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MAY 19-22

# Increase Your Impact

Successful Strategies for Outreach and Education



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# Speakers



**Elise Cranston**

*Director of Advocacy, Child  
Care Aware of America*



**Mollie Smith**

*Executive Director, Child Care  
Answers*



**Jonny Carkin**

*Advocacy and Coalition  
Director, IDAEYC*



**Kara Porter**

*Executive Vice President,  
Starting Point*



**Paula Neth**

*President & CEO, The Family  
Conservancy*

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# Agenda

- 1 Welcome & Framing
- 2 Individual Presentations
- 3 Panel Discussion
- 4 Q&A

# Overview of Grant

The W.K. Kellogg Foundation generously provided CCAoA with funding to invest in state efforts to build capacity for outreach and educational activity around policies providing federal relief and sustainable, long-term investments in child care that support all children, families and providers. In this session, recipients from four of the funded states, representing a diverse range of programs, will share their work to:

- Create outreach and education efforts to implement policies that support long-term change for all families, children and providers
- Include and amplify the voices of families and providers
- Address inequities within the child care system, with a first-order priority on addressing issues of racial equity
- Develop and increase the capacity of child care professionals to engage in outreach and education
- Share initial outcomes, lessons learned and tips for how you can do advocacy work in your own state or community

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# Child Care Answers

Mollie Smith, Executive Director

# Child Care Resource and Referral Network

- 1 Geminus
- 2 The Child Care Resource Network
- 3 Child Care Answers
- 4 Chances and Services for Youth (CASY)
- 5 Building Blocks



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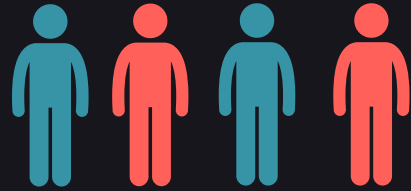
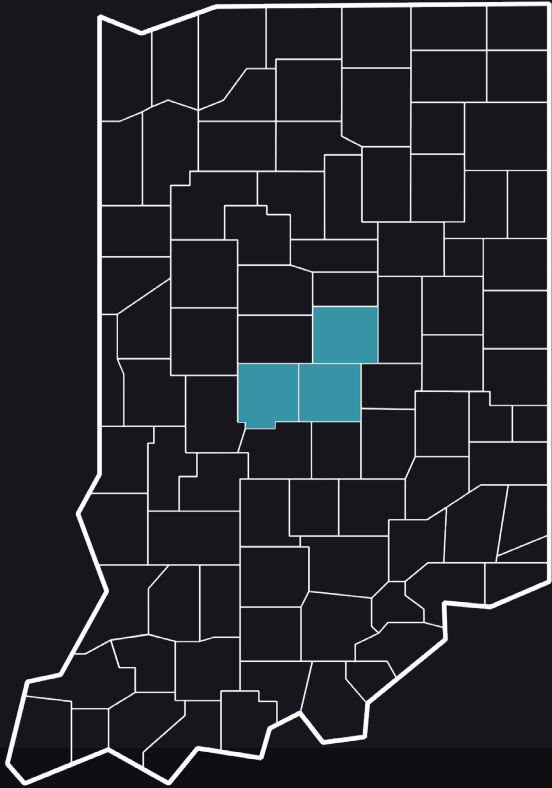
Almost **337,000** children  
are in need of child care in  
Indiana

Early Learning Indiana, "Data Center". Accessed 1/30/2023.



#CCAOASYMPOSIUM24





1,516,921 residents



84,747 children that need care

**25% of Indiana's children under 6 live in just 3 central Indiana counties**

*"Data Center." Brighter Futures Indiana. Accessed August 21, 2023. <https://brighterfuturesindiana.org/data-center>.*



# Process

- 1 Gathering Content & Engagement
- 2 Pulling it together
- 3 Planning and Preparing
- 4 Action



Say #ThankYouPolicymakers at  
[bit.ly/ccathanks](https://bit.ly/ccathanks)

#### Featured Video

## Share Your Story

Did you benefit from federal relief funding, including CARES and Build Learn Grow? There's still time to share your story about how these programs helped you, your family, and/or your child care program. Click the orange button to record your own video.

[Record Your Video](#)

# Parent and child care provider voice

# Gathering Content/Engagement

Incentives for participation

Phone calls, emails, and follow ups

Relied on marketing experts

Started new relationships and built upon partner connections

# Pulling it Together

Video footage review

Continued outreach

Flow of information

# Landing Page

← All Resources

## Thank You Policymakers

### Rebuilding and Strengthening Indiana's Early Childhood System

The average cost of high-quality infant/toddler care in central Indiana is over \$14,000, which is nearly double the average Midwestern family's yearly grocery budget. To address the needs of families and the child care community, Indiana received nearly \$1.2 billion in federal funding following the impacts of the COVID-19 pandemic, which prioritized stabilizing and strengthening Indiana's child care sector. The State of Indiana administered these funds through grants such as Build Learn Grow, CARES, and more!

Thank You!

### Marion County

Comprehensive, high-quality, birth-to-five early education realizes a 13% return on investment to communities through: decreased need for special education and academic remediation, increased lifetime wages and tax base, and decreased crime and spending on criminal justice services. (Heckman, 2021). Over 33,000 Marion County families with children are ALICE families, just missing cut-offs for public assistance (ALICE, 2023). Funds like the Build Learn Grow scholarship supported these families by offsetting the cost of care and keeping working parents in the workplace.



Latashia's Story



Natalie's Story



Monica's Story

### Federal Funding Impacts

Indiana was one of the first states to distribute relief funds successfully, and Child Care Answers was a part of this effort in our role in distributing CARES dollars.



**2,777**

Programs supported through stabilization grants



**15,980**

Children supported with scholarships to help families access quality care and education



**\$4.3 Million**

Increase in child care subsidies resulting from CCDF voucher policy updates

# Planning and Preparing

Research

Collateral creation

Preparing and practicing



### CONGRESSMAN CARSON, DISTRICT 7 CHILD CARE DATA

Children Who May Need Care	Regulated Programs	Licensed Capacity	Capacity Sufficiency Rate	High Quality Capacity
# children under the age of 6	# licensed or regulated programs	Max # children able to be served	% who can be served by care nearby	% able to be served by HQ care

Marion County	54,963	1,298	55,205	100.4	48.1
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The U.S. Department of Health and Human Services considers

Center Township: **Highest disparities in cost-to-income ratio** for child care. Crown Hill & Mapleton-Fall Creek neighborhoods: cost-Martindale Brightwood & Forest Manor neighborhoods census tracts in this area falling between 17.0 and 50.2

Areas with the **fewest high-quality options** for families are located in northern New Augusta, Greenbriar, Snacks/Guion Creek, Lafayette Square, Eagledale 0, 9.4, and 16.1

**Capacity in high-quality programs** in Marion County averages 48.1% when evenly across the entire county - with no areas of high or low percentage children in high-quality care given those programs are operating at full capacity



### CONGRESSWOMAN SPARTZ, DISTRICT 5 CHILD CARE DATA

#### District 5 County Snapshots

	Children Who May Need Care	Regulated Programs	Licensed Capacity	Capacity Sufficiency Rate	High Quality Capacity	Infant/Toddler Programs	Non-Traditional Care Hours	Subsidy eligible children	Annual Cost of Care	Cost-to-Income Ratio
	# children under the age of 6	# licensed or regulated programs	Max # children able to be served	% who can be served by care nearby	% able to be served by HQ care	% programs who accept infants and toddlers	% programs with hours outside 7am-6pm	Children eligible for CCRP vouchers	Per child	% income spent on one child's care
Delaware County	4,518	163	3,692	81.7	46.0	68.7	14.1	1,013	\$7,838	12.1
Grant County	3,008	56	1,859	61.8	48.9	60.7	23.2	727	\$6,229	11.5
Hamilton County	18,782	836	11,653	62.0	29.1	73.4	25.7	993	\$9,711	7.3
Howard County	4,251	63	2,615	61.5	40.0	57.1	27.0	673	\$7,164	9.9
Madison County	6,075	228	3,151	51.9	27.8	70.2	8.3	1,285	\$9,503	13.7
Tipton County	X%	59	427	64.0	48.1	61.0	25.4	109	\$7,125	8.7

The U.S. Department of Health and Human Services considers 7% of income to be affordable for child care. Percentages over 10% are highlighted in red.

Decide what we want to highlight

"Closing the Gap." Early Learning Indiana, August 2023. <https://earlylearningin.org/closing-the-gap/>. Accessed February 27, 2024



### CENTRAL INDIANA EARLY CARE & EDUCATION FACTS

of Indiana's children under six live in just three central Indiana counties



**Hamilton County**  
Carmel, Fishers, Noblesville, Westfield

**Hendricks County**  
Avon, Brownsburg, Danville, Plainfield

**Marion County**  
Indianapolis, Beech Grove, Lawrence



High-quality, early education **% return on (ROI)**, is 7-10% ROI for parents. This is through:

- Special ed and academic remediation (down arrow)
- Lifetime wages and tax base (up arrow)
- Crime and spending on criminal justice (down arrow)



\*High-quality infant-toddler care  
Brighter Futures Indiana Data Center Accessed August 21, 2023. [brighterfuturesindiana.org/data-center/](https://brighterfuturesindiana.org/data-center/).  
U.S. Census Bureau. "Median Income in the Past 12 Months" and "ACS Demographic & Housing Estimates", 2021.  
"Cost of Attendance." Student Central - Indiana University Purdue University Indianapolis. Accessed August 21, 2023.  
Soleman, Catherine. "12% ROI Research Toolkit." The Heckman Equation, October 14, 2021. <https://heckmanequation.org/resource/13-roi-toolbox/>.  
OECOSLO222023

# Collateral Creation



#CCAOASYMPOSIUM24

# Action

Sending emails

Tagging on social

Scheduling meetings

The opportunity to say [#Thank you!](#)





Engaged with

- 6 State Representatives, including the House Speaker
- 1 Senator



# Meetings with Policymakers

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# Idaho Association for the Education of Young Children

Jonny Carkin, Advocacy and Coalition Director

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# Elevating the Voices of Idaho ECCE Professionals



# Project Objective



- Better understand the unique needs of ECCE professionals and identify policy and programmatic solutions to address access to care and workforce retention in a post-ARPA climate
- Empower ECCE professionals to engage with decision-makers about the important role they play in supporting children, families, and the economy
- Elevate the importance of supporting ECCE systems and workforce in the public through media engagement

# Listening Sessions

- We conducted four listening sessions for ECCE professionals using the Beneficiary Voice process to identify current challenges and proposed solutions
- These included two statewide and two regional sessions with over 100 total participants
- Feedback was largely focused on workforce recruitment and retention, business solvency, and challenges supporting families



# Provider Cohorts

- Trained regional provider/parent cohorts on how to effectively engage with decision-makers about the importance of supporting ECCE systems and workforce
- Grew existing cohort network from 11 to 15 and grew seven of the existing cohorts by 2-4 members
- Participants received a stipend to compensate them for the time and travel related to training, site tours, and meetings with policymakers.



# Components of training

- Demystifying Advocacy – making people feel more comfortable about engaging with elected officials
- Overview of Idaho’s political landscape and legislative process
- Message training
- How to effectively tell their stories – the importance of personal narratives
- How to have a productive meeting with policymakers

# Policymaker Engagement

- Site tour at the Canyon County ELC with three legislators and a local city official
- 13 of our cohorts participated in Early Learning Day at the Idaho Capitol
- Meetings with 34 legislators during or after Early Learning Day





# Earned Media

- With help from our comms team and our ELC Project Managers, we were able to generate 11 earned media hits
- Three stories were done on Early Learning Day
- Ed Surge's article on our American Falls ELC was picked up by the AP and was circulated nationally





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# Thank You

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# Starting Point

Kara Porter, Executive Vice President

# About

Starting Point prepares children and youth for a lifetime of success by building the capacity of professionals to provide high-quality care and education, connecting families to those services, and advocating for systems change.

- Founded in 1990
- Child Care Resource and Referral Agency for 4 counties in Northeast Ohio



# State Context



# Our Project

- Training and professional development for child care programs and families to educate public officials
- Data collection and research to develop messaging for public officials
- Outreach to public officials culminating in Public Officials Forum

# Results

- Trained 25+ individuals representing 23 child care programs
- Held individual education meetings with 10+ public officials and civic leaders
- Completed 2 data collection events → blog series, fact sheets, and more!
- Hosted Public Officials Forum for 50+ public officials, government and philanthropic leaders, and child care programs





January 22, 2024 05:50 AM

## **Opinion: Child care remains a broken, critical market**

Shawna Rohrman and Renee Timberlake, Nancy Mendez, Katie Kelly, Michelle Rose and Tatiana Wells

## **More daycares close as childcare crisis continues post-pandemic, according to study**

Trends raise concerns that centers will struggle to remain open

## **Experts say the lack of affordable and accessible child care in Ohio is hurting families and economy**

By [Rachel Rood](#)

Published April 10, 2024 at 5:00 AM EDT

# **Solving child care crisis takes multi-prong solution, expert panelists say**

Updated: Apr. 15, 2024, 1:05 p.m. | Published: Apr. 15, 2024, 12:54 p.m.

# What's Next

- Increased family engagement
- Keep the momentum going
  - Engage business partners
  - Government affairs support to identify opportunities

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# The Family Conservancy

Paula Neth, President & CEO



# Kansas City Metro Area

- Greater Kansas City metropolitan area includes nine counties situated over the Kansas and Missouri border
- Political landscape:
  - Kansas is a supermajority
  - Missouri is a Republican trifecta
- **1270** child care providers
  - 564 center based and 706 home based

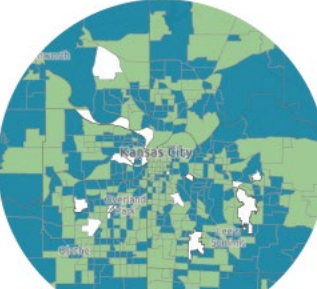


# Using Data to Tell the Story

**the family conservancy™**

Kansas City, MO Metro Child Care



## Supply and Demand



■ ≥ 3 children for each slot  
■ < 3 children for each slot  
 Mid-America Regional Council

We are in a child care crisis across the Kansas City, MO Metro. As pandemic-related funding begins to expire, there is a serious threat of a further reduction in capacity.

### Area Programs by Type

 **734** in-home providers  
 **663** centers

**There is currently capacity to care for 1/2 of the children under the age of 5.**

**Current Child Care Capacity**  
Percent of Potential Demand Being Met<sup>1</sup>

Location	Current supply	Potential demand	Percent of Potential Demand Being Met
Jackson, MO	29,001	18,777	61%
Platte, MO	2,091	4,977	30%
Kansas City, MO Metro	41,802	38,666	52%
Clay, MO	7,645	9,423	45%
Cass, MO	2,901	4,277	40%
Ray, MO	164	1,212	12%


1. Child Care Aware of Missouri  
\* Children under 4 years with all parents in family in labor force  
\*\* Supply is calculated using forecast capacity. Data may not be available for license-exempt programs. All data is self-reported by child care programs.

Maximizing Kansas City's Greatest Opportunity | [www.tfckc.org](http://www.tfckc.org)

**the family conservancy™**

Kansas City Metro Child Care


## Cost and Affordability



Child care is a significant expense for families with young children. However, the price tag is not the issue. In fact, most programs are underfunded, operating in a limited capacity, and in need of additional resources to provide the high-quality care children need.

Increased public investment is needed to support providers, improve access for families, and allow children to leverage the amazing benefits of high-quality care.

[Learn More](#)



### Current Child Care Rates

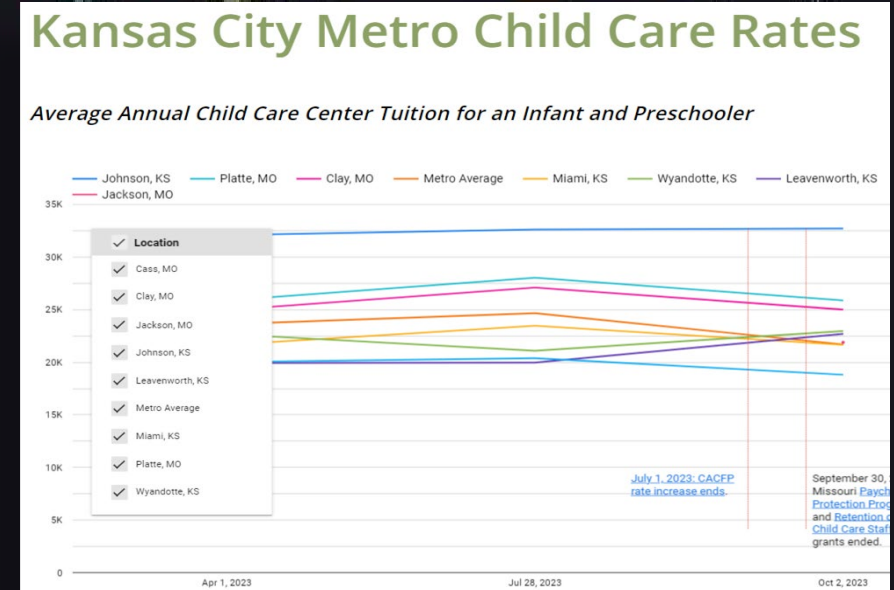
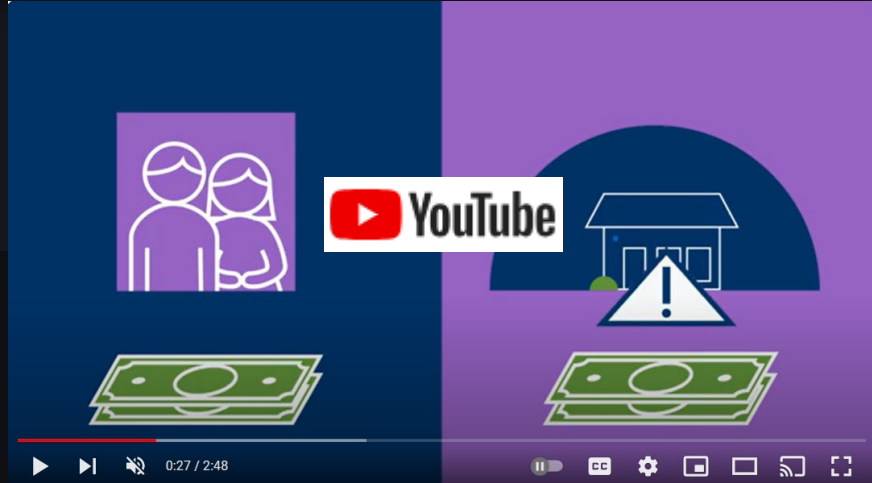
Cost for an Infant and a Preschool Child vs. Median Household Income

Location	Cost for an Infant and Preschool Child	Median Household Income	Percentage of Income
Jackson, MO	\$21,896	\$56,960	38%
Clay, MO	\$24,960	\$72,047	35%
Cass, MO	\$20,016	\$72,522	28%
Platte, MO	\$25,672	\$82,448	31%
Johnson, KS	\$32,075	\$96,059	33%
Wyandotte, KS	\$22,672	\$52,366	43%
Leavenworth, KS	\$19,632	\$80,853	25%
Miami, KS	\$21,660	\$79,211	27%

Source: Child Care Aware of Kansas  
Child Care Aware of Missouri

\*According to the Department of Health and Human Services, child care is affordable if it costs households no more than 7% of their income.

Maximizing Kansas City's Greatest Opportunity | [www.tfckc.org](http://www.tfckc.org)

YouTube

0:27 / 2:48

# Amplifying Provider Voice

- Capitalized on the groups we were already working with and embedded advocacy discussions into existing convenings
- Five question survey quarterly to get provider voice on their biggest challenges and the supports needed (Q1 collected input from 330 providers)
- TFC's Public Policy Agenda was created with provider input
- Advocacy 101 training for the Family Child Care Network
- Child Care Legislative Listening Session – increasing access for advocates

# Legislative Listening Session



# Recap Video Quotes

“Why do we have to go through hoops, loops and tricks to get some kind of help? I’m just wanting to speak up for parents that are not able to actually get child care” ... Parent

“The first five years of a child’s life is the most important and it not just a job to me, but the problem is people see us as babysitters. I have a degree in early education and so I wish that we had a little bit more respect.” ... Teacher



# Video Link



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Thank You



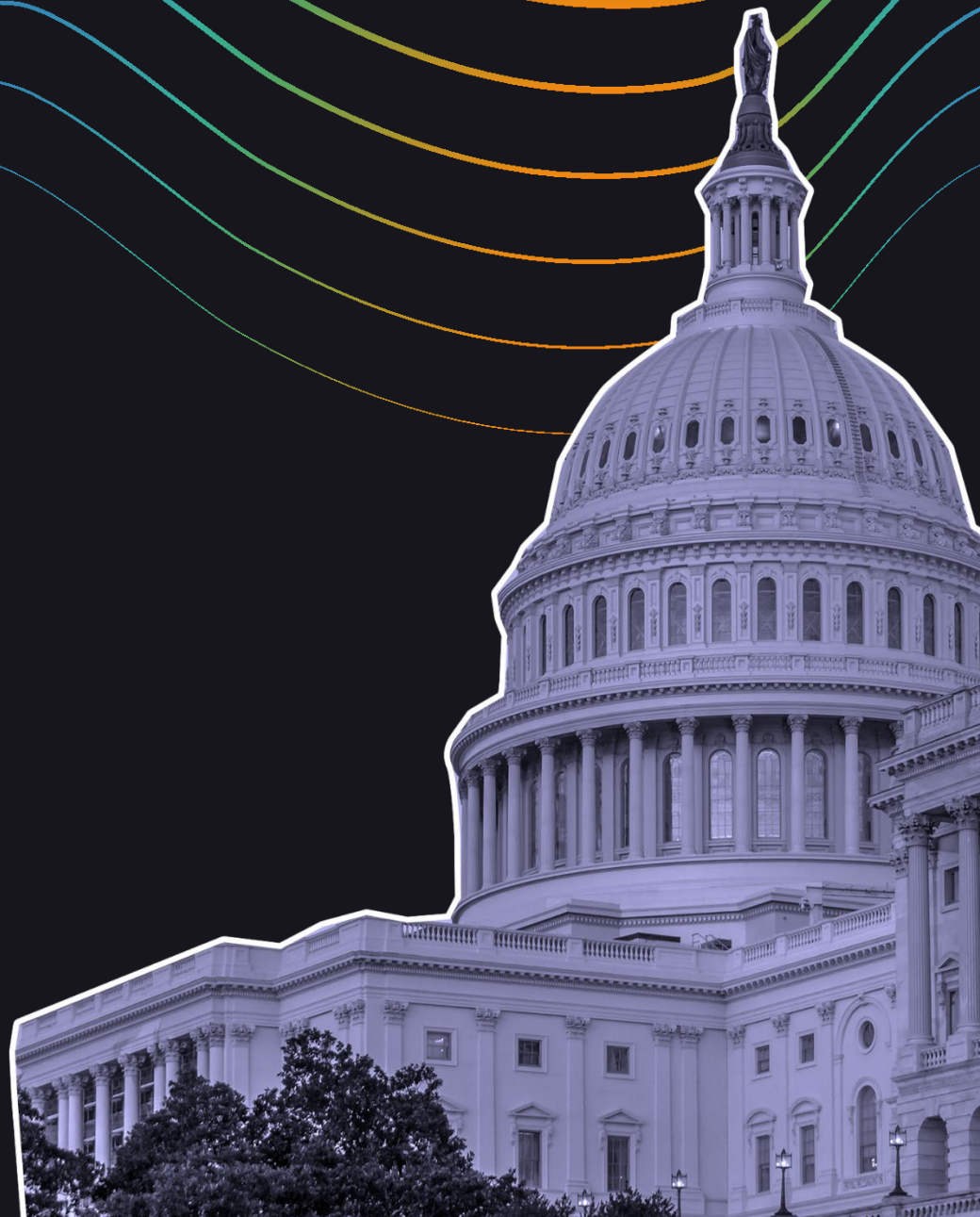
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# Panel Discussion



#CCAOASYMPOSIUM24



# Q & A



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Thank You