Housekeeping Notes

Audio
• Audio is available over the phone and through your computer.
  – Please be sure to mute your computer speakers and/or your phone using *6.

Recording
• A recording of today's webinar will be available within a few days.

Q&A
• Q&A will be held after the presentations.
• Submit your questions at any time via the chat box.

Survey
• Please complete the post-webinar survey. Your feedback is very valuable to us!
The Raising of America: Learn how strong community and public health partnerships benefit our youngest children, and their families

**The Raising of America Campaign Updates**
Rachel Poulain, MPH
Director of Public Engagement & Associate Producer, California Newsreel

**Successes from State and Local Partners**
Rex Archer, MD, MPH
Director of Health, Kansas City, Missouri Health Department

Stephanie Monahan
Director, The Civic Canopy
Colorado

**Questions & Answers Session**

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**Raising of America: Doris Duke Partnership**

**Funded by DDCF, with support from the CDC Foundation:**

- CDC Division of Violence Prevention
- Association of Maternal & Child Health Programs
- National Association of County & City Health Officials
- Healthy Heartlands Coalition/PICO Center for Health Organizing

**Fostering collaboration and building momentum through partnerships at local, state, and national levels to support the conditions in which all children and families can be healthy.**
THE RAISING OF AMERICA: EARLY CHILDHOOD AND THE FUTURE OF OUR NATION

• A Documentary Series
How a strong start for all our kids leads not only to better individual outcomes, but also a healthier, more prosperous and equitable America.

• A National Public Engagement Campaign
To change the conversation about what we as a society can—and should—do to support families with young children.

• A Companion Website
With interactives, discussion guides, action toolkits and other resources.
Signature Hour: THE RAISING OF AMERICA

- This hour explores the neuroscience of early child development, the growing squeeze on parents for time, money and resource and asks: How can we do better?

Ep. 2: ONCE UPON A TIME

- Imagine how things might be different today if high-quality early care and education had been available to all. It almost happened!
Ep 3: ARE WE CRAZY ABOUT OUR KIDS?

- Studies show that investing in high-quality early care and education pays for itself in many ways and many times over. So why aren’t we investing?

Ep. 4: WOUNDED PLACES

- Too many of our children, especially children of color living in neighborhoods of concentrated poverty have endured trauma. How might they and their neighborhoods heal?
Ep. 5: DNA IS NOT DESTINY

- Discoveries in the field of epigenetics suggest that fetal and early child environments literally become a part of us—witching genes on and off—with enduring consequences over our lifetime.
ARTICLES & INTERACTIVES

The Family Leave Shuffle
How do the world's most advanced economies compare when it comes to providing paid leave for new parents?

Which country provides the most paid leave? Which provides the least?

Germany
9th out of the world's richest nations

In Germany, new mothers and fathers can take 66 weeks of PAID leave

Learn more about Germany
See how the countries compare »

Who's Paid What?
CLICK and DRAG jobs to order from highest to lowest paid

1. Meter Reader
2. Financial Analyst
3. Childcare Worker
4. Parking Lot Attendant
5. Corrections Officer
6. Pet Caretaker

What do average salaries say about our priorities as a nation?

Submit your guess »
see actual results
ARTICLES & INTERACTIVES

PUBLIC ENGAGEMENT CAMPAIGN: CHANGE THE CONVERSATION

- What surrounds us shapes us
- Blaming parents is the easy way out
- The best parenting programs may have nothing to do with parenting at all
- Young children are one of the most prudent investments our nation can make
- We all stand to gain
- Change is possible
THREE LEVELS OF ENGAGEMENT

• **Promote**: Tell influential about the series. Post, tweet and share clips and series information via social networking, newsletters and your website.

• **Screen**: From conferences to community events, help as many people see episodes from the series as possible, and encourage them to do the same.

• **Integrate**: Use the series strategically within the organization's existing programs and in outreach to others in ways that advance the work with concrete and measurable outcomes.

CAMPAIGN HIGHLIGHTS

• American Academy of Pediatrics

• U.S. Department of Education

• National Partnership for Women and Families

• Early Childhood Colorado Partnership

• Kent County: National Healthy Start Association & Michigan Power to Thrive
QUANTITATIVE SUMMARY

More than 700 national, state, regional and local partners joined the campaign

As of September 2016:
• 3050 organizations using the series
• 12,000 – 22,000 trainings, community forums, policy debates and other events
• 380,000 and 750,000 people have screened and discussed the series.

ISSUE SUMMARY

Issues most commonly addressed toward assuring the safe, secure and nurturing experiences and environments all young children need to thrive:
• High quality child care and education
• Trauma-informed schools and services to reduce ACEs
• Paid family and sick leave
• Adding an early-child lens to discussions over what have conventionally been considered non-child / non-parenting issues, e.g. healthy affordable housing, living wage jobs and predictable hours, mass incarceration.
**EVALUATION – SPRING/SUMMER 2017**

- How well has *The Raising of America* videos and tools have helped users change the conversation around early childhood?

- How well has the series has helped organizations advance their objectives?

- Case studies: Using the series to educate, organize and advocate for policy and systems change.

**BUILDING ON WHAT WE’VE LEARNED**

As individuals and organizations committed to advancing a more just, equitable and healthy society, we have a tremendous opportunity to:

- Redefine what is considered normal
- Articulate a vision that inspires action
- Effect powerful positive solutions
BUILDING ON WHAT WE’VE LEARNED

As individuals and organizations committed to advancing a more just, equitable and healthy society, we have a tremendous opportunity to:

- Redefine what is considered normal
- Articulate a vision that inspires action
- Effect powerful long-term solutions

Core Energy & Leadership Coaching for Health and Social Justice

If you want to build a ship, don’t gather your people and ask them to provide wood, prepare tools, and assign tasks. Call them together and raise in their minds the longing for the endless sea.

—Antoine de Saint-Exupery
Raising of America Webinar

co-sponsored by NACCHO, the Association of Maternal and Child Health Programs, Healthy Heartlands and CDC through a grant from the Doris Duke Charitable Foundation.

Rex Archer MD, MPH
Director of Health, KCMO
Raising of America

“Public health is what we, as a society, do collectively through organized actions* to assure the conditions in which all* people can be healthy.”

-Institute of Medicine (1988), Future of Public Health
Put simply, truth corresponds to what it is; justice to what ought to be.

We understand truth is a universal, a paradigm, a lens through which we can look to see what is real.

Justice, likewise, is a lens through which we can look to determine what ought to be in our relationships with others.

Truth and justice as lenses for perceiving reality.
Public Health As A Social Justice Enterprise

JUSTICE = TRUTH + POWER

Growing Communities: Social Determinants, Behavior and Health

Our environments cultivate our communities and our communities nurture our health.

When inequalities are high and community assets are low, health outcomes are worst.

Substance Abuse
Smoking
Violence
HIV/AIDS
Infant Mortality
Nutrition
CVD
Obesity
Depression
Stress

When inequalities are low and community assets are high, health outcomes are better.

HIV/AIDS
Infant Mortality
Stress
Depression
Substance Abuse
Smoking
Violence

Community Organizing
Public Health Practice Research + Data
SOCIAL DETERMINANTS of HEALTH:

Types of Issues addressed by Community Organizing & Public Health

- Transportation
- Mass Incarceration
- Childhood Poverty
- Healthy Food
- Educational Equity
- Land Use
- Violence
- Affordable Housing
- Built Environment

Life expectancy by zip code, Kansas City, MO 2010-2014

Life expectancy

- 70-72 years
- 73-79 years
- 80-83 years
- Too small pop.*

Indicates zip codes with the lowest increase in life expectancy over the last 10-15 years

*Too small population to calculate life expectancy @ 2010-2014 American Community Survey 5-Year Estimates
### Estimated Deaths Attributable to Social Factors

<table>
<thead>
<tr>
<th>Factor</th>
<th>U.S*</th>
<th>KCMO**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High School graduation</td>
<td>245,000</td>
<td>~90-160</td>
</tr>
<tr>
<td>Racial segregation</td>
<td>176,000</td>
<td>~395-560</td>
</tr>
<tr>
<td>Low social support</td>
<td>162,000</td>
<td>~203-230</td>
</tr>
<tr>
<td>Individual level poverty</td>
<td>133,000</td>
<td>~218-240</td>
</tr>
<tr>
<td>Income inequality</td>
<td>119,000</td>
<td>~148-220</td>
</tr>
<tr>
<td>Community level poverty</td>
<td>39,000</td>
<td>~108-350</td>
</tr>
</tbody>
</table>

~40% of annual KCMO deaths (33-50%) Total ~1,163***

**Total ~1,760***

*Galea, et.al., American Journal of Public Health August 2011, Vol 101 no. 8
**Very Conservative estimate for Kansas City, MO based on Galea, et.al.
***Very Conservative estimates that assume factors are not synergistic

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#### Death rate by education among persons 25 - 34 years KCMO 2009 - 2013

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Death Rate per 100,000 Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;High school</td>
<td>352.6</td>
</tr>
<tr>
<td>High school</td>
<td>256.2</td>
</tr>
<tr>
<td>Some college</td>
<td>70.2</td>
</tr>
<tr>
<td>Graduate +</td>
<td>20.0</td>
</tr>
</tbody>
</table>

Deaths are 17.5X, 12.5X, 3.5X, and 20.0 times higher for those with <High school, High school, Some college, and Graduate + education, respectively.
### Issue area #1: Education

**Goal:** Kansas City 3rd Graders should be able to read at grade level.

<table>
<thead>
<tr>
<th>Early Childhood Education</th>
<th>Preventable Absences</th>
<th>The Digital Divide</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increase the percentage of 3 and 4 year olds who attend high-quality Early Childhood Programs (ECE).</td>
<td>• Decrease the number of school days missed because of preventable physical, mental and social health issues.</td>
<td>• Increase the number of households with consistent access to a computer with high speed internet.</td>
</tr>
</tbody>
</table>

### Issue area #3: Economic Opportunity

**Goal:** Decrease the income and wealth gap between zip codes.

<table>
<thead>
<tr>
<th>Living Wage Jobs</th>
<th>Predatory Lending</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increase access to living wage jobs through both supply-side (job skills and vocational training) and demand-side (example: raising the minimum wage) policies.</td>
<td>• Decrease the negative impact of predatory lending on borrowers and increase the access to alternative forms of affordable short-term lines of credit.</td>
</tr>
</tbody>
</table>
Health Inequities

Health Disparities

- Adapted by ACPHD from the Bay Area Regional Health Inequities Initiative, Summer 2008
NARRATIVE CAMPAIGN

The Raising of America-KC metro coalition has a significant organizational list of supporters with strong earned media, along with an already secured partnership with KCPT. (Kansas City Public Television). We are coupling this with online/social media, and other direct contact tools.

Our vision that goes well beyond the traditional tactics such as direct mail and TV ad buys and targets directly impacted constituencies through pledge cards, religious radio and even targeted billboards.

BASE BUILDING CAMPAIGN

To date we have directly engaged over 1,600 people who have watched the motivational film Raising of America that calls for comprehensive early learning education solutions from a racial equity and families first framework.

CCO co-leads this coalition with public health departments across our region. CCO developed a tool kit that was used in conjunction with this film and held conversations with all attendees engaged to date.

Over 300 of them signed a pledge card to actively support the Raising of Kansas City agenda and as a result of these efforts we won a 6-8 week parental paid leave for all 6,000 city employees.
CCO celebrated this victory as part of a Moral Economy Summit with 290 people attending including Mayor Sly James and positioned the agenda for Raising of Kansas City to advance comprehensive early learning for all children in our boundaries. At this summit we gathered several dozen-commitment cards who have pledged to volunteer in a Raising of Kansas City campaign.

Results/Aligned Campaigns (PH&CO)

- 2013: Ban the Box
- 2014 70% Voter Approval 22 mil health levy 9yr ext.
- 2014: Ban the Ban
- 2014: Raising of America Kansas City
- 2014: Advance KC Development Scoring
- 2015: Council Approved (12:1) Raise Living Wage
- 2016: 6-8 weeks paid paternal leave, ~6,000 city employees
- Other Ongoing: Medicaid Expansion, Early Voting, Violence/Homicide Prevention
- 2017: Property tax vote for 3&4 year old early learning?
Next Steps: 50+ additional viewings

As part of our commitment to the ‘Raising of Kansas City’ CCO is prepared to bring our proven model of community organizing and scaled civic engagement to this new public health breakthrough issue for our organization—early childhood education.

The greatest political opportunity for revenue and a comprehensive, universal program is our partnership with the Early Learning Commission, which includes leadership from the Mayor’s office, the Chamber of Commerce of Greater Kansas City and early learning practitioners to advance a property mill tax revenue opportunity on the ballot next August 2017 to pave the way for a brighter future for every child in the KCMO school district.
The Raising of America: Learn how strong community and public health partnerships benefit our youngest children and their families.
September 21, 2016

Intro – The Partnership

A network of partners from state and local agencies, nonprofits, local early childhood councils, foundations and universities committed to ensuring the vision of the Early Childhood Colorado Framework is effectively implemented in Colorado.
Cross-Sector Connections

Family Support

ECCP

Behavioral, Mental and Physical Health

Early Learning

Early Childhood Colorado Framework

Outcomes: access, quality and equity
- Family Support & Education
- Health & Well-being
- Learning & Development

Access
- Family engagement and leadership opportunities and active programs, schools and communities
- Service and supports promote the well-being and readiness of parents and caregivers
- Family-friendly policies and practices exist in the workplace

Quality
- Comprehensive health coverage and services are consistently utilized by pregnant women and children
- Integrated and person-centered care and child/physical, behavioral and social health services are available
- All settings promote mental health and well-being through work identification, consultation and feedback

Equity
- Education, coaching and ongoing learning support for caregivers, teachers, and other professionals
- Learning experiences and environments are high quality, developmentally appropriate, and affordable

All children are valued, healthy and thriving

- Family involvement and support children's development and learning
- All settings provide effective transitions across and within programs, schools, and systems

- Children, including those with high needs, receive timely and comprehensive and affordable academic and transition supports

- Environment and behavioral supports
- Families and the state attain economic and social stability by promoting children's well-being
Why the Partnership?

- No one agency or program alone can ensure all Colorado children are valued, healthy and thriving.
- The Partnership brings members together to identify common results, share best practices, and implement strategies to improve system effectiveness for child and family well-being.
- An open network for anyone supporting the vision of the Early Childhood Colorado Framework
The Movement has Begun!

Shared Messaging for Early Childhood Development and Toxic Stress

- Pooling resources from multiple partners to create shared message bank ALL early childhood partners can use
- Fall 2015 – steering committee supported development of messages
  - December Frames Training supported partners in framing messaging to maximize communication
- 2016: Phase 2 – supporting partners with training and technical assistance
The movement has begun!

- Speaking with one voice on behalf of children and families
- Eliminating duplication – no more ECCP Happenings newsletter
- Sharing what’s new, resources, events and meetings, and taking action for kids
- If you’re on the ECCP email list, you’ll receive this email the first Thursday of each month!

The movement has begun!

ECCP Website Launch

- [www.earlychildhoodcoloradopartnership.org](http://www.earlychildhoodcoloradopartnership.org)
Early Childhood Colorado Partnership has worked for nearly 3 years to leverage this documentary series.

Because of the work of the network and strong partnerships, there have been over 100 screenings to date all over the state.

In 2014-2015 the Partnership funded 15 mini-grants to support screenings and conversations.

**The Raising of America Mini-Grantees**

- Friends of the Haven
- Early Childhood Partnership of Adams County
- Huerfano-Las Animas (HULA) Early Childhood Council
- Kids First (Pitkin County)
- Early Childhood Options (Summit + Grand Counties)
- Promises for Children (Weld County)
- Broomfield Early Childhood Council
- Montelores Early Childhood Council
- Earlier is Easier
- Boulder County Public Health
- Cooking Matters Colorado
- Routt County United Way
- Denver Early Childhood Council
- Gunnison-Hinsdale Early Childhood Council
- Early Childhood Council of Larimer County
The movement has begun!

The Raising of America

- Work is continuing as Rocky Mountain PBS airs the full documentary and additional screenings
- See interviews with local experts accompanying each episode: http://www.rmpbs.org/earlylearning/
- Action Team is meeting to identify ways to continue the momentum and take action

The Raising of America: Celebrating Success

- Boulder County used their mini-grant to fund the Raising of America Partnership of Boulder County

- This coalition of orgs and businesses supported the development of 4 weeks of paid family leave for all county employees, along with new “infants in the office” policies for county employees

- These types of policies support families to contribute to the workforce AND build strong relationships with their children
Positioning Statement: Toxic stress occurs when a child experiences prolonged and significant adversity such as poverty, abuse, neglect or caregiver substance abuse without adequate adult support to buffer his/her experiences. Toxic stress can lead to health and learning problems because it hinders brain development, preventing children from realizing their potential and fully contributing to Colorado’s future. We must all work together to prevent toxic stress in children by supporting stable and nurturing relationships and environments.

Mission Statement: For Colorado to prosper, our kids must thrive. Therefore everyone has a role to play in building a solid foundation for Colorado’s kids.
How Would I Use the Shared Message Bank?

• Chose the audience you’re speaking to

• Determine the messages that will resonate with them

• Customize the language:
  • Use the language that works best with your audiences to describe the Prosperity, Positive Parenting and Resilience messages
  • Use your tone, style, voice
  • Include local examples

• Tell them what you want them to do

Sample Website Copy

For Colorado to prosper, our kids must thrive. Everyone has a role to play in building a solid foundation for Colorado’s kids.
Children in Colorado are our future workforce, leaders and community members, so when they thrive, Colorado thrives.

• Whether you have children yourself or not, it's important to provide family-friendly policies for your employees.
• Parents and caregivers need to be supported with smart business policies that help strengthen their families, prevent abuse and neglect and promote positive parenting so kids can achieve their potential.
• Family-friendly policies in the workplace can make a big difference in a parent’s ability to raise their kids to succeed and participate in Colorado’s future.

Contact: earlychildhood@civiccanopy.org
Questions

To submit your question or comment, type it in the chat box at the lower right-hand side of your screen.

Thank You!

Please take a moment to fill out our evaluation:
https://www.surveymonkey.com/r/RaisingEval