

2018 NACo ANNUAL CONFERENCE & EXPOSITION



DAVIDSON COUNTY/
NASHVILLE, TENNESSEE

JULY
13-16

Using Messaging to Enhance Engagement on Early Childhood Initiatives

2:15 p.m. to 3:30 p.m.

Ms. Fakelia Guyton, DuPage Federation on Human Services Reform, DuPage County, Ill.

Ms. Janine Pryor, Chaffee County Early Childhood Council, Chaffee County, Colo.

Hon. Toni Carter, Ramsey County, M.N.



**@NACoTweets
#NACoAnn**



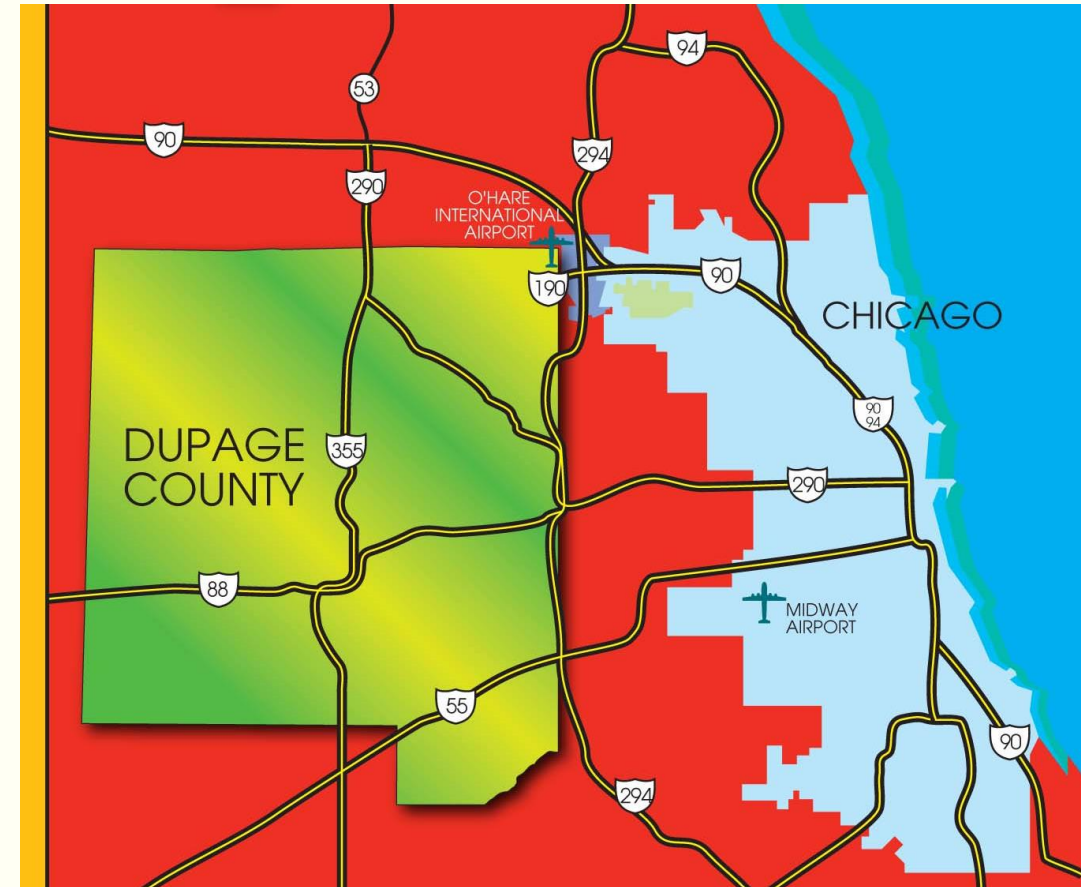
Ms. Fakeila Guyton
Program Director of Early Childhood
DuPage Federation on Human Services Reform
DuPage County, Ill.



DUPAGE EARLY CHILDHOOD COLLABORATION



DUPAGE COUNTY, ILLINOIS



Demographics Snapshot for Young Children: Ages Birth to Five

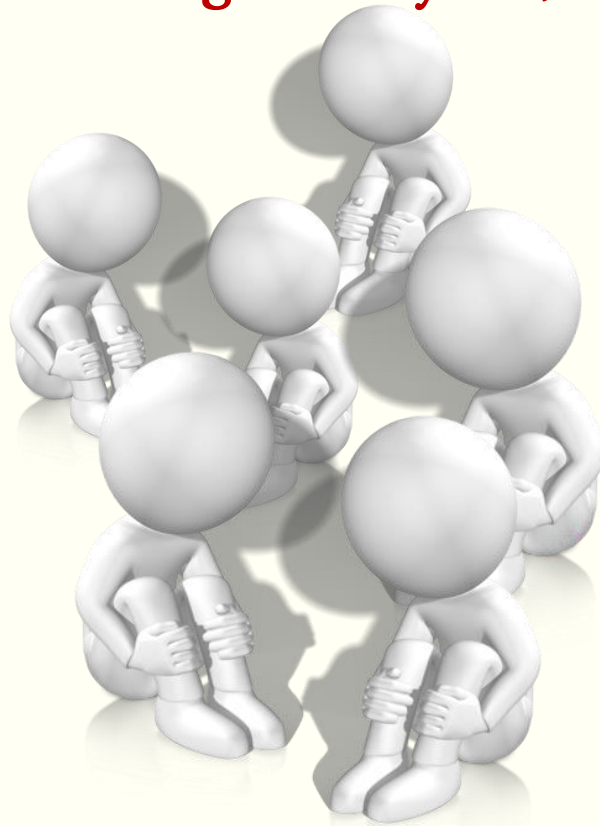
Population

- Ranks 2nd as the most populous county in IL at Residents = 932,000
- Since 1990, overall population increase of 19.2%
 - 2010, increase by 1.7%
- Children ages 5 & Under
 - 67,519 and represent 6% of the population
- Early Childhood population has increased by .3%

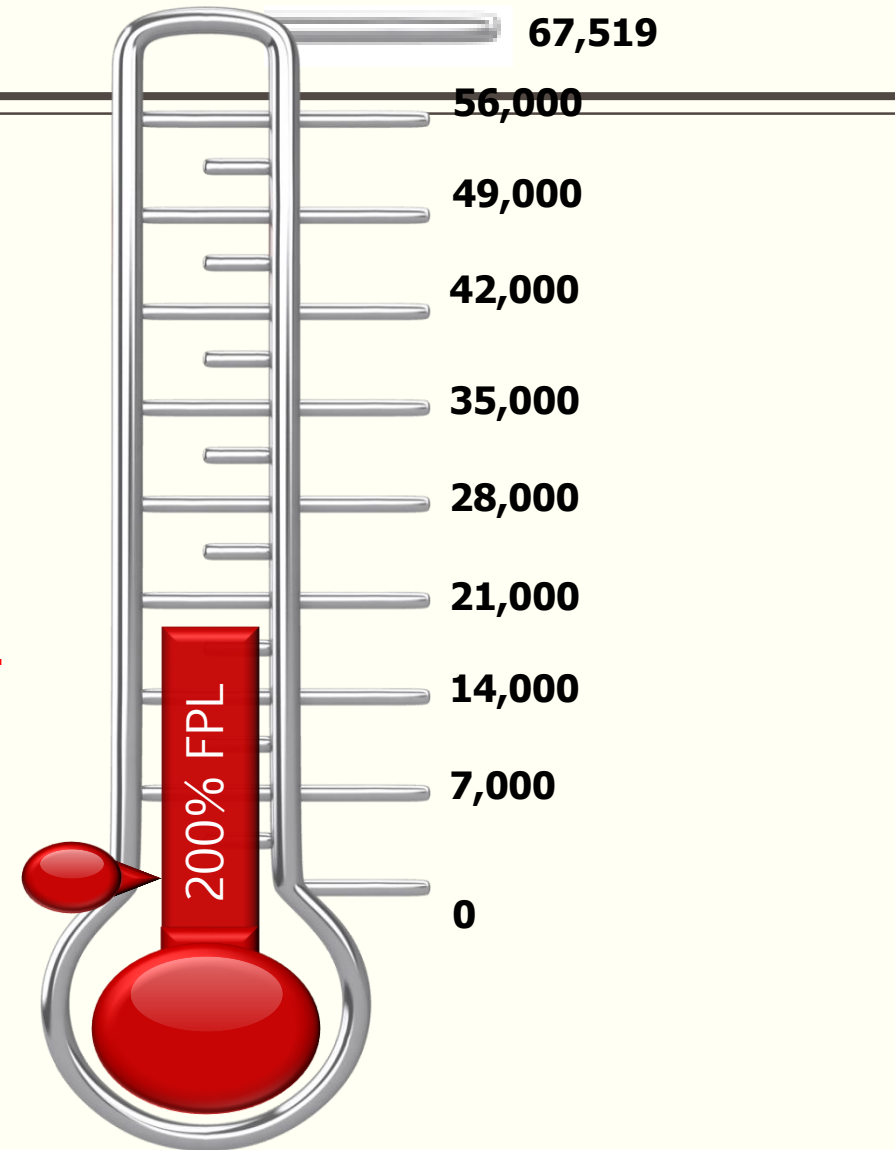
Baseline Data: Low-income Families

- Childhood poverty: 17,351 of 67,519 are under 200% FPL
- Programming Gap
 - Eligible Ages 0 – 3: Currently serving 5% (656)
 - Eligible Ages 3 – 5: Currently serving 35% (3653)
- Childcare not sufficiently meeting needs of families
 - BARRIERS: Affordability, Hours of Operation, Location, language barriers
- Kindergarten transitions are not always smooth
- **Needed common agenda/messaging**

**Total number of children
under age 5 in DuPage County - 67,519**



17,531





- Childcare not sufficiently meeting needs of families
 - Barriers
 - ⋮ Affordability
 - ⋮ Hours of Operation
 - ⋮ Location
- Programming Gap
 - Ages 0-3
 - ⋮ 24.6%

Common Messaging & Collective Agenda Crucial

Agree on holistic
kindergarten
readiness
measures across
county

1

Gain consensus
on collective
agenda

2

Inform
stakeholders of
specific needs
within early
childhood
communities

3

History of DECC

- ❖ Established in 2015 by community leaders
- ❖ Challenges recognized by (observation & data trends) multiple agencies and community stakeholders in each community
- ❖ Consensus that ... *"not one agency alone can resolve"*

Mission & Vision

MISSION

The DuPage Early Childhood Collaboration exists to support the coordination and alignment of systems resulting in high quality early care and education services so that every child in DuPage County will have access to quality services.

VISION

Ensure that every child enters kindergarten safe, healthy, ready to succeed and eager to learn.



DECC PARTNERS

Types of Partners in the Collaboration

1. Child & Family Serving Organizations

- Health
- Education
 - Early care (public & private)
- Human Services
- Work Teams- Same age group, same position, etc.

2. Emerging Stakeholders

- Parents and Families

3. Community (at-large)

- *Stakeholders will vary*
- Business Leaders
- Religious Institutions
- Public Safety: Fire, police
- Government: local, state & federal officials
- Cultural Organizations
- Public Libraries



- Regional Office of Education
- DuPage Health Dept.

Steering Committee
by invitation

Local Collabs

SEVEN LOCAL COLLABS

- AECC (Addison)
- BELS (Bensenville)
- Birth to 5 (CUSD93)
- GECC (Glenbard)
- Naperville D203
- WeGo33 (West Chicago)
- WWECC(Wheaton-Warrenville)

County-wide Lead Agencies

DECC

ChildCare Resource & Referral Agency

State-Level Lead Agency

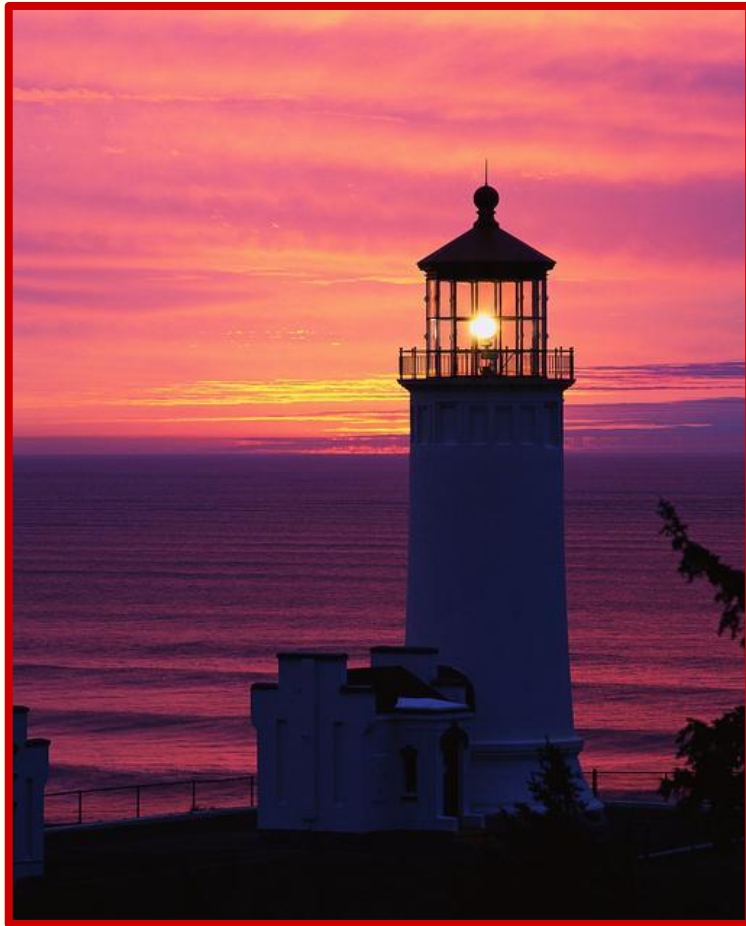
DECC (Cross-sector) Community Partners

- IL Action 4 Children
- IL Chap. Amer. Academy of Pediatrics
- Ounce of Prevention
- Voices 4 Children

- EC Programs
- School Districts
- Parent organizations
- Healthcare & Medical Community
- Business
- Higher Education



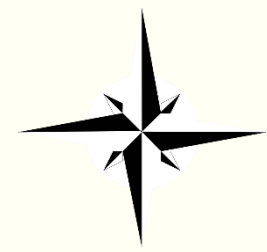
First Things First...





QUALITIES FOR SUCCESSFUL COLLABORATION

6 Guiding Principles



1. Recognize that optimal child development and early learning occurs within the context of relationships with family and community.
2. Place solution emphasis on Quality, Access and Equity where disparity and barriers exist.
3. We work to respect the families' voice, culture and engage their perspectives in our strategic planning.
4. Foster discussions that promote reflection and generative conversation as we co-create our futures.
5. Be committed to understand and address the cultural/linguistic needs in each local community.
6. Always be open to learning more about the changing demographics in DuPage & best practices in collaborative work.



EARLY CHILDHOOD PROFILE

Common Messaging & Collective Agenda Crucial

Agree on holistic
kindergarten
readiness
measures across
county

1

Gain consensus
on collective
agenda

2

Inform
stakeholders of
specific needs
within early
childhood
communities

3

Common Messaging Team

GOALS

- Identify a team of content experts
- Conducted a national & state level literature review & analysis
 - Criteria:
 - Research-based on optimal child development
 - Holistic & centered on child/family ecosystems = Child & family-centered
 - Data-driven toward policy / systems change
- “Kindergarten Readiness & the Ready Child Equation”
- Determine a review process for consensus from partners
- Timeline and messaging to other sectors
- Mass Media Campaign

Kindergarten Readiness Definition

“Kindergarten Readiness is a reflection of the community’s willingness and ability to support its children and families during the crucial early learning years from Birth through age Five.

It is the sum of

Ready Families, Ready Health, Ready Early Care/Education, Ready Schools and Ready Communities working together to achieve positive outcomes for the children of DuPage County.”

The READY Child Equation = Ready Families, Ready Health, Ready Early Care/Education, Ready Schools and Ready Communities

Public Awareness Campaign

- ❖ Social Media
- ❖ Increase cross-sector partnerships & leverage listservs
- ❖ Cross-promote with partners
- ❖ Develop relationships & align messaging with DuPage County government



**BUSINESS LEADERS OF DUPAGE COUNTY
&
EARLY CHILDHOOD COMMUNITY LEADERS**

PLEASE JOIN US

Friday, May 4th

11:30 AM – 1:00 PM

Courtyard Banquets

3S200 IL-59, Warrenville, IL 60555

\$25/per person

Key Note Speaker – Sean Noble, Illinois State Director, Ready Nation

"Your business can gain competitive advantages NOW:
employee retention, reduce absenteeism, increase productivity."



YOUR SKILLED WORKFORCE BEGINS WITH CHILD DEVELOPMENT.

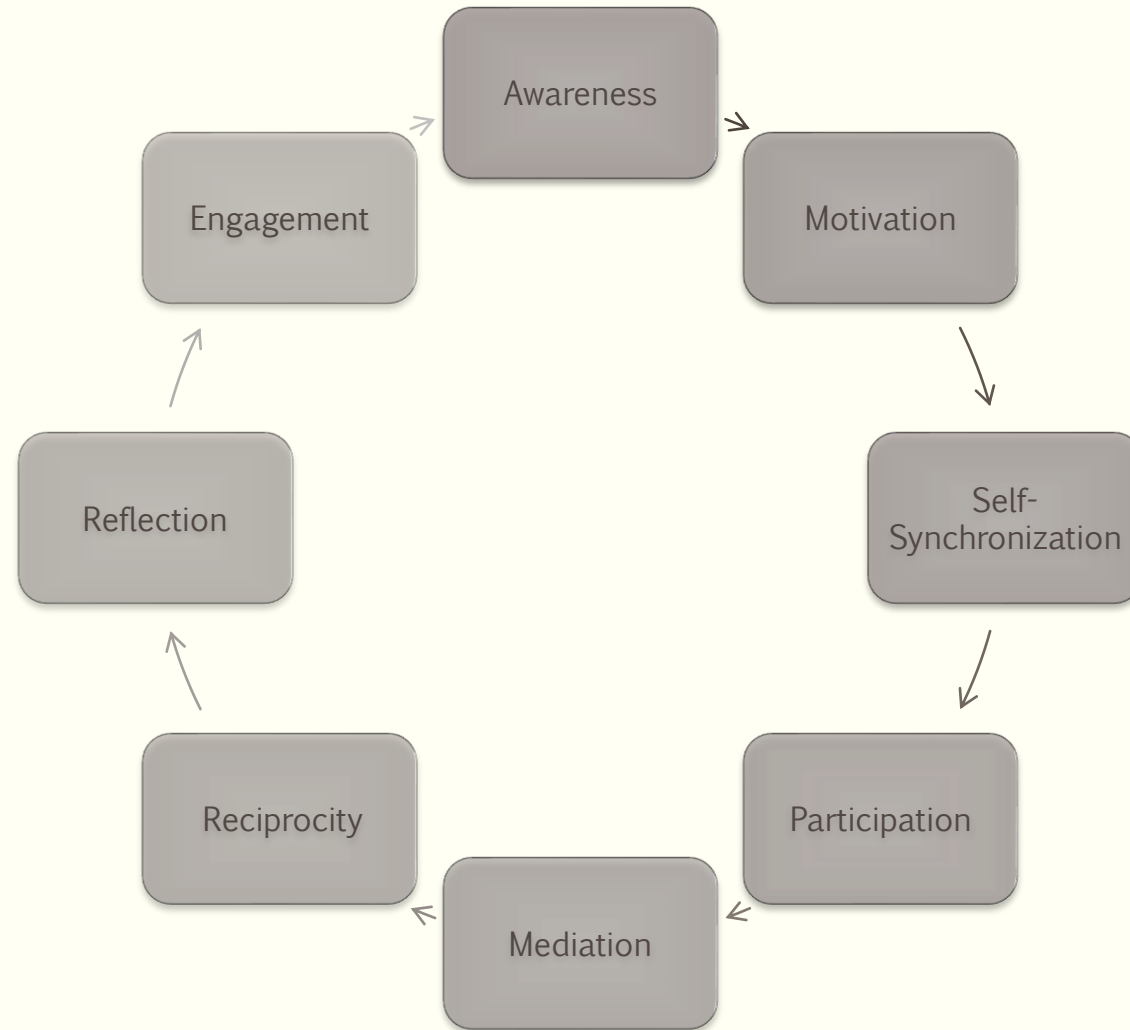
<http://www.wheatonchamber.com/events/details/multi-chamber-luncheon-your-skilled-workforce-begins-with-child-development-13479>





STRATEGIES FOR INVOLVEMENT /ENGAGEMENT

Collaboration Life-Cycle



Common Goal(s)

Do you have a common goal that all stakeholders can name and understand?



Relationships

- Does not happen over night!
- Nurturing relationships are critical
- Will ebb and flow/up and down
- Establish Boundaries
- Set Timeline
- Communication Schedule
- Culture of support
- Review and Assess
- Keep Goal as Guide!



Teamwork or Collaboration?

Are all resources being employed? Are all stakeholders contributing equally?



Stop and Smell the Roses

Are you stopping regularly to measure success and assess challenges?

DOCUMENT & CELEBRATE SMALL WINS





**KEEP
CALM
AND
START
COLLABORATING**



THANK YOU!

fakelia guyton, ma

director of dupage early childhood collaboration (decc)
in partnership with ywca metropolitan chicago and
dupage regional office of education

fakelia.guyton@ywcachicago.org

T: (630) 580-3125

Patterson and McDaniel Family Center
2055 Army Trail Rd., Suite 140
Addison, IL 60101

 ywcachicago.org  yshop.org    @ywcachicago

**eliminating racism
empowering women**

ywca

metropolitan chicago



Ms. Janine Pryor
Coordinator
Chaffee County Early Childhood Council
Chaffee County, Colo.

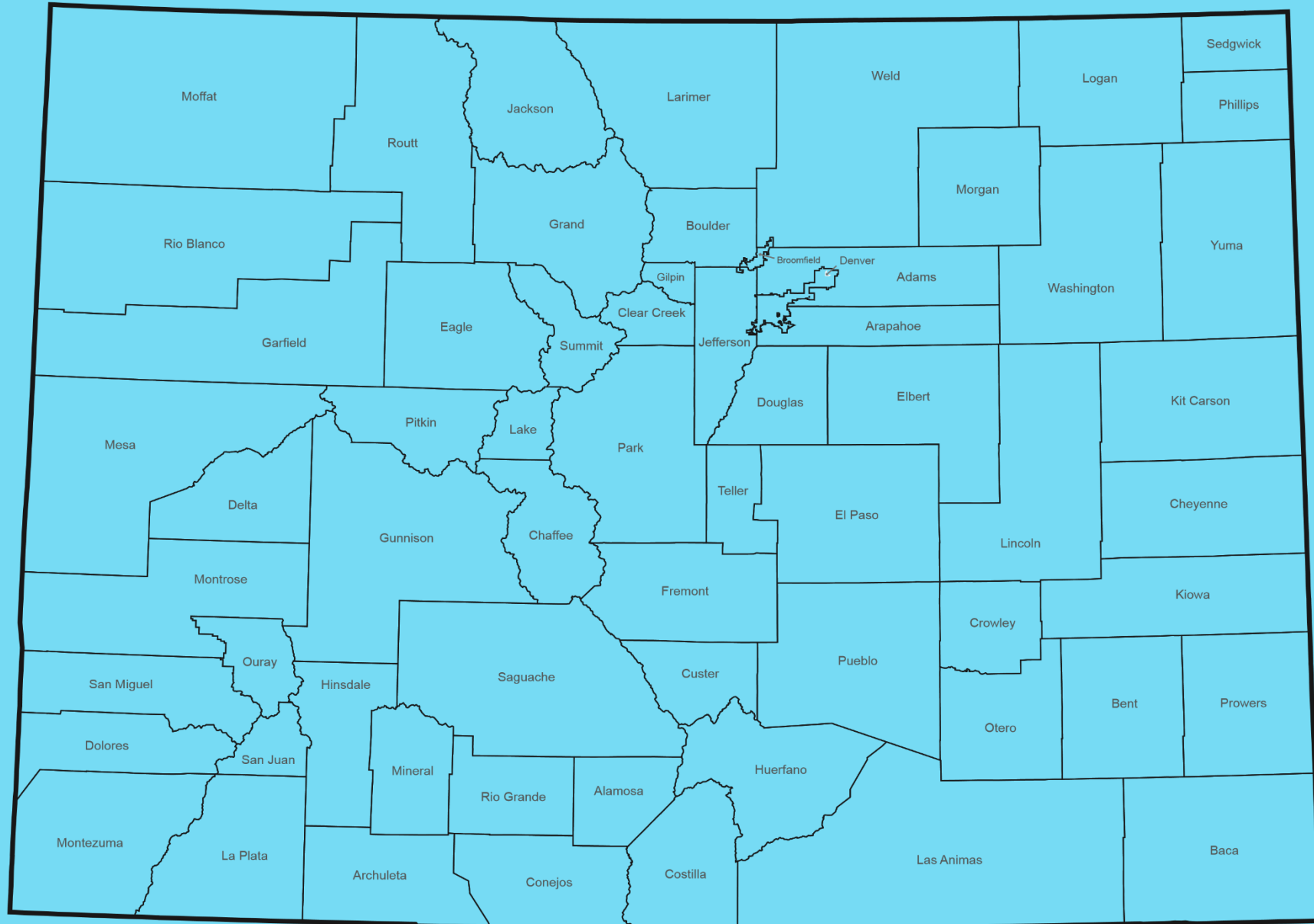


Using Messaging to Enhance Engagement in Early Childhood Initiatives

Janine Pryor

Chaffee County Early Childhood Council

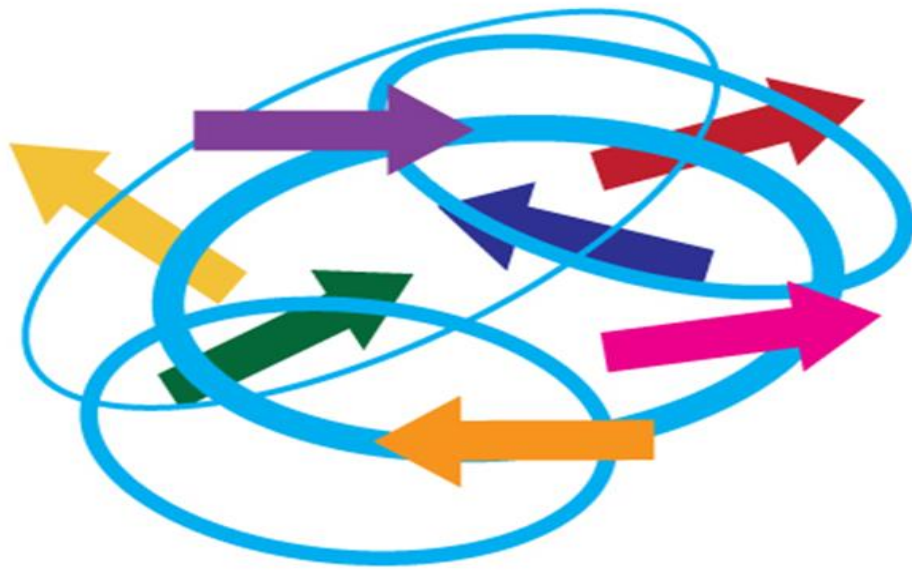
Chaffee County is the Heart of the Rockies



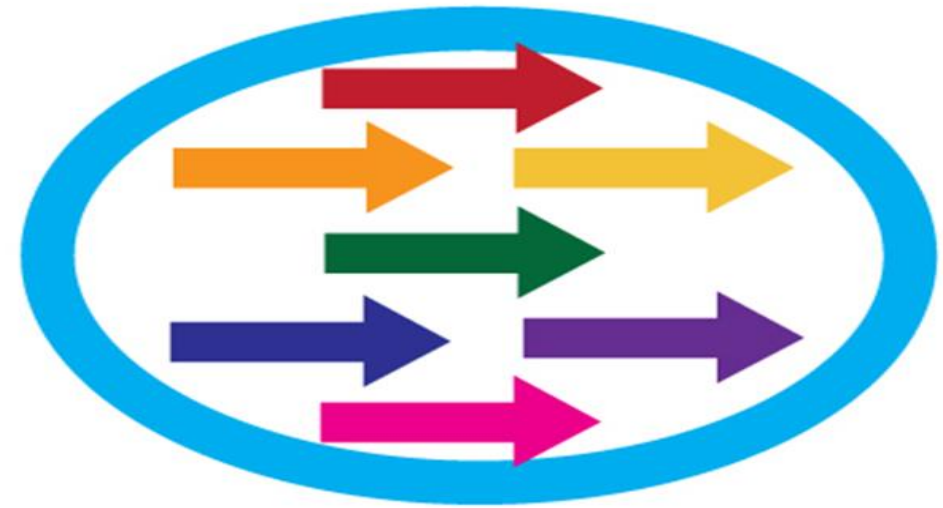
Life in rural Chaffee County

- 19,000 total population, approximately 600 birth to age 3
- 2 population centers 25 miles apart, 2 school districts, one hospital
- Chaffee Families
 - High cost of living, low wages with few benefits, high housing prices and few rentals
 - Most parents work outside the home, often more than one job
 - 12 licensed child care providers
 - 150 births per year with 6 licensed child care slots for birth to one
 - 34% register for free or reduced price lunch, 25% for WIC
 - 20% at federal poverty level

2007 Colorado established Early Childhood Councils to create a local sustainable system that ensures all children have the supports they need to start school ready to learn



ISOLATED IMPACT



COLLECTIVE IMPACT

The Collective Impact Model

The Council is the Backbone Organization Creating and managing collective impact requires an “independent” organization with the staff and skills to serve as the support and coordinator for the initiative

Common Agenda A shared vision for change, a common understanding of the problem and a joint approach to solving it through agreed upon actions.

Shared Measurement Collecting data and measuring results consistently across all participants to ensure efforts are aligned and participants keep each other accountable.

Mutually Reinforcing Activities Work is coordinated through a mutually reinforcing plan of action.

Continuous Communication Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and sustain motivation.

Chaffee Early Childhood Council: Who We Are

A collaboration of many diverse community partners, including organizations, parents, and individuals.

- School superintendents, child care providers, hospital birthing center, preschools, libraries, medical practices, mental health center and private clinicians, human services, public health, home visitors, faith based, WIC, pregnancy and family centers, head start, and community agencies.
- Experienced staff and contractors who work with members to
 - ✓ Achieve priority goals and objectives
 - ✓ Overcome stigma and promote effective messaging
 - ✓ Build local capacity of agencies and professionals

Chaffee Early Childhood Council: Our Approach

Design and establish a cost-effective local early childhood system focusing on high standards of program quality, professional competence, and financial sustainability.

- 1. One on one meetings to recruit key members and partners**
- 2. Conduct a comprehensive community assessment**
- 3. Facilitate strategic planning sessions to select priority goals**
- 4. Use research and best practices to inform strategies**
- 5. Identify SMART objectives**
- 6. Establish an effective governance system and structure:
All 27 members form the BOD, have voting rights and
implement council programs or participate on work groups**

Chaffee County Early Childhood Council

Three Strategic Goals

1. Families have access to quality child care, especially for infants and toddlers
2. Prevent and mitigate prioritized school readiness gaps:
Sufficient vocabulary; adequate approaches to learning including problem solving, curiosity, and persistence;
adequate attachment and the ability to self-regulate
3. **Children are in safe and nurturing environments.**

The Public Will Building Model: Five Steps to Change

1. Clearly defining the need or concern requires an accurate understanding of

Causes of the concern/need

Cultural Context

Agencies/individuals with the ability to impact it

Who is seeking and/or blocking change

Gaps in the current change effort

Impacts of the problem: human, social, political, economic, and others

Public Will Building Model Five Steps to Change

- 2. Build awareness:** Identify opinion leaders through outreach that raises interest, including presentations to service clubs, surveys, commission work sessions, one on one meetings
- 3. Work with opinion leaders to become knowledgeable champions** who effectively share information in their stakeholder groups, including specifics about the problem's impact, the desired change, and the mechanisms for change. Use social media, print media, radio and paid and earned media.
- 4. Ownership/Dedication:** Impact the problem and its causes with concrete opportunities for action.
- 5. Ongoing evaluation, adaption, and engagement**

Messages that are working in Chaffee

- ✓ Child care is as important as affordable housing
- ✓ We have only 6 infant child care slots in the county
- ✓ 70% of parents surveyed are considering leaving their job or the area because of child care
- ✓ Would you like to know where your child excels and where they might benefit from extra practice?
- ✓ 90% of brain development occurs in the first 3 years of life. Understanding your child's temperament, age-based milestones, and the serve and return function of brain development will help your child succeed in school and life.

Thank you for your time and interest

Janine Pryor

Chaffee County Early Childhood Council

jpryor@ccecc.org

Using Messaging to Enhance Engagement on Early Childhood Initiatives

2:15 p.m. to 3:30 p.m.

Ms. Fakelia Guyton, DuPage Federation on Human Services Reform, DuPage County, Ill.

Ms. Janine Pryor, Chaffee County Early Childhood Council, Chaffee County, Colo.

Hon. Toni Carter, Ramsey County, M.N.



**@NACoTweets
#NACoAnn**

**To learn more about NACo's partnership with the
Pritzker Children's Initiative, please contact:**

Rashida Brown
NACo Associate Program Director
rbrown@naco.org
(202) 942-4251

Tracy Steffek
NACo Program Manager
tsteffek@naco.org
(202) 661-8813