

**Healthy North Dakota
Early Childhood Alliance (HNDECA)
Frameworks Institute Follow-Up Meeting
Thursday, October 30, 2008**

Meeting Summary

Proposed Meeting Goals:

- To review partner input regarding Frameworks Institute follow-up activities;
- To frame or reframe messages in preparation for the 2009 legislative session; and
- To determine the next steps in implementation and communication of messages to HNDECA stakeholders.

Meeting Participants: Kimberlie Yineman, Kathleen Mangskau, Linda Rorman, Cheryle Masset-Martz, Linda Jagielo, Cyndee McCleod, Lyn Hendrickson, Kim Senn, Leah Wohlsdorf, Laura Duppong, Carol Enger, Amber Schwab, Kay Larson, Jody Bettger-Huber and Earleen Friesz.

Facilitated by: The Consensus Council, Inc.

Welcome, Introductions and Process Review: Participants were welcomed to the meeting and provided self-introductions. Participants reviewed and affirmed the proposed agenda.

Review of Partner Input Regarding Frameworks Institute Training: Participants were asked to provide feedback regarding their experience with the Frameworks Institute training and comments were given in the following key areas:

Best Practices and Ways the Training Lessons Have Been Used:

- I used framing to prepare information in support of an initiated ballot measure.
- I used it for brochure development.
- It has helped me to raise my awareness; I see and read things differently now.
- It has helped me to spread the word about framing in my own workplace.
- 21 of 63 surveys regarding the training were returned and 60% of the respondents indicated that the training would help them in their policy work.
- Of the survey respondents, over 95% have shared what they learned with others.
- It was good to get the detailed information and know that it is research-based.
- I used the framing in writing a newsletter article.
- The information was used in “Step Up for Kids” day activities and to prepare speakers to respond to the media.

- It is helping staff to rewrite the ND Childcare Report.
- We have used it to create talking points for visits with legislators.
- In addition to following the Children’s Caucus model in “Step Up for Kids” day, we will use framing to prepare for January 12, 2009, a special event about children to be held at the Capitol.

Priority Areas of Policy/Legislative Activity or Issues:

- Century Code (NDCC) revisions in the early childhood area regarding self-certification (declaration) and finger print and background checks
- Solving the childcare crisis
- Greater access to oral healthcare
- Funding for prevention to prevent child abuse
- Funding for prevention in the oral healthcare area
- Development and implementation of the Quality Rating and Improvement System (QRIS) and professional development
- Funding for increased training opportunities for childcare providers
- Establishment of Pre-K pilot programs or complete funding for statewide Pre-K
- Recognition of home-based and center-based child care
- Assisting the ND Commission on the Status of Women in gathering requested information regarding childcare and enlisting their advocacy support
- Implementation of the Growing Futures plan
- Development and funding for a Governor appointed State Advisory Committee on Early Care and Education and a determination of their governance role and authority

Volunteers for a Peer Review Group:

- Participants were asked to serve as peer reviewers and work as a group to provide critique and feedback for framed messages as needed; volunteers are Linda Jagielo and Leah Wohlsdorf.

Framed Message Development: Participants were asked to divide themselves into three breakout groups to develop messages that meet the following criteria:

- Short messages with big impact
- Catch phrases
- 2-3 messages
- Treat them like headers and footers
- Cross-cutting in nature; multi-purpose use

Participants agreed that they would account for the following broad elements in their message development:

- Prevention
- Health and Safety
- Quality

- Access
- Systems and Infrastructure

Framed Message Samples: Kay and Carol reviewed framed messages that had been developed by Child Care Resource and Referral (CCR&R) and the North Dakota Association for the Education of Young Children (NDAEYC), respectively. Participants were able to see how the framing was done and critiqued the documents for further refinement. Participants were also encouraged to use these samples in their breakout groups if appropriate. Participants then met in smaller groups to develop messages. They are reported as follows:

Group 1 (Oral Health focus): While this group had a primary focus on oral health, they noted that their messages could be used more broadly to include other domains or the “whole health” of a child.

Header: A healthy child is the first step to a healthy future.

Footer: Watch your mouth!

- (Oral) health is the first step to a healthy future.
- A healthy child is a ready child.
- (Oral) health is related to academic achievement.
- When children’s (oral) health suffers, so does their future.
- Poor (oral) health keeps kids out of school and later, out of work.
- When we (the community) act, we give all of our children a healthier start.
- A healthy body needs (starts with) a healthy mouth.

Group 2 (general focus):

Header: Watch this child, we’ll be right back.

Footer: Make smart (tough) choices, someday they’ll be watching you.

- Help mold their futures.
- Don’t mess (screw) (goof) up.
- Give to children so they can give back.
- No 2nd chance to do childhood over (no do-over’s).

Group 3 (general focus):

Header Options: Get it right the first time. North Dakota gets it right the first time. North Dakota, let’s get it right with children the first time. Let’s get it right the first time for North Dakota’s children.

Footer Options: The future of North Dakota depends on how we raise our youth today. Growing the prosperity of North Dakota relies on how well we help our children today.

- Getting things right the first time is easier and less costly than trying to fix them later.
- Good environments and loving interactions create solid brain architecture in young children.
- Solid brain architecture means solid children.

- Solid children become the foundation for strong families and economically viable communities.
- The future of North Dakota's society depends on how we raise our youth today.
- North Dakota gives to children now so that they can give back to society as they grow.
- Addressing problems before they get worse is the responsible way to manage North Dakota's future. Taking advantage of opportunities that arise, as we understand science better allows us to innovate.
- As we look for ways to keep North Dakota prosperous, we need to think of the connection between child development and economic development.
- Quality early childhood development and care is an investment in North Dakota now and in the future.
- Will North Dakota's children be less better (well?) off?
- Will North Dakota's children have fewer choices?
- This is the first generation where children will be less better (well?) off than their parents.
- Investing in young children is an investment in North Dakota.
- Investing in young children is economic development.
- Do children a "solid."

Upcoming Events and Identification of Next Steps: Participants were reminded of the event scheduled for January 12, 2009 at the Capitol. More details will be available from Lyn in the near future. In addition, Dr. Bruce Perry will be in Bismarck March 2, 2009 to conduct a daylong training event regarding brain development. That evening, he will meet with legislators to share similar information. More details regarding Dr. Perry, his background (a Bismarck boy, originally) and his itinerary will be available through Lyn in the near future.

It was agreed that the (draft) meeting summary would be prepared by tomorrow and sent to Cheryle for first review. After her review, Cheryle will send it to the participants from today's meeting for the next review and then it will be sent to HNDECA Stakeholders and Frameworks Institute trainees for input and/or questions. The latter two groups will be given a time limit to submit their responses and this group will reconvene in early December to review and address the feedback. Cheryle will propose meeting dates via email.

The participants were thanked for their hard work and the meeting was adjourned by group consensus.