

Early Childhood Coordinating Council -- Strategic Planning 2014

Brain Storming Session November 2013

Who is Missing? The Council generated a list of 14 entities and then selected the top two through a voting process.

1. **Business** (IBE)
2. **Idaho Children's Trust Fund**
3. Parents
4. Faith-based
5. Judicial
6. Law enforcement
7. Family and youth recreation organizations
8. Child care providers (home and center)
9. Family advocacy groups (IPUL)
10. Library representatives
11. Physician
12. Media
13. Local Government
14. Therapy associates

Focus Areas

The focus areas for planning include: health, social and emotional development, care and education, family self-sufficiency, parent education and systems.

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Health (bolded areas received votes for highest priorities)

- **Improve Child nutrition**
 - Obesity prevention
 - Food security
 - Food Safety
 - Where do our facts come from?
 - What are real foods?
- More info on sleep deprivation and obesity prevention
- Educate
 - Broad strategic messaging
 - Limit screen time
- **Prevention Strategies**
 - Child care (simple as head and feet coverings)
 - Better nutrition and more physical exercise in schools
 - Oral health messaging, prevention
 - Promotion and benefits of breast feeding
- Standard immunization requirements for children and adults.
 - Comprehensive

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Child Care and Education (bolded areas received votes for highest priorities)

- Valuing parent time and input (parental understanding of need to expand interaction with children family).
- Teachers paid appropriately
- Culture of valuing childhood
- Quality child care
- Decreased media time
- Increased opportunity for movement
- More education for teachers
- More information and support services for parents
- **Strengthen linkages** and relationships between parents and professionals who serve young children – better partnerships
- **Pre-K Education** – statewide
- Families with young children with and without special needs (0-3)
- Promote e-learning guidelines
- Home visiting – best approach for reaching parents

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Parent Education (bolded areas received votes for highest priorities)

- **Opportunities for parent education.** Engage all parts of community (faith-based, early care and learning, schools)
- Content – Infuse e learning guidelines, quality child care, importance of play, less screen time, increase child abuse prevention – strengthening families & protective factors.
- **Reach families where they are**
 - Early care and learning centers
 - Schools
 - Medical Home
 - YMCA
 - Faith-based
 - Media – PBS, Social networking
- Parents understand their role of a parent
- More prenatal education
- Peer to peer opportunities
- Parent portal – e-based “one stop shop” for parent education and resource
- Pay for relationship work/infant mental health (birth – three)
- Infuse information in teach curriculum, parenting skills, strategies to strengthen relationships with the parents

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Family Self-Sufficiency (Family Strengthening) (bolded areas received votes for highest priorities)

- **Promoting the Strengthening Families approach** per the work of the Idaho Children's Trust Fund
 - Each system focuses on self-sufficiency (how do we make this an emphasis?)
 - Adequate information for families
 - Individualized services
- **Access to basic needs:** food, housing, medical care, education, transportation
 - De-stigmatize the overburdened
- Education, vocation training
 - Information readily available in all venues
- Increase living wage (reduce income disparities)

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Social and Emotional (bolded areas received votes for highest priorities)

- Universal validated tool for screening
- **Statewide training for early childhood providers and teachers** on how to teach social and emotional skills
- Increase public action and public awareness
- Think prevention – use action plan
- Work with Medicaid to develop infant and early childhood mental health service package
- Build capacity of experts to diagnose and provide infant and early childhood mental health services
- Educate parents on the power/importance of social and emotional competence of their children
- Mental health access under ACA
- **Educate parents and teachers** how to appropriately support social and emotional growth

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Communication and Messaging (bolded areas received votes for highest priorities)

- **More public education** (#1)
- **Look at local community organization dollars** (have diverse group (i.e., Lions, Rotary, etc.) (tied #2)
- Remember groups change members so “preaching to the Choir” is needed to focus and re-focus
- With parents – make them feel like a **partner**, rather than being talked down to by professionals LISTEN!
- Take a ways and report
- Keep sharing and educating
- Communicate with regional committees more
- Plan to reach broad audience
- Need consistent message
 - **How do we collectively stream the same message?** (tied #2)
 - Tell the story lose the facts
 - Know the audience
 - Simplify the message
- Balance between electronic messaging and face to face (it’s all about relationships).
- Motivate the elephant and direct the rider
- Parent portal “one stop shop”