

Prioritizing America's Youngest Children

July 29, 2014 | 2:00 P.M., Eastern

Ellen Braff-Guajardo, W.K. Kellogg Foundation;
Paula Braveman, University of California, San Francisco;
Joelle-Jude Fontaine, W.K. Kellogg Foundation;
Jessie Rasmussen, Buffett Early Childhood Fund; and
Kristin Schubert, Robert Wood Johnson Foundation



CENTER ON SOCIAL DISPARITIES IN HEALTH
University of California, San Francisco

Early Childhood Experiences Shape Health and Well-being throughout Life

Paula Braveman, MD, MPH

Professor of Family & Community Medicine
Director, Center on Social Disparities in Health
University of California, San Francisco
contact: Hajra.Ahmed@ucsf.edu

July 29, 2014

Grantmakers In Health



Early childhood shapes health throughout life

- **A large body of evidence has accumulated showing that experiences in early childhood powerfully shape health, not only in childhood, but throughout life.**
- **Our earliest experiences can set us on a path leading toward – or away from – a healthy life.**
- **New brief from RWJF for release August 12; pre-publication version available to you now**



Early Childhood (EC) Experiences Shape Risk for Chronic Disease in Adulthood

- It is challenging to assess the health impact of EC experiences because most children appear healthy; disease manifests decades later
- Recent compelling biomedical evidence of health impact of a high-quality EC program
 - Lower risk for heart disease and diabetes among participants in Abecedarian program¹

¹Source: Campbell, Heckman and others, *Science* 2014



How do early childhood experiences shape adult health?

- Adverse experiences during sensitive periods can directly influence physical health.
 - An unstable or uncaring home can harm mental health
- They also shape health indirectly by shaping child development – cognitive & emotional/behavioral
 - Child development influences social and economic opportunities in adulthood



Early childhood experiences shape adult health by shaping key social outcomes of child development

- Child development influences social outcomes that shape adult health
 - School readiness, performance, and attainment
 - Education determines adult health in many ways
 - **Work → income → living & working conditions, social networks, stress**
 - Poor cognitive or socio-emotional development may lead to **school drop-out, crime, incarceration**

Parent-child interaction shapes brain development



- Middle-class and poor children are at a developmental disadvantage compared to the most affluent children
- Socioeconomic gaps in child development can be greatly narrowed by high-quality EC development programs

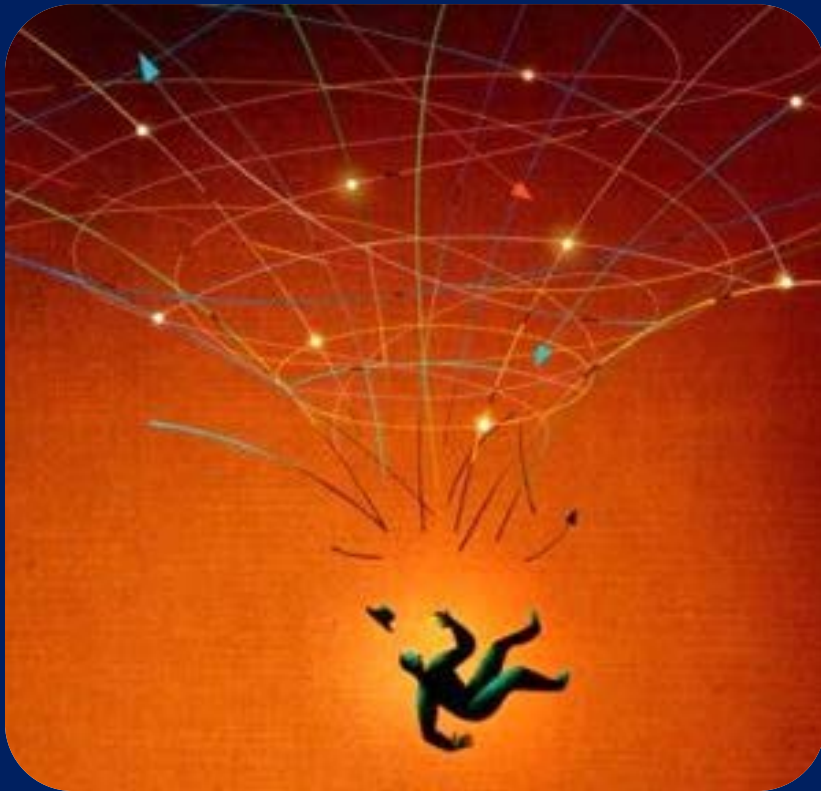
Parent-child interactions shape child development

- By age 3, a child in the average professional family has heard **30 million more words** than a child in a family receiving public assistance
- Quality of stimulation from caregivers also can shape children's cognitive, emotional and behavioral development



Image: The Guardian

To help children, help families



- Many parents constantly struggle to make ends meet – large holes in their safety nets
- Parental stress affects interactions with children
- Successful EC programs help parents provide safe, secure, supportive, and stimulating home environments for children
 - Including help to get work or go to school

What's new?

- Not this: Health in infancy affects health in later childhood
- Social & economic conditions in early childhood powerfully shape adult health.
- Two-generation approaches
- Strong business case
- Evidence has become so strong that RWJF CBHA's first recommendation focuses on addressing children's needs in early childhood



Successful early childhood programs have been identified

- Strong evidence points to the benefits of physical, cognitive, and emotional development, with later health consequences
- Benefits for middle-class and poor
- Successful models are known – now we need to identify the most effective and efficient approaches.



Recommendations from the RWJF Commission to Build Healthier America

Kristin Schubert,
July 29, 2014



2009 Commission Recommendations

“We found the strongest evidence for interventions that can have a lasting effect on the quality of health and life in programs that promote early childhood development and support children and families.

Along with social advantage and disadvantage, health is often passed across generations. Strategies for giving children a healthy start will help ensure future generations of healthy adults. This is indeed a wise long-term investment of scarce resources.”

- Commission to Build a Healthier America, 2009



The Foundation reconvened the Commission in 2013



Recommendations:

- 1** Make investing in America's youngest children a high priority.
- 2** Fundamentally integrate health into community development.
- 3** Broaden our focus from treating illness to helping people lead healthy lives.

Recommendation 1: Make investing in America's youngest children a high priority



Recommendation 1: Goals

- **Strengthen** quality standards
- **Link** funding to quality
- **Fund** enrollment for all low-income children <5 by 2025.
- **Help** parents provide healthy, nurturing experiences for their children.
- **Invest** in research and innovation



Recommendation 1: Promising Approaches

- ✓ Educare
- ✓ StriveTogether
- ✓ Pennsylvania Pre-K Counts
- ✓ Oklahoma's Universal Pre-K Program
- ✓ Crittenton Women's Union



Recommendation 1: Funding Sources

- State-funded scholarship programs
- Local tax funding
- Social Impact Bonds



Building a Culture of Health

We, as a nation, will strive together to create a culture of health that enables everyone in our diverse society to lead healthy lives now and for generations to come.



Head Start – Trauma Smart

- Created by Crittenton Children’s Center in Kansas City, MO.
- Designed to support young children, parents, and teachers in Head Start communities.
- Raises awareness of trauma and teaches resiliency and life-long coping skills.



For more info, visit:
www.traumasmart.org



Culture of Health Prize-Winner: Spokane County, Washington



For more info, visit:
www.countyhealthrankings.org

- **In response to community surveys, county leaders prioritized early childhood.**
 - Implemented full-day kindergarten.
 - Teachers and childcare workers were trained to identify childhood trauma.

**For more information, visit
rwjf.org/commission**

**Follow @RWJFCommission
on Twitter**



Buffett
**early
childhood
fund**

investing in the early years

Jessie Rasmussen

President, Buffett Early Childhood Fund

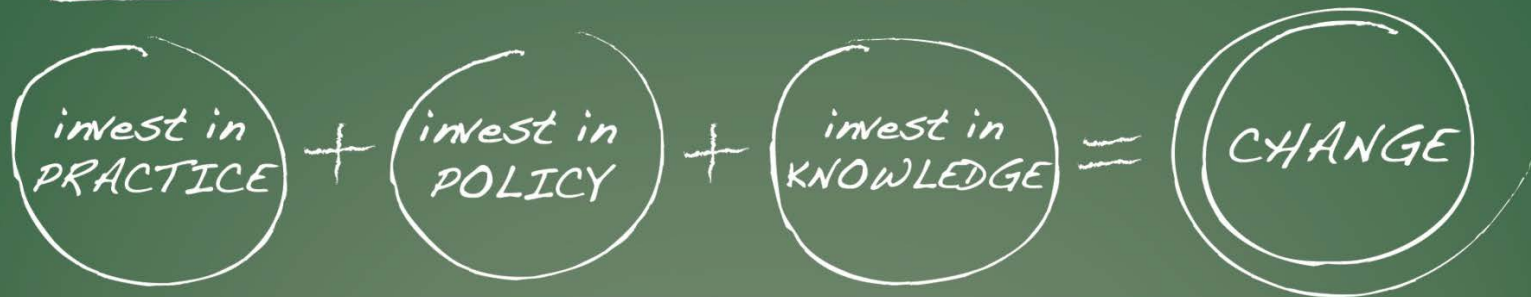
jr@buffettearly.org

“Every child can be successful in school and in life – *if* they and their parents have some basic opportunities from the get-go.”

– Susan A. Buffett



Integrated Strategy: How do you transform a nation?



Goal

Achieve better outcomes for children and families by redefining “education” in America to encompass the first five years of life and learning.

National Investors

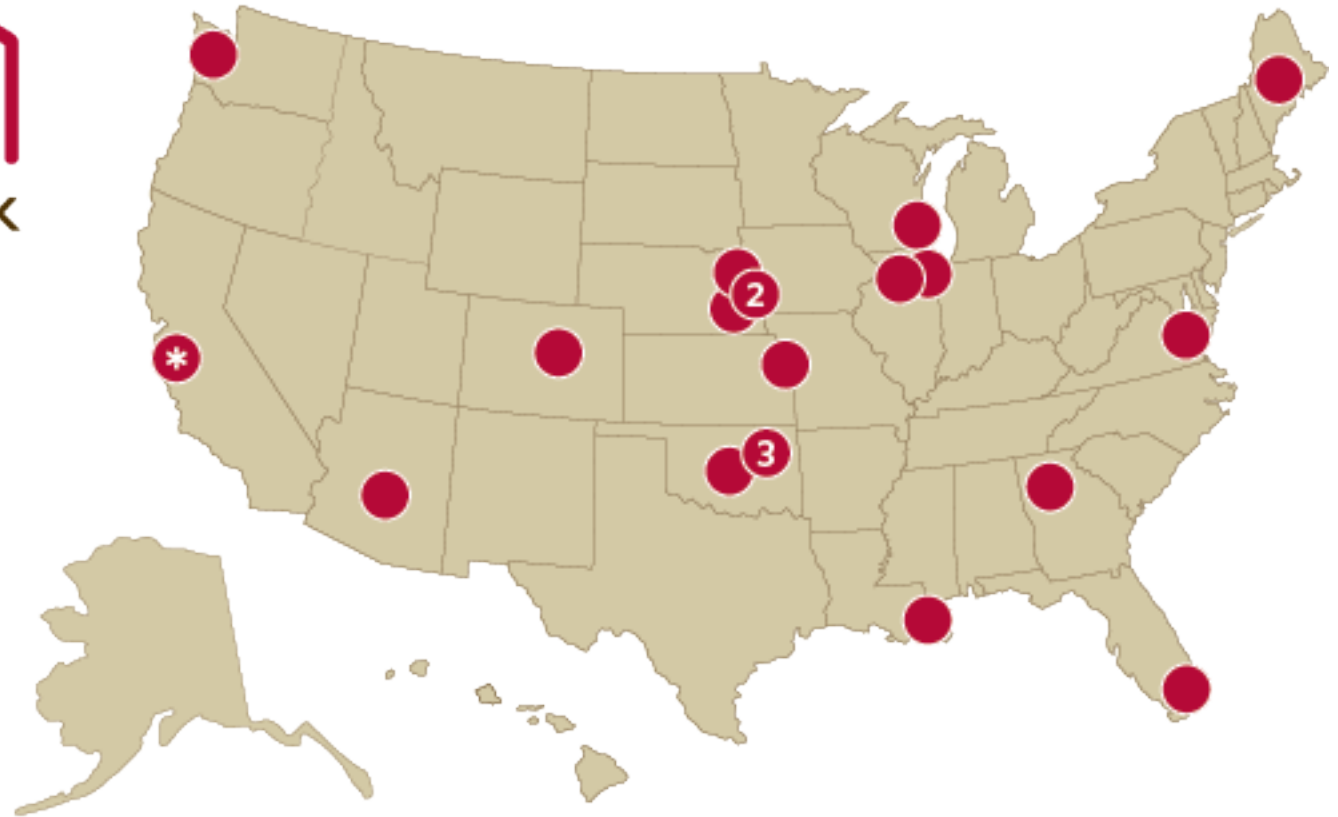
Buffett Early Childhood Fund • W.K. Kellogg Foundation • George Kaiser Family Foundation • Bill & Melinda Gates Foundation • Irving Harris Foundation • JB & MK Pritzker Foundation • Anonymous Foundation • David & Lucile Packard Foundation • *More Partners Welcome!*

Approach

Co-invest because we can do more together than individually.

3-Part National Strategy

Invest in practice through the Educare Learning Network + Invest in policy through the Alliance for Early Success and the First Five Years Fund + Invest in knowledge through James Heckman, Harvard Center on the Developing Child, and FPG Child Development Institute.



Chicago
Omaha at Kellom
Omaha at Indian Hill
Milwaukee
Tulsa at Kendall-Whittier
Tulsa at Hawthorne
Tulsa at MacArthur

Denver
Miami-Dade
Oklahoma City
Seattle
Kansas City, KS
Central Maine (Waterville)
Arizona (Phoenix)

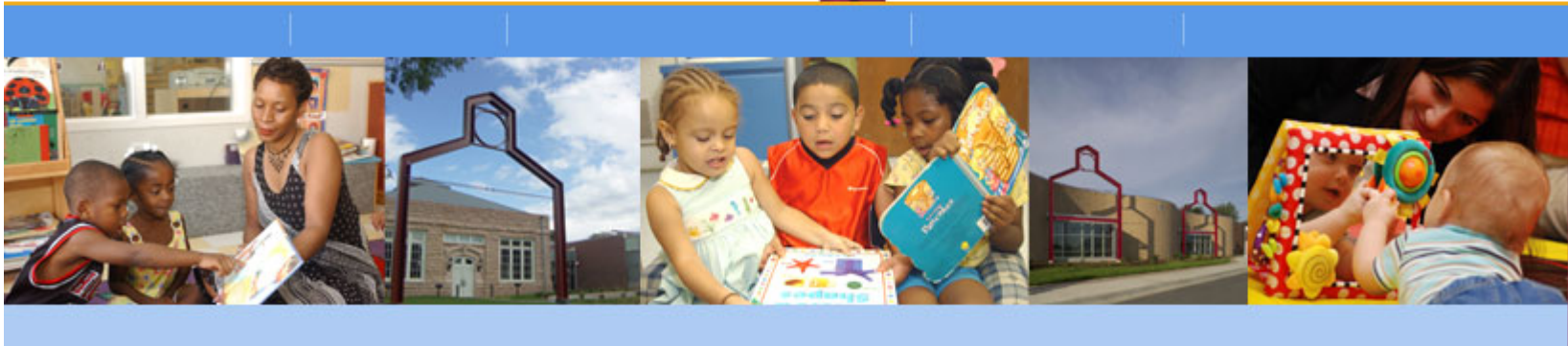
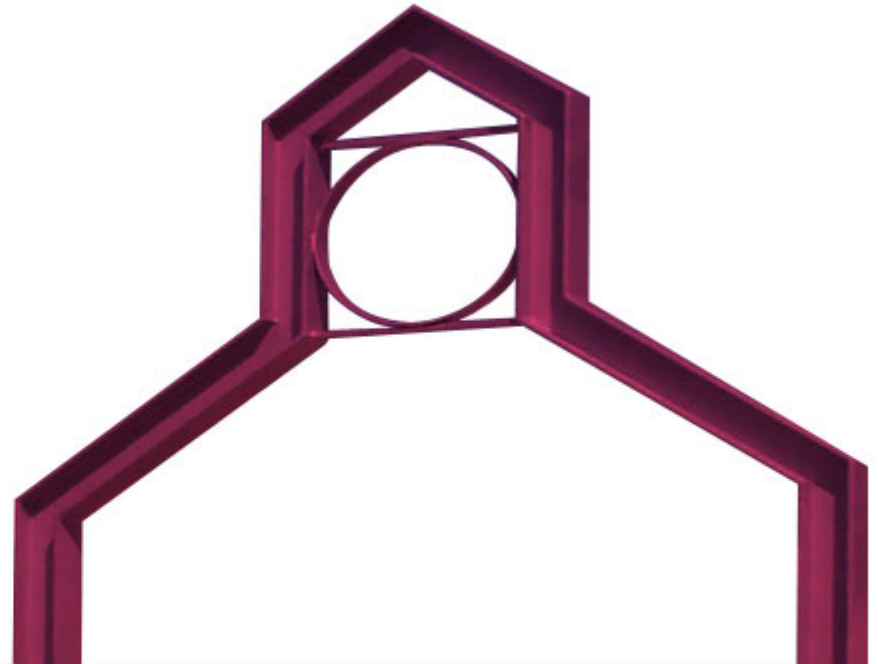
Washington, DC
West DuPage, IL
Atlanta
Lincoln, NE
New Orleans
Winnebago, NE
Silicon Valley (San Jose)*

* Opening in 2015

As of February 2014



- Partnerships
- Place
- Program
- Platform



Educare is a Partnership

Parents & Families

Philanthropy

Head Start

Public
School

Educare



Educare is a Place

Educare of New Orleans

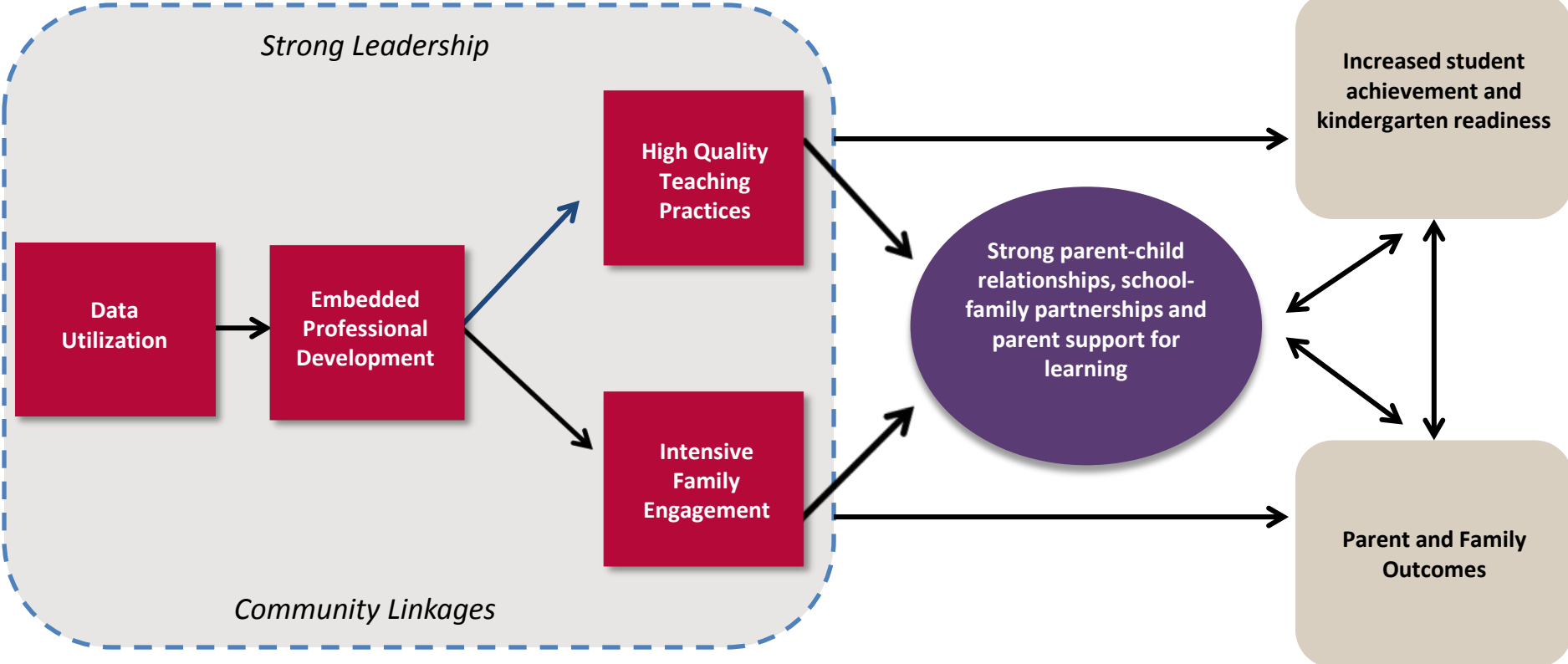




Educare Program Theory of Change

Educare Core Features

Child and Family Outcomes

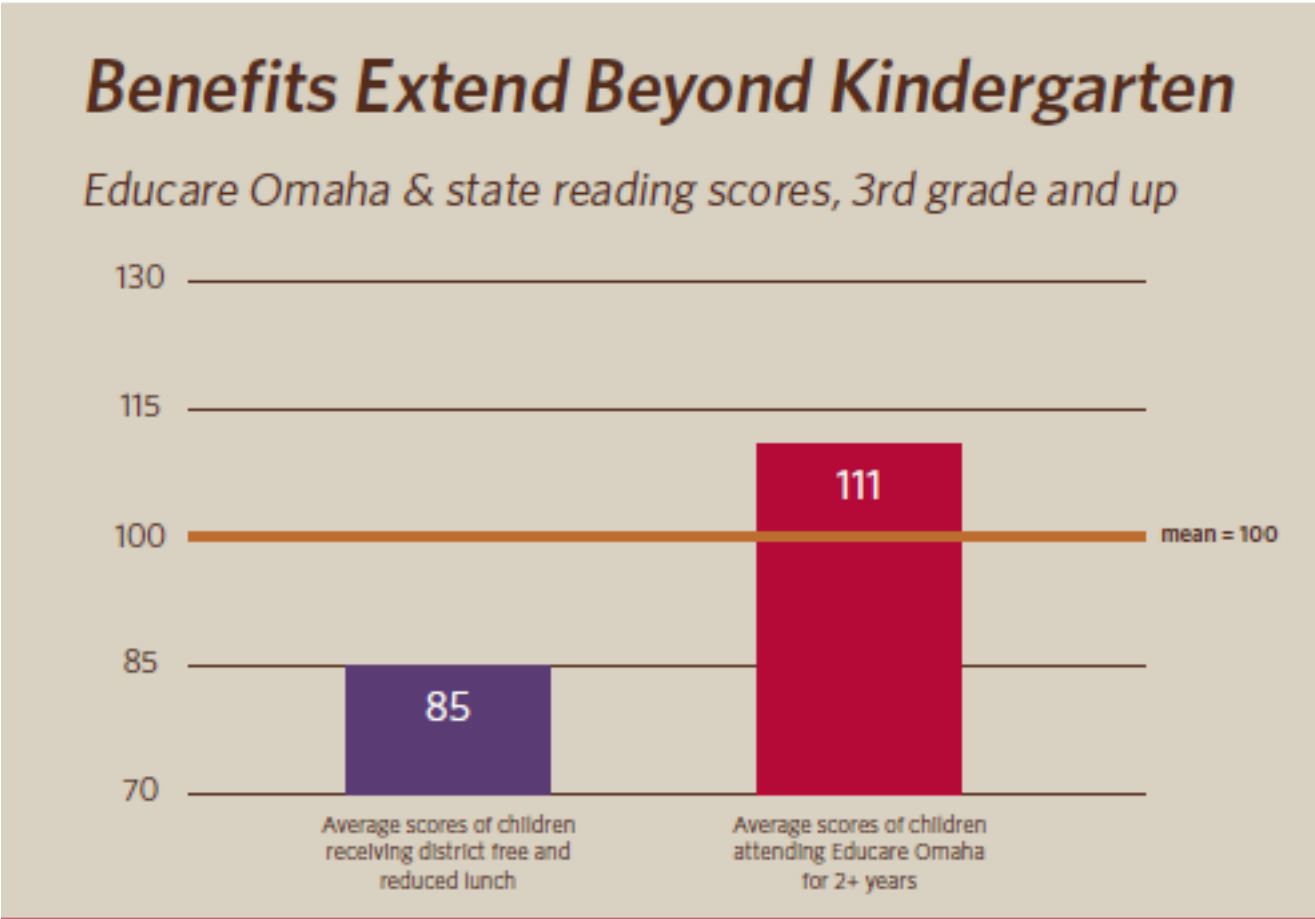


Educare Yields Positive Outcomes



**Educare graduates
arrive at
kindergarten on par
with peers from
resourced families**

Educare Results- Earlier Better



Educare is a Platform for Change





1. Follow the science.
2. Start early – at birth and even before – and start with those most at-risk.
3. Emphasize a holistic approach.
4. Don't forget about families.
5. Pay greater attention to the workforce.
6. Forge and maximize partnerships.
7. Cultivate unexpected champions.
8. Invest in quality.
9. Take the wide view.
10. Take the long view.

Meet Your Future Investment Banker



RESPONSIBILITY, INTEGRITY AND THE ABILITY TO
MAKE GOOD CHOICES BEGIN IN EARLY CHILDHOOD



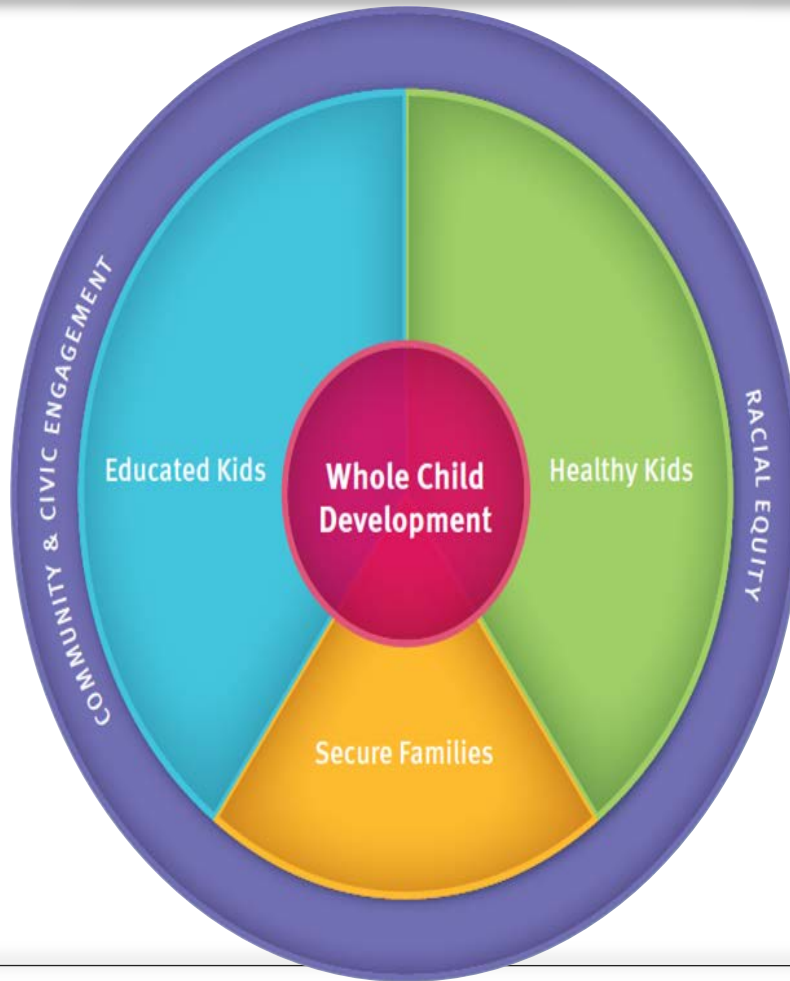
PRIORITIZING AMERICA'S YOUNGEST CHILDREN

Ellen Braff-Guajardo
& Joelle-Jude Fontaine

W.K. KELLOGG
FOUNDATION



WKKF Theory of Change



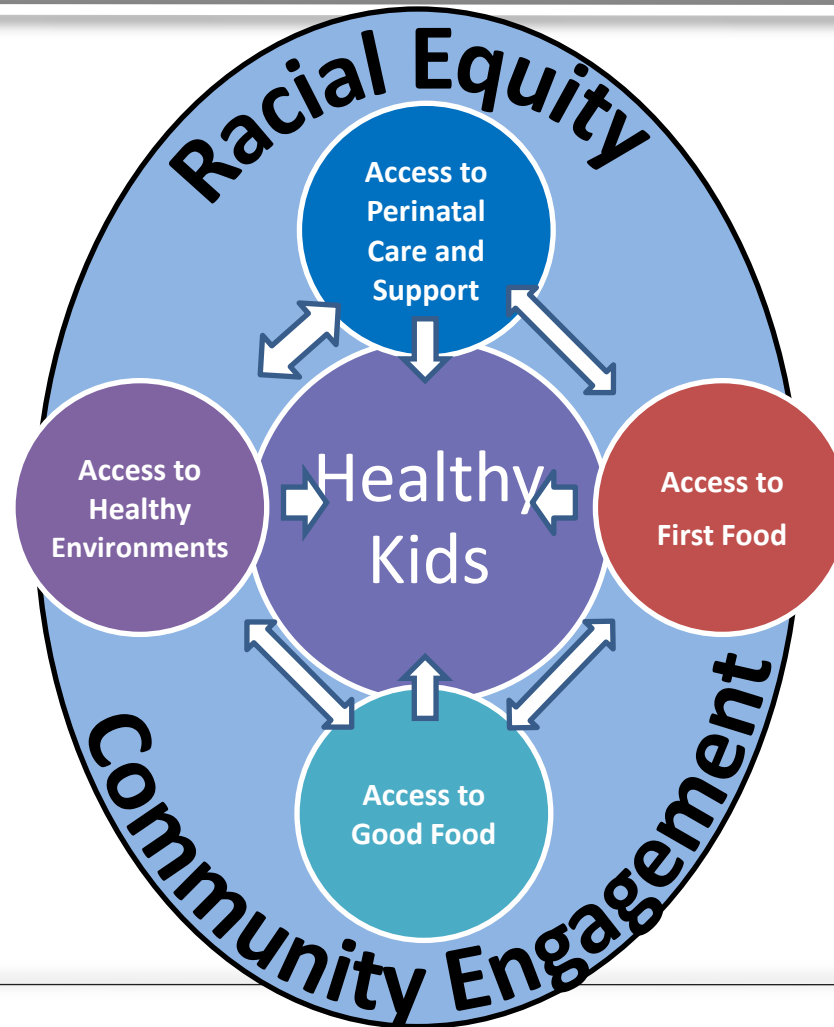


W K
K F

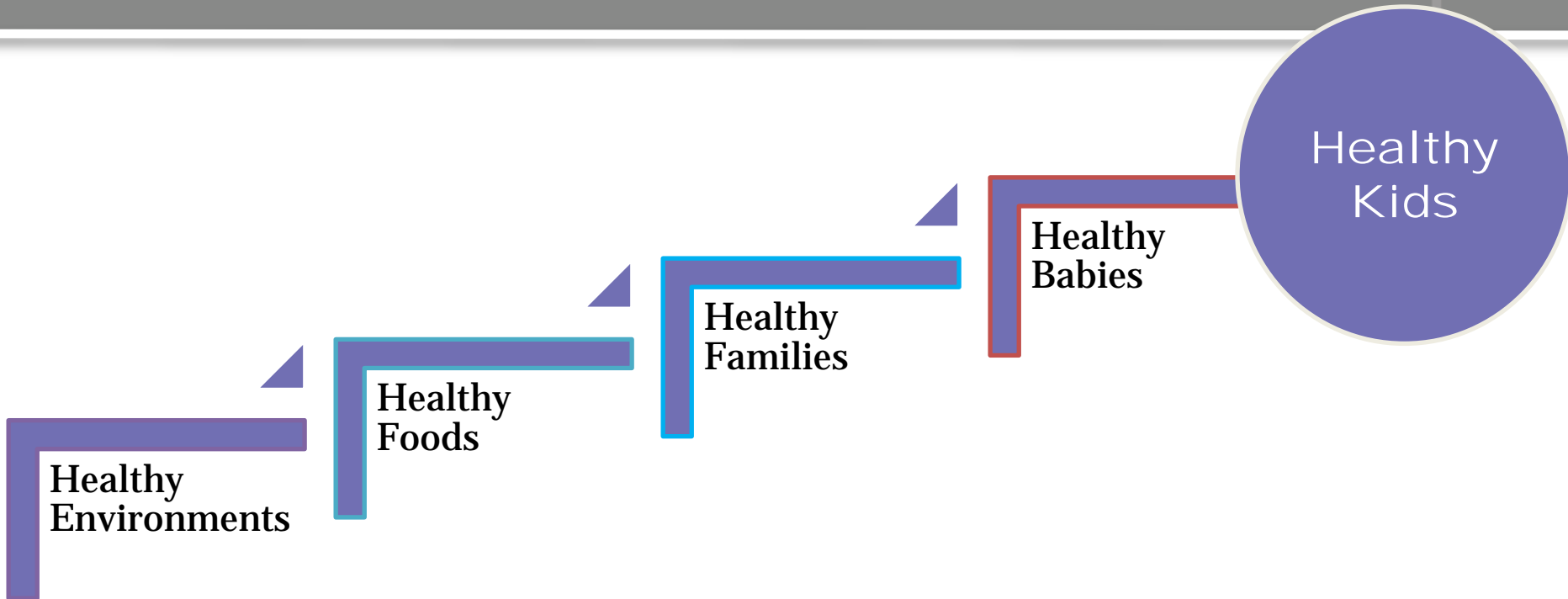
HEALTHY KIDS

Food, Health & Well-Being

Healthy Kids Theory of Change



Healthy Kids Framework



Change Strategies: Perinatal Care – First Food – School & Community Food – Natural & Built Environment

Integrated Tactics: Strategic Communications, Field Building, Collaborations & Aligned Partnerships, Advocacy & Policy, and Systems Change

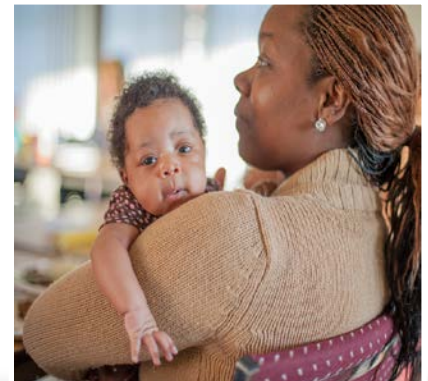
Perinatal Care

- Before pregnancy
- During pregnancy
- After/between pregnancies
- Strengthen programs that align multi-disciplinary approaches to child health and development



First Food

- **Expand community supports for mothers and families**
- **Improve hospital and workplace environments to make breastfeeding easier**
- **Encourage new social norms and behaviors around breastfeeding**
- **Strengthen the network of groups working together to increase breastfeeding rates**



School & Community Food

- **Innovative Community–Led Models**
- **Farm to Pre-K, Early Child Care and Learning Settings**
- **Farm to School (K-12)**
- **Child Nutrition Field Capacity**



Natural & Built Environment Theory of Change



Why Focus on Natural & Built Environment?



Your zip code is more important to your health than your genetic code

Place matters



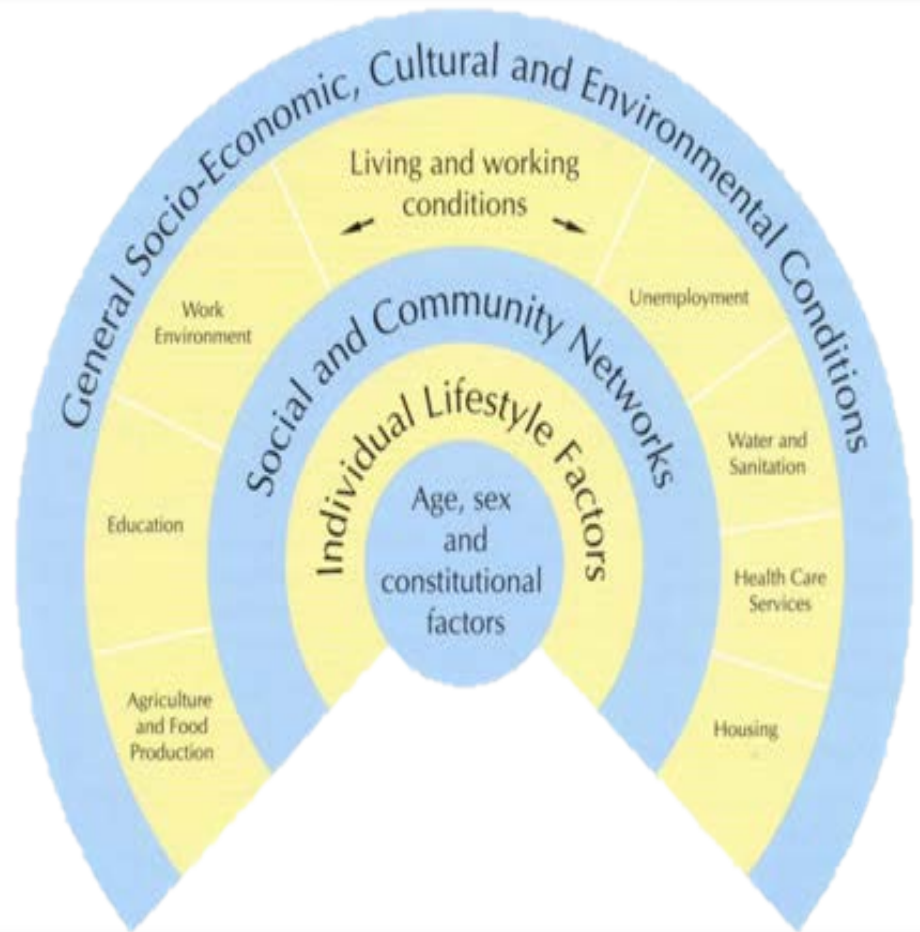
Natural & Built Environment:

- Within the **Healthy Schools** environment:
 - Healthy School metrics
 - Physical activity/green space access
 - Free, safe drinking water access
 - Decreased exposure to air, water and soil toxins
 - Within the **Healthy Community** environment:
 - Increased access to healthy physical activity/green space
 - Decreased exposure to air, water and soil toxins
 - Increased access to healthy housing
 - Increased access to safe routes to schools
- 

Social Determinants of Health

“The social determinants of health are the conditions in which people are born, grow, live, work and age. These circumstances are shaped by the distribution of money, power and resources at global, national and local levels. The social determinants of health are mostly responsible for health inequities - the unfair and avoidable differences in health status seen within and between countries.”

- *World Health Organization*



Education and Learning and Family Economic Security

*A Shared
Responsibility Among
Families, Schools,
Employers and
Communities*

Education & Learning and Family Economic Security



Family Engagement

Aligning Systems

Effective Teaching

Asset Development

Comprehensive Bundled Services

Industry Employer Training Partnerships

2

Generation

A Shared Approach

Family Economic Security:



- **Comprehensive Bundled Services:**
 - Aligning cross-sector partners, programs, policy, technology and resources within and across systems
- **Asset Development:**
 - Affordable financial products and services, financial education and coaching
- **Industry and Employer Training Partnerships:**
 - Training linked to employers, growth sectors and quality jobs

Education and Learning:

- **Family Engagement:**
 - Support family leadership development
 - Build organizational capacity to use a family- centered engagement approach
- **Effective Teaching:**
 - Support quality professional development
 - Build school leadership capacity to strengthen aligned quality professional development



Aligning Systems:

- Strengthen and integrate whole child and family support systems including early intervention, educational, health, work and asset support
- Disseminate integrative whole child and family support models and systems (informal and formal)
- Elevate integrated whole child and family support systems



Closing



Question?

Please type your question into the Chat Box or press
*6 to unmute your phone line.

- More webinars on this topic?
- New topics you want to tackle or learn more about?
- Innovative work that you want to share?
- A question you want to pose to your colleagues?

Contact us at mch@gih.org