



## **A Call to Action**

### Local and State Community Ideas for Early Childhood Investment

A Summary of the Priorities Identified at the  
Governor's Economic Summit on Early Childhood  
November 29-30, 2007



## **We Can Come Together**





## We Can Listen



## We Can Ponder



- “I really love this stuff. I am so energized and I keep thinking about all the stuff I want to do...what I can do as a small business owner.”



## We Can DO

- Individual and Community Commitments
- Short Term Actions
  - As Families, Businesses, Communities, State
- Long Term Strategies
  - (because most of us in this room intend to be around in fifteen years!)



## What We Can Do NOW

- **Raise Public Awareness** on the importance of long term investing in early childhood
  - Start a PR campaign, Public Service Announcements
  - Identify and work with other agencies with similar mission



## What We Can Do Now

- Combine TANF and Child Care funds into one pot with high quality standards
- Offer more useful tax credits to families, business
- Ensure Universal Access to services
- Focus certain dollars on specific populations (public health approach)



## What We Can Do Now

- Connect primary health and early childhood
  - Well child visits
  - Health insurance
  - Immunizations
- Focus on **Prevention**
  - Keep the problems from happening in the first place!
- Think about how to bring the services to families (like a Bus or the Tooth Mobile)
- Convey a common message of the importance of child health and its connection to child development



## What We Can Do Now: **COMMUNITY**

- “Baby mapping” to track where children are being cared for and how to best invest resources. Connect this effort to public schools
- *Broaden the messenger, not just the message*



## What We Can Do Now



- Determine specific focus for businesses and philanthropies to champion – ECE providers need to choose what number one issue is priority specific to local United Way community



## What We Can Do NOW: Business

- Provide models of family friendly policies for business
- Support “flex time” for employees with children
- Meet with business leaders through Rotary and Chamber events to share and discuss their involvement and opportunities for combining resources



## What We Can Do Now: STATE

- Support the legislative Early Childhood Commission recommendations for making sure we make smart decisions based on data, based on our state, our people
  - Children’s Growth Council
  - Advocate Office
- Hold ourselves accountable as a public/private partnership



## What We Can Do Now: STATE



- Conduct a comprehensive study of early childhood needs/key strategies
  - Suggestions for national experts but also use of our own statewide academic brainpower
  - Private or/and publicly funded



## What We Can Strive to Do: STATE

- Encourage young people to stay or come to Maine to raise families
- Invest in parent education in schools BEFORE our youth become parents
- Address the “demise” of “Home Economics” classes: talk about nutrition, cooking, family relationships, child development





## Long Term Strategies

- Create legislative committee for early childhood issues
- Invest in workforce development programs
  - Address families in poverty
  - Address pay and benefits of early care and education
- Create a Children's Budget



## Long Term Strategies

- Increase Our Knowledge
  - PR Campaigns
  - New Partners
  - hire business outreach person to connect collaborative efforts (i.e., Regional Councils of Government)





## Long Term Strategies

- Committed Leadership, Champions
- Money (Public and Private)
  - find private philanthropist to lead PSA effort and strategic plan
  - Hire a Collaboration CZAR to pull the funding together



## Long Term Strategies

- Use existing resources-connect the dots
  - Maine Resource Development Centers
  - Maine Roads to Quality Professional Development Career Lattice
  - Task Force on Early Childhood
  - United Ways of Maine
  - Chambers of Commerce