



Early Childhood Development Initiative: Improving Early Childhood Development through a Collective Impact Framework



MONTEREY COUNTY
CHILDREN'S COUNCIL

Session Focus

- Forming networks that champion early childhood development in local communities.
- Using the collective impact framework to guide the work.
- Lessons learned.

Who's in the room?

- How many people have heard of collective impact?
- How many people are working in a collective impact initiative?

TIMELINE

Build Community
Public Will

Identify local
Champions

Identify Collective
Impact methodology

Phase 1

Form a Backbone

Collect Data

Common Agenda

Secure Funding

Assess Community
Readiness

Phase 2

Support Collaborative
Action Teams

Capacity Building

Develop Policy
Advocacy Network

Develop media
outreach campaign

Phase 3

Building Community Will



The Heckman Equation:



Invest
+ Develop
+ Sustain
= Gain

Identify Local Champions



Vision:

All children are healthy, valued, successful in school and realizing their full potential.

COMPOSITION: More than 25 members from diverse sectors including:

- business, funders, philanthropy, service providers, law enforcement, health and mental health, and social services.

Collective Impact

FSG Video:

<http://www.fsg.org/tabid/191/ArticleId/1224/Default.aspx?srpush=true>

FSG – www.fsg.org

Strive Together – www.strivetogether.org

Identify a Framework

Simple

Baking a Cake



Complicated

Sending a Rocket to the Moon



Complex

Raising a Child



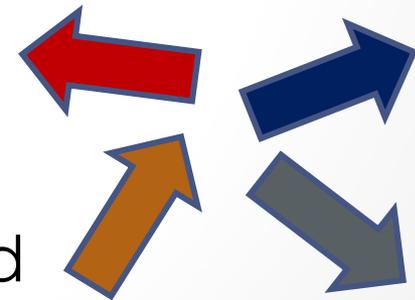
Social sector treats problems as simple or complicated

Traditional Approach to Solving Complex Social Challenges

Traditional Approaches are not Solving our Toughest – Often Complex Challenges

- Individual grantees
- Work separately
- Evaluate isolated impact
- Change depends on scaling organizations
- Corporate and government disconnected from foundations and non profits

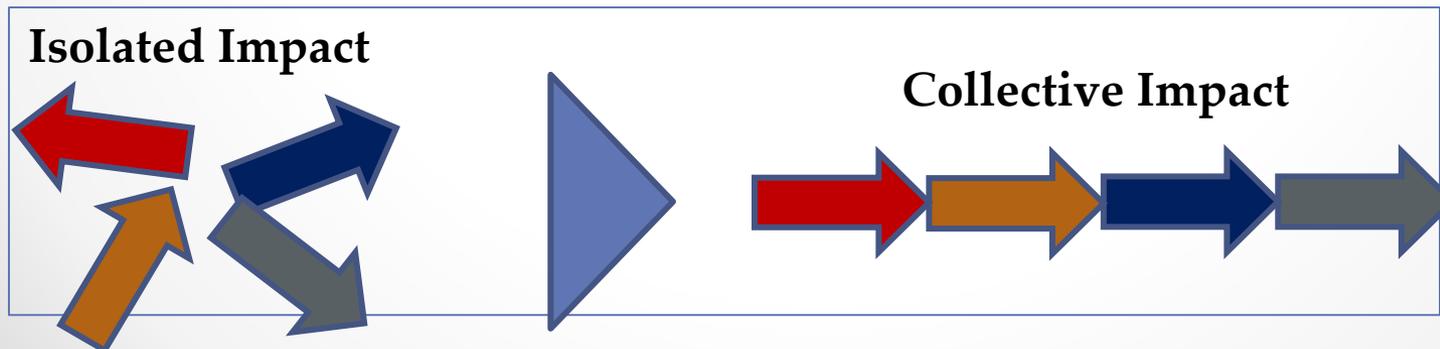
**Isolated
Impact**



Collective Impact Framework

A Different Approach – Multiple Players Working Together to Solve Complex Challenges

- Sharing the same goal; measuring the same things
- Cross-sector alignment with government, nonprofit, philanthropic and corporate sectors as partners with community members.
- Actively coordinating their actions and sharing lessons learned



Five Key Elements

Achieving Large-Scale Change through Collective Impact Involves Five Key Elements

Common Agenda

- **Common understanding** of the challenges & strengths
- **Shared vision** for change

Shared Measurement

- **Collecting data and measuring results**
- Focus on **performance management**
- **Shared accountability**

Mutually Reinforcing Activities

- **Differentiated approaches**
- Willingness to **adapt individual activities**
- **Coordination** through joint plan of action

Continuous Communication

- **Consistent and open communication**
- Focus on **building trust**

Backbone Support

- Separate organization(s) with **staff**
- Resources and skills to **convene** and **coordinate** participating organizations

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Backbone

Backbone Support

- Separate organization(s) with **staff**
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- How the work get's done
- Common Roles
 - Manager
 - Data Analyst
 - Facilitator

Priority Areas Dark Blue



Collect Data → Common Agenda

INDICATOR

MONTEREY COUNTY STATISTICS

3rd Grade Reading Level

Only 33% of 3rd grade children are reading at 3rd grade level

Reading to Children

Only half of parents with children entering kindergarten READ or show picture books daily

Social Emotional Skills

Only 24% of children are READY for kindergarten

Licensed Childcare

Available ONLY for 20% of children and 5% of infants with parents in the workforce

Maternal Education Level

38% of mothers have LESS than a high school education

Prenatal Care

27% of mothers received LATE or NO prenatal care

Secure Funding

- Partner with other foundations
- Engage your local champions – give them action items

Community Readiness

- Does the community have the beginnings of a committed cross-sector collaborative with at least two community members willing to take the lead in organizing efforts?
- Does the majority of the collaborative display an understanding of the collective impact approach?
- Does the majority of the collaborative have a sense of urgency about early childhood in their community?

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Phase 3

Support Collaborative Action Teams and Capacity Building

	Exploring	Developing	Fostering	Integrating	Applying
<u>Common Vision:</u>	Working on the beginning aspects of formulating a partnership.	Focus on accessing and collecting data and putting in place the supports necessary for data-driven decision making.	Focus on using data in a continuous improvement process to identify improvements and interventions to impact an outcome.	Focus on navigating the necessary evolutions, transitions, and continuous improvement a partnership goes through to improve outcomes.	See real impact as evident through improvement in the community level outcomes and indicators.
<u>Mutually Reinforcing Activities</u>					
<u>Shared Measurement</u>					
<u>Continuous Communication</u>					
<u>Backbone Support</u>					
<u>Learning Culture*</u>					
<u>Collective Impact Capacity*</u>					

Develop Policy Advocacy Network

- Goals:
 - Mobilize **systems change** across local, state and federal policies.
 - Promote **Public Awareness and Education** about early childhood
 - **Empower** individuals and communities to take action by supporting **civic engagement opportunities**

Media Outreach Campaign

- Increase awareness around:
 - developing **early communication skills**.
 - **reading, playing, singing and talking** with young children.
 - **existing literacy services**.
 - **caregiver roles** in early development of children.
 - early literacy, communication and social emotional skills **boost local economic progress** and **result in strong communities**.

Accomplishments

- Building public will
- Forming cross-sector partnerships
- Identifying non-traditional partners
- Identifying indicators
- Identification of ready communities
- Aligning community initiatives
- Securing Funding
- Establishing Evaluation Framework

Lessons Learned

- This work takes time and sustained efforts.
- Important to find ways to keep people engaged ... especially
 - Faith Community
 - Business Community
 - Key leaders
- Quick wins create and sustain momentum but its not easy to find / create a quick win

Questions

Thank you so much for your time!

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