Consumer Education:
Data Sharing for Comprehensive Child Care Referrals

August 1, 2016

Office of Child Care
An Office of the Administration for Children & Families

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Welcome

Ellen Wheatley

Deputy Director

Office of Child Care,

Administration for Children and Families/HHS

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Today's Objectives

- What does CCDBG say about consumer education?
- What type of information should be included in effective consumer education?
- Where is this information housed and how can we share it?
- How do we get this information to families?
- Lessons learned by two states in sharing data in order to provide families with comprehensive referrals that helps them make informed choices.

Today's Speakers

- Paula Bendl Smith, Office of Child Care
- Melanie Brizzi, Child Care Aware
- Karen Fogolin and Angie Bowman, Child Care Aware of Minnesota
- Nathan Drashner, Idaho Association for the Education of Young Children and Janice Guier- University of Idaho
- Jennifer Bump, Child Care Aware of America

Paula Bendl Smith

Paula Bendl Smith, MSSW

Child Care Program Specialist

Division of Technical Assistance

Office of Child Care/
Administration for Children
and Families/HHS

Key Consumer Education Provisions of the Law

- Designed to help parents make informed consumer choices and access information to support child development.
- States must provide information to:
  - Parents of children receiving CCDF;
  - The general public, and,
  - Child care providers (where applicable).
- States have the option on how to make this information available, and may choose to work through Resource and Referral agencies or other means.
- Coordination through Referrals
- New national ChildCare.gov website

Required Information for Parents, Providers, and the General Public

The law requires the following information be provided:

- The availability of child care services provided through CCDF and other programs for which the family might be eligible.
- Programs carried out under the Individuals with Disabilities Education Act (IDEA).
- Research and best practices concerning children's development.
- State policies regarding social-emotional behavior of young children, including policies on expulsion in early childhood programs.
- Provider-specific information showing results of monitoring and inspection reports available electronically.
- Website with information describing the licensing and monitoring process, background checks for child care providers, the quality of providers, the number of deaths, serious injuries and substantiated child abuse that occurred in child care settings each year.
- Information must be consumer-friendly and ensure the widest possible access to services for families that speak languages other than English and persons with disabilities.

Coordination Through Referrals

- TANF
- Head Start and Early Head Start
- Low-Income Home Energy Assistance
- SNAP supplemental nutrition assistance program
- WIC
- Food Stamps
- child and adult care food program
- Medicaid and CHIP
- 619 programs and part C of the Individuals with Disabilities Education Act

What the National Website is… and is not

The National Website is:

- A response to CCDBG Reauthorization
- Connected to state/ territory/local systems, if available
- One more entry point for families seeking information and support
- In multiple languages

The National Website is not:

- A National database
- A duplication of state/ territory systems already in place

Wins for Families and States

- Families have additional access point for State consumer education information
- Families will be directed to state or local contacts
- Prototypes and templates for State consumer education websites could be available
- Best practices around integration of consumer education in websites will be established
- Data integration and interoperability will be expanded over time

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Consumer Education Best Practice

Melanie Brizzi

Senior Director of Child Care Services

Child Care Aware of America

Helping Families Make Informed Child Care Choices

- Families are best served when they have easy access to local resources regardless of their initial point of entry
- Licensing and referral information should be available to families
- Information must be accurate, up-to-date- and not contradictory
- Information should be comprehensive yet easy to understand and presented in plain language

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Referral Information: What's most important?

Families should have access to:

- Licensing status, including provider type, easy to understand inspection reports and complaint history
- Operational information such business name, location, hours of operation, ages served, contact information
- Quality Rating Level or other quality indicators
- Director/provider's name, education, professional development
- Programmatic information such as a program's philosophy, curricula used, daily schedule
- Rate information, subsidy accepted, discounts, sliding fee scales

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Quality Indicators

General Information

Provider has current licenses (YES/NO/EXEMPT).	YES
Link to the license violation website.	http://www.dss.virginia.gov/facility/search/cc.cgi?rm=Details;ID=14044;search_keywords_name=ENGLESIDE
Provider has had background check including fingerprints (YES/NO).	YES
Provider has had inspection in the last year (YES/NO).	YES
Link to the state inspection website.	

Training Information

Provider has had First Aid/CPR training (YES/NO).	YES
Provider has had basic training (YES/NO).	YES
Number of hours of training in the last year.	
Provider has had training in recognizing and reporting child abuse (YES/NO).	YES
Provider has had training in SIDS and safe sleeping practices (YES/NO).	YES
Provider has had training in basic child growth and development (YES/NO).	YES
Provider has had training in guidance and discipline (YES/NO).	YES

Other Information

Provider has credential or degree (YES/NO).	YES
If the state has a QRIS system, show the level the provider is at.	
Link to the QRIS system.	
Provider is an accredited child care facility (YES/NO).	YES
Provide the type of Accreditation Organization.	

Where is this Information Collected?

- This wide variety of consumer education information may be collected across numerous agencies and data systems
  - State licensing database
  - Subsidy
  - CCR&Rs
  - Not at all
- How and how often is the information updated?
  - With each licensing action
  - Periodic provider surveys
  - Provider portals for individual updates
- Is the information validated?
- Is this information shared and how?

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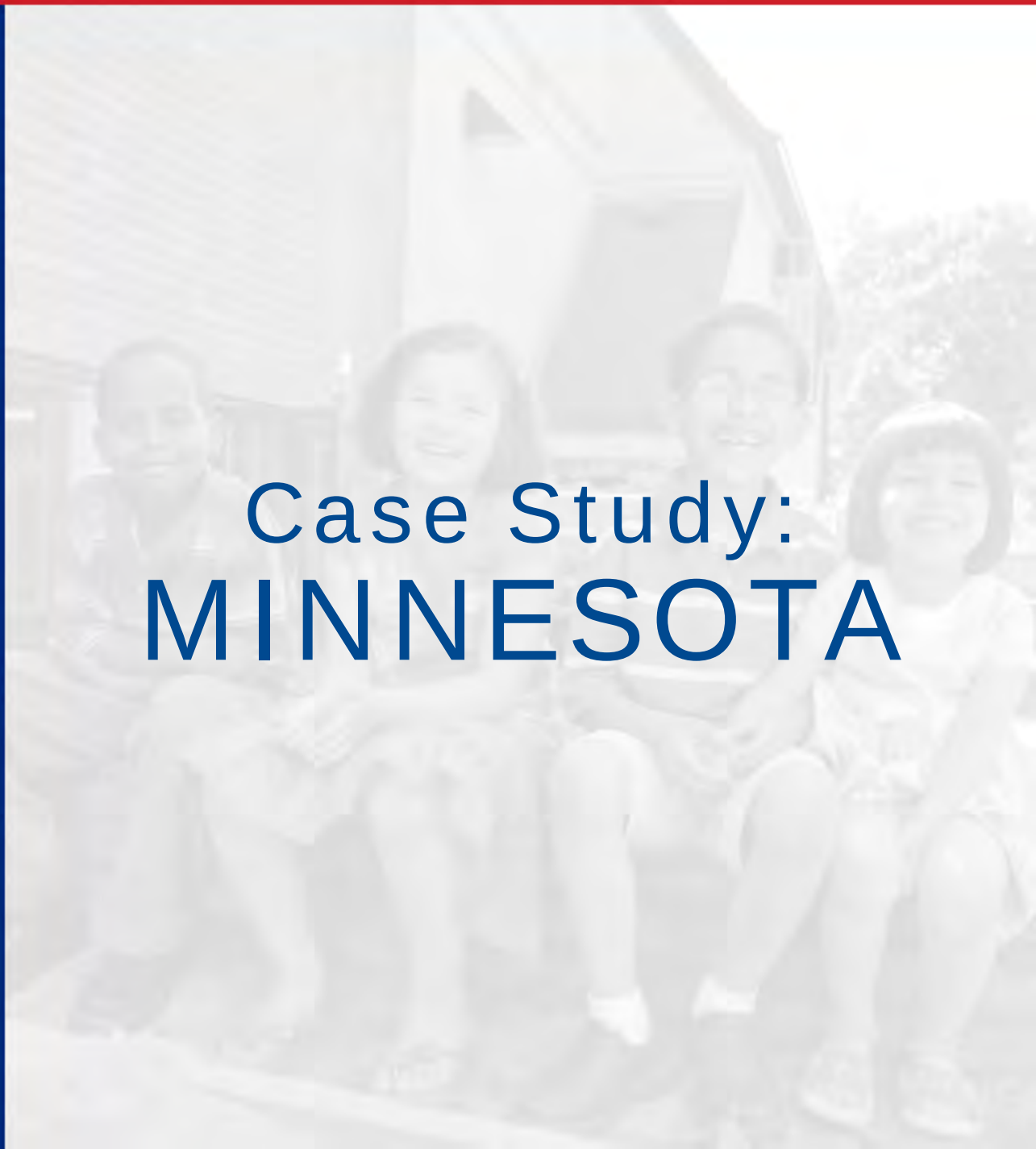
Case Study: MINNESOTA



INTRODUCTIONS

Karen Fogolin, Associate Director, provides overall management of Child Care Aware of Minnesota programs, ensuring that they are implemented with fidelity. Karen also provides supervision and leadership to Child Care Aware of Minnesota staff.

Angie Bowman, Data Program Manager, provides oversight and management to the various data collection programs. Angie also provides support and leadership to the Parent Services staff in the Child Care Aware system.

CCR&R History and Structure

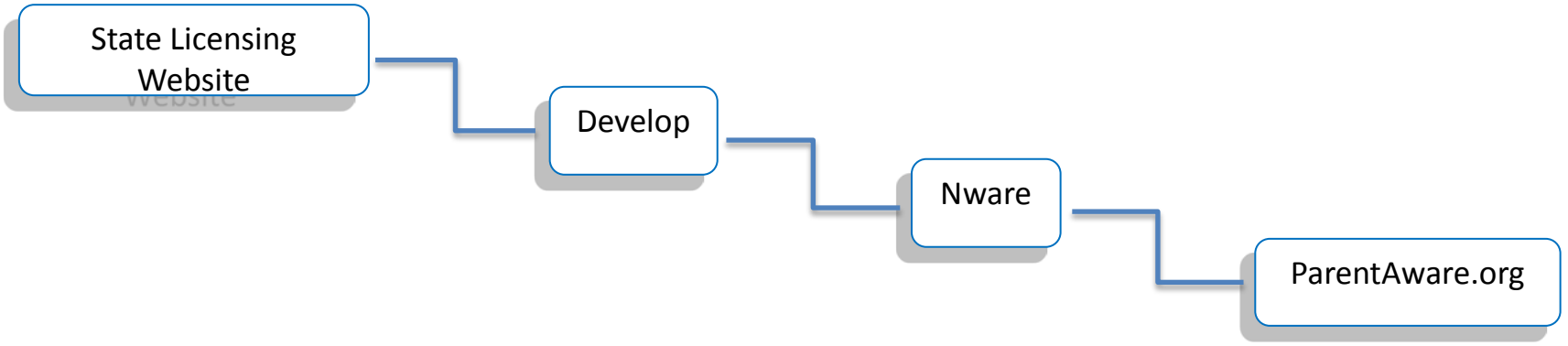
- **Structure of Regions, Districts and Coordinating Office**
- **Regional Roles: Relationship Based**
- **District Roles: Services at Scale**
- **Coordinating Office supports all services including online search tool**
- **Parent Aware Brand for all parent-facing services**

Relationship with the State

- **Strong partnership with State Agencies including DHS, MDE, MDH**
- **Strong relationship with Child Care Aware of America**
- **Funding Support from Private Funders**
- **Vendor for search tool: The Nerdery**
- **Child Care Aware of Minnesota provides support to website**

Data Sharing as a Process

Child Care Provider/Program Data Flow



Lubavitch Early Childhood Center

Centers and Preschools 651-698-2460

4 of 4 stars

Location

1778 Ford Pkwy
Saint Paul, MN 55116

1.21 miles

View On Map →

Open

Monday - Friday
7:00 AM - 6:00 PM

Visit Program Website →
DFeller@LubavitchCheder.org

Explanation of Ratings

Four-star programs are excelling in the use of most of the practices that best prepare children for kindergarten.

Learn more about the stars →

Yearly Schedule	Full Year
Ages	1 years - 5 years
Environment	Smoke Free Fenced Yard Wheelchair Accessible
Languages	English Other
Curriculum	Creative Curriculum for Preschool Creative Curriculum for Infants, Toddlers, and Twos
Assessment	Teaching Strategies-Gold Assessment (TS-Gold)
Licensed Capacity	34 children

Licensing

830875

OK Active License

View Record →

Learn More: Licensing Explained →

Benefits Gained

- **Direct Link to State Licensing Record (federal requirement)**
- **Eliminated login requirement**
- **Providers/Programs have access to their information**
- **Consumer Ed including our Parent Toolkit**
- **Increase in Web Traffic**

Web Traffic

August 10, 2013 – August 9, 2014

Unique Visitors: 31,070

Total Page Views: 223,410

August 10, 2014 – August 9, 2015

Unique Visitors: 104,013

Total Page Views: 1,094,743

Challenges

- **Documentation**
  - **Data Mapping**
  - **Decisions**
- **Clear marketing/messaging**
- **QRIS Buy-in from Staff**
- **Highlighting Rated programs**
- **Quality Control of Data**
- **Changing goals/content requests**

Costs Incurred and other Considerations

- **Difficult to estimate true cost**
  - **Partnerships**
  - **Human resources**
  - **Technology**
- **Start conversations early with all partners**
- **Be clear on expectations, goals and timelines**

Idaho CCR&R

Janice Guier
Co-Director IdahoSTARS
University of Idaho's Center on Disabilities and Human Development

Nathan Drashner
Co-Director IdahoSTARS
Idaho Association for the Education of Young Children

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CCR&R History and Structure

- 1993 – State CCR&R with Individual Contracts
- 2000 Governor Appointed Task Force
- 2003 – One Contract
- 2013 Restructure of CCR&Rs
  - consolidated referrals
  - TA utilizing coaching model

Relationship with the State

- Solid partnership with Idaho's State Administrator of Child Care
  - State Administrator partners closely with all entities that intersect with child care identifying a state team working toward shared goals

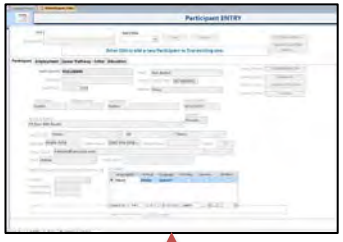
- Partners include: DHW; HS; HD; 2 and 4 year institutions of higher education; SDE

Business Problem

- Access applications
- Isolated data stores
- Multiple entry
- No edit checks
- Data clean up
- User interface

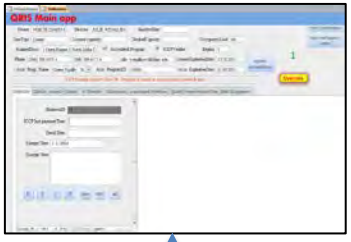
Current Application Set

Professional Development System (PDS)



Access

Quality Rating Improvement System (QRIS)



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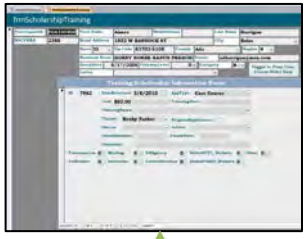
Scholarship System



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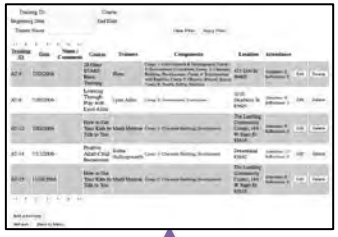
Training System



SQL Database

NACCRRAware System

Remote data

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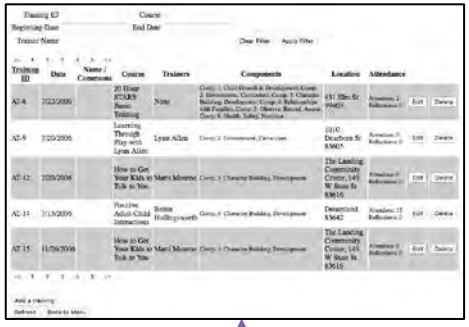
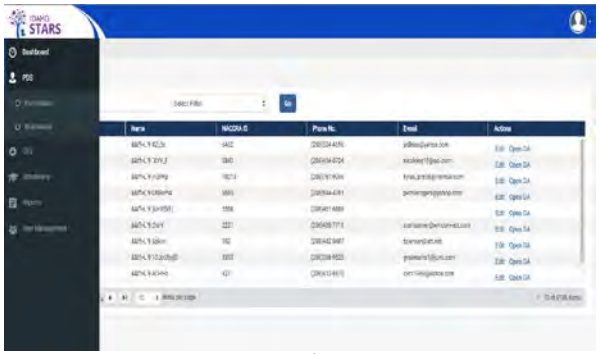
New Architecture

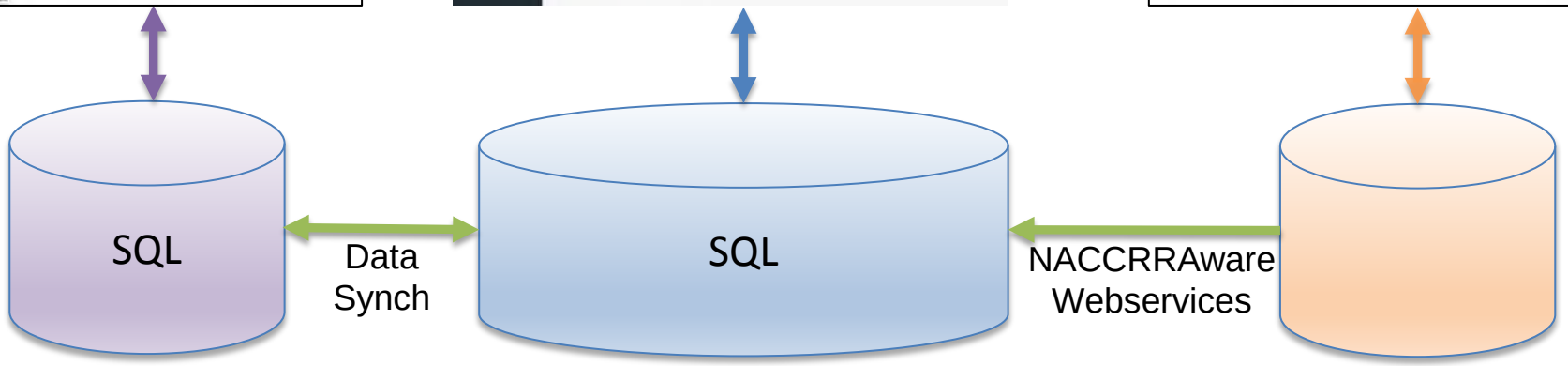
Training System



IdahoSTARS



NACCRRAware



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Benefits Gained

- Data is entered only once, eliminating time required for duplicate entries
- Data is shared across IdahoSTARS applications eliminating consistency errors
- Updated user interface is more intuitive
- Web application is easier to access from any location
- System that is customizable

Costs Incurred and other Considerations

- Ongoing Maintenance
- Development Cost vs. Project Management
- IT Programmer Analyst

Lessons Learned

- Get outside perspective
- Include program level staff as much as is practicable
- Over budget and under promise
- Baby steps

Jen Bump,
Senior Director, Practice Innovation

Roles at Child Care Aware of America

- NDS Leadership
- State Network and Membership Council Liaison
- Interdepartmental Strategist

Background:

- Local Massachusetts CCR&R, 2000 - 2004
- NACCRRA/Child Care Aware of America, 2004 - 2008
- Indiana State CCR&R Network, 2008 - 2015
- Child Care Aware of America, 2015 -

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The MN & ID Technical Magic: APIs

APIs are the Tools that Allow Independent Data Systems to Talk to Each Other

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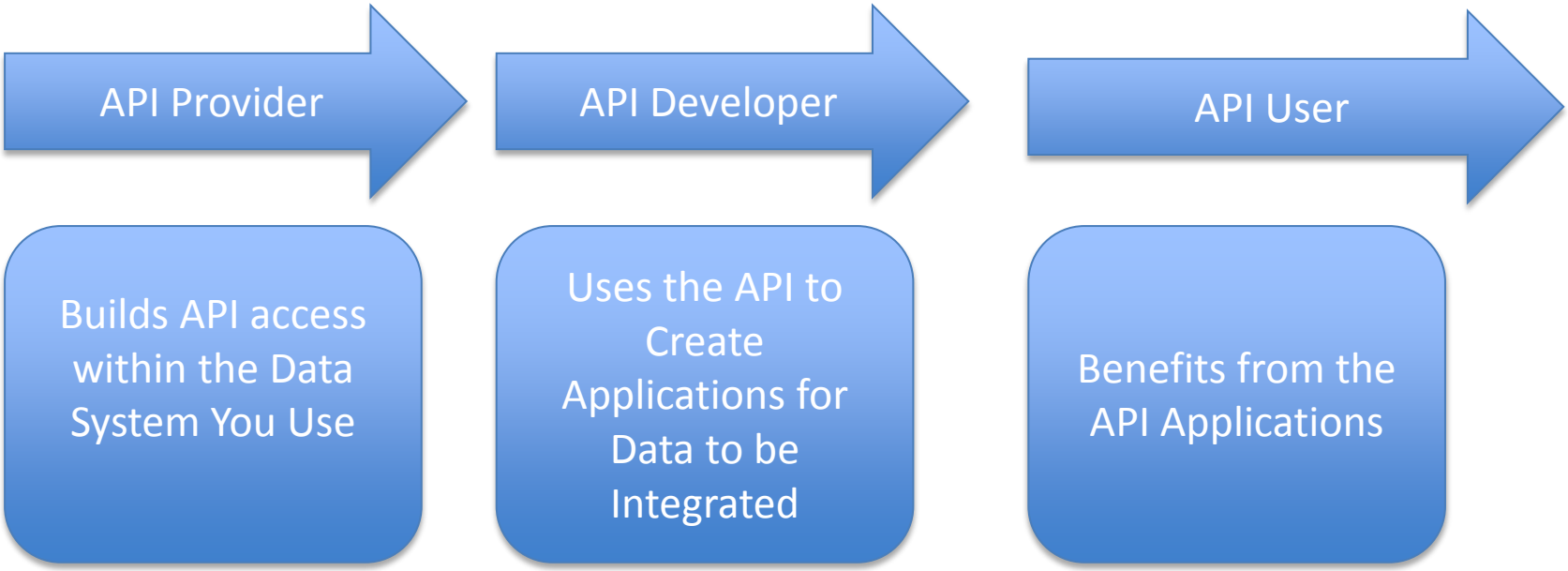
Roles Related to APIs



Key Questions When Considering Case Study Replication:

- Which partners will need to be engaged?
- What is the capability of your data system or systems?
- Who will serve as your API Developer?
- Who will oversee the implementation?

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Questions?

Recommended Next Steps

- Reach out to your lead agency (and the agency responsible for licensing, QRIS and Registry);
- Let them know what data you are collecting and your ability to share data;
- Be prepared to explain the components of high quality consumer education including accurate, up-to-date comprehensive referrals so that families can make well informed choices;
- Consider your internal data policies and procedures;
- Watch out for the finalization of the NPRM to further clarify the new requirements;
- NDS users- sessions about the API platform

Thank you

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