

New York State Early Childhood Advisory Council

Membership Meeting

December 6th, 2011

Minutes

Members:

Evelyn Blanck	Sherry Cleary (Co-Chair)	Pedro Cordero
Nancy Cupolo	Rachel deLong	Chris Deyss
Denise Dowell	Andre Eaton	Maggie Evans
Robert Frawley	Dana Friedman	Liz Hood
Mark Jasinski	Jacquelyn Jones	Ira Katzenstein
Kristen Kerr	Karen Kissinger	Nancy Kolben
Linda Landsman	James Langford	Pattie Lieberman
Dina Lieser	Barbara Ann Mattle	Karen McGraw
James McGuirk	Mary McHugh	Meg McNiff
Anne Mitchell	Janice Molnar	Elba Montalvo
Melanie Pores (for P. Cleary)	Monique Rabideau	Krystal Reyes (for M. Hartzog)
Maryanne Schretzman	Sheila Smith (for L. Kreader)	Meredith Wiley

Guests:

Jocelyn Alter	Marsha Basloe	Katie Campos
Mary De Masi	Lori King Kocsis	Andre LaValle
Maria Mayoral	Maggie McGlynn (Facilitator)	Sam Stephens
Amy Rudat	Sherone Sanchez	Rebecca Valenchis
Nicolas Storelli-Castro	Dan Tatro	

Staff:

Liz Belsito	Kate Breslin	Regina Canuso
Barbara Hogan	Jeff Luks	Renee Nasadoski
Jenn O'Connor	Susan Perkins	Patty Persell
Bridget Walsh	Stephanie Woodard	

Welcome and Introductions

- Facilitator Maggie McGlynn welcomed everyone and asked each participant to introduce themselves and answer the question, "How is your organization moving the early childhood agenda forward in New York?"
- Bob Frawley and Sherry Cleary welcomed and introduced Katie Campos of the Governor's Office and Nicolas Storelli-Castro from the New York State Education Department. Bob and Sherry thanked Katie and Nicolas for the hard work and direction they provided throughout the grant writing process.

- Both Katie and Nicolas responded to the introduction and accolades by speaking to the group about their experience working with Bob and Sherry and members of the ECAC. They also expressed their appreciation for the support they received from Bob, Sherry and the ECAC membership and for all they have learned from the early childhood agencies and organizations that comprise the ECAC.

Work Group Focus

- Promoting Healthy Development Work Group co-chairs, Dina Lieser and Mary McHugh, presented and lead a discussion on Children’s Health and Social Emotional Development. As part of their presentation they provided background that set the context for the work currently being done by the Promoting Healthy Development Work Group.
- Mary’s presentation focused on the challenges for providing early childhood social and emotional development supportive services to families:
 - The work group has embraced the need to change the language from “mental health” to “social and emotional development”. The term “health” should encompass all health and mental health components and focuses on the promotion of overall healthy development. Since the words “mental health” are often stigmatizing, the work group prefers to use “social emotional development”.
 - Mary described the three goals identified for promoting healthy development: (1) promote innovative strategies; (2) build capacity in child care settings; (3) identify the vulnerable population and access to services.
 - Mary provided an overview of the diagram (in her slides) developed by the Center for Child Development at Harvard. She described the importance of knowing the environmental relationships amongst the parents, teachers, and childcare staff, and the physical environment which would include playgrounds, physical activity areas, and nutrition. Mary also indicated that dental/oral health services should be added as part of an early learning setting.
 - Mary indicated there were many programs in New York State that are helping families and children; however they face service delivery disruptions because they are not connected to a statewide system; therefore, suffering sustainability and scalability. As the service providers administer programs Mary indicated that life-long outcomes for both educational and physical development should be identified.
 - Mary recognized the Project LAUNCH grant in Westchester County as one initiative operating in New York State that uses the public health approach to engage the health, mental health, education, child care, as service delivery system to provide early childhood social and emotional services. The initiative is funded with a five year Substance Abuse and Mental Services Administration (SAMHSA) grant. The Project LAUNCH initiative is in its second year of serving children zero to eight in three communities.

- Mary provided a brief overview of the November 28th webinar entitled “Progress Monitoring and Planning Tool in Early Childhood Mental Health (ECMH)” in which she was a presenter along with Evelyn Blanck. The webinar introduced the new ECMH tool that was developed by the National Center for Children in Poverty (NCCP). The webinar allowed states to showcase how they are using the tool for monitoring and planning around early childhood emotional and social development. There were 1,300 registered to participate in the webinar. Mary noted that the tool discussed in the webinar had been sent to and was filled out by professionals from all over the state, both at the local and state level, reflecting public and private services and programs. She thanked those who completed the tool for their organizations.
- Mary identified the seven strategies for improvement:
 1. Home visiting and parenting programs
 2. Enhancing community supports
 3. Screening parents for depression
 4. Screening children for social and emotional needs
 5. Supporting a better trained workforce
 6. Creating more social and emotional development programs
 7. Supporting the social and emotional development of children in all settings
- Mary also mentioned that the ECAC Promoting Healthy Development Work Group will soon release an RFP for a social emotional development consultant who will help collect and publicize resources that support children’s healthy social emotional development.
- Dina Lieser’s presentation focused on how school readiness is intertwined with healthy development:
 - Dina provided an overview regarding the need for children to enter school healthy. She provided information on why it is important for children to be healthy when attending school, as studies show when children are not healthy it makes it very difficult for them to learn.
 - We need to link the systems that serve children; these are systems that should never have been operating separately.
 - She pointed out that the foundation for a child’s health begins with early brain development and the need to have early supports for social and emotional development.
 - Dina’s presentation included the following methods to promote health: (1) Pediatrician Involvement: Include health care providers as part of the early childhood system. Dina explained the Bright Futures Framework which is a tool used by health care providers and pediatricians to help improve the delivery of services for children younger than age five. Dina explain that health comes from where the child lives so this tool supports health care providers and pediatricians to link the child and family to appropriate community resources. Dina indicated that the tool is currently being revised. (2) Policy Level: State Policies should ensure that health promotion activities are an important part of the programming provided by early care and education programs. (3) Primary Care Offices: 90% of all young children see their doctor with some regularity. Primary

care offices can offer a non-stigmatizing setting for parents to receive supports. One example Dina presented was the *Reach Out and Read* initiative in which doctor's offices are used to encourage families to read with their children. This program encourages doctors to share books with their patients to "directly fuel" and encourage parents to read with their children. (4) Access to Care: Access to care for some families can be an issue which prevents children from growing up healthy.

- Mary and Dina posed two questions to members for discussion at tables: How to make an agenda to infuse health care as part of school readiness. Where can health promotion show up in the work we do on a regular basis?

Main Ideas/Themes from Table Discussions

Workforce Development

- Expand use of child care health consultants.
- Help workforce understand greater definition of "health".
- Provide more health and social emotional development training for workforce.
- Provide training about connecting families to supportive services.
- Teach parents about health in language they understand.
- Make sure health and social emotional development is imbedded in (teacher training) topics that are covered in order to promote the whole child.
- Provide information on the needs of mothers/infants for bonding and attachment.

Changing Practice

- Provide more health promotion activities on sites. Provide information about programs that can be used or are effective.
- Link early care and education with pediatricians (success of Reach Out and Read).
- Add a line to health form to ask about family support.
- Promote/allow/develop health services/centers in schools.
- Include fathers in health promotion not just mothers.
- Promote social emotional consultation.
- Support better nutrition in schools.

ECAC

- Promote/expand child care health consultants.
- Help provide data to "knit the systems together."
- Align funding and standards to get better outcomes.
- Provide map of resources so members can see how to connect.
- Figure out how to connect to less formal setting where people receive services.
- Address the health and social emotional needs of the workforce.
- Work on screening initiatives regardless of ELCG.
- Continue to refine health and social emotional standards in QUALITYstarsNY.

- Continue to promote social emotional development in early care and learning.

Reports

Jenn O'Connor presented the 2012 Executive Agenda for Winning Beginning NY (WBNY). Highlights include:

- Invest \$ 20 million for year 1 implementation of QUALITYstarsNY to provide direct and indirect program improvement supports as down payment on full \$ 100 million ask for implementation.
- Restore \$ 37 million to child care subsidies and increase the total of all child care funding by 10 percent.
- Restore Early Intervention to the 2010-2011 funding level of \$ 230 million.
- Invest \$ 30.3 million for current home visiting programs and additional support services, including establishing line items for Nurse Family Partnerships.
- Maintain funding of \$ 384.3 million for Universal Prekindergarten and pursue strategies to maximize current investments and increase capacity.

The Executive Agenda will be sent to the Governor's Office, Department of the Budget, relevant state agencies and key legislators. Upon release of the Governor's budget in January, WBNY will release their 2012 Legislative Agenda, a response to any cuts.

Innovative Strategies

Identifying communities of high need:

- Mary DeMasi (CCF) and Dan Tatro (OCFS) presented information about the statistical analysis undertaken for the Early Learning Challenge Grant application to determine priority communities with populations of children with high needs. A total of twenty risk factors, adapting an approach from the NYS Department of Health, were used to establish three cities/towns within each of the ten economic development regions.

Early Learning Challenge Grant: What we learned:

- Bob Frawley and Sherry Cleary acknowledged that the work of the ECAC over the past two years helped to position New York State for developing a strong application. The process was arduous, and also successful in building new working relationships with others in both the public and private sectors.

Major Sections:

- Rachel de Long (DOH) provided an overview of Section C of the proposal, promoting early learning and development standards, including enhanced health related standards, improving

child outcomes and implementing standardized assessment systems across early learning programs.

- Janice Molnar presented information on Section B – highlighting the implementation of QUALITYstarsNY and linkages with SED's Longitudinal Data System.
- Sherry Cleary described the priorities outlined in the grant application regarding workforce development and the importance of partnerships with NYS institutions of higher education.

Moving forward and integrating change:

- Each table discussed ways in which New York State can act quickly when awarded the ELCG (Pathway 1) and ways to sustain the momentum gained from the application process if our application is not successful (Pathway 2).

Pathway 1 (Successful ELCG Application)

Question A – What immediate action would we need to take?

1. Communication

- Announce success and communicate change positively and effectively as soon as possible, using all media: newsletter, E-Blasts, Social Media, to inform public of ELCG win.
- Initiate PR campaign for implementation of QUALITYstarsNY and Workforce Registry, using CCR&R's to fill the Registry.
- Use communication consultant to develop communication plan to develop buy-in from the early childhood field; roll out so programs feel prepared and ready; need to let legally exempt programs know what is coming and publicize that state will provide training; and need to build momentum to cover the rest of the state beyond high needs areas.

2. Planning

- Ensure level of commitment from state agencies (re-commit to MOU or change scope of work within 90 days)
- Fast track QUALITYstarsNY ; coordinate deliverables in original Race to the Top and ELCG re: QUALITYstarsNY
- Identify key people for implementation; develop plan and timeline; nail down the budget; convene subgroup to address language spelled out in the proposal; establish benchmarks for Registry
- Determine how to implement Family Engagement areas of application; utilize CCR&R's to promote those areas ; inform parents re: parent portal in data system
- Revisit all work plans of ECAC
- Get Regents endorsement of CBK, ELG's and Common Core
- Ensure New York City Department of Health and Mental Hygiene participation.

3. Advocacy

- Determine if parts of grant will affect WBNY Executive Agenda

Question B – What can you/your organization generate quickly? Who are your partners?

- New York State Association for the Education of Young Children – Roll out Early Learning Guidelines and ELCG priorities at conference in Spring; will require credential for applicants to Registry
- New York State Head Start Association – Report to members about what is in the award
- Office of Mental Health – Needs to figure out how QUALITYstarsNY works within OMH; wants to integrate health (DOH) with social emotional supports in addressing needs of children and families
- New York State United Teachers – Provide information to members
- New York State Office of Temporary and Disability Assistance - Provide technology to educate workforce
- WBNY – Organize a media campaign
- ECAC – Promote family engagement/parent engagement aspects of ELCG into Strong Families Work Group
- New York State Education Department – Develop and fund Kindergarten Entry Assessment;
- UPK Administrators - Provide UPK statistics
- Early Development Institute – Inform pediatricians and school district personnel of how this will work and where the money is coming from to implement it.
- ECAC – Pull people together to help the field understand what is happening across the state; have talking points with clear messages addressed to various groups

Pathway 2 (Unsuccessful ELCG Application)

Question A - In the absence of ELCG funds how to implement proposal?

1. Strategic Planning

- Re-convene as organizations to establish where we can still move forward, especially proposed activities in the application that are better than what is currently practiced.
- Determine level of commitment to implementation among parties involved in the application especially Governor's office.
- What would put early childhood in the best position for the next "ask"?
- Develop a visual for what we are already doing/what is started and need to keep moving/what is planned but not yet implemented.
- Use data from Mapping Project done for application to target interventions.
- Develop alignment of resources for improved efficiency.
- Utilize parent organizations to promote early childhood agenda.

2. Communication

- Media Campaign to push certain priorities and investments. Would Governor continue to support it?
- Need to develop media campaign beyond early childhood.
- Do public hearings regardless of getting grant.

3. Funding

- Redistribution of state agency funds as listed in the application .
- Identify budget neutral ideas in the application.
- Identify other sources of funds – develop corporate involvement in ECAC, ask BUILD for support.
- Get something in Governor’s budget that moves early childhood forward.
- Use EIP funds in QUALITYstarsNY.
- Leverage what is currently available through non-traditional sources i.e. libraries.

4. Relationship-building

- Maintain connections build during application process, integrate them/institutionalize them within ECAC.
- Develop opportunities to coordinate upstate and NYC efforts, policies and practices.

Pathway 2 (Unsuccessful ELCG Application)

Question B – What are the top priorities for implementation if we do not get the grant?

1.Strategic Planning

- Priority items in application that will continue regardless of new funding should include: QUALITYstarsNY, Professional Development and Registry, screening of young children, focus on areas with most need, Core Body of Knowledge & Early Learning Guidelines implementation, database, English Language Learners, Kindergarten Readiness Assessment (work with BUILD states), developmental screening, and promotion of Child and Adult Food Program.
- Determine what are the feeder programs of the low performing schools – prioritize services toward those programs and focus efforts/funds on most at risk children/programs/areas.
- Crosswalk ECAC Strategic Plan with ELCG application to determine what are already priorities
- Implement Shared Services.
- Tap into Head Start social-emotional work to promote infant toddler specialists and early care resource centers.
- Re-structure work groups and ECAC to streamline for re-aligned goals, build in time for reflection/evaluation of ECAC staff and members.

2. Communication

- Develop communication campaign to maintain focus on early childhood priorities.
- Reframe message about “losing” to how the process of the grant has positioned state to move forward.
- Communicate “what we all want for our kids”.
- Communicate CBK/ELG to Higher Education Professionals.
- Include parents - target all places where parents go for messages.

3. Funding

- Continue to seek funds, using examples set by other states, i.e. Utah (closing prison and repositioning funds) and using private foundation money (Casey Foundation).
- Reduce dependence on federal funding.

Wrap-Up

- Next Meeting March 14th at the Crown Plaza Hotel, Albany, NY.