

# Counties for Kids

# Resources

**The National Collaborative for Infants & Toddlers**

**THE ABCs OF PRENATAL-TO-THREE FOR COUNTY OFFICIALS**

The daily decisions that counties make not only shape community conditions but often set a trajectory for success for their youngest residents. When infants are born healthy into safe and nurturing environments with parents who are well-supported, a whole community can benefit from improved social, economic and health outcomes. County officials play a key role in helping young children to grow, learn and thrive - and to prioritize and promote the programs and policies necessary to support healthy development. If your county is just starting out or looking to expand upon existing efforts, this resource, "The ABCs of Prenatal-to-Three for County Officials," offers policymakers a range of ideas for prioritizing investments that set young children on a path to success. While there is no set process for advancing a prenatal-to-three agenda, the National Association of Counties Research Foundation (NACoRF) has learned from counties across the nation about some of the most effective ways to get started. No matter where you are in your journey, NACoRF can support you by providing relevant information and connecting you to best practices and local leaders who have made meaningful progress.

**QUESTIONS FOR COUNTY LEADERS TO CONSIDER**

- **Is there strong leadership for infants and toddlers in your county?** One way county boards can demonstrate bipartisan community support for their youngest residents is through a public statement of support.
- **Does your county have an active early childhood stakeholder group?** Connecting to or convening a diverse stakeholder team can build broad-based community support and cultivate champions for young children. Counties may establish a new or identify an existing group that is committed to shared vision and developing a strategic plan of action for children from prenatal to age three. To further support their cross-sector stakeholder group, counties may explore opportunities for establishing a dedicated early childhood system coordinator to strategically drive initiatives in the community.
- **Does your county have a vision for improving outcomes for children that includes infants and toddlers?** Oftentimes, planning for school readiness begins at preschool or even earlier. County leaders can work with the early childhood stakeholder group to develop a shared vision and help to support the full continuum of a child's development by facilitating the integration of prenatal-to-three stakeholders and priorities within broader conversations around school readiness.

**Prenatal-to-Three County Leader Toolkit**



**Counties Getting Started: A Prenatal-to-Three Guidebook**



[www.countiesforkids.org](http://www.countiesforkids.org)

# Why Use the Counties for Kids Neighborhood?

- Connect with your peers to problem solve, learn new strategies and share opportunities and challenges to your prenatal-to-three work
- Learn from experts at the local, state and national level
- Find resources on issues across the prenatal-to-three spectrum including child care, home visiting, infant/toddler mental health, prenatal and peri-natal health, economic supports for families and more
- Share your county's wins with peers and have the chance to be highlighted in the Counties for Kids newsletter, blog posts and webinars and events

# How to Use the Counties for Kids Neighborhood

Visit [www.ncitxchange.org/pn-3-leaders-champions/counties-for-kids](http://www.ncitxchange.org/pn-3-leaders-champions/counties-for-kids) and sign in to or create an account.

Prenatal-to-Three Leaders & Champions

Counties for Kids

Discussions HELP DESK Resources Events Members Topics



## Welcome to the Counties for Kids Neighborhood

The National Association of Counties Research Foundation has created this virtual space for county leaders interested in prenatal-to-three to come together and ask questions, share best practices and learn from experts and each other. This neighborhood is part of the [Counties for Kids](#) initiative and created in partnership with the National Collaborative for Infants and Toddlers.

If you need focused help with a problem, link to [I NEED HELP!](#)

Start A Discussion

I NEED HELP!

# How to Use the Counties for Kids Neighborhood

Keep today's conversation going!

Prenatal-to-Three Leaders & Champions

Counties for Kids > Discussions [More](#)



## Supporting Home-Based Child Care Providers



**Arabella Pluta-Ehlers** 172.18.174.255 6 minutes ago

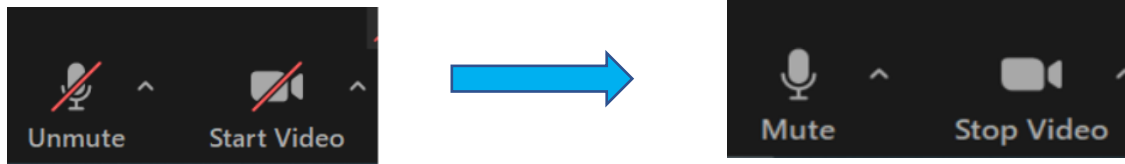
Hello all, in case you missed it, the Prenatal-to-Three Peer Learning Network will be meeting Feb. 24, 25 and 28 to discuss how counties can support home-based child care providers. We will hear from Cabarrus County, N.C., Montgomery County, Md. and King County, Wash. You can register [here](#) if you haven't already.

We are looking forward to a great discussion during the convenings and I encourage you all to use this forum to continue the conversation. Following the convenings, please reply to this post with your thoughts on the questions below:

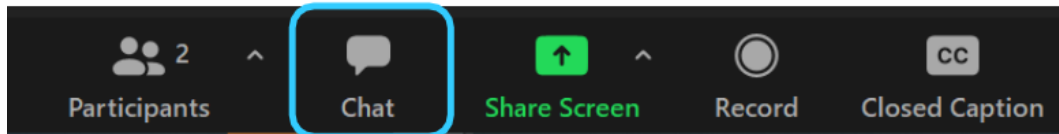
- What were your key takeaways from the Peer Learning Network convenings? What are you taking back to your county?
- What questions do you still have about home-based child care?
- What's happening in your county that you want to share?

# Instructions

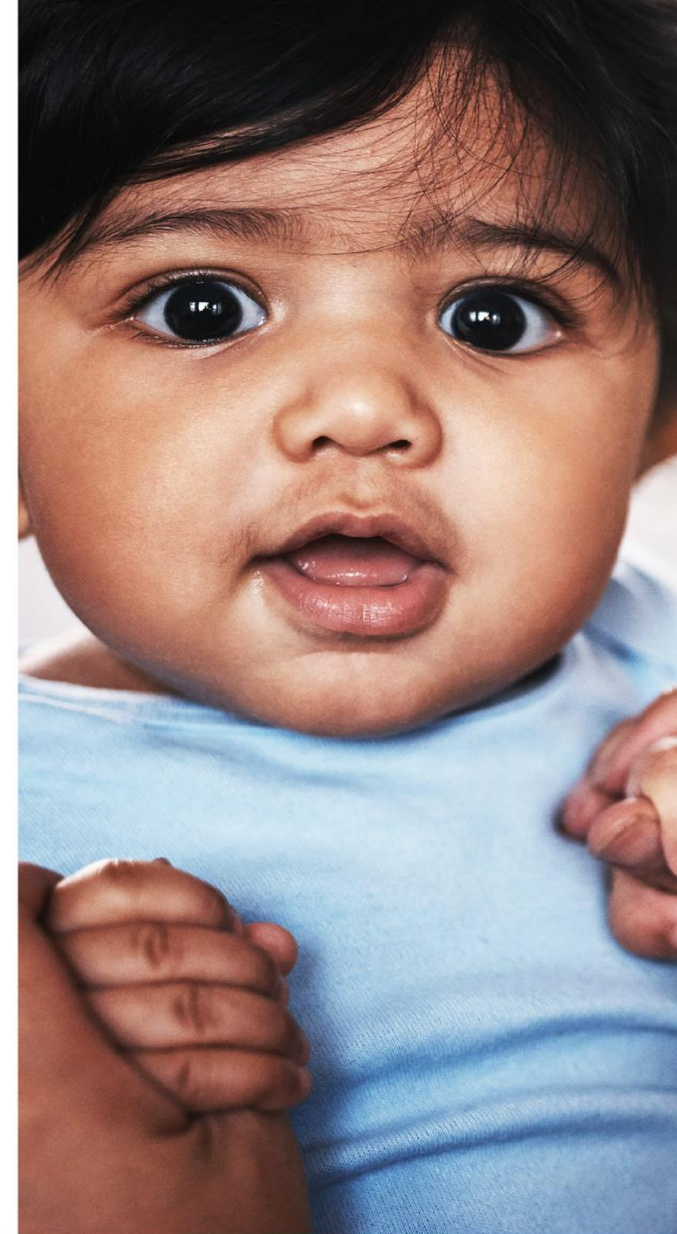
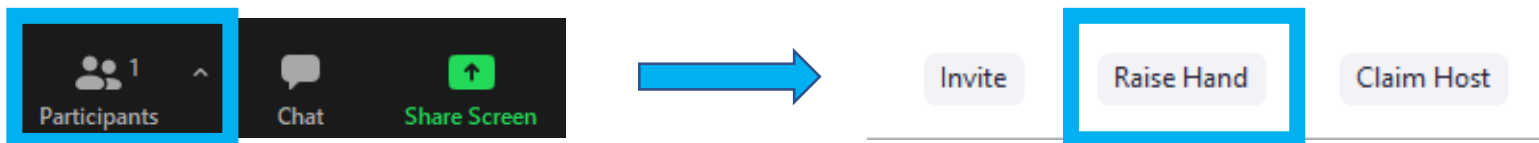
To mute/unmute and start/stop video:



To access the chat box:



To raise/lower your hand:



# Agenda

## Suburban PN-3 Peer Learning Network: Supporting Home-Based Child Care Providers

- Welcome
- Overview of Home-Based Child Care
  - Natalie Renew, Home Grown
- County Presentation
  - Jennifer Arnaiz, Montgomery County, Md.
- Questions & Interactive Discussion
- Conclusion





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# NACoRF Peer Learning Network Convening

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# HBCC Landscape



## Where are young children having their early childhood experiences? [FACT SHEET](#)

- **7 million children 0-5** in home-based child care
  - Less than 1 million in licensed family child care
  - Most in paid and unpaid family, friend, and neighbor care
  - Over 97% women; 50% persons of color
- **30% of infants and toddlers** attend home-based child care as their primary care arrangement compared to just 12% in centers

## Who receives care in home-based child care?

Children from low-income families

Black and Latinx children

Infants and toddlers

Children in rural areas

Children with special needs

Children whose parents work nontraditional hours

Immigrants & dual language learners

# HBCC Landscape



## Why do families select home-based child care?

- Trusting relationships with providers
- Shared culture, values, language, and child-rearing practices
- Accessibility and neighborhood care
- Care offered to mixed age groups (siblings stay together, continuity of care)
- Accommodations for non-traditional work hours
- Cost-effective care

## Drivers of demand during COVID:

- Perception of safety
- Small groups with consistent caregiver
- Prior relationships with caregivers and other consumers
- Flexibility in an uncertain employment environment

# HBCC Landscape (Pre-COVID)



- **Declining supply of regulated FCC:** between 2006 and 2015, the number of home-based providers receiving subsidies through the Child Care and Development Block Grant declined by more than 60 percent.
- **Long hours with low compensation:** average annual income for a licensed provider is \$29,377 from public and private sources for an average of 56.5 hours of care a week (10 to 12 hours a day). Licensed providers earn an annual salary that is 50% less than center-based providers.
- Challenges with participation and accountability in **center-centric early childhood systems**
- **Access to health resources:** 15 - 21% do not have health insurance

# HBCC During COVID



- Health concerns for themselves and their families
- Concern for the families they serve (health and mental health)
- Financial hardship:
  - Closures/enrollment changes/parents' ability to pay
  - Increased costs to clean and meet COVID requirements
  - Limited access to public supports (PPP; etc)
- Lack of distinct, specific and timely information
- Feasibility and implementation of new protocols
- Food and housing insecurity
- Additional challenges for FFN caregivers: exclusion from federal individual supports and many EC system supports



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# Building Comprehensive Networks

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# Building Networks of Support

**Networks** as durable infrastructure. Local intermediaries that:

- Serve as a hub for policy, payment, information and support to HBCC
- Support HBCC providers with quality, business & sustainability, and connections to comprehensive service

Support state and local gov't to build **effective networks by:**

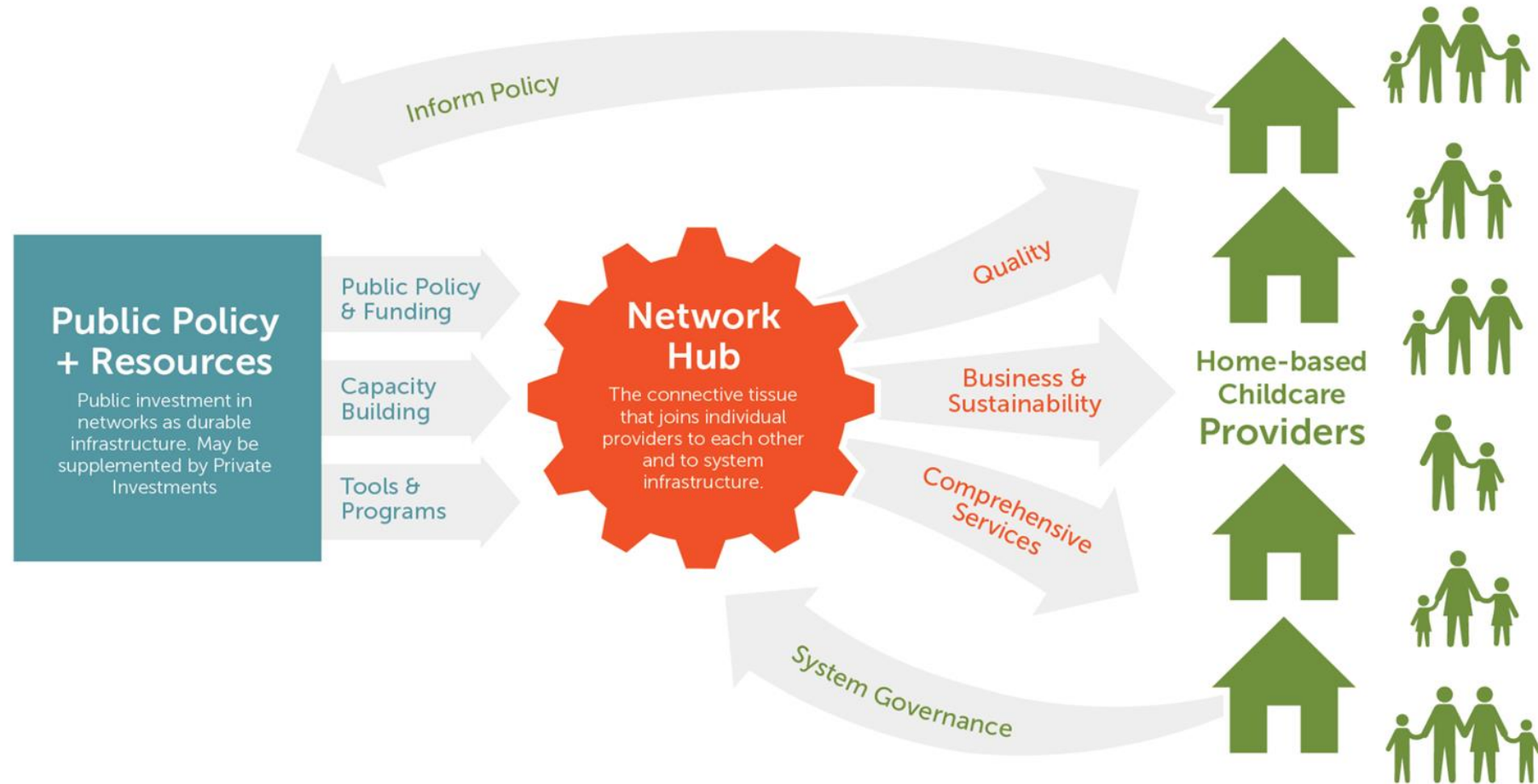
- Developing organizational capacity
- Piloting & implementing effective tools & programs
- Reforming policy & accessing public financing

**Share learning and build evidence** of network effectiveness across all national TA efforts around home-based child care.

This is model and program agnostic. This is about how gov't supports HBCC.



# Role of a Comprehensive Network Hub



# Building Comprehensive Networks



Effective networks will enable providers to:

- Offer **high-quality** child development services;
- Be **financially sustainable** and offer continuous care (as individuals or small businesses);
- Connect children, families and providers to **comprehensive services** that improve their mental, physical, social and economic well being.
- Principles and practices of effective networks
  - Governance structure with distributed leadership (providers, parents, etc.)
  - Reflect the communities they serve (language, ethnicity, culture)
  - Prioritizes provider voice and needs
  - Transparent with decisions about resource allocation
  - Effective outreach and communication to/with providers
  - Support community connections (funders, policymakers, etc.)



# Building Comprehensive Networks webpage



## Resources:



**Brief: Home-Based Child  
Care Networks**



**Action Plan Template**



**Network Checklist for  
State and Local Admins**



**Compendium of  
Programs and Tools for  
Networks**



**Evaluation Toolkit  
(Coming Soon)**



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Advancing Quality, Supply  
& Economic Stability

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# Why Now?

- Shifting demand and preference during the pandemic
- Historic investments
- Changing workforce dynamics
  - nontraditional hours
  - unpredictable hours
  - hybrid work schedules
  - work from home

# Building Supply



- Identify and support unpaid, unlisted FFN
  - primarily relatives
  - basic needs and benefits access
  - need safety and quality supports

[Oklahoma kith.care](#)

[Colorado FFN Needs Assessment](#)

[Emergency Fund Supports](#)

- Support legally-exempt FFN in accessing subsidy funding
  - stabilize services & expand enrollment
  - quality supports

[Oregon: high percentage of FFN in subsidy program](#)

- Support path to becoming licensed
  - small business development
  - professionalizing

Support programs: [All Our Kin](#), [Luna Latina Unidas](#), [Wonderschool](#),  
[NeighborSchools](#), [MyVillage](#)

# Building Quality



- Shifting the *HOW* and the *WHAT* of quality improvement initiatives
- Community leaders with shared language and culture facilitating quality improvement activities
- Rely on trusted intermediaries and community organizations as hubs
- Leading Strategies:

## Home Visiting programs adapted to FFN

- ParentChild+ (publicly funded in Seattle, NYC, Minnesota, Cabarrus County/NC)

## **Play & Learn Groups**

- Kaleidoscope (publicly funded in Washington and an adaptation in California)

## **Emotional Support Groups that integrate child development concepts**

- Kith and Kin (publicly funded in Arizona & expanding to Nevada)

## **Offering Health and Mental Health Supports**

- CLUES Circle of Support (Minnesota initiative)

# Economic Stability



- **Comprehensive Networks of Support for Home-Based Child Care**
  - Nevada multi-tiered network for HBCC
- **Expand access to child care subsidies**
  - Urban Institute Report: Expanding Subsidies for Home-Based Child Care Providers Could Aid the Postpandemic Economic Recovery
  - Oregon case study (Report on % of care in FFN: CA, IL, NY, MN, NV, CT, HI)
- **Benefits counseling** (for providers and parents)
  - Child Tax Credit
  - Child & Dependent Care Tax Credit
- **Basic needs support** (food, housing, etc)
  - Colorado Pandemic Fund



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Thank you

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Email: [natalie@homegrownchildcare.org](mailto:natalie@homegrownchildcare.org)

Newsletter:

<https://homegrownchildcare.org/newsletter/>

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# Resource List



## New Tool: [Home-Based Child Care Compendium of Supports](#)

- See also Home Grown's publications:
  - [State Recommendations: Scaling Effective Stabilization Funds for Home-Based Child Care](#)
  - [CCDF Policy and Investment Recommendations for States](#)
  - [Stabilization Fund Strategies: Using Federal Child Care Funds to Reach Home-Based Child Care Providers](#)
  - [Supporting and Strengthening FFN Care: Honoring Family Choice and Recognizing the Need for Flexible Care](#)
- Urban Institute Reports:
  - [Easing Barriers to Child Care Food Subsidies for Home-Based Child Care Providers Offers Policymakers an Overlooked Opportunity](#)





**EARLY  
CHILDHOOD  
SERVICES**  
Montgomery County  
Department of Health & Human Services



G R O W I N G  
**FAMILY CHILD CARE**  
O P P O R T U N I T I E S

A Recruitment and Retention Effort for Family Child Care

## RECRUITMENT

1

Register 50 new family child care providers each fiscal year, focusing on 5 zip codes in our County

2

Improve business sustainability of family child care programs.

3

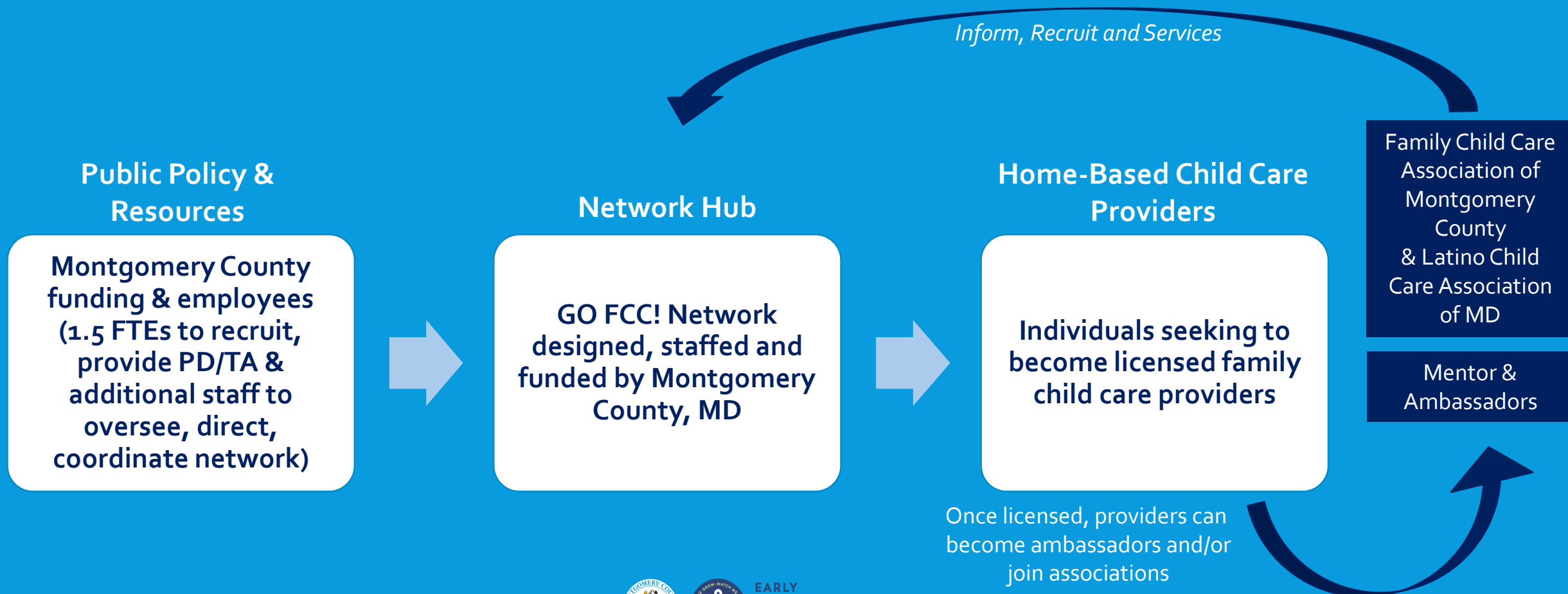
Increase the number of family child care programs participating in Maryland EXCELS at levels 3, 4 and 5.

## RETENTION

**GOAL:** Create a viable model to recruit and support new family child care each year in Montgomery county.

# MONTGOMERY COUNTY GO FCC! NETWORK

Focus On Licensure | Focus On Quality | Focus On Business Sustainability



# KEY CONSIDERATIONS

- **Dedicated Staff**
  - 1.5 FTE assigned to recruit, provide technical assistance and deliver professional development in English and Spanish.
- **Key Partnerships**
  - Contract with Maryland Women's Business Center
- **Collaboration**
  - Family Child Care Association of Montgomery County and Latino Child Care Association of Maryland to assist with recruitment and provide peer mentoring
- **Supports**
  - Business Consultation
    - Individualized business consultation
    - Group sessions
    - Technical assistance with application process
  - Programmatic Supports
    - Technical assistance with program set up
    - Funds for materials and equipment
  - Professional Development
    - Required coursework for licensure
    - Association membership first year dues upon registration\*
    - English and technology courses

## RECRUITMENT



Month 1:  
Introduction



Month 2:  
Business Set-Up



Month 3:  
Program Set-Up



Month 4:  
Final

## RETENTION



Phase 1:  
Launch Business



Phase 2:  
Educational Pathway



Phase 3:  
Program Enhancement



Phase 4:  
Accreditation



**EARLY  
CHILDHOOD  
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Montgomery County  
Department of Health & Human Services

# Family Child Care Tracks



GROWING  
**FAMILY CHILD CARE**  
OPPORTUNITIES

# Discussion Questions

- Based the information that you've heard today, is your county or state doing similar work to build and maintain the supply of home-based child care (HBCC)?
- What supports do HBCC providers have access to in your county? How are you connecting with HBCC providers to understand their needs?
- Has your county used CARES funding or American Rescue Plan Act funding to support child care? (i.e. child care slots, grants for child care providers, public facilities for child care services) If so, have these efforts included HBCC?
- What concerns or issues are you hearing from parents around child care access and affordability?
- How are you collecting data and information about what parents are looking for in child care arrangements? What do you know about parental preference for center-based vs. home-based care?
- How is your county addressing equity issues regarding barriers to child care access?



# Contact Us

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# Thank you!



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