



Onondaga County Legislature

JAMIE McNAMARA
Clerk

JAMES J. ROWLEY
Chairman

MELANIE VILARDI
Deputy Clerk

401 Montgomery Street • Court House • Room 407 • Syracuse, New York 13202
Phone: 315.435.2070 • Fax: 315.435.8434 • www.ongov.net/legislature

HEALTH & HUMAN SERVICES COMMITTEE MINUTES – APRIL 19, 2022 PEGGY CHASE, CHAIR

MEMBERS PRESENT: Ms. Gunnip, Ms. Cody, Mr. Bush

MEMBERS ABSENT: Ms. Kuhn

ALSO ATTENDING: Mrs. Ervin, also see attached

Chair Chase called the meeting to order at 10:31 a.m. *A motion was made by Ms. Cody, seconded by Ms. Gunnip to waive the reading of the minutes of the previous committee meeting. Passed unanimously; MOTION CARRIED. A motion was made by Mr. Bush, seconded by Ms. Gunnip, to approve the minutes of the previous committee meeting. Passed unanimously; MOTION CARRIED*

1. **Informational:** Early Childhood Alliance - Laurie Black, Director

Early Childhood Alliance
"Transforming Educational Outcomes – Starting At Birth"
 Onondaga County Legislature

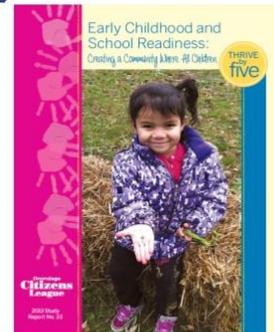
earlychildhoodalliance
ONONDAGA

A CALL TO ACTION

2013 ONONDAGA CITIZENS LEAGUE REPORT

"Onondaga County is fortunate to be rich with family and child programs and supports, many of which are outlined in this report. However, we lack an agreed upon goal and strategy, collaborative action, and methods for tracking and measuring outcomes. Add to that a web of differing funding sources and regulatory mandates, and we have a fragmented system lacking a coherent vision for early childhood learning and care. Our children and our community deserve better. We should join the ranks of communities nationwide that are investing in early care and education and seeing results. This study is a call to take action to help all of our children thrive by developing and implementing a strategy for improving outcomes for children and families."

Onondaga Citizens League Report



THE CASE FOR EARLY CHILDHOOD



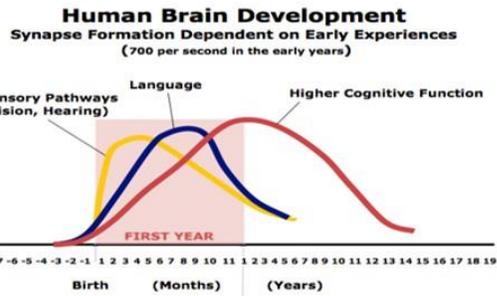
90%
OF A CHILD'S BRAIN
DEVELOPMENT HAPPENS
BEFORE AGE 5



90% brain development before age 5
10% brain development after age 5

THE EARLY YEARS MATTER MOST

Center on the Developing Child
HARVARD UNIVERSITY

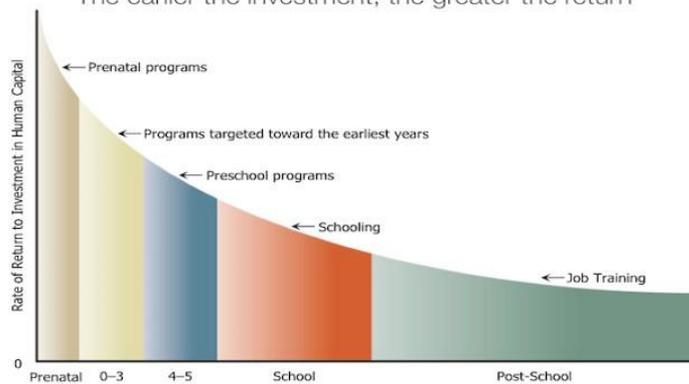


Source: C. Nelson (2000)



EARLY CHILDHOOD ROI

The earlier the investment, the greater the return



Source: James Heckman, Nobel Laureate in Economics

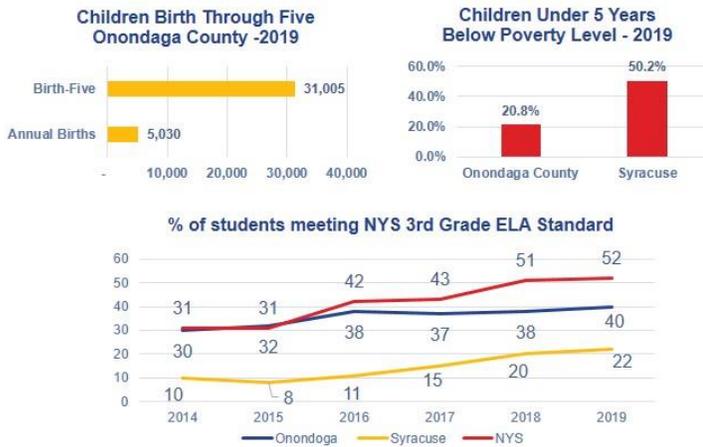
QUALITY EARLY CHILDHOOD DEVELOPMENT:
7-10% ROI

"The rate of return for investment in quality early education for disadvantaged children is 7-10% per annum through better outcomes in education, health, sociability, economic productivity and reduced crime."

James Heckman
Nobel Laureate in Economics

LEARN MORE AT HECKMANEQUATION.ORG

COMMUNITY CONTEXT



NATIONAL RANKING OF CHILDREN IN POVERTY

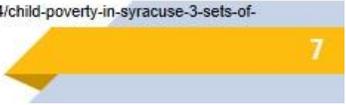
Child poverty in the United States

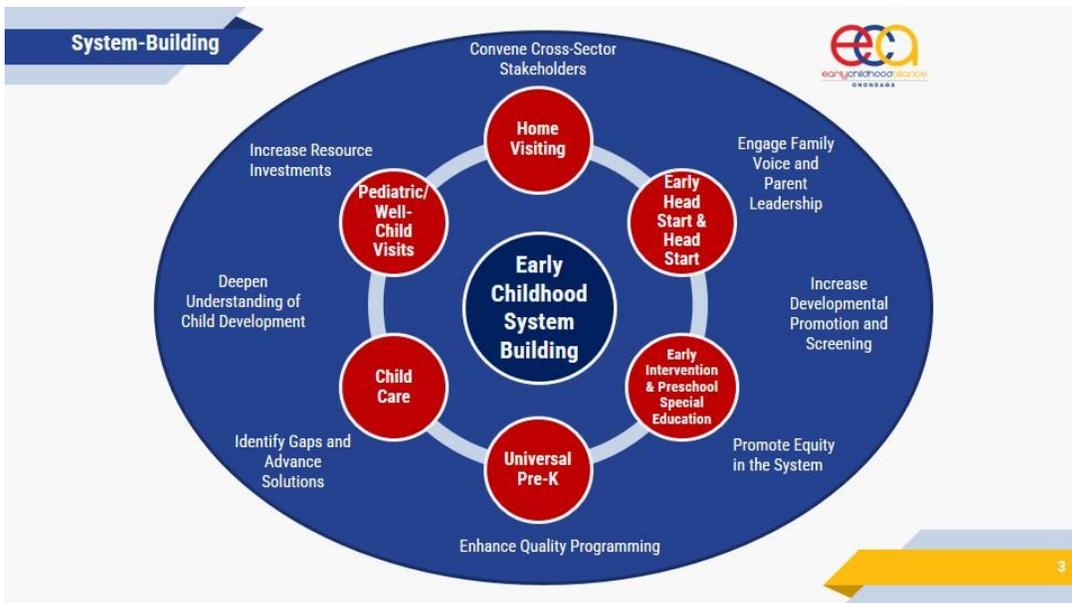
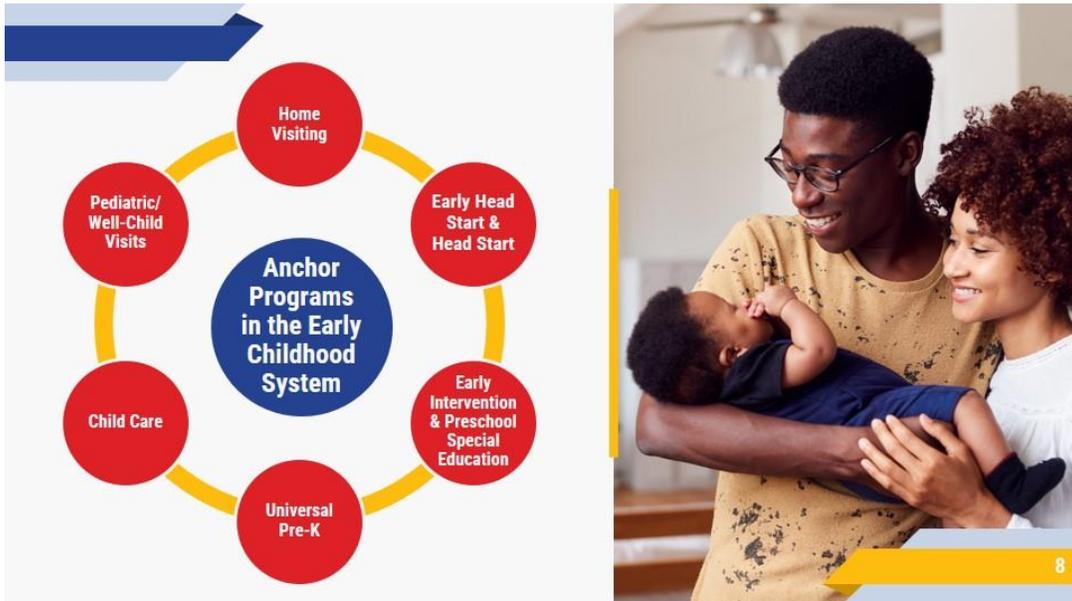
Cities with more than 100,000 people ranked by 2020 five-year census estimates of child poverty.

	Place	2020 child poverty rate	2015 child poverty	% point change
1	Syracuse city, New York	48.4%	49.6%	-1.2
2	Rochester city, New York	48.2%	51.6%	-3.4
3	Detroit city, Michigan	47.2%	57.1%	-9.9
4	Cleveland city, Ohio	46.6%	53.2%	-6.6
5	Dayton city, Ohio	43.8%	53.0%	-9.2
6	Buffalo city, New York	42.3%	48.9%	-6.6
7	Memphis city, Tennessee	39.6%	43.7%	-4.1
8	Jackson city, Mississippi	39.6%	44.1%	-4.5
9	Toledo city, Ohio	38.6%	40.3%	-1.7
10	Birmingham city, Alabama	38.6%	49.4%	-10.8

- The city’s overall child poverty rate of 48.4% is first in the country among U.S. cities with 100,000 people or more. That percentage translates into over 14,000 kids in Syracuse living below the poverty line, which in 2021 was \$27,479 for a family of four with two kids.
- The rate actually improved since 2015, but other cities experienced bigger drops, pushing Syracuse higher up a list no one wants to be on.

<https://www.syracuse.com/data/2022/04/child-poverty-in-syracuse-3-sets-of-numbers-tell-a-troubling-story.html>





MISSION

The ECA facilitates cross-sector engagement and collaboration aimed at building a comprehensive and effective early childhood system that utilizes data driven solutions informed by community priorities to support young children and their families in order to advance optimal child development in Onondaga County.

VISION

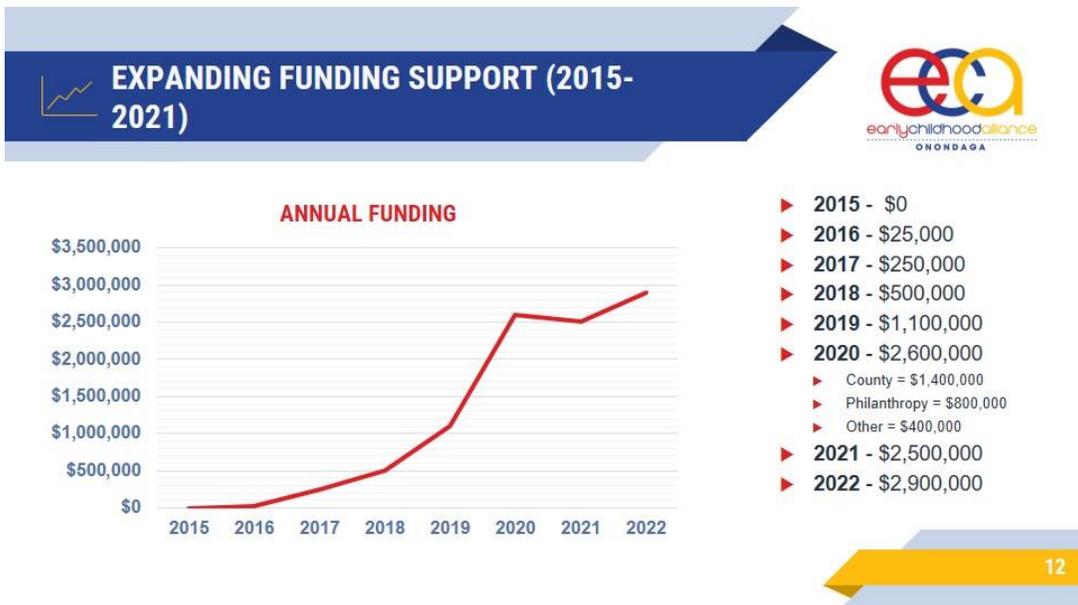
All young children in Onondaga County are healthy, thriving, and successful in school and life; and all families of young children are supported in their parenting and have the knowledge, skills, confidence, and resources they need to raise their children in healthy and nurturing environments.

VALUES

- Equity, Diversity & Inclusion
- Family-Centered
- Collaboration
- Shared Decision-Making and Governance
- Systems Building
- Data Driven

• GOAL •

Improve school readiness in Onondaga County.



ECA INITIATIVES

ECA Initiatives



Parents in Partnership
Increasing parent/caregiver voice and engagement in the work of the Early Childhood Alliance and its partner organizations.



Child Care & Early Learning
Improving the quality of infant and toddler child care, resulting in optimal child development and school readiness.



Help Me Grow Onondaga
Empowering parents and caregivers with knowledge about child development and increasing developmental screening.



ParentChild+
Ensuring all children have equal possibilities from the start, using education to break the cycle of poverty for low income families.



Talking is Teaching
Helping parents recognize their power to boost their children's early brain and vocabulary development through simple, everyday actions.



Reproductive Well-Being
Reducing unintended pregnancies and promoting reproductive wellness for all women in Onondaga county.



Talking is Teaching: Talk, Read, Sing

A public awareness and action campaign that helps parents recognize their power to boost their children's early brain and vocabulary development through simple, everyday actions. Aimed at increasing early literacy opportunities for all children in Onondaga County, the initiative has three core components:

1. Messaging Campaign
2. Home Visiting Tote Bags
3. Pediatric Practice Outreach

Program Goal: Increase the daily talking, reading, and singing that parents and caregivers do with children birth to five so children enter school ready to learn.



A Comprehensive Early Literacy Approach

Home Visiting, Child Care, Universal Pre-K, Early Intervention & Preschool Special Education, Libraries, Family Support Programs, Pediatrics



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What the Data Tells Us

National Survey of Children's Health

Indicator 6.7: During the past week, how many days did you or other family members read to this child, age 0-5 years?

- National – 4 or more days – 54.8%
7 days a week – 36.6%
- NY State – 4 or more days – 54.6%
7 days a week – 38.0%
- Onondaga Tote Bag families
-4 or more days- 52%
-7 days a week – 28%

2019-2020 survey data



Talking is Teaching Evaluations



Tote and Texting Impact on Reading: Three Studies



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Help Me Grow Onondaga

Help Me Grow Onondaga is a resource for parents and caregivers designed to provide support by connecting them to community resources and services (1 of 4 HMG affiliates in NYS).

- o Educates families and the community about how children develop and about the importance of completing developmental screenings (Ages & Stages Questionnaires) for children birth through age five.
- o Calls received through 2-1-1 information and referral helpline.

Program Goal: Empower parents and caregivers with knowledge around child development and increase developmental screening in Onondaga County.



Developmental Screening



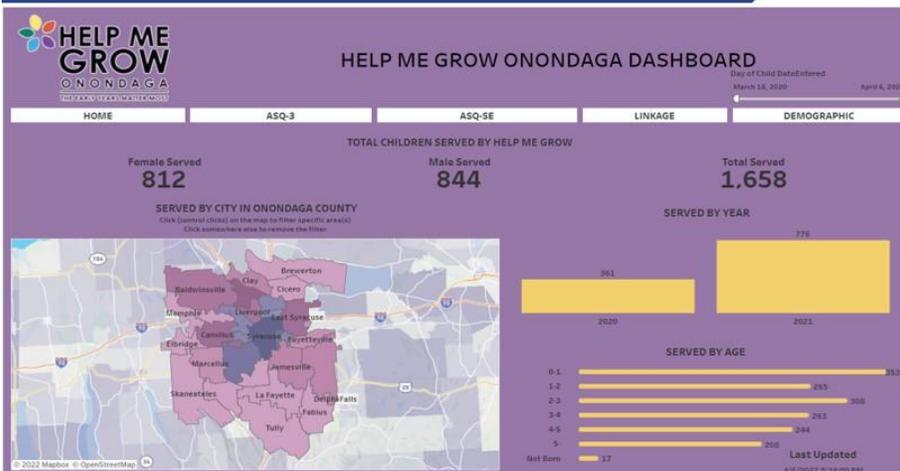
ASQ Screening Results Report

Screening Result	Total Screenings	
	#	%
Below Cutoff	307	25.6
Monitoring	273	22.8
Above Cutoff	620	51.7
Total	1200	100

Screening: ASQ:SE-2 Report

ASQ-SE2 Score	Total Children Served	
	#	%
Below Cutoff	579	72.1
Monitoring	103	12.8
Above Cutoff	121	15.1
Total	803	100

Help Me Grow Data Dashboard



ParentChild+

Core Model: Empowers parents as their children’s first and most important teachers and helps parents create a learning-rich environment in their homes.

- Provides two years of twice-weekly home visits to under-resourced families with children 18 months to 4 years.
- Services, books, and toys provided to families at no cost.

Family Child Care Model: Reaches additional children through family or home-based child care.

- Early Learning Specialists work with family child care providers to provide professional learning support, completing 48 visits over a 24-week time period.
- Books, educational materials, and guide sheets provided.

Program Goal: Increase school readiness of participating children



Child Care Quality Improvement Pilot

An actionable plan for improving the quality of child care within our existing infrastructure of care. The pilot incorporates the following three priorities:

1. Improving quality across three types of child care programs - child care centers, family child care homes, and legally exempt providers.
2. Minimizing the negative impact of low pay and turnover for staff.
3. Ensuring children are developing on track and meeting developmental milestones and that, when off-track, their families are supported in connecting them to appropriate services.

Program Goal: Increase the quality of infant and toddler child care available to families, resulting in optimal child development and school readiness.



Reproductive Well-Being

The Reproductive Well-Being work and the Layla’s Got you Campaign is strongly committed to reproductive justice, woman-centered care, dispelling myths, and changing social norms to empower young women with positive self-images and independent choice.

Strategies include:

- Social norms campaign on social media
- Direct engagement of Black and Latina women 16-25
- Chatbot named Layla that provides answers to questions about reproductive wellness
- Helping young women of color be seen and heard through power building

Program Goal: Reduce unintended pregnancies and increase reproductive wellness in Onondaga County.



Parents in Partnership

The Parents In Partnership Initiative seeks to build partnerships with families, identifying their strengths and connecting with nonprofits to support community programs. Parents in Partnership is charged with building a collaborative early learning system that centers the voice of parents in the decision making and planning.

Program Goal: Increase parent voice in the work of the ECA and partner organizations.



EARLY CHILDHOOD SYSTEM-BUILDING Priorities Over the Next Five Years

- 1 Increase funding in the under-resourced system
- 2 Address root causes of disparity
- 3 Focus on advancing equity
- 4 Co-creating with parents and community



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CALL TO ACTION

EARLY CHILDHOOD DEVELOPMENTAL SCREENING CHALLENGE

Calling all Onondaga County families with young children (birth through age 5)! Complete both a developmental (ASQ[®]-3) and a social-emotional (ASQ[®]-SE-2) screening* at the link provided below by Saturday, April 30 and you could win \$250!

bit.ly/HMCScreeningChallenge

HELP ME GROW ONONDAGA
Helping young children thrive

*Complete both screenings for a chance to win one of two \$250 gift cards. Families with multiple children under the age of five are encouraged to screen each child, but each family will receive only one gift card. Each child's screening results will be shared with his or her family. If a child is not meeting expected milestones, Help Me Grow Onondaga will support his or her family in assessing the range of resources and supports available to support optimal development.

- HMG Developmental Screening Challenge – promote parent “check-in” on child’s development – this month and ongoing
- Expand awareness of early literacy and the importance of reading every day -promote the Talk, Read, Singing message
- Advocate for Universal Child Care Investment in New York
- Build support for the Child Tax Credit

QUESTIONS? CALL 2-1-1 AND ASK FOR HELP ME GROW.

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TRACK YOUR CHILD'S PROGRESS START SCREENING TODAY!

SCAN THE QR CODE BELOW OR
VISIT HELPMEGROWNY.ORG



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THANK YOU!

Laurie Black
Director, ECA Onondaga
lblack@ecaonondaga.org

A motion was made by Ms. Gunnip, seconded by Ms. Cody, to adjourn the meeting. Passed unanimously; MOTION CARRIED.

The meeting was adjourned at 11:25 a.m.

Respectfully submitted,

DEBBIE KAMINSKI, Assistant Clerk
Onondaga County Legislature

COMMITTEE: **HEALTH & HUMAN SERVICES COMMITTEE**
DATE: **APRIL 19, 2022**

NAME (Please Print)	DEPARTMENT/AGENCY
Laurie Black	Early Childhood Alliance
Colleen Gunnip	legislator
Jenn Parmalee	DCFS
Patricia Gonzalez	Comptroller
Ben Yaus	OC Law
Tenesha Murphy	CE office
Greg Tripoli	OHA