

**Early Childhood Advisory Council Notes**  
**Meeting 9: Thursday, September 11, 2014**  
**8:30 am to 12:00 noon**  
**Johns Hopkins University**  
**A & R Building**

**Members Present:** Barbara Andrews  
Jennifer Arnaiz  
Jody Burghardt  
Robin Chernoff  
Patsy Evans  
Natasha Fields  
Kim Grant  
Michelle Green  
Linda Owen  
Nicole Queen  
Meredith Myers  
Lauren Moskowitz  
Claudia Simmons  
Verna Washington  
Portia Willis  
Sarah Wilch-Spamer  
Vivian Yao  
Sylvia Spencer\*

Guests:

Vickie Di Santo, Maryland Excels  
Wendy Baysmore, MDSE  
Rowan Sicalis, MDSE  
Christy Bernal, MSDE

Guest Facilitator:

Stacie Goffin

**Convene, Introductions, & Opening Remarks**

- Introductions of new members
- Barbara provided updates on what has occurred since the last meeting

**Overview of the Day's Work – Stacie Goffin, facilitator**

- Participants will build on what they accomplished in the June 2014 meeting
- How does the ECAC make it easier for families and children to access services
- Returning to the grant and its commitment and priorities by June 2015

**Part 1: ECAC Committee Reports**

**Committee Reports (10 mins.)**

- **Parent/Family Engagement**
  - Hosted a focus group at the GJC and at Cento Nia
  - Provided backpacks to families
  - Results will be examined re: comprehensive planning for Early Childhood

- Shared a document with common themes
  - The GJC provides a variety of services to the parents
  - Need wrap-around services
- Developing a survey for the parents in the focus groups on deepening understanding of what it means to help their children be ready for school
- Next Steps:
  - Reaching Ethiopian families/Focus Group planned for SS Library
  - Partnering with Michelle Green to conduct a focus group at an MCCA center in Olney
  - MCCCRC partnered to help facilitate parent focus groups in Spanish
- **Literacy Committee**
  - Meeting throughout the summer to develop a strategy to reach the pediatrics community
  - Reach Out and Read and American Academy of Pediatrics ( AAP)
  - Funds have been expended by Reach out and Read
  - Getting into the door has been a challenge
  - \$300 of books to use in Parent Cafes
  - Developmental screenings with AAP:
    - Robin Chernoff Shared :
    - AAP has a grant to teach physicians how to do this
    - 8 to 10 practices have participated with Marty Grant
    - Marty sends a letter to pediatricians inviting them to receive training on developmental screening
    - Are we going to include information about:
      - ChildLink?
      - Intervention?
      - BHIPP?
      - ECAC?
  - Next steps
    - What is our focus?
    - What is our mission?
    - Developing a succinct message
    - Develop a survey to gauge effectiveness
- **Public Outreach and Media Campaign**
  - Met several times to review materials in current use by ChildLink
  - The goal is to increase the number of people who contact ChildLink by 10% (will provide actual quantity)
    - Inserts
    - Fliers
    - Webpage
    - Phone calls
  - 32 bus routes in high need areas are the focus of the ad campaign
  - Unable to do an overhaul of the logo due to budget constraints
  - Will include a tagline:
    - “How can we help you help your child grow and learn?” (Draft)
    - Continuing to develop an appropriate tagline

- Targeted audience the 3 Ps:
  - Parents
  - Pediatricians
  - Providers
- Develop a list of partnerships
- Next Steps:
  - Finalize an outreach approach
  - Getting graphics for the bus
- Connect with partners and make the relationships more formal:
  - Infants and Toddlers,
  - MCPS
- **Neighborhood Project Gaithersburg Elementary School:**
  - Child care outreach has identified all child care providers in the area
  - Received commitments from 7 of 8 providers to participate in:
    - Training
    - Coaching
    - Maryland Excels
    - Getting providers credentialed
  - Gaithersburg principal has been very supportive
  - 2 Parent Cafes partnered with Family Services with an audience of young moms
    - Opportunity for parents to come together and have a guided discussion with a focus on parenting

**Questions for committees written on posted notes**

**Part II: What needs to happen to fulfill our 2014 – 2015 grant commitments?**

**What has been learned from ECAC's committees and its full membership work that can inform ECAC's: A) Organizational functioning and, B) Its systems work going forward?**

- Gaithersburg – implement methodology
- Increase awareness, use, sustainability of ChildLink
- Determine message to pediatricians regarding developmental screening and any other relevant family support options
- Deepening ECAC's understanding of family understanding of school readiness

**What does ECAC need to do to deepen its shared understanding of ECE as a system?**

- Where do our families enter the system?
- Tool that describes the system – a graphic so can see where "I" fit in
- Not to assume everyone knows
- Focus on individual region or neighborhood to build knowledge of County as a whole
- More feedback on what's being learned from neighborhood
- Consider how what is learned can be generalized to support school readiness of all children
- What knowledge do we need of our constituency to inform ECAC work and their participation

## What is surfacing as priority systems work for ECAC between now and June 2015?

### TOP FOUR SYSTEMIC PRIORITIES

1. Create Birth-3<sup>rd</sup> grade system via dialogue between Birth-5 and K-3 (providers)
2. Align programmatic priorities to maximize support to families provided by programs and services (parents)
3. Expand outreach to health care services beyond pediatric offices, inclusive of all its staff (pediatrician/practitioner)
4. Personal networks – maximize!
  - A) **How will your proposal address a “relationship” issue? Either by strengthening, developing, or “revising”?**
    - Develop a process for communication between Early Childhood Educators in child care and early childhood education in schools.
    - Develop a dialogue between child care providers and the public school system. Birth-8 system focus, transition plan?
    - Align priorities of programs, services to maximize familial support for child’s health, social development, and school readiness e.g. wraparound and parenting education
    - Revise the limited relationship from just pediatric offices (in terms of D.A.P. and role of ECAC) to Nurse Practitioners, “Minute Clinics”, ER and free clinics etc.—this increases the “net” to more people
    - Find your success stories and learn from them

## What can the Montgomery ECAC do to “leverage” member organizations in service to developing a comprehensive early childhood system in Montgomery County?

### ECAC Next Steps

- Create more refined data collection process and ensure aligned to ECAC questions

### Member Questions

- What should we be including in packet to pediatricians:
  1. Invitation by AAP letter to do developmental screening
  2. Information regarding ChildLink
  3. Information regarding Infants and Toddlers Program/Child Find
  4. Information regarding B-HIPP
  5. Information regarding literacy
- Where are families really taking their kids for medical services/community health clinics, minute clinics etc.? That’s where we can target the families
- Do the pediatrician’s using “Ages and Stages” take medical assistance?
- Do we need to magnify ECAC (who we are?) or is it more important to work more “behind the curtain” to support other existing programs/providers
- How much is a 10% increase in ChildLink usage?
- In real numbers, what is a 10% increase in ChildLink usage
- What is the requirement for developmental screenings – recommended issues

### **Strengthening ECAC’s Effectiveness Organizationally**

## State Expectation – Persona and Presence

Issue: Advocating “up” and “out” with other partners

Well-functioning committees

Issue: DATA that supports ECAC’s work and informs work to be done

Issue: Breaking down silos across ECAC members

Issue: Need to look at whole County – from Gaithersburg and other pockets – beyond traditional “hot spots”

Issue: Transition to County led initiatives vs. everyone in the room

Solution: Communication missing to enforce shared understanding; consciously using partners in the room; norm regarding “speaking up”; clarity of roles and diffusion of responsibility

Issue: Advocacy role of ECAC unclear.

- Lack of public awareness of ECAC’s role and availability as a resource for community
- More non-County employees on ECAC
- Trying to get ECAC known or under radar regarding developing relationships

### Confirming ECAC’s Dual Track Priorities: September 2014 – June 2015

- The county council by resolution decided that ECAC shall generate a report on the priorities and charges of the ECAC.
- Motion from Meredith Myers: To accept the report
- Second the Motion: Tobin Printz-Platnick
- Vote: 18 in favor
- Resolved: Motion carried; Accept the report

### Closing Comments

- Next meeting November 13<sup>th</sup>
- April Retreat meeting changed to April 2<sup>nd</sup>

### Adjournment