



Consumer Education, Extending Reach, and Meeting Requirements

Session D-2

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Session Goals

- ◆ Identify consumer education needs
- ◆ Exchange strategies
- ◆ Support collective thinking about strategies and partners that can support our consumer education goals



Framing this discussion

- ◆ What are your current goals related to dissemination of consumer education resources to ...
 - the general public?
 - parents and families?
 - child care providers?
 - ◆ What are the successes you've had in consumer education dissemination?
 - ◆ What are you still struggling with?
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Coming Alongside Families



Key Provisions of the Law

- ◆ Consumer Education on Child Care Options and Quality of Child Care
- ◆ Information on Child Care Assistance and Other Benefits
- ◆ Developmental Screenings
- ◆ Monitoring and Inspection Reports
- ◆ National Toll-Free Hotline and Website

Source: Implementing the Child Care and Development Block Grant Reauthorization: A Guide for States, CLASP, 2015

Key Principles Infants and Toddlers in Child Care Need:

Healthy and safe
environments in
which to explore
and learn.

Nurturing,
responsive
providers and
caregivers they
can trust to care
for them as they
grow and learn.

Parents,
providers, and
caregivers
supported by
and linked to
community
resources.

Their families to
have access to
quality options
for their care.

*Charting Progress for Babies in
Child Care, Policy Framework
Summary, CLASP and Zero to
Three, 2011*

Quality Child Care for Infants and Toddlers

- ◆ Engaging Families to Make Informed Choices
 - ◆ Supply of Care
 - ◆ Movement to Higher Quality Care
 - ◆ Professional Development of Providers
 - Consultants
 - Coaches
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Factors for Consideration

- ◆ Cultural Awareness
- ◆ Linguistic Adaptation
- ◆ Literacy Level
- ◆ Accessibility
- ◆ Multiple Points of Dissemination

Adapted from: Implementing the Child Care and Development Block Grant
Reauthorization: A Guide for States, CLASP, 2015

Principles

- ◆ Engage families to make choices that support health, learning, and well-being
 - ◆ Partner with families by building relationships and understanding their culture
 - ◆ Focus on family strengths
 - ◆ Respect and support parents as the best first teacher and advocate for their children
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Beyond Consumer Education



Consumer engagement

- Two-way relationship
- Co-learning and sharing the right information at the right time

Consumer education

- One-way information sharing



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Early Childhood Quality Assurance

Engaging Families to Choose Quality Care

Strategies

◆ Helping parents plan

- Finding child care can be more than a referral
- Finding child care can open the door to building relationships and planning for a child and parent's future



Strategies

California's My Child Care Plan

Understand the context

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graph TD; A[Understand the context] --> B[Promote informed child care choices]; B --> C[Inform parent of subsidized care]; C --> D[Inform parents of the range of subsidized care options]; D --> E[Provide referrals for other community resources and income supports];
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Promote informed child care choices

Inform parent of subsidized care

Inform parents of the range of subsidized care options

Provide referrals for other community resources and income supports

Strategies

California's My Child Care Plan

Identify existing resources and support systems

 **referral**

Provide free consultation on local early education and child care programs

Provide licensing information

Create a customized child care plan

Encourage parent to provide feedback on their experience

Strategies

- ◆ Train frontline staff: Oklahoma's eligibility worker training
 - Empathy training
 - Child care quality training
 - Bridges Out of Poverty training

Strategies

- ◆ Partner with parents to help other parents
 - Understand the importance of the first few years
 - Navigate the child care system
 - Use state and community resources
 - Select quality child care
- ◆ Empower parents to advocate

Strategies

Support providers to engage families

◆ Quality Rating and Improvement Systems

- Family Partnership and Engagement Standards
- Strengthening Families
 - Core training for QRIS participants
 - Self-assessment and Action Plan
 - <http://www.strengtheningfamilies.net/>



Activity:

What other strategies have you used or could you use in your state to engage families in choosing quality infant and toddler care?



Activity:

What other strategies have you used or could you use in your state to promote best practices concerning infant/toddler development?





Infant & Toddler Strategies Institute

Reflections and Next Steps



- ◆ Identify 3 strategies that could be used in your state to move to consumer engagement for families with infants/toddlers?





Infant & Toddler Strategies Institute

Development Information— Infant/Toddler Specific

Feeding/Nutrition – Examples

◆ Breastfeeding/Formula Support

- WIC
- Lactation Consultants
- Breastfeeding Initiatives

◆ Food Allergies

◆ Introducing Solid Foods



Physical Development – Examples

- ◆ Immunizations
- ◆ Age-appropriate
- ◆ Tummy Time
- ◆ Safe Sleep
- ◆ Safe Environment
 - Safety/Injury Prevention



Social/Emotional – Examples

- ◆ Relationships
- ◆ Expulsion/Suspension
- ◆ Appropriate Guidance
- ◆ Mental Health Services



Language and Literacy

- ◆ Reading

- ◆ Music

- ◆ Talking

- ◆ 30 Million Word Gap



Developmental Screening

- ◆ Developmental Checklists
- ◆ Developmental Surveillance/Screening Training



Contact Us



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National Centers with Relevant Resources

- ◆ [Child Care State Capacity Building Center](#)
- ◆ [National Center on Early Childhood Health and Wellness](#)
- ◆ [National Center on Early Childhood Quality Assurance](#)
- ◆ [National Center on Parent, Family, and Community Engagement](#)
- ◆ [Tribal Child Care Implementation & Innovation](#)

Resources

- ◆ Consumer Education: Full Diversity of Support Services for Families (National Center on Early Childhood Quality Assurance, 2015)https://childcareta.acf.hhs.gov/sites/default/files/public/consumer_education_family_support.pdf
- ◆ Supporting Babies Through QRIS: A Self-Assessment Tool for U.S. States and Other Jurisdictions (Zero to Three, 2015)<https://www.zerotothree.org/resources/191-supporting-babies-through-qris-a-self-assessment-tool-for-u-s-states-and-other-jurisdictions>
- ◆ Implementing the Child Care and Development Block Grant Reauthorization: A Guide for States (CLASP and National Women's Law Center, 2015)http://www.clasp.org/issues/child-care-and-early-education/pages/body/Chapter2_CCDBGGuide.pdf
- ◆ Charting Progress for Babies in Child Care, Policy Framework Summary (CLASP and Zero to Three, 2011)
<http://www.clasp.org/babiesinchildcare>
- ◆ The Child Care Development Fund and Workforce Development for Low-Income Parents (Urban Institute, 2015)
<http://www.urban.org/sites/default/files/alfresco/publication-pdfs/2000308-The-Child-Care-Development-Fund-and-Workforce-Development-for-Low-Income-Parents.pdf>
- ◆ Strengthening Families, Program Self-Assessments (Center for the Study of Social Policy)
<http://www.strengtheningfamilies.net>
- ◆ Model Child Care Health Policies (Early Childhood Education Linkage System, Pennsylvania)<http://www.ecels-healthychildcarepa.org/publications/manuals-pamphlets-policies/item/248-model-child-care-health-policies>
- ◆ Ohio Early Childhood Mental Health (Ohio Mental Health Addiction Services)
<http://mha.ohio.gov/Default.aspx?tabid=279>



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