



**ESSENTIALS FOR CHILDHOOD
STEERING COMMITTEE MEETING AGENDA**

**JULY 12, 2018
9 AM TO 11 AM**

Meeting Attendees: Maggie Bailey, Chloe Donohoe, Lisa Finaldi, Sharon Hirsch, Michelle Hughes, Phil Redmond, Michelle Ries, Susan Robinson, Meghan Shanahan, Berkeley Yorkery, Adam Zolotor

Introductions and Review of Backbone Activities (see update below)

Michelle Ries opened the meeting and decided to save the review of backbone activities for the end of the meeting to allow for sufficient time for planning for the Essentials project should North Carolina receive continued funding from the CDC.

Brainstorm and Planning: Review CDC Application and Discuss New Work Groups, Partnerships, and Timelines

The Steering Committee discussed the following organizations with working agreements included in the application to the CDC:

NC Early Childhood Foundation's Family Forward NC initiative

Lisa Finaldi of the NCECF provided an overview of Family Forward NC, an initiative to improve children's health and well-being by catalyzing business-led change to increase the availability of family-friendly workplaces in NC. In 2018, the NCECF has established an advisory council to guide the work of the initiative—currently has 10 members. Drs. Betsy Tilson and Allison Stuebe will represent a medical/health perspective on the council. This group will meet for the first time on August 22nd.

Lisa has also begun to coordinate business roundtables in conjunction with local Chambers of Commerce to be held in eight locations across the state. The first was held in Asheville. About 35 representatives from various local business attended. Roundtables are expected to be convened in Rocky Mount, Robeson County, New Hanover County, Rowan County, Charlotte, Morrisville or Durham (most likely Morrisville), and Alamance County. These roundtables are an opportunity to meet with businesses to better understand their needs and goals for supporting their employees. These roundtables will inform the development of a guide for small and mid-size businesses with small or no HR departments to help them implement family friendly policies. This guide will hopefully be completed at the end of the year. NCECF is also planning a business summit in 2019.

Finally, Lisa shared about the "Family-Friendly Business" certification/recognition the NCECF is developing to offer to businesses who put relevant policies and practices in place. An MBA student is working on what this recognition would look like. The student is also helping to develop a dissemination plan for the business guide. NCECF recognizes that they may need to contact with an HR professional since businesses are looking for direct HR advice that is out of the purview of the Foundation.

The Steering Committee discussed the development of the “Family-Friendly Business” recognition. The NCECF has looked at what New Mexico has done to create theirs—it features a tiered system where a business can be recognized as gold, silver, or bronze. Steering Committee members proposed framing it as an award rather than a certification, working with hiring sites for business to be able to show that they have this award, and working with BCBSNC to offer a nominal discount to business that are identified as “family friendly.” Members also suggested keeping abreast of research from the Center for Child and Family Policy analyzing paid family leave and discussed opportunities to look at the impact of paid family leave policies in counties and cities that have passed them. Lisa or another NCECF member will serve on the Steering Committee should Essentials receive continued funding, and Adam Zolotor will look at the possibility of serving on the advisory council for the Family Forward NC initiative.

NC Child

Michelle Hughes discussed the current work of NC Child to advocate for legislative and administrative policy change at the state and, occasionally, the federal level. NC Child focuses on advocating for policies to promote financial security and economic opportunity for families in order to reduce child poverty. These include: expanding access to affordable, quality child care; expanding availability of affordable health insurance for parents; expanding access to paid family medical leave; supporting the adoption of refundable tax credits for working families; and protecting safety net programs like SNAP and child care subsidies.

A primary challenge for NC Child is the lack of bipartisan dialogue around child poverty in NC. Participation in the E4C project provides an opportunity for NC Child to create a dissemination platform and a connective network for organizations that are doing pieces of this work across the state through the Mobility from Poverty Program. NC Child will collaborate with Essentials to publish statewide fact sheets on child poverty, conduct webinars on strategies to promote mobility from poverty, engage new members for the Child Advocacy Network, and host a Mobility from Poverty Summit in fall 2019.

Between now and fall of 2019, NC Child is hosting community forums through their two regional hubs in Asheville and Wayne County. They have outline some communication strategies to begin the dialogue with local partners, as well as a specific policy agenda to try to advance during the long session. Michelle discussed the salience of using data in conversations with partners and legislators—particularly the statistic that all children today, regardless of race, have lower opportunities for economic mobility that any other generation before. Should NC receive funding, a representative from NC Child will serve on the E4C Steering Committee.

Prevent Child Abuse North Carolina

PCANC’s proposed working agreement for the continuation of the Essentials project primarily revolves around continuing efforts to align CAN prevention work at the local and state level with the goals of Essentials through the community child abuse prevention plans and the social norms work sponsored by BCBSNC.

Sharon updated the Steering Committee that the UNC School of Social Work and DSS have partnered with PCANC to submit a federal “Building Community Collaboration” grant to the Administration for Children and Families. This grant will help increase resources to support

communities in developing child abuse prevention plans, and will enable PCA to create a more intentional readiness assessment process to identify communities best positioned to develop a plan. Sharon also shared PCA's goals to engage CCPTs to get them more involved in prevention and developing the plans.

Plan B!

The Steering Committee discussed opportunities to continue working toward Essentials' goals should NC not be chosen for continued funding. Sharon spoke about PCA's level of alignment with Essentials under current and future strategic plans. The group decided that there is value in having an organization that can bring people together to align goals and activities. Michelle discussed a possible opportunity to work with the DHHS and the early childhood plan to identify metrics. NCIOM needs more clarity on the timeframe and the scope of work to know if it is feasible under the current Essentials funding. This would support the institutionalization of Essentials in DHHS.

The Steering Committee also expressed an interest in more substantive feedback from the CDC about NC's progress, particularly as it related to the progress of other currently funded states.

Next Steps and Scheduling

Michelle provided a brief update on some of the backbone and workgroup activities, details of which can be found below.

The next check-in call is scheduled for August 2nd at 9:00 a.m. Steering Committee members may also join the next conference call with the CDC to request feedback. The call will take place on July 26th at 10:00 a.m.

Work Groups and Other Backbone Organization Activities – Updates

May 18 – Reconvening Meeting

In order to address the Goal 4 policy recommendations and focus on prioritized action on these recommendations, the NCIOM reconvened the Essentials for Childhood Task Force at a 6-hour meeting on May 18. This meeting will pull together members of the Task Force on Essentials for Childhood and the Task Force on the Mental Health, Social, and Emotional Needs of Young Children and their Families. These task forces were convened in 2015 and 2012, respectively, and NCIOM brought the members together to discuss progress on each Task Force's recommendations, identify priorities for ongoing work, and identify new opportunities for policy change and social norms change. The meeting agenda included opening remarks by Deputy Secretary Susan Perry-Manning, discussion of leadership groups (ECAC, Birth to 3 Interagency Council, CFTF), advocacy agendas, and community-based approaches to child maltreatment prevention and mental health promotion. We also facilitated small group discussion on community and state level policy levers of change and social norms change. Meeting materials [here](#).

Essentials for Childhood Newsletter

Last [newsletter](#) went out April 27 to ~200 partners. Highlighted NCMJ issue on ACEs, work for Child Abuse Prevention Month, May 18 meeting. Next newsletter scheduled end of July.

DHHS Early Childhood Action Plan

To align with coordination and enhanced partnerships as outlined in CDC funding application, Michelle has met with Becki Planchard, early childhood policy advisor in Secretary Cohen's office, and we are outlining a plan for NCIOM to facilitate stakeholder prioritization of metrics in each of ECAP's 7 Impact Areas. This work will take place August-October.

Catherine and Kristen, additional updates?

Think Babies Leadership Team

Michelle representing E4C and NCIOM policy recommendations in development of early childhood policy agenda, in partnership with CCSA, DHHS, NC Child, NCECF, and other partners – funded by Pritzker Children's Initiative. ECAP is moving into stakeholder input phase for August, with policy agenda and full plan to be released in October.

Pathways - Data Action Team

On 4/18, NCIOM facilitated a data gaps analysis for Pathways to Grade Level Reading. Scope of work includes:

- Facilitate a gaps analysis process that reviews what data we have and what data we are missing. For each missing measure or each measure that has only poor-quality data:
 - Why it is not available/poor quality
 - How it could be collected/improved
 - Who would collect it/improve it (agency)
 - What that would take (resources – time, money, personnel)
 - What would need to happen to trigger data collection (e.g., legislation, agreement with state agency)
- Make recommendations to the Data Advisory Council on prioritization of data collection/improvement.

At the 4/18 meeting, the group reviewed the Measures of Success and begin answering questions above. Next meeting scheduled for August 3 to do same process with Influencer Measures.

NCMJ Adverse Childhood Experiences issue

Press coverage:

Coverage of piece on Watauga County's Compassionate Schools initiative:

<https://www.goblueridge.net/news/38367-watauga-county-leads-the-movement-toward-compassionate-schools-in-nc>

<https://www.hcpress.com/news/watauga-county-leads-movement-toward-compassionate-schools-n-c.html>

<http://www.charlotteobserver.com/opinion/op-ed/article208118269.html>

Social media:

In April, our top tweet at @NCMedJ was one about the Watauga piece – it got 1,512 impressions, two retweets, and 5 likes.

Press releases

[Watauga County Leads the Movement Toward Compassionate Schools in N.C.](#)
[Cumberland County Tackles Child Abuse with Innovative Prevention Plan](#)
[More than Half of North Carolinians Have Experienced Childhood Trauma](#)
[The Case for Naming Poverty an Adverse Childhood Experience](#)

Best-performing articles from the ACEs issue on the ncmedicaljournal.com site:

Responding to Adverse Childhood Experiences (issue brief by Kelly Kimple & Susan Kansagra) – 1,502 views (#11 out of all articles on the site since March 1)

Trauma-Informed Primary Care: Prevention, Recognition, and Promoting Resilience (by Marian Earls) – 933 (#23)

Association of Adverse Childhood Experiences with life Course Health and Development (Anna Austin) – 679 (#29)

Poverty as an Adverse Childhood Experience (Michelle Hughes & Whitney Tucker) – 668 (#30)

Evidence-Based Practices Work Group:

The Evidence-based Programs Work Group is working to increase support for aligning evaluation and RFP processes across agencies and organizations, starting with a home visiting program pilot project. Over the last 9 months, we have developed detailed recommendations for alignment of funding cycles and evaluation, and next steps are seeking DHHS and other leadership buy in for adoption of aligned cycles.

Next steps for this group:

Home visiting study – to be released this summer – will be providing feedback through stakeholder input phase of project

Home visiting summit – October

PCANC – landscape of EBPs

Collective Impact Learning Network, Jordan Institute of Social Work, UNC-CH

Michelle continues to participate in the Collective Impact Learning Network.

Evaluation – Key Stakeholder Interviews

Meghan is conducting interviews of key stakeholders in the Essentials project. She will provide an update to the Steering Committee upon completion of the interviews.

NACCHO Write Up

Michelle and Catherine highlighted work of North Carolina E4C in a snapshot to be published on NACCHO website in July.

Case Study

Meghan, Michelle, Adam, and Catherine are working on a case study that will be published in a child abuse prevention journal.

