

QRIS COMMUNICATIONS

QRIS Think Tank
June 24, 2019
Laura Bowen

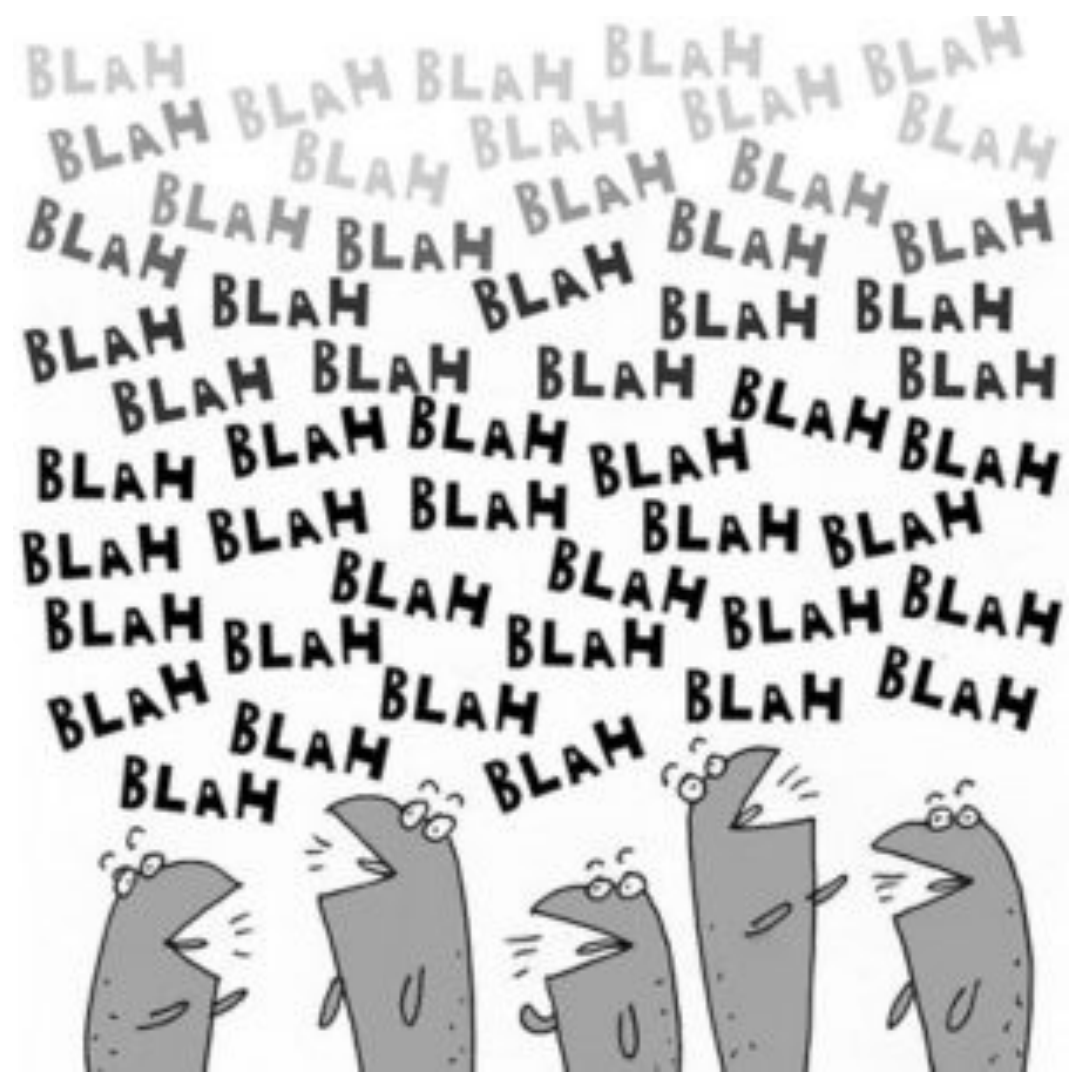




MACLAREN

MACLAREN

**EVER
FELT LIKE
THIS?**



**OR
THIS?**

YOU'RE NOT LISTENING

YOU'RE ONLY HEARING WHAT YOU WANT TO HEAR

THANKS, I'D LOVE AN OMELETTE RIGHT ABOUT NOW

AGENDA

- ▶ QRIS Communications Overview
- ▶ Rule of Intention
- ▶ Communications Plans

- ▶ **Part 1: Family Communications**
 - ▶ Issue vs. Initiative
 - ▶ QRIS Examples
 - ▶ Group Work

- ▶ **Part 2: Advocacy Communications**
 - ▶ Advocacy Equation
 - ▶ QRIS Examples
 - ▶ Group Work

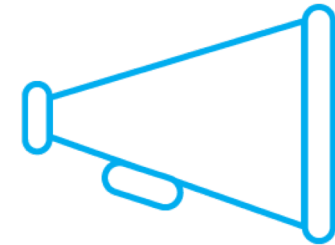
QRIS COMMUNICATIONS OVERVIEW



Rule of Intention



5 P's



Channels of
Communications



Audiences

- Know what you want them to know
- Understand their knowledge, needs and values



Messages

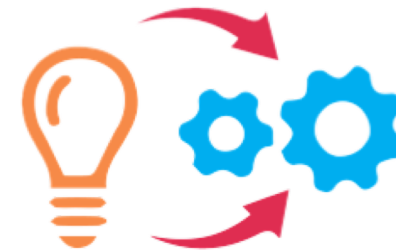
- Framed for each audience

RULE OF INTENTION



Strategy

- The right messenger and channel
- Delivered in the right way



Implementation

- Allocate time and resources to design and execute well
- Measure effectiveness

QRIS AUDIENCES: 5 P'S

Providers

Recruitment and
retention

Ambassadors

Parents

Understanding of
quality, awareness
of QRIS

Drive demand

Policymakers

Support and
funding

Why quality, why
QRIS

Partners

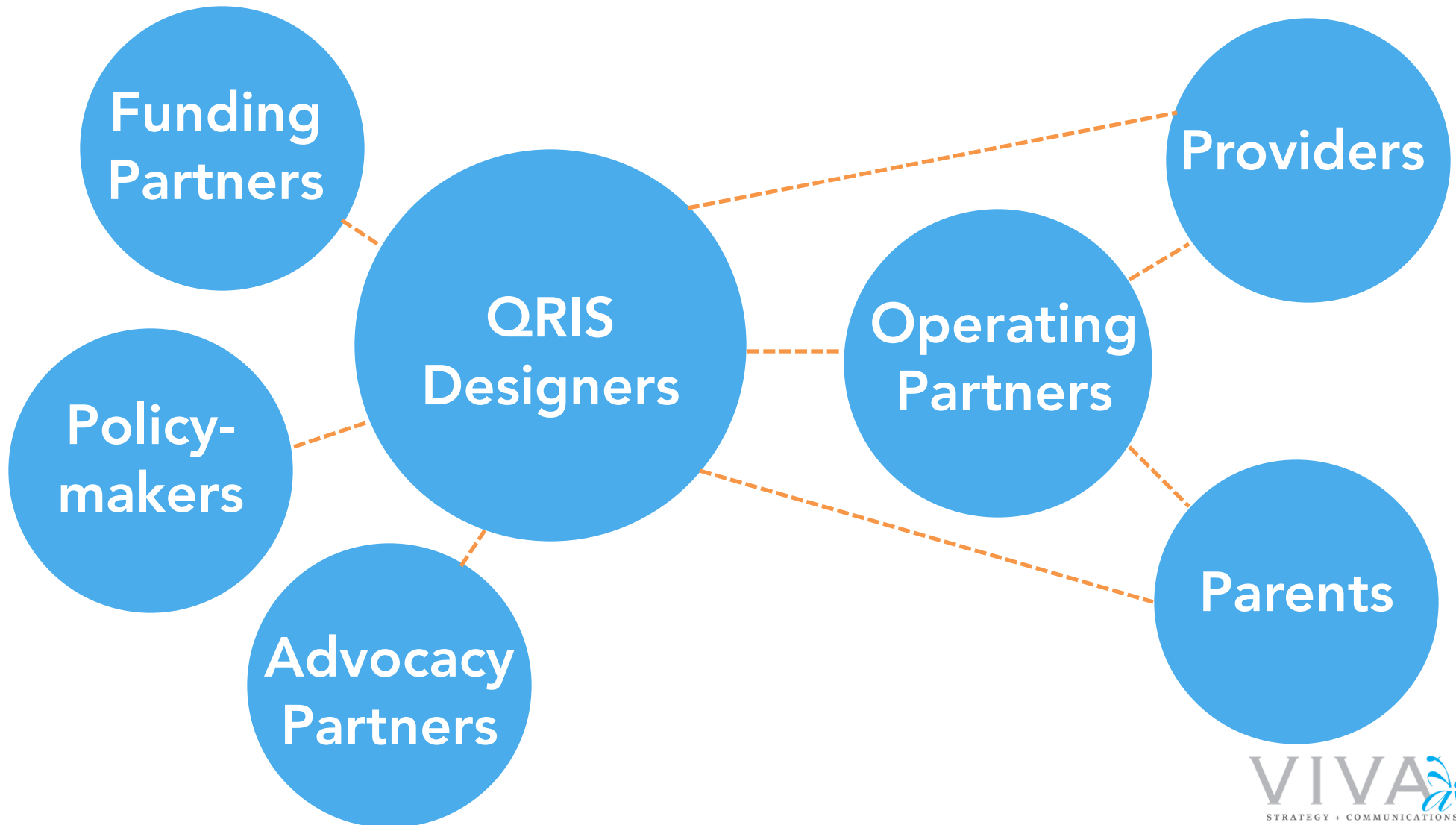
Support and
resources

Ambassadors

Public

Community-wide
understanding and
value

COMMON QRIS COMMUNICATIONS CHANNELS



THE IMPORTANCE OF COMMUNICATIONS PLANNING

Plans are nothing; planning is everything.

Dwight D. Eisenhower

CONTENTS OF A PLAN

- ▶ Analysis
- ▶ Audiences
- ▶ Messages
- ▶ Goals
- ▶ Strategies
- ▶ Sequencing and Metrics



Quality Start LA Communications & Marketing Plan

January 31, 2018

DESIRED OUTCOMES: 1 YEAR

- **Engagement** - Participants of QSLA are aware of and are actively engaged in their participation
- **Outreach** - Participants of QSLA have sufficient tools to understand and communicate about quality improvement
- **Awareness** - Parents understand how to access and seek quality care for their children
- **Access** - More early educators in LA County are participants in QSLA

DESIRED OUTCOMES: 5 YEAR

- **Recognition** - The QSLA brand is recognized as a resource in LA County for information about quality
- **Advocacy** - Parents are empowered to advocate for fiscal and legislative support for access to high quality child care

DESIRED OUTCOMES: 10 YEAR

- **Engagement** - Many early educators in LA County are involved in quality improvement efforts through QSLA, and parents seek QSLA programs
- **Recognition** - The QSLA brand is synonymous with quality early care and education programs across the country
- **Policy** - Countywide policy and funding reflects that access to quality, affordable early care and education is a right
- **Access** - All children in LA County have access to quality, affordable early care and education as a right

Communications Goals

The following goals have been identified for the Quality Start Los Angeles Communications and Marketing Plan.

- GOAL 1** Position and promote QSLA as the trusted authority on quality in LA County.
 - Target Audiences: Partners, Parents, Policymakers, and Public
- GOAL 2** Raise the capacity of QSLA's key stakeholders to communicate effectively about QSLA and the importance of quality.
 - Target Audiences: System Partners, Early Educators, Parents
- GOAL 3** Communicate the impact that QSLA is having on educators and families, and the impact high quality early learning has overall.
 - Target Audiences: Policymakers
- GOAL 4** Create active engagement and dialogue around the importance of quality in early learning.
 - Target Audiences: Parents, Public

Communications & Marketing Strategies

- GOAL 1** Position and promote QSLA as the trusted authority on quality in LA County.

STRATEGY 1 - ISSUE FOCUSED

Establish a clear, consistent, and meaningful definition of high quality early learning.

Target Audiences: System Partners, All

To unite around a common goal of improving quality, what constitutes high quality early learning must be clearly defined. It is widely accepted that early childhood programs should provide a safe and nurturing environment while promoting the physical, social, emotional, and intellectual development of young children. System partners should further refine what specific attributes are hallmarks of quality in LA County early learning programs.

Once a clear, consistent, and meaningful definition of quality early learning is in place, all communications with stakeholders (including educators, parents, policymakers, and the public) should reference and reinforce this definition to build common understanding.

FAMILY COMMUNICATIONS

Be so good they can't ignore you.

Steve Martin



Audiences

- Know what you want them to know
- Understand their knowledge, needs and values



Messages

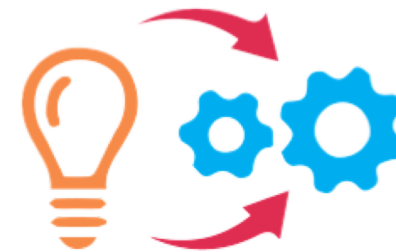
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RULE OF INTENTION



Strategy

- The right messenger and channel
- Delivered in the right way



Implementation

- Allocate time and resources to design and execute well
- Measure effectiveness

QRIS EXAMPLE: LA COUNTY

799,311

Children 0-5

26%

Live in poverty

55%

Speak a language other
than English at home

QSLA QRIS COMMUNICATIONS FRAMEWORK

Initiative

Communications to support successful ongoing operations.

Parents understand how ratings can inform their search and how QRIS participation positively impacts programs.

Issue

Communications to support understanding of and value for quality early learning.

Parents understand child development and the role quality early learning programs play.

QSLA FAMILY COMMUNICATIONS

Audience



- Communications planning survey
- Focus groups for key messages and materials
- Communications workgroup of QRIS partners
- Two segments: all parents, parents at participant sites

Strategy



- Target all parents through traditional and digital media
- Target parents at sites through providers and partners

Messages



- ECE program quality matters for learning and development
- QSLA raises quality and offers you resources and tools
- *Families at sites:* Your provider is going above and beyond to provide high quality ECE; QSLA ratings help your provider understand their strengths and areas for growth

Implementation



- Digital marketing and online communities
- Distribution of materials and tools

INITIATIVE COMMUNICATIONS



The Early Years Matter

Your child's earliest years are the foundation for their future. According to a study published by the Families and Work Institute, the brain of a three-year-old is twice as active as an adult brain! High-quality early learning experiences set your child up for success not only in school but in their careers and in life.

What is Quality Start LA?

Quality Start LA is a county-wide initiative to improve the quality of early learning programs throughout Los Angeles County that is led by a group of five early learning agencies.

- Child360
- Child Care Alliance of Los Angeles
- County of Los Angeles Office for the Advancement of Early Care and Education
- First 5 LA
- Los Angeles County Office of Education

Programs participating in Quality Start LA include: state-funded preschools, Head Start, private centers and family child care homes in your community. Quality Start LA programs are licensed and take additional steps to provide high-quality child care.

Congratulations!

You are helping to boost your child's healthy development by enrolling them in a Quality Start Los Angeles program.

Your child's teacher is committed to giving your child high-quality early learning experiences and supporting their development.

How Does Quality Start LA Help Me?

We value your child's health, happiness, and development, just like you do. Quality Start LA helps you:



- Ensure that your child receives high-quality early learning experiences
- Better understand what quality looks like and the role you play in your child's development
- Participate in workshops and community events that are fun for the whole family

As a parent or caregiver, you are your child's first and most important teacher. QSLA works with programs to ensure that families are engaged in their child's early learning experiences, both inside and outside the classroom.



For more information, contact Quality Start LA at 855-507-4443 or QualityStartLA@laoe.edu.

[f @QualityStartLosAngeles](#) [@QualityStartLA](#)



Social Media Guide

As a Quality Start Los Angeles (QSLA) participant, you are at the forefront of high-quality early learning. Your program helps children thrive. Social media is great way to share early learning opportunities and experiences.

Quality Start LA on Social Media

[f @QualityStartLosAngeles](#)

Reasons to join

- Receive tips and ideas
- Stay up-to-date on events
- Learn about upcoming opportunities

Posts to share

Before sharing photos or videos, please fill out the release form. With a little help, you can share your early learning experiences with others.

#Hashtags

Hashtags are short phrases preceded by the pound sign (#). They are integral to the way we communicate online about QSLA, and it's important to use them to strengthen and align our message.

We included a few examples you can use:

- #QualityStartLA
- #QualityStartLosAngeles
- #QualityStartLA

For more information

Los Angeles County Office of Education (LACOE) • Office for the Advancement of Early Care and Education
Child360 • Child Care Alliance of Los Angeles (CCALA) • First 5 LA

[f @QualityStartLosAngeles](#) | QualityStartLA.org | [@QualityStartLA](#)

Provider Talking Points

Here are some talking points you can use to help explain Quality Start LA to families enrolled in your program so they can understand the work you do to support their children.

Quality early learning is important.

- A child's brain grows faster during their first five years of life than any other time in their development.
- Studies have shown, children who receive high-quality early learning experiences from birth to age five often have higher reading, math, and critical thinking skills.

Quality Start LA is part of a national movement to improve early learning programs.

- Quality Start LA is part of a national quality improvement initiative that started over 20 years ago.
- Quality Start LA's participating programs are licensed and take additional steps to provide high-quality child care. These programs include state-funded preschools, Head Start, private centers and family child care homes in your community.

Ratings help our program know our level of quality.

- Programs, like ours, that participate in Quality Start LA volunteer to get rated to identify our strengths and areas of improvement.
- The rating process examines the quality of our environment, program, and teacher-child interactions.

Quality Start LA supports my professional development.

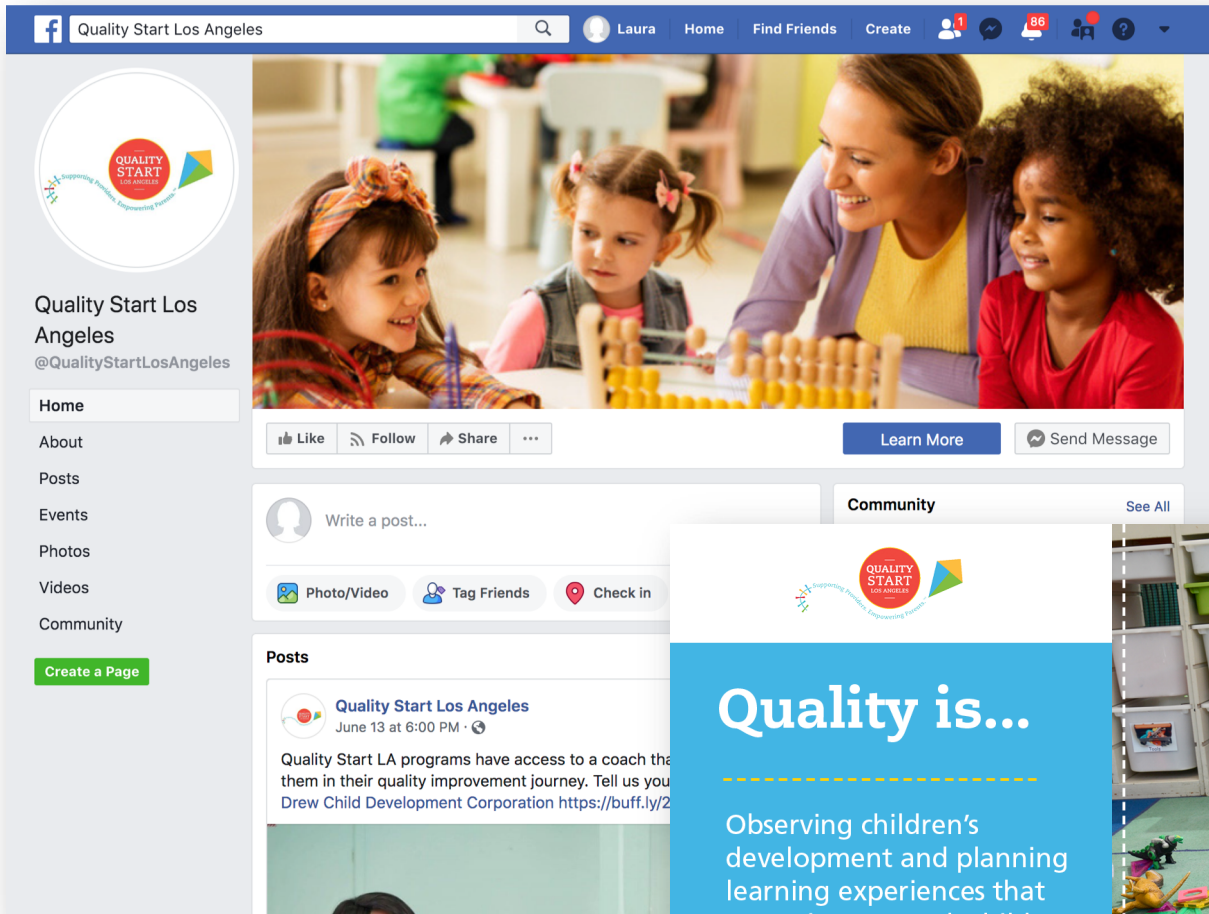
- As a Quality Start LA participant, I have access to professional development opportunities, including one-on-one support, to be a more effective teacher.
- By participating in Quality Start LA, our program receives additional funds to purchase educational supplies, books, and other resources.

Families are partners in providing high-quality care and education.

- You are your child's first teacher and best advocate. I look forward to working with you to support your child's healthy growth and development.
- I hope you will come visit the classroom, participate in our activities, or present to the class. Your child will cherish the memory and it will support your child's learning and healthy development.

For more information, contact Quality Start LA at 855-507-4443 or QualityStartLA@laoe.edu.

ISSUE COMMUNICATIONS




Quality is...
 Observing children's development and planning learning experiences that are unique to each child.






Your Child's Early Years Matter
 Everything they learn and experience at a young age shapes their future.


Brain Development
 From birth, your child's brain forms connections that will shape how they learn, think, and grow.

In the first few years of life, more than
One Million
 new neural connections are formed every second. These are the connections that shape their future learning, behavior, and health.¹

Language Skills
 By the age of 2, your child should be able to ask for something using a 2-3 word sentence.

At age 3, their spoken vocabularies consists of roughly 900 words	By age 6, spoken vocabularies expand to anywhere between 8,000-14,000 words ²
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Physical Activity
 Coordination, problem solving, and critical thinking skills develop when children are encouraged to develop their big and small body movements.

Your child needs at least 60 minutes of physical activity and play each day for healthy development.

Social-Emotional Connections
 Positive interactions with adults help children regulate their emotions and communicate their feelings effectively.



STATE TEAM WORK

Using the “Rule of Intention,”
complete the worksheet for your
family audience.

Get specific!

ADVOCACY COMMUNICATIONS

**Your brand is what other people
say about you when you're not in
the room.**

Jeff Bezos

THE ADVOCACY EQUATION

Obstacles for change

+

Leverage you can bring
and use

=

Feasible advocacy
objective

PUBLIC POLICY DECISION- MAKING INFLUENCERS

- ▶ Experience and Personal Views
- ▶ “Resources Over Everything” Perspective
- ▶ Habit & Tradition
- ▶ Political Climate
- ▶ Pressure Groups, Lobbyists and Opinion Leaders
- ▶ Public Opinion Surveys and Focus Groups
- ▶ Evidence/Research

QRIS EXAMPLE: LA COUNTY

KEY FINDING:

Many local policymakers and stakeholders are already invested in early childhood efforts.

Opportunity: QSLA can build on this with a strong message about quality.

Challenge: The complexity of QRIS is a barrier to engagement.

QSLA QRIS COMMUNICATIONS FRAMEWORK

Initiative

Communications to support successful ongoing operations.

Policymakers value continued investment in and operations of the QRIS.

Issue

Communications to support understanding of and value for quality early learning.

Policymakers support a sustained and systematic approach to increase access to high quality early learning.

QSLA POLICYMAKER COMMUNICATIONS

Audience

- Communications planning survey of system partners
- Landscape scan
- Working with advocacy staff at key partner agencies

Messages

- ECE program quality matters for learning and development, which matters for long-term success
- QSLA raises program quality
- QSLA is making a difference, but more investment is needed

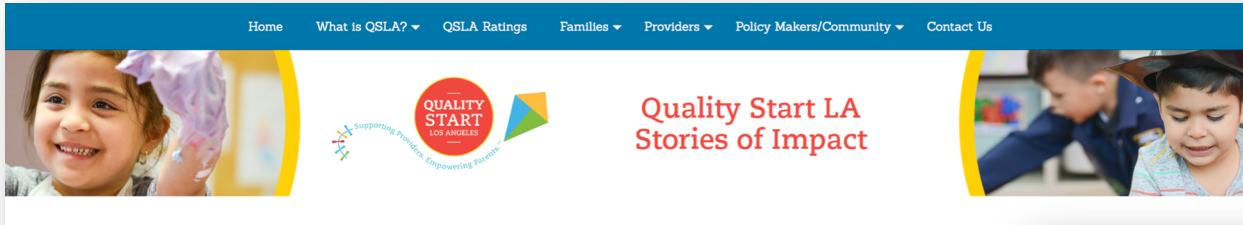
Strategy

- Collect and share impact stories and data, along with clear asks
- Promote quality and QSLA through traditional and digital media

Implementation

- Digital marketing and online communities
- Distribution of materials and tools

ADVOCACY: STORYTELLING



Quality Start Los Angeles (QSLA) is part of a state and national movement to raise the quality of early learning programs, so that more children benefit from high-quality early learning experiences. It is the hard work of dedicated early care and education professionals that makes our movement move! Read the stories below to learn how QSLA is making a difference in the lives of early childhood educators, children, and families in LA County.


Graciela Ceja, Educator/Owner, Ceja Family Child Care

Graciela Ceja wanted to do something different for the kids. She wanted her community to be a better, safer place. With a degree in child development and years of experience in the early learning field, Graciela decided to open her own child care program.

[Read Graciela's QSLA story](#)
[Watch a video of Graciela's QSLA story](#)



ADVOCACY: STORYTELLING



QUALITY
START
RIVERSIDE COUNTY
Excellence in Early Learning

HOME

ABOUT

PARENTS & FAMILIES

FIND CHILD CARE


PROGRAMS & EDUCATORS

RESOURCE LIBRARY

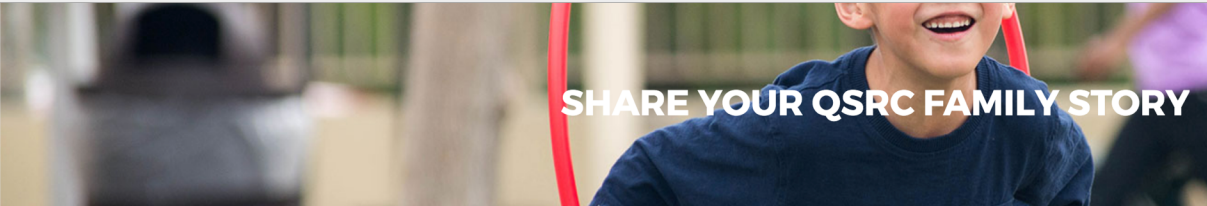
NEWS

CALENDAR

CONTACT



Español



SHARE YOUR QSRC FAMILY STORY

SHARE YOUR STORY

Quality Start Riverside County (QSRC) is making a difference in the lives of children and families in Riverside County, and we want to hear how your child and family have benefited from attending a QSRC program, and what you have to say in support of high-quality early care and education.

By sharing your story, you help to inform our work and speak up for families in our community. After you submit your story using the form below, a member of our staff may contact you to learn more about your experience. [Compártelo en español.](#)

By submitting your story you agree to our [consent and release guidelines](#).

QSRC Family Stories

* Required

Email address *

Your first and last name *

ADVOCACY: DATA

1999-2001
Subsidized Child Care

In the beginning, First 5 Riverside County invested heavily to support children with special needs and address families' immediate needs by covering the cost of child care through subsidized tuition.



First 5 Riverside
Celebrating 20 Years of Supporting Quality Early Learning

2001-2011
School Readiness

As time went on, First 5 Riverside expanded its support to include:

- Early care and education services with kindergarten transition services
- Parenting/family support services
- Health and social services
- School readiness for children
- Program infrastructure, administration, and evaluation

2011-2016
Access and Quality

Recognizing that investments in early childhood improve children's ability to succeed in school and throughout their lives, and improve parents' ability to participate in the workforce and educational activities, First 5 Riverside expanded its investments to:

- Increase access to childcare and preschool
- Increase quality of care
- Link the amount of compensation to level the quality of education a program provides and the amount of subsidized students they teach.

2018-2021

1,118,000

anned investment in quality g will help children develop, socially, and emotionally.

ECTED REACH

to participate in Quality Start

Early Childhood Investments Last a Lifetime

90%

of brain development occurring by age 5.

Like the children we serve, First 5 Riverside's initiatives to support early care and education have grown over the years...

rccfc.org
@first5riverside

When families do not have the child care they need for children 0-3 years old, parents' work productivity falls

86%

parents report that child care issues have affected their time spent and effort at work

#ECECoalitionCA
#CAKidsNow2019

Source: ReadyNation, California's 0-3 Childcare Crisis

94 Family child care homes

22 Alternative sites

365* Projected sites

249 Centers

173 Family child care homes

33 Alternative sites

430 Participating sites

224 Centers

1532 Family child care homes

400 Centers

1932 Sites in Riverside County

*Projections developed for 2020 based on state and local data and collective input from partners through Quality Start's strategic planning process.

313 of these sites are rated. 84 are participating, not yet rated. 33 Alternative sites are not eligible for a QSRC rating.

Quality Start envisions that all sites in Riverside County will provide a high quality early learning environment, preparing children to succeed in school and life.

CHILDREN SERVED*

14,481 Number of Preschoolers

2,401 Number of Leaders

1,051 Number of Sites

21,879 Number of Children across all QSRC Sites

39,812 Total Children ages 0-5 Served at all QSRC Sites

PARTICIPATING EDUCATORS*

312 Site Supervisors

861 Lead Teacher

77 Program Directors

966 Other Classroom Staff

Join Us in Supporting Quality

Quality Start helps Riverside County's children thrive emotionally, physically, and academically, and experience lasting effects in school, in their families, and in their communities. Yet, across California, First 5 funding keeps declining... from \$261 to \$135 per child statewide! Let's prioritize funding for early childhood, so all children can thrive.

To learn more, visit rccfc.org

[f](#) [t](#) [i](#) [@first5riverside](#)

*Source: QSRC FY17-18, CDF-Common Data File

ADVOCACY: CLEAR ASKS



We look to the future.

The Early Care and Education (ECE) Coalition is a partnership of 34 early childhood education advocacy, service, and business organizations working together to secure access to high-quality early learning and care for all of California's low-income children and families, particularly families of color.

While we are heartened that the 2019-2020 May Revision of the Budget recognizes the important role of family-centered policies through the Governor's "Parent Agenda," we believe that this is the time for an investment that aligns with California's economic growth.

We remain concerned that the proposed budget doesn't address the urgent need for infant and toddler care and the lack of adequate infrastructure in the state's ECE system, which leaves thousands of our youngest children without access to quality care and early education.

The ECE Coalition's budget and legislative package addresses these core issues to move the state's ECE programs closer to meeting the needs of children and their families.

Please support the following proposals on behalf of California's youngest children:

Budget Request

Provide \$333 million in BY 2019-2020 to create more child care spaces and increase the number of low-income children served in Alternative Payment programs and General Child Care. This funding will be part of a multi-year investment to provide \$1 billion over three years to increase the number of child care spaces.

AB 125 (McCarty) & SB 174 (Leyva)

Establishes a regionalized state reimbursement rate system for subsidized early care and education services to ensure competitive compensation for early childhood teachers and providers.

AB 452 (Mullin)

Allocates grant funding for ECE facilities to serve children from birth to age three.

AB 324 (Aguilar-Curry)

Addresses the need for professional development and educational attainment opportunities for qualified early educators in state-subsidized ECE programs.

We look forward to working with you and the Administration to advance a holistic package that strengthens and expands our early care and education system to meet the needs of California's young children and their families.

#ECECoalitionCA | #CAKidsNow2019

Key early care and education issues in California:

Subsidized Child Care for Toddlers

The Budget and Policy Center estimates that there are 1.5 million children waiting for care, leaving too many parents unable to return to the workforce.

The budget request to provide \$333 million in additional funding to meet the multi-year investment of \$1 billion for more child care spaces. This funding will go to Alternative Payment programs and General Child Care, which serve the vast majority of children 0-3 in the state where the need is most dire.



"Because daycare would cost as much, if not more, than I would earn, I stay home with our two children."
- Alexandra Gavan, Parent, San Francisco



Professional development occurs years of life, the state makes jobs working in ECE less financially viable.

Inequitable Reimbursement Rates

The state's current bifurcated reimbursement rate system does not cover the true cost of providing care or supporting a fairly paid workforce. As a result, it limits access to care, fails to maximize program quality, and forces many child care providers out of business.

Support **SB 174 (Leyva)** and **AB 125 (McCarty)** to develop a single, regionalized reimbursement rate system that ensures competitive compensation for early childhood teachers and providers.

Facilities

Over 10 million children under age six, yet ECE facilities infrastructure has the capacity to serve only a quarter of Californian's children. We need more facilities to develop, expand, and maintain ECE services.

Support **AB 452 (Mullin)** to provide grant funding for ECE facilities.



"Kids have potential to become great people in society when we give them an environment where they are able to express themselves, play, and build. That's my pride."
- Graciela Ceja, Family Child Care Home Owner, Los Angeles



Professional development within our classrooms is essential for your skills and the future of our children."
- ECE-Based Educator, Los Angeles

Early Care and Education Workforce

Child care providers and teachers play a central role in a child's life. They provide safe and nurturing experiences that children need to thrive. We need to strengthen and expand the ECE workforce pipeline.

Support **AB 324 (Aguilar-Curry)** to expand professional development and educational attainment opportunities for teachers and child care providers.

STATE TEAM TALK

Discussion Questions:

1. In thinking about the Advocacy Equation, the top influencers for policy making, and your state context, what resonates?
2. What is an immediate next step?
3. In one year, what assets do you think you can develop that would support this work?

QUESTIONS?

THANK
YOU

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VIVA 
STRATEGY + COMMUNICATIONS