Kids Matter – Growing Healthy Communities

Today…about Washington’s journey…

- Overview – ‘What is Kids Matter’?
- ‘System of Systems’ Approach…
- ‘Building Connections’ – State & Local …
- ‘Layer Cake’…
- ‘Lessons Learned’…

“What is Kids Matter”?

Kids Matter: Hallmarks

- Approaches early childhood systems as a collaborative effort
- Serves as an over-arching bridge for a comprehensive and integrated framework
- Defines common goals and outcomes
- Outlines specific strategies and partners
- Focuses on accountability and evaluation of progress

Kids Matter Framework: A Tool to…

- Bring together people and organizations with common goals
- Reduce fragmentation of systems and services
- Provide policy guidance to decision-makers
- Contribute to strong programs, services, schools, and communities
Kids Matter was developed under the following tenets:

- Joint system building efforts built upon established plans
- Cross-system state agency participation
- Participatory community input from a broad constituency

A “System of Systems”!

“Building Connections”

Kids Matter: Building State-Local Connections

What does it mean to be a state leader in this work? For Washington it meant:

- Less about ‘who is driving the bus’...
- Build on existing efforts… (strengths-what is working !
- Local flexibility & autonomy…
- Intentional about ‘population-based’ approach…
- ‘Value added’ of two-way communication…
- We are all part of ‘learning community’…

Kids Matter – ‘Supporting’ Community Level Systems Development

- Governor’s Summit
- Venture Grants
- Replication Projects
- Communities of Practice
- Technical Assistance/Consultation
- Tools & Resources
Lessons Learned:
• Relationships, Relationships, Relationships
• Build on existing efforts... & give them credit
• Start with the end in mind – Be Strategic
• Aim high
• Frame high

Challenges:
• Relationships, Relationships, Relationships (individual & institutional)
• Takes Time!
• Language Critical—clarify meaning of words
• System level vs Program level (30,000 ft view vs 5,000)
• Prepared for ‘Messiness’
• Managing Change and Ambiguity

‘Lessons Learned’

WHAT PEOPLE ARE SAYING:
• “We used the Kids Matter framework to guide our local process to choose outcomes and strategies for our regional early childhood systems building efforts. Because we were also part of the Kids Matter planning process, we could both contribute to and benefit from the momentum around early childhood efforts in the State.”
  – Margy Miller, Northwest Early Learning

WHAT PEOPLE ARE SAYING:
• “You all have provided a framework that each related organization can work within, thus multiplying the value and impact of the work, as well as easing the task of ensuring that it is synergistic (rather than unintentionally conflicting) with complementary efforts.”
  – Chris Rogers, Partner, Social Venture Partners
Next Steps:

- RELATIONSHIPS, RELATIONSHIPS, RELATIONSHIPS
- Hold On…Be Ready…
- “Design, Build, Fly”…
- Build on Existing Momentum…
- Leverage/Expand public-private partners --- state & local levels…
  (‘political odd couples’)

THANK YOU!

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**RESOURCES**

**Staffing**
- EC2 Staff (Bea, Kristin, Rhonda)
- Local Communities’ Staff

**Partners**
- National, State and Local Partners
  - National Born Learning Partners
    - United Way of America, Civitas, Ad Council, Families and Work Institute
  - State Born Learning Partners
    - Public and Private Organizations (Attachment A)
  - Local Born Learning Partners
    - Public and Private Organizations (Attachment B)
- Partners in Local Born Learning campaigns
  - 4+ Local Born Learning Campaigns
    - 3 Funded; 1 Cooperating
    - Partnerships of 4 Funded, Local Campaigns (Attachment C)

**Partner Expertise**
- Child care and Early Learning; Parent Education and Engagement; Communication; Advocacy / Public Policy; Health; K-12 Education; Child Development Information and Referral

**Financial Resources**
- National
  - In-kind Consultation and Technical Assistance from National Partners
- State
  - DCCEL Grants; Coalition Partner Funding—EC2 Staff Services
- Local
  - Community Match Grants (Cash and In-kind Services)
  - In-kind Goods and Services (e.g. Media — Clear Channel Radio, Comcast, KDDA, Local Partners)

**Models and Materials**
- Education, Awareness, Engagement and Public Will Model
- Select National Born Learning Materials
- Select CHILD Profile and Other Materials
- Network Approach
  - Lessons Learned
    - Evaluation and Data-driven Strategies
    - Shared Common Outcomes
- Evaluation Participants
  - Audience of Campaign – Policymakers; Champions; Partners; Families, Parents, Caregivers, Child Care Providers, Grandparents; General public; Media

**ACTIVITIES / STRATEGIES**
- Strategic messaging
  - Support/train trusted messengers to reach specific audiences with nurturing relationship messages
    - Supporting people who connect with parents, caregivers, families, childcare providers, and grandparents
- Dissemination of materials and messages
  - Knowledge building education provided directly to people interacting with young children
    - Knowledge building for early care and education providers
    - Knowledge building for parents and families
  - Connect audiences to parenting and community resources
    - Distribution of materials
      - Referrals
    - Media
      - Public Service Announcements (PSAs)
      - Earned Media
      - Paid Advertising
    - Build/ enhance/ strengthen local and statewide coalition building
    - Coordinate statewide Campaign
    - Resource Development

**OUTPUTS**
- # and type of audience engaged by method
- # materials distributed by type
- # and type of trusted messengers engaged by type of audience
- # and type (list) media coverage
  - Public Service Announcements (PSAs)
  - Earned Media
  - Paid Advertising
  - Organizations and workplace publications
- # and type of champions (description of actions)
- # and type of coalitions formed and types of partners
- # hits on Born Learning Washington website

**OUTCOMES**
- Increased knowledge of the importance of nurturing for infants, toddlers and preschool age children in every day moments among parents, caregivers, child care providers and families*
  - Increased knowledge that the first 5 years are critical
- Increased knowledge of what you can do to support nurturing for infants, toddlers and preschool age children in every day moments among parents, caregivers, child care providers and families*
  - Increased knowledge of what you (parents, caregivers, child care providers and families) can do in every day moments

**GOALS**
- Children are healthy and ready for school and life*

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