



**ESSENTIALS FOR CHILDHOOD
STEERING COMMITTEE MEETING SUMMARY**

**April 5, 2018
9 AM to 11 AM**

Attendees: Maggie Bailey, Sharon Hirsch (via phone), Catherine Joyner, Kristin O'Connor, Phil Redmond, Michelle Ries, Susan Robinson, Meghan Shanahan, Donna White, Adam Zolotor

Working Group and Other Activities Updates and Planning

Michelle opened the meeting by providing an overview of current activities related to Essentials for Childhood:

- Pathways Data Gaps Analysis:

On April 18, NCIOM will be facilitating a gaps analysis of data collected for the Pathways Initiative. The meeting will convene a group of stakeholders who will work through gaps in the data and identify “themes of prioritization” that will be used to create recommendations for Pathway’s Data Advisory Council. Michelle and Maggie have been working with Mandy Ableidinger from NCECF to develop an agenda and finalize goals and strategies for the process. This meeting will also include a preview of the data dashboard that SAS is building for the initiative.

Steering Committee members discussed the proposed questions for the Pathways data and important considerations for the usefulness of the data, including how adequately a proxy measure can measure an indicator and the salience of the indicator from a communications perspective.

- Essentials for Childhood Task Force and Task Force on Early Childhood Mental Health, Social, and Emotional Needs of Young Children and Their Families Reconvening Meeting:
The agenda for the May 18 meeting is about 90% finalized. Registration information will be sent out early next week. NCIOM staff will have phone calls with speakers/panelists/moderators to ensure they are familiar with the goals of each session.
- ACEs issue of the *North Carolina Medical Journal*
The issue was published in mid-March. The Managing Editor is working on press releases for certain articles, and various partners will be writing blog posts related to ACEs and the journal issue. NCIOM will also pass along the press releases to E4C partner organizations so they can push them out to local channels. Adam also suggested sending press releases to the E4C task force roster.
- NC Child Health Report Card
NCIOM and NC Child published the 2018 Child Health Report Card in February and received considerable media coverage.
- Evidence-Based Programs Workgroup Update

Paul Lanier provided an update of the home visiting landscape study currently underway by his team at UNC. They are also working with DPH and NCPC to host a home visiting summit in October. Agenda planning and budget development is underway. A primary goal for this meeting is to present data/results from the study in order to start a conversation with funders about a better vision for the state. Organizers also hope to hold regional meetings to explore opportunities to expand access to home-visiting services. The EBP group is continuing to explore how they can support the dialogue with funders at the summit.

Donna shared some updates related to trauma-informed practices in an early childcare setting. Karen McKnight is pulling together a team through Head Start to go to a training at Harvard. Donna also shared data from a presentation by Mary Martin from the Child Care Services Association highlighting disparities between age groups in regards to access to childcare. The number of children ages 0-2 in licensed child care has decreased at a fast rate than the number of children ages 3-5, and 2/3 of the children on the subsidy waiting list are children ages 0-2. Additionally, workforce data show that there is a pay disparity between child care professionals for children 0-2 versus 3-5. Finally, Donna shared about the upcoming Smart Start symposium that will focus on community resilience. Wendy Ellis will be the keynote speaker. They are encouraging the executive directors from the partnerships to bring program staff with them so that participants can talk about community teams. They hope to bring Wendy back for the fall symposium to continue some of the conversation.

- **CDC Second Funding Cycle for Essentials for Childhood**
Michelle and Catherine shared that it is likely that the CDC will release an RFP for another funding cycle for the E4C project sometime in April and that this round of the project will focus on policy and social norms change. Catherine said that DPH is committed to institutionalizing the Essentials work, whether it is CDC funded or not. There have also been discussions about how to more closely work with the Child Fatality Task Force to promote policy change.

Brainstorm and Planning: New Strategies for Implementing Policy Recommendations and Norms Change Work

Michelle started the conversation about refocusing on policy recommendations, whether included in the original Task Force recommendations or not. The steering committee first discussed the issue of early childhood teacher pay. The base funding child care centers get is the child care subsidies. With the subsidies and the families who are able to pay the full cost of child care each month, there still isn't enough money to pay teachers a sufficient wage. Anna Carter is leading a group that is reviewing QRIS stands—there isn't a requirement about how much of a subsidy must be used to pay the teachers. There may be opportunity for a recommendation that if a center is accepting public funds, they should pay their teacher more.

Members also discussed the need for generating local support, because even if legislators are in support of increasing subsidies, which they have increased funding for subsidies in the last few sessions, each legislator has multiple constituent groups who will be competing for those dollars. As a result, the group discussed opportunities for promoting advocacy at the local level and the possibility of working with advocacy partners to hold local workshops or forums around child maltreatment prevention and



encouraging communities to ask for meetings with their representatives because these issues are important to economic development. Local-level advocacy would also be facilitated by work closely with County Commissioners, as a lot of individuals have been interested in child maltreatment prevention and have been thought leaders in their counties. Local-level work also lends itself more to engaging the family and parent voice, which has been identified as a weakness in the Essentials work thus far. However, the Steering Committee discussed the challenges in doing this type of local-level advocacy work, and the need for strategies to bring people together that diffuse polarizing issues and give community leaders the tools to find common ground.

There also may be opportunities to connect Essentials with the policy goals of other initiatives including the Pritzker Initiative or the Think Babies campaign, as well as those of the Child Wellbeing Transformation Council. The group discussed that although the Child Wellbeing Transformation Council is intended to serve as a Children's Cabinet, it is going to be housed within the legislature. Consequentially, Governor Cooper has revived the Early Childhood Advisory Council through Executive Order, and it is currently unclear what the different scopes, missions, and goals of these two groups will be. The Steering Committee felt that it was important to interface with both groups, as much of the Essentials recommendations relied on state-level leadership. The Early Childhood Advisory Council was written as the executive body for the Essentials recommendations, but it will be important to figure out the different roles the two bodies will play and cultivate a relationship with both of them. The timeline for the staffing and initial meetings of the Child Wellbeing Transformation Council is currently unclear, but NCIOM may explore opportunities to lend facilitation expertise as they begin meetings for a staffing search. NCIOM staff has already met with Darryl Childers in the Governor's office regarding the ECAC, but will look for opportunities to stay informed about its further development.

Sharon provided a brief update about the funding Prevent Child Abuse North Carolina received from Blue Cross Blue Shield North Carolina to work on social norms change. They anticipate receiving funds in June to bring an Interface ACEs training program for about 25 people in the state. They are not sure exactly who they want to be trained but they want a variety of folks from different sectors who are thought leaders. This funding will also be used for a larger campaign that PCANC will roll out with BCBSNC.

Next Steps & Scheduling

If anyone has any other thoughts about goals, structure, or partners for activities/policy recommendations going forward, send them to Michelle.

Phil is going to connect NCIOM to Karen McLeod to discuss opportunities for engagement with the Child Wellbeing Transformation Council.

NCIOM will also explore opportunities to meet with the director of the County Commissioners Association.

Next Steering Committee call is May 3rd at 9:00 a.m. and the next in-person meeting is July 12th at 9:00 a.m.