): Flexibility for Rural School Districts*

- Allows small rural districts to submit certain reports biennially, instead of annually, and exempts the school district from another report, if the small rural school district is accredited or accredited with distinction. A small rural school district may apply to the state board for a waiver of the early literacy requirements. Small rural districts would be exempt from certain other reporting requirements.
- Died in House Education Committee

*HB 15-1003 (Tyler & Mitsch-Bush/Todd): Fund Safe Routes to School Program*

- For 2015-16, requires the Department of Transportation to award grants under the safe routes to school program using state moneys available to the department in a total amount of at least \$3 million, reduced by the amount of any federal moneys received by the department for the program.
- Died in Senate State, Veterans, and Military Affairs on party lines

*HB 15-1389 (Hullinghorst & Court/Steadman): Create New Hospital Provider Fee Enterprise*

- Transfers HPF to a state-owned enterprise within HCPF, taking it out of TABOR revenue and creating space in the budget for other priorities
- Died on party lines in Senate State Affairs

*SB 15-003 (Merrifield): Ed Evaluations Fifty Percent Academic Growth*

- Eliminates requirement in Senate Bill 10-191 that at least 50% of a teacher's or principal's performance evaluation be determined by the academic growth of the teacher's students or the students in the principal's school
- Died in Senate Education Committee

## **Budget Items**

### *Child Care Assistance Program*

- Long Bill SB 15-234: \$87,293,241 for CCCAP
- Long Bill SB 15-234: \$1,269,453 for CCCAP Cliff Effect Pilot Program
- Long Bill SB 15-234: \$900,000 rolled forward for implementation of CHATS changes for CCCAP reforms

### *Micro Loans to Increase Access to Child Care*

- Governor's Request: \$338,200
- Long Bill SB 15-234: \$338,200

### *Improve health, safety, and quality of Family, Friend, and Neighbor Care*

- Governor's Request: \$250,000
- Long Bill SB 15-234: \$250,000

### *CDHS Provider Rate Increase*

- Governor's Request: \$8,858,010 total for 1% provider rate increase
  - \$1,106,997 for OEC
    - \$773,000 for CCCAP providers
- Long Bill SB 15-234: \$12,495,901 total for 1.7% provider rate increase
  - \$1,881,897 for OEC
    - \$1,314,101 for CCCAP providers

### *Early Intervention Caseload Growth*

- Governor's Request: \$2,453,204
- Long Bill SB 15-234: \$3,686,734 total funds

### *Colorado Immunization Information System Improvements*

- Governor's Request: \$401,137
- Long Bill SB 15-234: \$1,212,312 – 4 FTE and additional funds to make enhancements

### *School Finance Act funding increase*

- Governor's Budget includes \$480,000,000 increase (\$200,000,000 above inflation plus growth). School groups requested an additional \$70,000,000 above that
- Long Bill SB 15-234: \$25,000,000 to reduction in negative factor

### *Medicaid Annualized Income Eligibility Determination*

- Allows use of annual income for determining eligibility for Medicaid instead of current or prior month's income
- Helps seasonal workers and others with variable monthly income levels throughout the year

### *30-Day Grace Period for CHP+ Enrollment Fee*

- Would allow families to be enrolled immediately and have 30 days to pay enrollment fee
- Not included in the Long Bill