National Consumer Education Resources to Help States and Preschool Development Grant Grantees

National Webinar
June 13, 2019
Introductions

- **Richard Gonzales**, Administration for Children and Families
  Child Care State Capacity Building Center (SCBC)
  - **Karen Ruprecht**, Managing Director
  - **Evelyn Keating**, Early Childhood Systems Consultant
- **Jim Lesko**, Atlas Research
- **Pritay Washington**, National Center on Afterschool and Summer Enrichment (NCASE)
- **Jennifer Drake**, National Center on Parent, Family and Community Engagement (NCPFCE)
Poll 1.

What is your position or role?
Overview

- ChildCare.gov
- Preschool Development Grants (PDGs)
- School-age child care, NCASE
- Family and community engagement, NCPFCE
- Additional Resources
Supporting States and Families through a National Consumer Education Website

ChildCare.gov
Helping Families Find Child Care and Local Resources
ChildCare.gov

- Targets families as the primary audience
- Links to state-specific websites and provides general information
Learn More

Learn about Your Choices

Searching for child care can be stressful. You need to find a program that’s convenient, open when you need it, and within your budget. And most importantly, you need a program that makes sure your child is safe, healthy, and learning.

That’s a lot to consider, and it’s easy to feel overwhelmed. But we’re here to help. This section has many resources to help you learn about your options and make the best choice for your family.
Learn More

Child Care Options
You will find some common definitions of types of child care settings and some helpful tips to make your child care choice easier.

Ensuring Safe & Healthy Child Care
When you are choosing a child care provider, it is important to look for evidence that your child’s health and safety will be a priority.

Choosing Quality Child Care For Your Children
Find child care that is convenient and within your budget but is also a safe and healthy environment for your child.

Paying For Child Care
When you need child care, it’s important to know what resources are available to help with child care costs where you live.

Other Support and Resources for Your Family
This section helps ensure that low income families have access to good nutrition, affordable health care, and more.

Your Child’s Health and Development
Here you will find easy access to a full range of information, programs, and services that can support you in your parenting.
You want the best for your child.

Children need care that keeps them safe, healthy, and learning.

And you need a child care provider that supports you as your child's most important teacher and works with you to ensure your child's healthy development and learning.

When you have peace of mind that your child is safe, happy, and learning, you can focus on your work and providing for your family.

There are many types of child care to choose from, and it is important to find a provider that fits the needs of your child and your family. When choosing a child care provider, there are many factors to consider.

This section provides important information about different kinds of child care programs, including how different types of programs are regulated.

You will also find some tips and tools to help make your child care choice easier.

If you have questions or want to talk with someone about the types of child care available in your community, there are state and local agencies that can help you. They can provide additional information to help you make the best choice for your child.

You can select any of the agency types below to find more information about these services in your state. Once you select one of the agencies below, select your state under the “Get Child Care Resources”. You will then see a variety of child care related resources including information about finding quality child care and financial assistance for families.
Quality Is Reinforced throughout the Learn More Pages

Get Help Paying For Child Care

According to Child Care Aware of America’s 2017 report, Parents and the High Cost of Child Care, child care is one of the biggest items in families’ monthly budgets. It is often higher than the cost of housing, college tuition, transportation, or food. Families across the country know that it can be hard to find quality child care that is affordable.

High-quality child care programs may cost more than other options. But when children are in a quality child care program they are able to develop, explore, and grow. A safe and nurturing early learning environment allows children to get ready for school, and allows their parents to focus on work or school knowing that their child is in a healthy, caring environment.

It is important to make sure your child care provider meets health and safety requirements. You should always ask to see a copy of the provider’s license. It is also a good idea to review the provider’s inspection reports. Visit our state resources page to learn how to access these reports in your state.
Find Child Care Now

Find Child Care
Looking for child care in your state?
SELECT YOUR STATE TO BEGIN
Georgia
SUBMIT
Find Child Care Now in Georgia
Get Child Care Resources for Georgia

This site links to state child care search websites.
Resources: Understanding and Finding Child Care

Learn about the ins and outs of child care and early learnings programs in your area. What are your State’s background check requirements? Does your State offer any quality improvement programs? Do you need help finding quality child care and early learning programs in your area?

This section identifies resources at the state and local level, and the links will take you to websites outside of ChildCare.gov.

- **Child Care Search**
  - [Georgia Child Care Search](#)

- **Choosing Quality Care for Your Children**
  - [Georgia Consumer Education Website](#)
  - [Quality Rating and Improvement System (QRIS)](#)
  - [Child Care Resource and Referral Agency](#)

- **Child Care Licensing**
  - [Georgia Child Care Licensing Information](#)

- **Inspection Reports**
  - [Georgia Child Care Provider Information](#)

- **Child Care Regulations**
  - [Georgia Child Care Licensing Regulations](#)

- **Criminal Background Checks**
  - [Georgia Background Check Requirements](#)

- **Afterschool Association**
  - [Georgia Statewide Afterschool Network](#)
Benefits of ChildCare.gov

- Helps organize state resources for families in one place
- Provides families with a variety of useful information and resources
- States and territories can use the language on ChildCare.gov on their website
Questions?
Parent Consumer Education
PDG B-5 TA Project

Administration for Children and Families – Department of Education
Presentation June, 2019
Purposes of the PDG B-5 Initiative

- Conduct or update a thorough statewide birth through five needs assessment and a strategic plan, based on needs assessment results;
- Encourage partnerships among the wide range of ECE programs and service partners, improving collaboration, coordination, and more efficient use of resources;
- Maximize parent engagement, expand parental knowledge about existing programs and services;
- Enhance school readiness and transitions for children from low-income and disadvantaged families, by sharing best practices between and among ECE providers.
PDG B-5 Initiative – Parent Education

◆ Activity Three

◆ Maximize parental choice and knowledge about the State's mixed delivery system of existing programs and providers
Six Consistent Content Site Themes

- Child Care Information and Linkages
- Child Development Knowledge and Information
- Information for Financial Assistance
- Early Signs – Screening Information
- Advocacy Linkages
- Practitioner Resources, Linkages, Professional Development
State Examples
State Examples

New York State
Multiple Systems Navigator

Multiple Systems Navigator
Access helpful health, education, human service and disability information on one user-friendly website.
Built for youth, parents, family members and caregivers that rely on supports from multiple child and family serving systems.

Questions, Tools and Support
Unique Site to Mention

Our Vision....
KANSAS IS THE BEST PLACE TO RAISE A CHILD.

Every day, we hear stories of resilient families that have bounced back from great challenges. Stories of hope...and stories of struggle. Through these stories we can gather nuggets of wisdom about the ways in which things could, and should, be going better...to make OUR TOMORROWS brighter.

Using a tool called SenseMaker to collect and analyze the stories, we gain a rich understanding of what family resilience looks like in our state. Each story helps map community strengths and needs. These maps can be used during Community Sensemaking sessions, where community members make sense of the patterns formed by their stories. Focusing on these patterns, communities can try a portfolio of small changes through Community Action Labs in their area.

All of us will benefit from OUR TOMORROWS –
» Story maps & community dialogues to gain understanding
» Publicly accessible data dashboards
» Decision-making support
» Policy-making informed by parents & community voices
» Ideas and strategies for local, actionable solutions

There are several ways to participate...

RESPONDENT
Share a story online or with a Citizen Journalist. Participate in a Community Sensemaking session.

CITIZEN JOURNALIST
Collect stories by attending community events or independent outreach locally. Participate in Community Sensemaking sessions.

COMMUNITY CHAMPION
Connect Citizen Journalists and local organizations with others in the community. Participate in Community Sensemaking sessions and help drive Community Action Labs.

ORGANIZATIONAL PARTNER
Collect stories and coordinate Citizen Journalists. Network within the community, host community events and Community Sensemaking sessions, and spearhead implementation of small, locally-determined actions.

Learn more at: kucppr.org/OurTomorrows
To follow the project and get involved: bit.ly/JoinOurTomorrows

KU CENTER FOR PARTNERSHIPS & RESEARCH
The University of Kansas
Linkages to sites

- Pennsylvania
  - https://papromiseforchildren.com/
- Delaware
  - https://www.mychildde.org/
- New York
  - https://www.msnavigator.org/
- Kansas
  - http://kucppr.org/OurTomorrows/
- Florida
  - http://www.floridaearlylearning.com/
- Virginia
MITRE is a not-for-profit organization whose sole focus is to operate federally funded research and development centers, or FFRDCs. Independent and objective, we take on some of our nation's—and the world's—most critical challenges and provide innovative, practical solutions.

Learn and share more about MITRE, FFRDCs, and our unique value at [www.mitre.org](http://www.mitre.org)
School-Age Child Care

https://childcareta.acf.hhs.gov/school-age-profiles
Consumer Education Toolkit: Spotlight on Summer

Inside the Toolkit

- Click or tap on a topic box to learn more.

- Toolkit Overview
- Physical Health and Development
- Social and Emotional Health and Development
- Parent and Family Engagement
- Spotlight on Summer

https://childcareta.acf.hhs.gov/ncase-resource-library/school-age-consumer-education-toolkit
Spotlight on Summer

Summer learning programs have the opportunity to support the growth and development of school-age children in a relaxed environment. They can take advantage of the warmer weather to engage children and families in outdoor and other activities.

Many child care programs for children under 5 provide services year round, from early morning until the evening. However, once children enter school, many parents find themselves looking for summer programs that meet their needs and the interests of their children. Studies show that without quality summer programs, children from low-income families run the risk of falling behind in reading and math skills. In addition to supporting parents as they continue to provide for their families, summer programs can help prevent learning loss, promote healthy habits, and provide a safe, nurturing environment.

Summer Learning and Enrichment: Tips for School-Age Care Providers

**Before Summer:**
- Get to know your families! Talk to parents/caregivers about:
  - What they are looking for in a summer child care programming. What experiences do they hope their child will have? Are there any concerns that you can help them address?
  - Their child having a library card. If not, consider helping them obtain one.
  - Avoiding change in schedule and transportation to and from your program. If needed, help families source transportation and share information about summer meal programs.

**Create a plan for the summer months:**
- What do you hope to accomplish with the children you will be serving? Write down goals related to academic learning, social and emotional development, and other areas of skill building. Seek input from children and families about what they hope to get out of your summer programming and include with your own goals.
- If you are a year-round provider, think about what you will do during the summer months that is different from the school year. How will you make use of the longer full-day program time? Think of ways to engage in more extended hands-on learning activities, such as inquiry-based projects.
- Create a list of activities in support of your goals to inspire you and the children you serve. Determine which resources, materials, or support you will need to carry out those activities. Identify professional development and training opportunities that can help you deepen your understanding of how to support children's learning and development in different areas.

**During the Summer Months:**
- Build a relationship with parents, caregivers, and children: Be open and approachable. Share news about your activities and their child experiences. With a weekly newsletter, email a hands-on activity through a parent communication platform. Moms and dads are often looking for ways to engage in activities that are fun and educational. Sharing a product or performance you have created that allows children an opportunity to reflect and celebrate.

**Explore ways to share pictures with families. Photos can help parents feel connected to their child and build that important communication bond.**

**Read and discuss books as a family:**
- Share books about your activities and the various fun experiences you and your child may have enjoyed. Create opportunities for children to reflect on their reading list by discussing the books they have read and recognize milestones such as the number of books read or the amount of time spent reading.

**Find ways to celebrate children’s reading successes.** For example, let children place a special sticker next to the name of each book they read on their book list. This can be a great motivator for their reading.

- Consider organizing a family picnic or a special dinner night as families can meet other parents or childcare providers and see what the children have been working on. Help children engage in games or put on a performance for their families.

Summer Learning and Enrichment: Tips for School-Age Care Providers

DURING THE SUMMER MONTHS: Continued

Engage children in activities to help prevent the summer slide:

- Find ways to engage children in activities related to the skills and interests they practiced during the school year and to explore new skills.

- Help children put together a list of books they’d like to read from your program’s collection. Consider a field trip to the library to help children choose additional books to add to their reading list. Post children’s reading lists where they can see them and celebrate the completion of each book.

- Create routines so children have a built-in opportunity to read every day. Remember, all forms of reading count whether you read to the child, the child reads silently, or the child reads aloud to other children. Daily reading is one of the best ways to help children retain language, vocabulary, and reading comprehension skills over the summer.

- When it comes to screen time—TV, video games, and other devices—use sparingly and consider what parents would find appropriate. If you do include screen time as part of your programming, integrate simple uses of technology in hands-on activities, such as on age-appropriate interactive games and apps that have educational uses. There are many games and apps that help build literacy, science, technology, engineering, and math (STEM) skills and problem-solving skills. Some even promote physical activity.

DURING THE SUMMER MONTHS: Continued

Keep children healthy and active during the summer months:

- Start a small garden and involve children in growing and caring for the plants. This is a great way to connect them to nutrition, food sources, and to promote conversations about healthy eating.

- Get outside! Encourage children to make use of safe outdoor play areas. Lead children in cooperative games and other activities that get them moving and working together as a team. Create opportunities for water play with water tables, sprinklers, and other ways to cool off. Don’t forget sunscreen and make sure there is plenty of water available to keep children hydrated.

You can help children have a fun, healthy, and enriching summer!

- Hold an end-of-summer celebration with families. Use this chance to give parents a sense of what their children experienced during the summer and how it will help them start their new school year ready for success.

- Make a plan to connect with the children and families from your summer program during the school year. Sending children an e-card or calling them during the winter is a great way to keep in touch—and they will love receiving it!

PLAN CULTURAL AWARENESS ACTIVITIES

Exploring cultural stories and traditions is a great way for children and families to learn about each other and to make a connection between your program and the community you serve. Take a field trip to a local historical site, invite a community elder to come speak, or explore the origins of various foods, music, or other cultural traditions. The goal should be to celebrate diversity and make all feel included.

MAY 2019
https://childcare.wisconsin.gov/centers/resource-center

AT THE END OF SUMMER:


MAY 2019
https://childcare.wisconsin.gov/centers/resource-center
Summer Learning Fun: Tips for Parents and Caregivers

https://childcareta.acf.hhs.gov/ncase-resource-library/summer-learning-fun-tips-parents-and-caregivers
Additional Resource

Summer Programs and the Child Care and Development Fund (CCDF)

Frequently Asked Questions
This FAQ document is designed for summer program providers who serve children from low-income families and may be interested in serving families who use child care subsidies, but who are not overly familiar with CCDF. A basic introduction to the CCDF program follows, as well as links to online sources so summer programs can learn more about their eligibility to serve children whose families use subsidies to pay for their summer child care.

What is CCDF?
The Child Care and Development Fund (CCDF), authorized by the Child Care and Development Block Grant (CCDBG) Act, is a federal funding source that provides low- and moderate-income working families with financial assistance to help offset the cost of child care. The program also helps to improve the quality of child care programs and promotes coordination among early childhood development and afterschool programs. CCDF generally serves children from birth through age 12 and helps to support the participation of school-age children (ages 6 through 12) in afterschool and summer child care. State, territory, and tribal lead agencies administer the program and establish policies governing family and program eligibility, payment rates and practices, quality improvement activities, and consumer education efforts. Among other aspects of CCDF administration, CCDF subsidies are typically distributed through vouchers or certificates that parents use to pay child care providers.

Resources to Help States and PDG Grantees

Jennifer Drake
NCPFCE, Child Care Aware® of America
PFCE Framework for Early Childhood Systems

Visual guide for understanding how early childhood system components can be aligned to support programs and strengthen child and family outcomes
PFCE Framework for Early Childhood Systems
PFCE Framework for Early Childhood Systems Series

National Center on Parent, Family, and Community Engagement
PFCE Framework for Early Childhood Systems: Assessment Workbook

• Prepare for a planning process
• Assess your current efforts
• Develop an action plan
Foundations for Quality: A Consumer Education and Engagement Series
Consumer Engagement: Orientation for Early Childhood and School-age Care & Education Professionals

- Definitions
- Examples
- Graphic illustrations
Consumer Education
one-way sharing of information

Early Childhood and School-age Care & Education Professionals → Parents

Consumer Engagement
two-way sharing of information

Two Way
Families

Early Childhood and School-age Care & Education Professionals

National Center on Parent, Family, and Community Engagement
Families as:

- Decision makers
- Resourceful users
- Trusted peers
- Leaders
Consumer Engagement: Strategies for Engaging Families

Tips for:

• Including families’ voices
• Using Strengths-based Attitudes and Relationship-based Practices
• Ensuring cultural and linguistic responsiveness
Consumer Education Websites: A Guide to Creating a Family-Friendly Experience

Tips for creating a website that is:

• Easy to understand
• Strengths-based
• Culturally and linguistically responsive
• Easy to use

Includes an assessment tool
Consumer Engagement: Using Social Media to Engage Families

Tips for:

• Matching platforms to your audiences and purposes
• Choosing the best times to post
• Exemplary practices for consumer engagement through social media

Includes an assessment tool
Engaging All Families: Strategies for Outreach Series

- Strategies for Outreach: Overview
- Strategies for Outreach to Families Experiencing Homelessness
- Strategies for Outreach to Families with Limited English Proficiency
- Strategies for Outreach to Families Living in Remote or Rural Areas
Consumer Education Resources

- Early Childhood Training and Technical Assistance System website: https://childcareta.acf.hhs.gov/
- SCBC consumer education webinar series: https://childcareta.acf.hhs.gov/consumer-education-webinar-series
Poll 2.

How likely are you to use these strategies in your future work with consumer education websites?
“Ask Me Anything” Webinar

June 27, 2019, 2:00–2:30 p.m. (ET)

- This 30-minute follow-up webinar will answer questions raised today.
- Send additional questions to CapacityBuildingCenter@icfi.com.
- Note: Every question may not be answered during the webinar.
Poll 3.

What other webinar topics interest you?
Next Hot Topic Webinar:

Using Data to Inform Your Website

July 11, 2019, 2:00–3:00 p.m. (ET)

- **Description:** This webinar will explore how to use tools such as Google Analytics to understand how consumers use your website and social media platforms. You will learn how to interpret data and put that information into action to improve the user experience. This session will also explore search engine optimization (SEO) techniques to help your website get recognized when families are searching for consumer education resources.

- **Intended audiences:** State/Territory Child Care and Development Fund (CCDF) Administrators and staff, child care resource and referral staff, early childhood and school-age training/technical assistance providers, quality improvement specialists, state/territory marketing and communication staff, and state/territory information technology and website development staff.

- **Registration link:**
  https://ccsssn.adobeconnect.com/usingdata/event/registration.html
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A Service of the Office of Child Care

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