

Strengthening Early Childhood in Kansas

WEBINAR NOVEMBER 4, 2020



and Trust Fund

WELCOME

- Bright Spot
- Child Care Health Consultant Network
- → 1-800-CHILDREN Presentation
- Kansas Power of the Positive

Webinar Agenda



CCHC - CHILD CARE AWARE OF KANSAS

Child Care Health Consultant (CCHC) Network

 Technical assistance/consultation and to assess environments (virtual or on-site visits) to advise on actions needed to meet COVID-19 health and safety recommendations.

https://ks.childcareaware.org/child-care-health-consultant-network/

• Eligibility:

 All KDHE-licensed facilities are eligible to receive support from a CCHC, up to and including a virtual or on-site assessment (any program type).

CARES Act Support



https://allinforkansaskids.org

Judgment-free Parenting Support

1-800-CHILDREN
Call Line & Resource Directory



Powered by Kansas Children's Service League









All In For Kansas Kids

Needs Assessment Key Finding:

Families should be able to easily navigate and access community-based early childhood systems and supports.

Strategic Plan Alignment:

1-800-CHILDREN is available 24/7 to ensure families are connected to the information, local resources, and supports they need, when they need them.



Brief History

 Established in 1992 as the "Parent Helpline" powered by Kansas Children's Service League

 Long standing history of collaboration with state and local agencies and organizations

Recently re-organized, re-branded, and re-launched!



Re-Organizing

- Hired a supervisor + two additional call line staff (4 total)
- New resource database: 1800childrenks.org

 Updated workflows so staff can follow up with callers to ensure they received the help they were looking for



Re-Branding

 Trozzolo, a Kansas City Marketing Company, conducted focus groups gathering valuable feedback from parents and providers from across the state

Updated logo, branding, and language

Finalizing full marketing campaign



Re-Launch

Today is our official re-launch date!

 Increase awareness of 1-800-CHILDREN call line and resource directory to families across the state

Continue to update and add resources to the directory

 Identify and support collaborative opportunities to support Kansas families

Judgment-free Support



Families can easily connect with the information, local resources, and support they need 24/7, even if what they need is just a listening ear.







No question is off limits





Download the mobile app by searching 1800CHILDRENKS in your app store



Email or Text 1800CHILDREN@kcsl.org



Visit <u>1800CHILDRENKS.org</u> to find resources near you

What happens on a phone call?

We are in your corner!

What support or advice can we offer in this moment?

What support or resource could be helpful moving forward?

Can we follow up to ensure they found what they need?

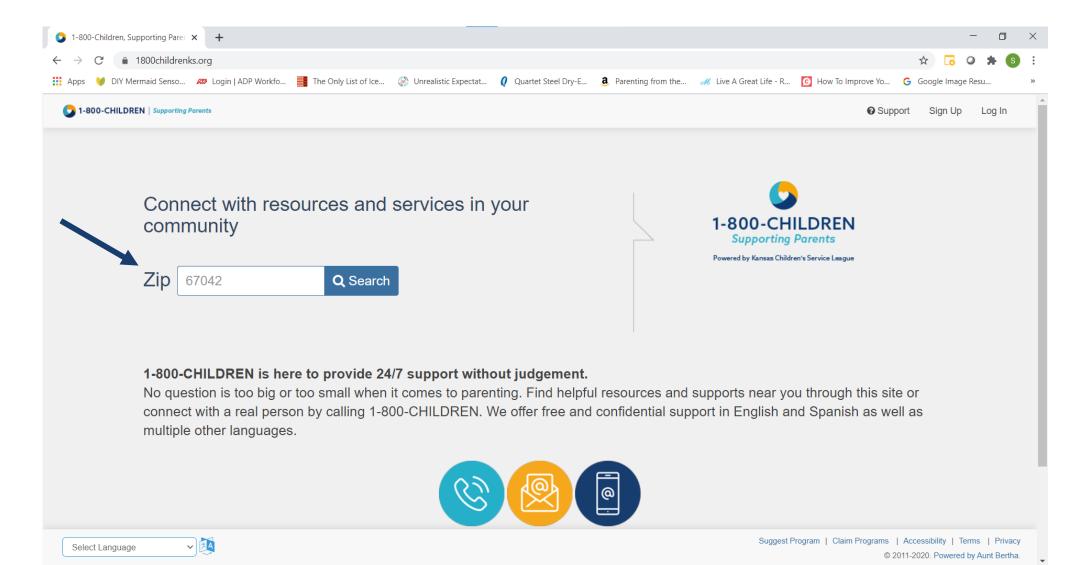
1800childrenks.org

Resource Directory Database



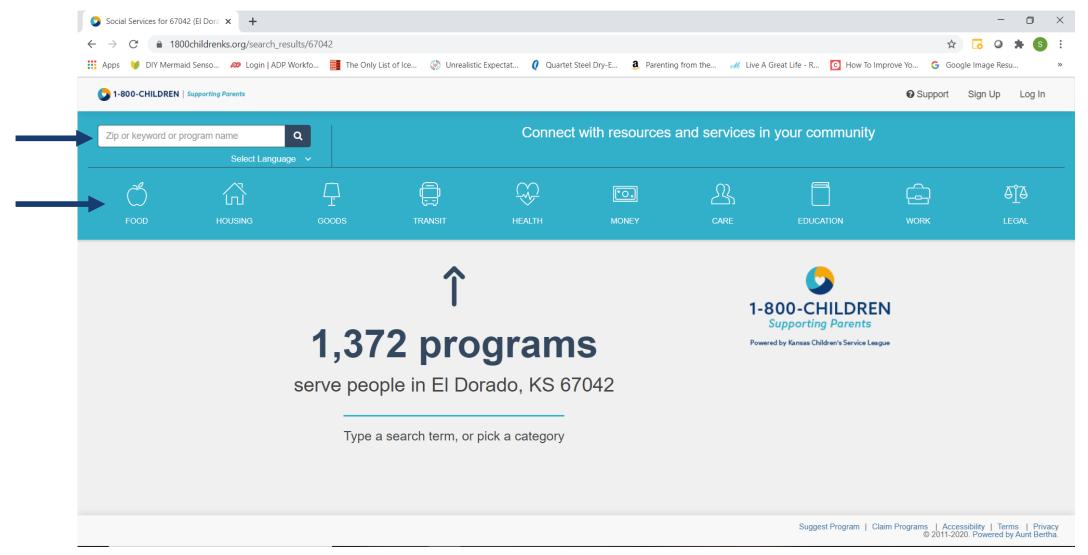


Step 1: Enter your zip code



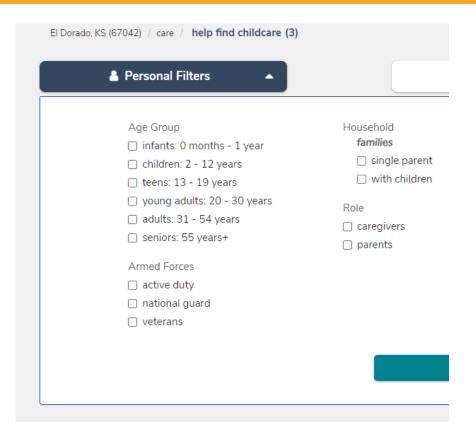


Step 2: Search for local programs

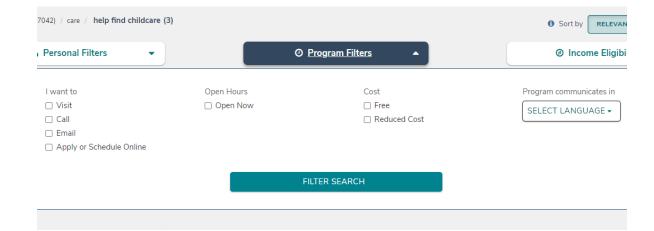


Filter As Needed

Personal Filters

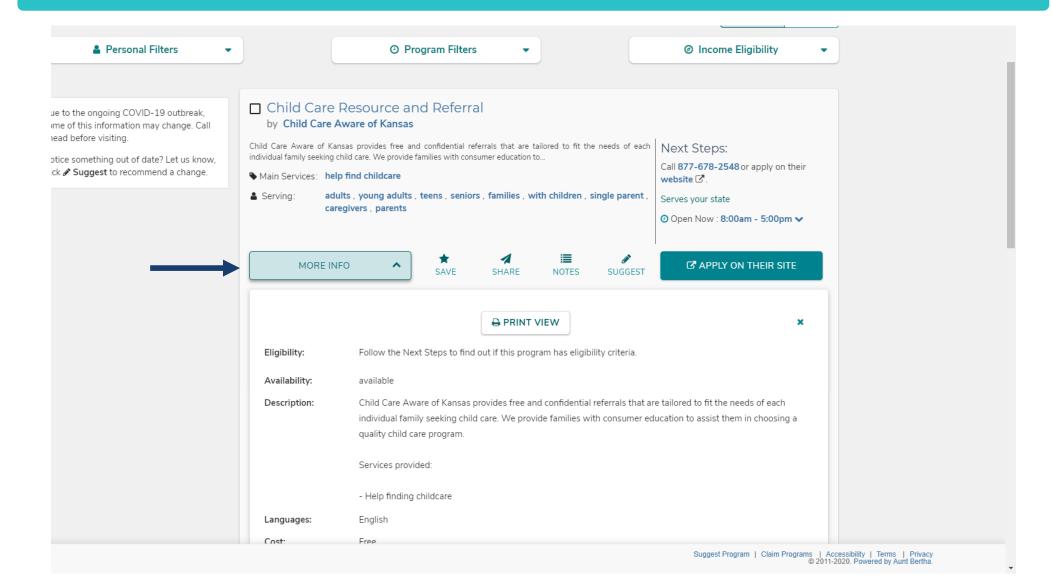


Program Filters

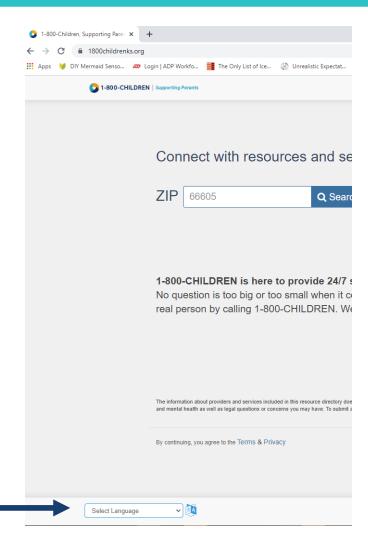


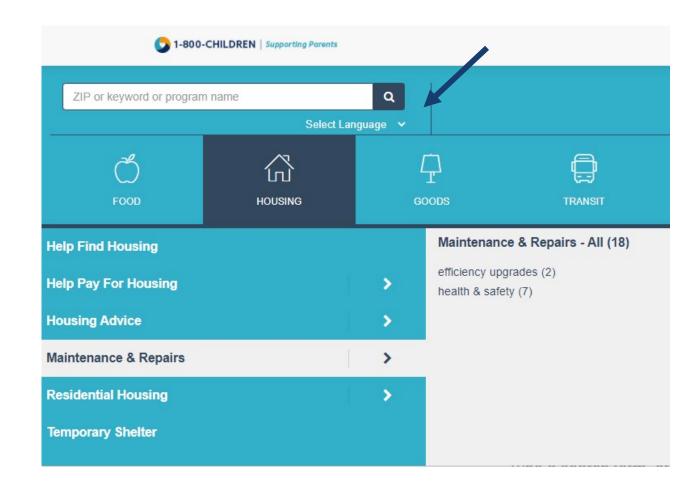


Step 3: Review the details



Accessibility





Program Cards

Confirm your program is listed

Update your program information

Add your program

Manage your program card

Your program could already be included!

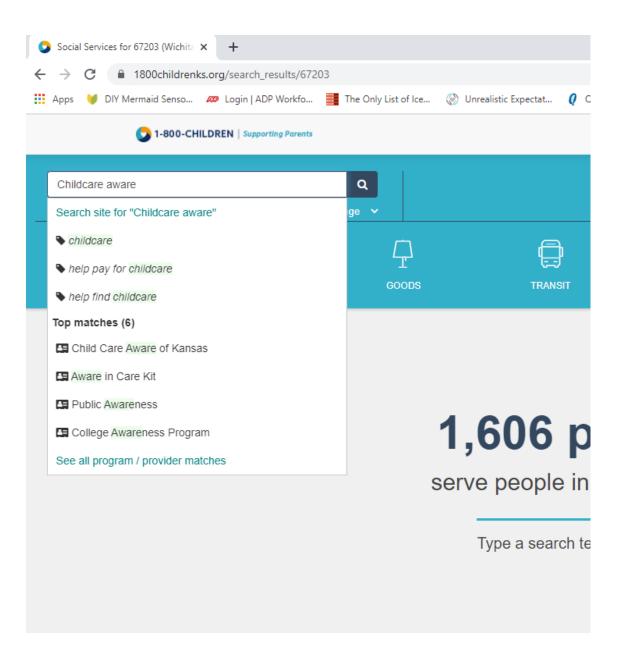
Locate the search bar in the upper left-hand corner

AND

Type in the name of your program or organization to see if it is already listed

OR

Go to 1800CHILDRENKS.org/find_a_program and search for your program

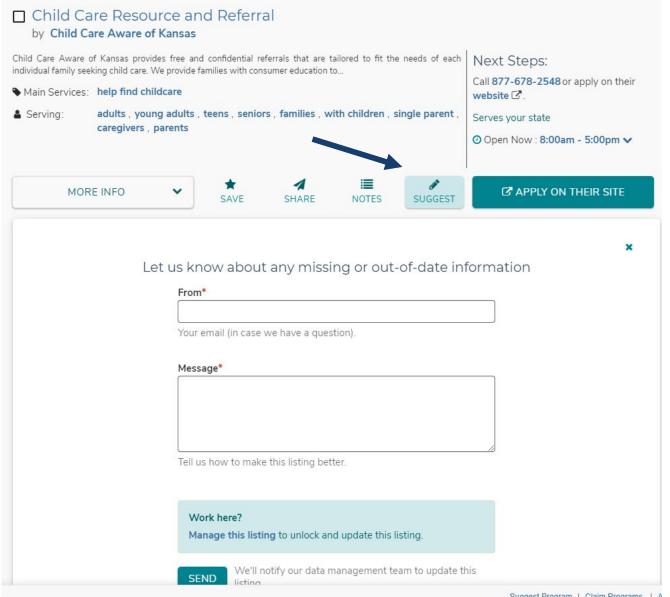


Your program is listed, but you need to update information

On your provider card, click the "Suggest" button toward the bottom

A dialogue box will open. In this box, type your email and add a message regarding the update need.

Your suggested change will be reviewed and verified by the data team within 48 hours. You will receive a follow up email confirming changes or requesting additional information, as needed.

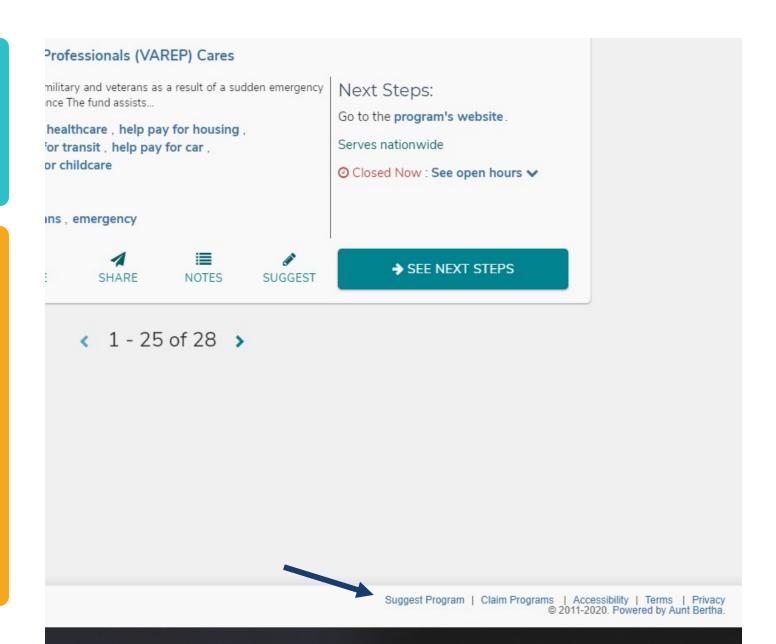


How to add your program

Click "Suggest Program" on the bottom right-hand corner of the webpage

Fill out as many details as you can about your program

Once submitted, the data team will review and add the program within 48 business hours including a follow-up email confirmation or request for additional information, as needed.



Manage your own program card

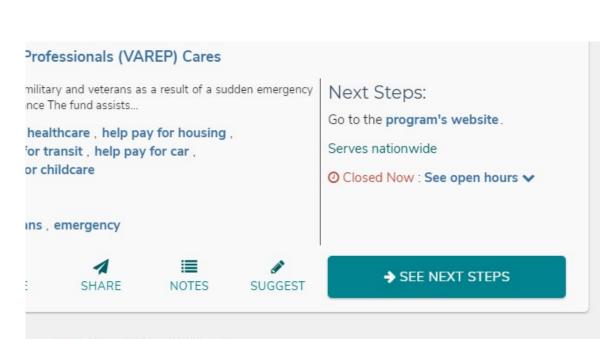
Claim your program by clicking on "Claim Programs" on the bottom right-hand side of the webpage

OR

Go to 1800CHILDRENKS.org/claims

When you claim your program, you can update your own listing as needed

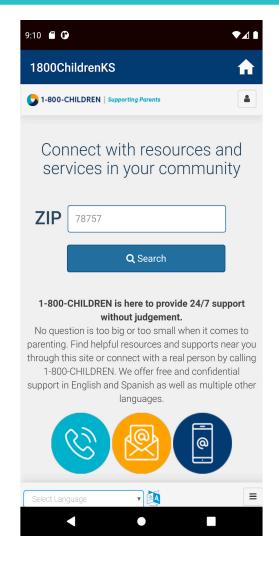
You will also have access to free data metrics from the site related to your program

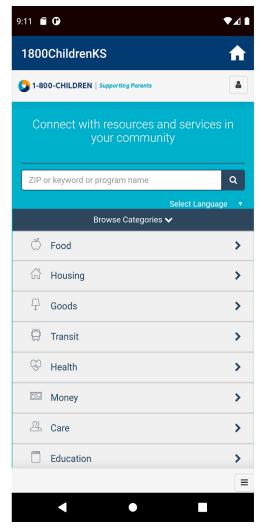


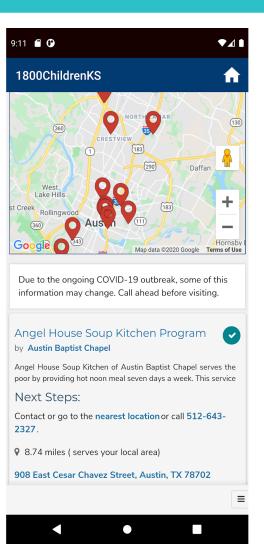
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Free downloadable app for iOS and Android







Quick Reference Guide for Providers



Quick Reference Guide:

How to include and update program information in the 1-800-CHILDREN Resource Directory

An easily accessible, reliable, and organized system of community resources ensures that Kansas families and communities are connected to the information, services, and supports they need, when they need them. The 1-800-CHILDREN Resource Directory and Call Line provides 24-hour, confidential, free information, support, and connection to local resources across the state. Every program added to the 1-800-CHILDREN Resource Directory is reviewed, updated, and verified, at minimum, every 6 months.

To ensure a robust and reliable resource directory we need your help. Step-bystep directions are outlined in the following pages to assist you in updating, adding, and/or claiming your program in the statewide 1-800-CHILDREN Resource Directory.



Visit 1800CHILDRENKS.org to find resources near you.



Download the mobile app by searching 1800CHILDRENKS in your app store.



Call 1-800-CHILDREN (or 1-800-332-6378) to connect with a real person.

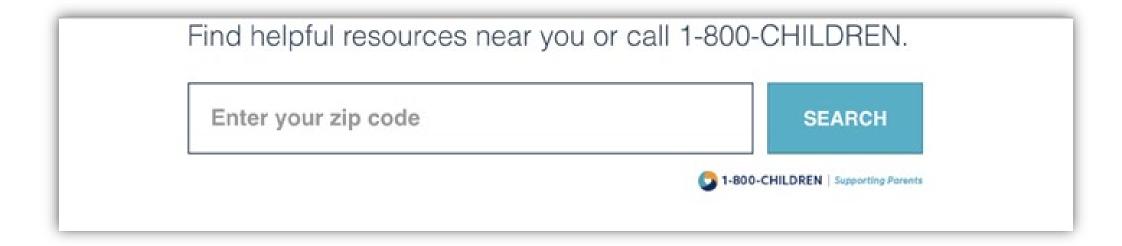


Text or email 1800CHILDREN@kcsl.org.



1-800-CHILDREN is available 24/7 to connect you with resources and supports.

Include a Search Bar directly on your website!



Include a hyperlinked graphic in your email or website



HELPLINE AND RESOURCE DIRECTORY

Family Outreach



When it comes to raising your child, no question is off limits.

Get judgment-free parenting support 24/7 in English and Spanish as well as multiple other languages.



Call 1-800-CHILDREN. (or 1-800-332-6378)



Download the mobile app by searching 1800CHILDRENKS in your app store.



Text or email 1800CHILDREN@kcsl.org.



Visit 1800CHILDRENKS.org to find resources near you.



Powered by Kansas Children's Service League

Update 1-800-CHILDREN on existing branded materials.



1-800-CHILDREN





Powered by Kansas Children's Service League





HELPLINE AND RESOURCE DIRECTORY

BRIGHT SPOT

Staff were able to directly text a women who was currently homeless helpful resources including directions via Google map, hours of operation, and direct contact information.



BRIGHT SPOT

Staff talked with mom who was struggling with her 3-year-old's behavior.

Call line staff reassured mom and together they identified some things she could try including connecting her to a local parenting class she could attend.



BRIGHT SPOT

A mom called in the middle of a panic attack. Her baby had not been sleeping well and she was exhausted. She had very little support at home. Staff were able to help her calm down and talked through some ideas to help her at home. Mom was also provided with local parenting support groups so she could connect to additional supports.



Contact us!

Stephanie Boone, 1-800-CHILDREN Statewide Information and Referral Supervisor

sboone@kcsl.org





Eight Areas of Kids Are Good Business Employee Survey





SMALL BUSINESS ARAPAHOE DOUGLAS WORKS!

- Adopted flexible scheduling
- Absenteeism dropped nearly 42% over 2 years
- Employees rated flexible scheduling as one of their most valuable benefits

O DENVER-BASED SMALL BUSINESS JOHNSON MOVING

& STORAGE

- Telework
- Flexible work week
- Job sharing
- Reduced turnover & saw gross profit increases above the industry average



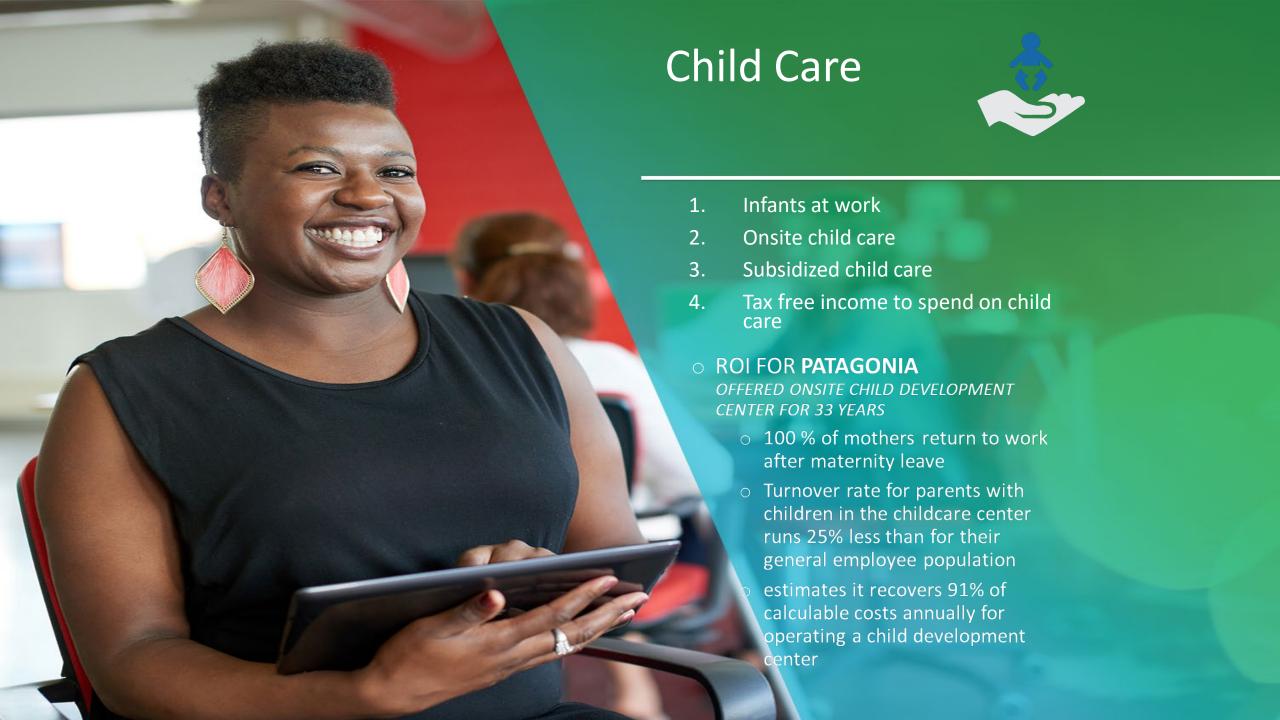
Examples of Flexible Work Schedule

- Compressed workweek
- Staggered hours within a fixed schedule
- Core hours within a fixed schedule
- Variable day
- Mid-day flextime
- Example: Allow flex time to attend parent teacher conferences, special school activities, and health appointments.

Flexible Work Schedule

When parents are allowed to design their work schedules, they are more likely to:

- Stay with a company
- Contribute to their company
- Grow their career
- Earn a promotion
- Establish work-life balance
- Experience job satisfaction



Child Care



Affordable and quality child care can *:

- Children's cognitive and socioemotional development
- Safe Stable Nurturing Relationships and Environments (SSNRE) for all children
- Parental stress
- Maternal depression

Kansas offers a tax credit for employers who provide a child care facility

First year of child day care service operation, 50% of the net amount spent

(may not exceed \$45,000)

Each subsequent year, the tax credit is 30% of the net amount spent (may not exceed \$30,000).

^{*}Child and Adolescent Health Measurement Initiative. 2016-2017 National Survey of Children's Health (NSCH). Data Resource Center for Child and Adolescent Health supported by the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA), Maternal and Child Health Bureau (MCHB). Retrieved 06/19/19 from www.childhealthdata.org

Child Care Access

In Kansas homes with a child 0-5 years-old, **4.9**% (95%CI: 2.9, 8.0)* indicated that someone in their family had to quit a job, not take a job, or greatly change their job because of problems with child care for the child during the past 12 months

Infant Care should not be over 37% of family income.

In Kansas and in 18 other states infant care exceeds 50% of income **

^{*}Child and Adolescent Health Measurement Initiative. 2016-2017 National Survey of Children's Health (NSCH). Data Resource Center for Child and Adolescent Health supported by the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA), Maternal and Child Health Bureau (MCHB). Retrieved 06/19/19 from www.childhealthdata.org
** Center for American Progress: Understanding the True Cost of Child Care for Infants and Toddlers

Child Care Access

Subsidized child care

- Care.com gathered survey data from over 4000 parents and reports 63% "said they made career/workplace changes in order to afford child care" *
- Kansas businesses that purchase child care for their employees' children receive a tax credit of 30% of the net amount spent for child care services (not to exceed \$30,000)

Child Care Access

Infants at work

- Use Kansas Department of Administration Infant at Work Program as an example
- Babies At Work Policy Template

https://www.babiesatwork.org/resources

Micro-Center Network Chattanooga, TN

- Micro-centers are small, one-room child care centers located in existing buildings where child care is needed
- Multiple micro-centers are staffed and directed by a Network hub that manages licensing, provides administration, professional development, supervision and more
- The policy solution needed for this model is a licensing waiver that treats the network as a single child care center for the purposes of regulation
- The cost savings are achieved through economy of scale and donated facility costs

Paid Leave

Mothers who take paid maternity leave are 93% more likely to still be working 9-12 months after having a child than women who do not take any leave





Continued Breastfeeding

Two Workplace Conditions:

- Access to a safe, private area, non-bathroom area for breastfeeding employees
- 2. The allowance of a reasonable break time for breastfeeding employees

Employee Wellness

EMPLOYEE ASSISTANCE PROGRAMS: *

 Improve productivity and employee engagement

 Reduce workplace absenteeism and unplanned absences

Reduce workplace accidents

 Reduce the likelihood of workplace violence or other safety risks

 Reduce healthcare costs associated with stress, depression, and other mental health issues

 Reduce employee turnover and related replacement costs.



Employee Wellness

International EAP Association:

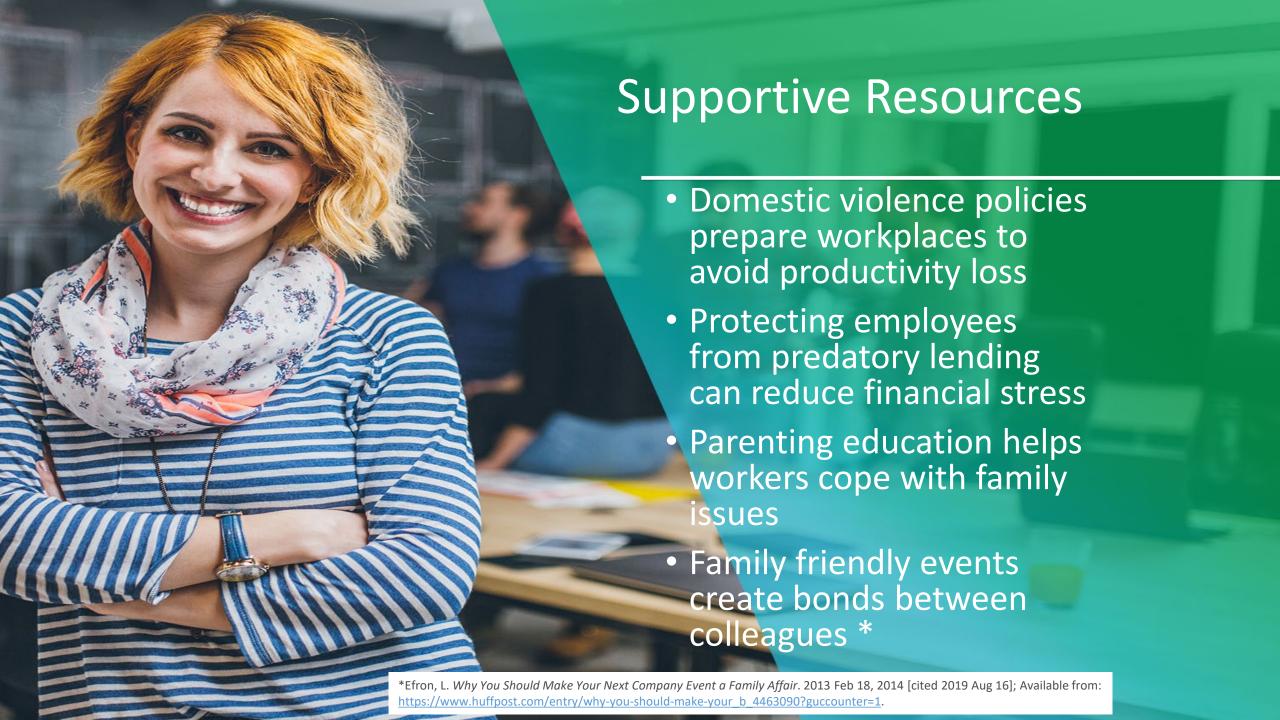
http://www.eapassn.org/FAOs

Kansas Department of Health and Environment EAP:

http://www.kdheks.gov/hcf/healthquest/earthtml

List of companies that provide EAPs:

 https://vendordirectory.shrm.org/category/benefit
 s-health-welfare/employee-assistance-programseaps



Supportive Services & Resources

Workplace access to parenting education and support

- "Among Fortune 500 companies, at least 60% offer parenting-education programs" Workforce
- Hang a Watch Me Grow poster in your breakroom
- www.workforce.com/1994/10/01/parenting-educationhelps-employees-focus-on-work/
- Allow "home visits" to take place at work during break time (Parents As Teachers, Healthy Families or Early Head Start)
- Small Business Tip: Offer lunch and learn sessions around parenting topics with local expert presenters

Provide Family Friendly employer-sponsored social events with Modest Investments

Family-friendly employer-sponsored social events allow employees to form closer relationships with their colleagues and their workplace

- Host a family fun night
- Provide teambuilding activities to bond and strengthen employee relationships
- Establish an employee committee to implement these ideas

Predictable Work Schedule

Irregular shift work makes it very difficult for parents to navigate family responsibilities.

Workers with young children need schedule predictability to access quality child care.



Predictable Work Schedule

Examples of unpredictable work schedules include:

- Erratic schedules
- On call scheduling
- Rotating shifts
- Required overtime

Livable Wages



According to the Consumer Financial Protection Bureau, reducing employees' financial stress can:

- Increase productivity
- Decrease employer health care costs *

^{*}Consumer Financial Protection Bureau. *Financial wellness at work A review of promising practices and policies*. Aug 2014 [cited 2019 Aug 16]; Available from: https://files.consumerfinance.gov/f/201408 cfpb report financial-wellness-at-work.pdf.

Livable Wage Tools

Spread awareness about the Earned Income Tax Credit (EICT) to anyone who makes less than \$55,000. The EITC *

- Helps increase income for working families
- Lifts families out of poverty
- Demonstrated impacts on infant mortality, school performance, maternal stress and mental health

Local United Way offices provide volunteer tax preparation to help families access the EITC – 211

^{*}Houry, D. E., Mercy, J. A., Preventing Adverse Childhood Experiences (ACEs): Leveraging the Best Available Evidence. 2019. National Center for Injury Prevention and Control, Centers for Disease Control and Prevention: Atlanta, GA.

Benefits for employers

Family-friendly work policy benefits EMPLOYERS...

Source: Centers for Disease Control and Prevention

Recruit & retain the best employees

Reduce employee absenteeism, turnover & on-the-job injury

Increase employee satisfaction, productivity, commitment to the company & performance

Develop future workforce

Improve company's public image

Access to stable child care

Continued breastfeeding for optimal child development

Provide for children's basic needs

Improve parenting behaviors

Reduce maternal depression & parental stress

Access to medical care for children

Benefits for children & families

Family-friendly work policy benefits CHILDREN & FAMILIES...

Source: Centers for Disease Control and Prevention

Fostering Family Success

KANSAS POWER of the Positive

HOW CAN WE ENSURE THAT CHILDREN HAVE A

SAFE, STABLE,
NURTURING
ENVIRONMENT IN
WHICH TO GROW?

- Members support family-friendly policy change
- When families are successful, children are successful
- When children are successful, it's positive for everyone.

Kansas Power of the Positive (KPoP) Coalition

- Aligned
- American Academy of Pediatrics, Kansas Chapter
- Child Advocacy Centers of Kansas
- Child Care Aware of Kansas
- Children's Alliance of Kansas
- Children's Mercy Hospital
- Family Conservancy
- Florence Crittenton
- Greater Kansas City Chamber of Commerce
- Junior League of Wichita
- K-State Research and Extension
- Kansas Action for Children
- Kansas Association of Workforce Boards
- Kansas Breastfeeding Coalition
- Kansas Children's Cabinet and Trust Fund
- Kansas Children's Service League
- Kansas Coalition Against Sexual & Domestic Violence

- Kansas Department of Aging and Disability Services
- Kansas Department for Children & Families
- Kansas Department of Commerce
- Kansas Department of Health and Environment
- Kansas Head Start Association
- Kansas State Department of Education
- Non-Profit Chamber of Service
- Norton County Hospital
- Pine Ridge Prep
- REACH Healthcare Foundation
- Reaching Out From Within
- Saint Francis Ministries
- Society for Human Resource Management
- University of Kansas-Center for Public Partnerships & Research
- University of Kansas Medical Center
- Wichita State University Community Engagement Institute

Kids are good business

Steps in helping workplaces implement new policies & practices to create conditions that allow working parents to provide safe, stable, nurturing environments for their children:

SURVEY helps employers understand how families are impacted by different workplace policies & practices;

SURVEY identifies high priority conditions important to staff & might need improvement.

RESOURCE GUIDE gives employers concrete resources for creating those conditions.

Six Employers Beta-Tested Survey

Follow up interview results:

- Report is easy to understand
- Report helps with prioritization
- Would make changes as a result
- Easy to administer
- Easy to respond

"Helps you understand what your team is feeling and how you can be supportive"



REMINDERS AND NEXT STEPS

- Early Childhood Recommendations Panel Meeting (11/20)
- PDG Quality Subgrant Award Announcements (mid-November)
- Children's Cabinet Board Meeting (12/4)
- Early Childhood Stakeholder Meeting (12/4)



