



# Early Years '14 Conference

## Roundtable Discussion Advocacy and Legislation Group Notes

### Bright Spots:

- Getting out into more communities
- The “Early Years” conference opportunity
- Libraries are a good starting point; “Books To go”
- Grassroots efforts:
  - Moms group via Facebook (how do you get the word out beyond Facebook?)
  - EHS: Outreach to doctor’s offices, WIC, developmental preschools, job service, food bank, waiting rooms at energy assistance
- Re-defining how families apply for and receive services - “One stop shop” – and reduced number of reapplications required
- Childcare subsidies
- Some school districts reaching out to the head start – highlight the successes with these partnerships
- Volunteers are an important resources
- Non-Profits and agencies are coming together around a common message and mission- We Cannot Do It Alone
- Head Start/Early Head Start - should do a better job of telling folks what they do, why important

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### Issues:

- Lack of awareness regarding available programs (e.g. Early Head Start)
- Lack of tools and resources for parenting education
- Government officials don’t value early childhood - feel “school readiness” begins at school
- Idaho doesn’t have basics; e.g., family leave
- Some policymakers feel supporting early childhood initiatives = “taking babies from the arms of mother”
- Missing = grassroots move to change who is in leadership or raise awareness (put/vote people into office who can support early childhood)
- Childcare licensing requirements are not stringent enough
- Influx of refugees in some areas (lack interpreters and other support)
- Daycare available but not regulated
- Preschool/statewide quality

- Do parents know what quality is?
  - Early Childhood mental health
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**Resources:**

- Provide resources to trained Early Childhood Educators with certifications.
- Money to pay qualified staff to attract to open positions
- Allow expansion money to be used with existing early childhood collaborations (school districts with Head Start etc.)
- Teacher Certification K-12 should include early childhood coursework
- State Leadership Champion to advocate for early childhood. Vote on Tuesday!
- Media campaign awareness with various social media vehicles
- Reach constituents to help influence public policy
- Stories - enabling stories to be heard
- Personalize messages/ stories
- Target message, identify motivation
- Consistent message. So others “adopt and spread message!”
- Positive reinforcement
- Collaboration, identify champions to help lead messages
- Find the right media for the audience
- Connect with families early
- Look at other advocacy efforts
- Parents need to play a key role (educate parents)
- Build an audience of people that it affects the most (to be that voice)
- Build a “day in the life of working families with children 0-5”
- Connect faith-based programs