Promises for Children (PFC), Weld County’s Early Childhood Council, works to create an environment where all children are valued, healthy, and thriving. PFC is a community partnership dedicated to improving the wellbeing of all children in Weld County by focusing on the critical growth and brain development period from pre-birth to eight years of age to promote school readiness and lifelong success. PFC is also a suite of programs, hosted by United Way of Weld County, that is working to achieve the same outcomes by filling identified gaps in services.

The work of PFC is represented by four domains of activities: early learning & development, family support & education, health & well-being, and communication & advocacy. The following catalogues PFC’s successes in the 2018-2019 program year. As a note, while no direct services are under the health and well-being domain, PFC’s partnerships with agencies, individuals, parents and businesses whether on the council, committees, or informally, are key to the foundation of child and family well-being in Weld County.

An annual survey of stakeholders that PFC conducts each summer is also summarized below. A few key findings: 55% of individuals surveyed stated the council has been successful at reaching our goals, and an additional 31% stated very successful. 77% state that the council has adequate “people power” to achieve the overall mission of an environment where all children are valued, healthy, and thriving in Weld County.

PFC prides itself on being transparent and accountable. As a means of sharing results, PFC utilizes the Thriving Weld Dashboard (www.thrivingweld.com) to gather, assess, and demonstrate community-wide data. All UWWC PFC programs, and 23% of council members, report to the dashboard, which can be accessed anytime by the public for up-to-date progress.

Overview & Successes
Family Support & Education: Increasing coordination of resources to provide access to information about young children’s overall wellness and development for parents.

- Over 1,000 families attended the annual Northern Colorado Children's Festival in April at the Island Grove Event Center.
- 36 (50% increase) families received support through their employer offsetting the cost of child care. This affected 60+ children.
- PFC sponsored three businesses so they could take the Family Friendly Workplace assessment from Healthlinks.
- Over 600 parents were given support on a wide spectrum of skills necessary for raising a well-developed child through our Bright by Three program. 46 parents/caregivers and 65 children participated in the Best Start for Babies and Toddlers programs.
• Over 120 families were referred to more intensive programs, such as Nurse-Family Partnership, SafeCare Colorado, or Envision for early intervention.
• Over 10,000 people turned to 2-1-1, which is a call center and online resource connecting families to multiple resources including child care resource and referral.

Community Awareness & Advocacy: Linking public engagement/awareness efforts about early childhood issues, priorities, challenges, and sharing/implementing with stakeholders.
• The Roadmap4Kids, created in April 2018, had 2,865 website hits this year. 19,497 promotional materials were distributed to 147 partners and their clients.
• 1,500 school readiness calendars were given to parents of three and four year olds to help them prepare for kindergarten.
• Monthly newsletter were sent reaching over 500 early childhood providers and advocates.
• PFC engaged with the Early Childhood Collective Impact fund process, a community strategic planning process to increase coordination and distribute funding county-wide.

Health & Wellbeing: Working with community partners to increase awareness of nutrition, physical activity, and mental health services available in the county.
• PFC supports community partners as they provide services and connections for the well-being of the whole child. Over 40 community partners, child care providers, parents, and businesses sit on the early childhood council and its various committees to ensure alignment, address gaps in service, and keep each other informed.

Early Learning & Development: Increasing quality in child care environments to promote school readiness for all.
• There are 234 licensed child care providers (centers, preschools, and homes) in Weld County. Colorado Shines is the quality improvement rating for all licensed child care providers. One provider is a Level 5, 26 providers are a level 4, nine are a level 3, 57 are a level 2, and the remaining 141 are a level 1.
• $163,885 in capital improvement, quality improvement materials, and quality improvement coaching was awarded to 23 licensed child care providers in Weld County through the Colorado Shines Quality Improvement Program, and over 230 hours of child care professional development clock hours were offered.
• 21 early childhood education students at Aims Community College were awarded a total of $17,923 in scholarship funding for the 2018-2019 academic school year.
• 66 individuals completed the Expanding Quality in Infant and Toddler (EQIT) 16-week course offered in English & Spanish. EQIT is for those who are currently working with or plan to work with infants and toddlers.
• 879 early childhood professionals credentialed in Weld County. Credentials ensure that all professionals caring and educating young children have the same core knowledge. There are six levels of credential, one being the lowest and six being the highest knowledge of early childhood. For example, a level three early childhood credential qualifies an individual as an early childhood teacher (lead teacher).
• 25 licensed child care providers opened their doors for business, an increase of 9% from the previous year.
• 679 children who utilize CCCAP are currently receiving child care in a high quality program (level 3-5). This is up from 440 at this time last year (a 54% increase).
• 40 women caring for 205 children completed the PASO Institute program, demonstrating 95-100% improvement in knowledge of child development, measured through pre/post testing. Nine have applied for their Child Development Associate (CDA), with another 17 working toward the application.
• In order to increase the number of high quality CCCAP slots, the number of providers accepting CCCAP needs to increase as well. 31 providers signed CCCAP contracts with Weld County Department of Human Services as part of the Weld Child Care collaboration.
• A partnership with Weld Child Care to increase child care capacity and quality serving our most vulnerable children in Weld County resulted in PFC’s presence at 88 events, 317 leads to support individuals navigating the early childhood career pathway, and 195 providers/community members attending a Bridges Out of Poverty training.

History & Mission
Promises for Children (PFC), Weld County’s Early Childhood Council, works to create an environment where all children are valued, healthy, and thriving. PFC is a community partnership dedicated to improving the wellbeing of all children in Weld County by focusing on the critical growth and brain development period from pre-birth to eight years of age to promote school readiness and lifelong success.

Promises for Children is a Weld County community collaborative that was formed in 2000 and is led by United Way of Weld County (UWWC). The concept of PFC originated after the Colorado Children’s Campaign presented their annual “Kids Count” report to community members in Weld County; their findings demonstrated continuing decline in the wellbeing of Weld County’s children and the urgent need for action. At the same time, United Ways all over the world were changing their model from raising and distributing funds to bringing local communities together to tackle their greatest challenges. United Way of Weld County leaders recognized this opportunity to coordinate a focused collaborative effort to make real changes for young children, and Promises for Children was born.

In 2007, Colorado House Bill 1062 authorized the creation of the Colorado Early Childhood Councils. The intent of the Councils as stated in the legislation was to “improve and sustain the availability, accessibility, capacity, and quality of early childhood services for children and families throughout the state.” According to the legislation, these Councils were established “for the purpose of developing and ultimately implementing a comprehensive system of early childhood services to ensure the school readiness of children five years of age or younger in the community.” Weld County’s commissioners, having witnessed the work PFC had accomplished over the past seven years, endorsed it to serve as Weld County’s Early Childhood Council.
Of the 1.2 million children living in Colorado, 82,348 call Weld County home (as of 2018). Weld County lies within the relatively flat northeastern portion of Colorado; with a total area of 4,017 square miles, it is the third-largest county in Colorado by area and is larger than Rhode Island, Delaware, and the District of Columbia combined. Among the 64 counties in Colorado, Weld County ranks ninth in total population; a little over a third of the population lives in Greeley, the county seat. Weld County’s child population has the second fastest rate of growth in the state, a situation that presents both opportunities and challenges.

Poverty is one of the most important factors affecting a child’s life. 9% of children under 18 in Weld County live in poverty, and 50% of school aged youth qualify for free or reduced lunch. In Eastern Greeley and Evans (Greeley is the county seat), the percent of children under 18 in poverty jumps to 28% – or nearly one in three children. 43% of families who live in East Greeley with children under age five had income below the poverty line in 2017 – that’s almost one out of every two families with children in the most critical period of development. Much of the county’s poverty is related to a rapidly growing population, an ever-increasing cost of housing, and a job base that often does not pay a living wage.

Other influences (some of which are related to income) on a child’s life: 24% of births in Weld County are to single women, and 16% are to women without a high school diploma/GED. Over a quarter of pregnant women (26.5%) do not receive early prenatal care, and the child abuse and neglect rate is 7.3 per 1,000. 7% of women smoked during pregnancy, and 21% of Weld County children are overweight or obese.

Race and ethnicity play an important role in a child’s future as well. Weld County’s graduation rate is 81% for all students, but it drops to just 60% when looking solely at Hispanic students (29% of Weld County residents identify as Hispanic, a number that is increasing). Greeley is home to refugees from a multitude of countries as many families move from the nearby resettlement city of Denver to Greeley for job opportunities. In 2016, 18% of Weld County students were English language learners, and in 2014, one in five families with a five year old child spoke another language at home, either in addition to, or instead of, English.

A lack of available child care slots is one of the most pressing challenges Weld County’s families are facing. In 2017, there were 18,717 children with both parents in the workforce, yet there were only 6,200 licensed child care slots – creating a critical child care desert. When there isn’t child care available, parents are forced to leave the workforce or children don’t receive adequate care. Data from the 2016 Weld County Community Health Survey conducted by the Weld County Department of Public Health and Environment shows that 11% of households with children have had to quit, not take, or change jobs due to child care problems. Among parents age 18-34, that increases to 17%. Additionally, the cost of child care in Colorado is the third highest in the nation – infant care accounts for 20% of a median family income, while that percentage becomes 50% of a single mother’s median income. 5% of Weld County residents reported needing but not obtaining child care financial assistance, likely due to it not being available. Those with less than a
high school diploma, those at the lowest income levels, and those who identify as Hispanic were the populations in greatest need (all around 8%).

Many of the above circumstances influence a child’s success in school and consequently in life. For the 2018 Colorado standardized tests, just 43% of fourth grade students met or exceeded expectations in English Language Arts—a whopping 57% are not reading and writing at the expected level by fourth grade. Equally dismal, just 31% of 2018 students met or exceeded math expectations. To ensure our communities have the leaders and professionals who will better our future, Weld County will need to rally together to help our children thrive today.

**Methodology**

PFC, Weld County’s Early Childhood Council, is one of many councils statewide that coordinate early childhood service delivery. We work to improve the system and the coordination of services for children in Weld County using the Colorado Early Childhood Framework to guide our work. This framework focuses on three domains: family support and education, health and wellbeing, and early learning. PFC takes a holistic approach to a child by supporting all three domains—some directly and others by working with community partners. Our work is guided by community needs assessments and is data-driven.

**Descriptions of Goals**

Long-term indicators of success include:

- Local resources for health, development, mental health, education, and family support are easily accessible for Weld County families.
- Weld County community partners actively participate to form a safety net of services that ensures all children and their families receive the help they need.
- Early childhood professionals receive training opportunities in best practices to increase their knowledge, skills, and the quality of care provided.
- Weld County children enter school ready to learn and continue to succeed as they progress, as demonstrated by the critical milestones of reading proficiently by fourth grade and graduating on time.

As we work toward these long-range goals, short-term goals for the 2018-2019 year included:

- **Family Support & Education:** Increase coordination of resources to provide access to information about young children's overall wellness and development for parents.
- **Health & Wellbeing:** Work with community partners to increase awareness of nutrition, physical activity, and mental health services available in the county.
- **Community Awareness & Advocacy:** Link public engagement/awareness efforts about early childhood issues, priorities, and challenges, and share/implement with stakeholders.
- **Early Learning & Development:** Outreach to informal and formal care environments to promote school readiness for all.
- **Systems Building:** Build a seamless system between parents, families, child care providers, and service providers to deliver early childhood services in the areas of early care and education, family support, mental health, and health.
• **Colorado Child Care Assistance Program:**
  o Increase the percentage of child care programs with access to slots for CCCAP subsidies.
  o Increase Colorado Shines Quality Rating and Improvement System engagement (level 2 or higher).
  o Increase the number and percentage of CCCAP eligible children being served in a high quality program (levels 3-5).
  o Promote the Colorado Shines Quality Rating and Improvement System and the Early Learning and Development Guidelines at least once a month.

**2018-2019 Statement of Progress**

• **Family Support & Education:** Increase coordination of resources to provide access to information about young children’s overall wellness and development for parents.
  o PFC distributed 1,041 English and 465 Spanish school readiness calendars in 2018-2019; in quarter 3, we updated the calendar content for the next printing. These calendars provide parents with tips, resources, and activities to help their child enter school ready to learn.
  o There are currently 35 breast-feeding friendly workplace policies in Weld County.
  o PFC sponsored three businesses so they could take the Family Friendly Workplace assessment from Healthlinks; an additional five companies have received the Healthlinks information to complete. This assessment helps businesses adopt policies and approaches to creating workplaces that are family-friendly.
  o This year the council presented to 86 business leaders at lunch and learn or similar events (i.e. the Community Leaders Breakfast); getting businesses involved in early childhood work is critical to our success.
  o PFC updated the home visitation matrix quarterly, and distributed the matrix to targeted Weld County agencies. This tool helps them quickly identify the best-fit home visitation program for their clients.
  o 46 parents with 65 children completed a Best Start for Babies/Toddlers cohort in 2019; evaluation results are pending. These caregivers gain parenting skills and knowledge, increased self-efficacy, and a social support network.
  o Over 600 parents were given support on a wide spectrum of skills necessary for raising a well-developed child through our Bright by Three program. All three parent education programs (Best Start for Babies, Best Start for Toddlers, and Bright by Three) are available county-wide.
  o Approximately 1,000 families were served at this year’s 38th Northern Colorado Children’s Festival; roughly 89% of those families had children under the age of eight. Almost 44% of the families who attended this year were considered low income. About 55% of attendees were first-timers. 94% of attendees learned of new community resources and participants overwhelmingly believe their children learn something new.

• **Health & Wellbeing:** Work with community partners to increase awareness of nutrition, physical activity, and mental health services available in the county.
PFC utilizes the Thriving Weld Dashboard to gather, assess, and demonstrate community-wide data (rather than individual agency data). The dashboard is regularly updated. Currently 23% of council members are reporting to the dashboard, but only two additional members have the capacity (the other members are duplicate representatives from the same organization, or are parent representatives, etc.). The eight organizations that are currently reporting are key stakeholders. UWWC’s community impact director follows up with partners who miss reporting deadlines. The dashboard is also going through a revamping process to make it more user friendly to encourage additional participation. The dashboard is an important component as we work toward a more unified and collaborative safety net for families.

- Community Awareness & Advocacy: Link public engagement/awareness efforts about early childhood issues, priorities, and challenges, and share/implement with stakeholders.
  - The Roadmap4Kids, created in April 2018, had 2,865 hits this year. We distributed 19,497 promotional materials to 147 partners to distribute to their clients. Hits were down in quarter 4, so a new campaign strategy has been implemented, with outreach at community locations such as ball fields and parks/pools. Additionally, twice a year two Roadmap4Kids street banners will be displayed over busy Greeley streets. Other distribution methods include rack cards, fact sheets, window clings, SWAG materials, business cards, pens, and stickers. The Roadmap4Kids is designed to be a single hub of information for parents, whether they are seeking intensive assistance, looking for ideas of activities to do with their children, or just would like parenting tips.
  - PFC worked to increase the use of shared messaging this year, as this has been shown to be a best practice; in total, 43 shared messaging posts were shared on social media by council partners, 13 of which were shared in quarter 4.
  - We also worked to increase how many readers opened the council’s e-newsletter. By resending the newsletter to those who did not open it the first time, we have found that the open rate increases. The average annual open rate for 2018-2019 was 40% (the baseline was 34%). In total, 5,656 newsletters were sent out this year.
  - Each quarter, the Roadmap4Kids website is updated; links are checked to ensure they’re working correctly.

- Early Learning & Development - Outreach to informal and formal care environments to promote school readiness for all.
  - Colorado Reading Corps served 160 children at 7 Greeley/Evans School District 6 elementary schools; 72% students were above target growth.
  - 40 women caring for 205 children completed the PASO Institute; nine have applied for their Child Development Associate (CDA), with another 17 working toward the application.
  - PFC hosted professional development offerings for exempt providers; current knowledge gained is averaging 95-100%. Topics included Vygotsky’s Sociocultural Development Theory and Erickson’s Socioemotional Development Theory, Family
Engagement and Professionals, Cold-Weather Safety Checklist, and Food Safety Regulations Update, to name just a few.

- In an effort to increase systems building work and capacity, five staff members and two community members attended the Zero to Three Conference, one community partner attended the Northern Colorado Breastfeeding Conference on behalf of the PFC Home Visitation Committee, five staff attended the Rocky Mountain Early Childhood Conference, and 12 staff members attended the Strengthening Families Conference.

- This fiscal year, 16 new providers obtained their child care license, creating up to 363 new child care slots.

- PFC works to increase the percentage of child care programs with access to slots for CCCAP subsidies.
  - Quarter 1: 32% (72 of 235) of providers accept CCCAP
  - Quarter 2: 33% (76 of 231) of providers accept CCCAP
  - Quarter 3: 31% (72 of 231) of providers accept CCCAP
  - Quarter 4: 32% (73 of 229) of providers accept CCCAP
  - PFC has contacted all licensed providers who do not accept CCCAP to provide information about the benefits of accepting CCCAP.

- PFC works to increase Colorado Shines Quality Rating and Improvement System engagement (level 2 or higher).
  - Quarter 1: 43% engagement
  - Quarter 2: 44% engagement
  - Quarter 3: 40% engagement
  - Quarter 4: 41% engagement

- With funding from the Buell Foundation, Promises for Children was able to provide additional supports to child care providers. One Program Administration Scale (PAS), one Business Administration Scale for Family Child Care (BAS), and three Classroom Assessment Scoring System (CLASS) were implemented. Based on our experience this year, PFC will continue to offer PAS/BAS/CLASS if funding is available. We’ve found that PAS trainings are most effective when offered as part of the already existing quarterly directors roundtables.
  - In the 2018-2019 school year, 21 early childhood education students at Aims Community College were awarded a total of $17,923 in scholarship funds; these funds help students obtain higher education, further their careers, and increase their quality of care.

- PFC works to increase the number and percentage of CCCAP eligible children being served in a high quality program (levels 3-5).
  - Quarter 1: 17% of CCCAP children in Weld County are being served in high quality care programs (levels 3-5) - 13 of 76 CCCAP providers are a level 3-5
  - Quarter 2: 19% of CCCAP children in Weld County are being served in high quality care programs (levels 3-5) - 15 of 76 CCCAP providers are a level 3-5
Quarter 3: 24% of CCCAP children in Weld County are being served in high quality care programs (levels 3-5) - 18 of 76 CCCAP providers are a level 3-5
Quarter 4: 26% of CCCAP children in Weld County are being served in high quality care programs (levels 3-5) - 19 of 73 CCCAP providers are a level 3-5
PFC is working with 16 level 2 providers in the Colorado Shines Quality Improvement Program to ensure a successful level 3-5 rating.
Level 1 providers who accept CCCAP were contacted via phone, email, and face-to-face meetings to offer assistance in getting to a level 2.
679 CCCAP eligible children are in high quality care.
Eighteen providers obtained new CCCAP fiscal agreements this year.

Promises for Children partners with the Weld County Department of Human Services to promote Weld Child Care, which is a new collaborative effort to increase the number of child care providers in Weld County, and specifically those who accept Colorado Child Care Assistance Program (CCCAP) children. North Range Behavioral Health and Weld County Department of Public Health and Environment are the other two partnering agencies.

- 317 leads were developed with individuals who were interested in learning more about CCCAP, child care licensure, and how to provide quality care.
- 82 providers (qualified exempt or licensed) started to accept Weld County CCCAP children (can cross county lines).
- Other successes from the partnership include: previously untapped populations are being reached and discovered, connecting diverse providers to a wide range of resources, and relationships and partnerships within the community and other agencies have been expanded on and created.

PFC promotes the Colorado Shines Quality Rating and Improvement System and the Early Learning and Development Guidelines at least once a month.

- This year 66 existing providers were contacted with information about the Colorado Shines Quality Rating and Improvement System and the Early Learning and Development Guidelines.
- Six level 1 providers received technical assistance, ELDG information, and Colorado Shines information in quarter 4.
- PFC attended one director’s roundtable in quarter 4; 11 directors, three community partners, and three staff members attended. In addition, PFC attended three association meetings to distribute Colorado Shines information in quarter 4.

Systems Building: Build a seamless system between parents, families, child care providers, and service providers to deliver early childhood services in the areas of early care and education, family support, mental health, and health.

- PFC submitted its annual report to the OEC in July 2018. PFC also presented an annual report at the October council meeting, and will do so again in 2019.
- The early childhood council is made up of over 40 community partners, parents, and child care providers representing all three domains of the early childhood framework.

www.UnitedWay-Weld.org
Council meetings are held once a month except for July and December. The council facilitates meetings with several key stakeholders to address alignment, gaps in services, and to keep each other informed. Key stakeholder groups include the Colorado Preschool Program (CPP) Coordinators, early childhood workforce, child care licensing recruitment, and exempt provider quality efforts. This year, PFC hosted seven meetings with the Colorado Preschool Program Coordinators.

- The United Way of Weld County community investment process is shifting to a collective impact method with five focus areas: Early Childhood, Youth Development, Household Stability, Older Adults & Healthy Aging, and Access to Resources. This yearlong process will be integrated into the council work for alignment with other early childhood efforts.

- The second annual council survey was sent out in May/June to assess the council’s impact, partnerships, infrastructure, and ability to meet our strategic goals. The survey was sent to 98 council members, friends of the council, child care providers participating in Colorado Shines, and FFN providers. 55 recipients (83% of the council) completed the survey. Key results are below.

How successful has Promises for Children, Weld County’s Early Childhood Council been at reaching our goals?

- Very successful: 31%
- Successful: 55%
- Somewhat successful: 14%

How valuable is Promises for Children, Weld County’s Early Childhood Council’s power and influence to achieving the overall vision of an environment where all children are valued, healthy, and thriving?

- A great deal: 66%
- A fair amount: 27%
- A small amount: 7%
If you answered no above, who else do you think needs to be at the council table?

- “A process to include organizational and business final decision-makers when looking at large change opportunities”
- “More local business owners”
- “Child care licensing does not always attend”
- “Medical professionals, school superintendents or board members, elected officials.”
- “Front Line center staff and administration.”
- “For the council to move forward there needs to be not only the direct delivery staff at the table but individuals that can make decisions for their programs and agencies. DHS, LifeStories, LFS are
a few not actively engaged. Whole County and family representation is another area to continue to focus on and grown.”

- “We need more business people on the Council.”

**Child care providers, are you familiar with the RoadMap4Kids resource that launched in April 2018?**

- Yes 40%
- No 60%

**Non child care providers, are you familiar with the RoadMap4Kids resource that launched in April 2018?**

- Yes 93%
- No 7%

**Please indicate your level of agreement with the following statements (5 being most): Promises for Children, Weld County's Early Childhood Council's activities/resources will increase community awareness and involvement in early childhood issues.**

- 1 2 3 4 5

**Child Care Resource and Referral (CCR&R)**

- Recruit and retain licensed child care programs, particularly in areas of the state that have been identified as child care deserts as defined by the Office of Early Childhood and child care desert mapping.
  - CCR&R gave guidance to 9 people in the first three quarters of this fiscal year who were interested in becoming licensed providers.
  - CCR&R hosted pre-licensing trainings and orientation Q&A sessions. In quarter three, approved vendors held eight CPR first aid, standard precautions, and medicine administration trainings in Northern Colorado with 61 total attendees.
- Provide technical assistance and resources to eligible child care programs, to ensure optimal awareness and engagement in statewide initiatives, such as the Colorado Shines Quality Rating and Improvement System (QRIS), Professional Development Information System (PDIS), and the Targeted Quality Improvement Program (formally CCCAP).
  - CCR&R worked with PFC to encourage provider engagement with QRIS, PDIS, and CCCAP. In quarter three, six family providers reached a level two (became engaged).
- Partner with PFC, community partners, public agencies, and private entities including faith-based and community based childcare providers, to better understand the local market and increase the supply and quality of child care services.
  - CCR&R works closely with Mile High United Way, sharing updates, vacancies, and additional information as requested. Mile High United Way gave referrals to 168 people requesting child care so far this year.
  - CCR&R worked with partners such as Weld County Family Child Care Association, the Department of Human Services, Promises for Children and EQIT to encourage Weld County providers to attend continuing education and professional development opportunities and participate in Colorado Shines.
  - In the annual update survey, CCR&R collected provider responses for specific trainings that are needed; these answers included medical administration, computer assistance for disaster plans for disabled and special needs children, toxic stress, etc. These requests will be shared with UWWC’s professional development committee.
- Implement the requirements of the Colorado Child Care Disaster Plan as defined in the state plan mandated by the Child Care and Development Block Grant of 2014 (S. 1086).
  - The disaster plan, templates, and state information is shared on UWWC’s website; 180 people visited the page this year.
  - In the annual update survey, 85 providers so far this year responded that they have a disaster plan in place; 45 responded no or did not respond to this question. CCR&R will contact those who responded no/didn’t answer to give information. CCR&R is also looking into hosting a training on this subject matter.
  - Potential new providers received disaster plan information as part of the pre-licensing orientation. 188 providers so far this year were shown the link for resources at their professional development training.
- Collect data, provide information on the supply of and demand for child care services in Weld County, and enter such information within the Colorado Shines Technology System.
  - 68 providers (56%) were updated this quarter, for a total of 141 (51%) so far this year.
Key Strategies

• Coordinating the efforts of Weld County organizations working in early care and education through the Early Childhood Council.
• Provision of direct service programs when a gap in service is identified and PFC has the capacity to respond.
  o Best Start for Babies and Toddlers: 10-week program teaching parents and caregivers necessary parenting skills to which they may not otherwise have access
  o Bright by Three: from birth to three, short visitations helping parents understand childhood development, parenting best practices, and available community resources
  o Child Care Provider Professional Development: training opportunities that offer child care providers continuing education credits
  o Child Care Provider Recruitment: increasing the number of child care providers providing high quality care
  o Child Care Resource & Referral: assisting families in finding the best match child care provider
  o Colorado Shines Quality Improvement Project: helping child care providers increase their Colorado Shines rating and improve their quality of care
  o Expanding Quality in Infant and Toddler Care: a 48-hour curriculum to improve child care quality and increase the number of licensed providers
  o Family Business Workplace Practices: works with local businesses to create family friendly work environments and facilitates employer-sponsored child care financial assistance
  o Northern Colorado Children’s Festival: an annual one-day, free event for parents, caregivers, and their children to engage in a variety of hands-on, quality, educational activities helping connect parents to resources
  o PASO Institute: teaches Spanish-speaking home-based providers childhood development and child care best practices and connects them with resources, continuing education, and other providers
  o Roadmap4Kids: an online resource with a variety of topics for parents and caregivers

• Locally managing several grant-funded initiatives to provide a seamless web of support for children and families in Weld County.
• Providing advocacy at the state level when there is an opportunity for change that aligns with the UWWC mission and guiding values.

Next Steps/How Strategies Change

For 2019-2020 PFC will continue the work detailed in our original statement of work. Planned changes in strategy are noted below:

• Increase alignment with Weld Child Care team
• With the help of an AmeriCorps VISTA member, create a diaper bank to serve families in Weld County
• Integrate United Way of Weld County’s early childhood collective impact process within the council’s work
• Research family engagement supports to serve Weld County parents due to changes in the delivery method of the Bright by Three program

Success Stories
• 2-1-1 Information and Referral received a call from Stephanie, who recently moved to the area with her husband and baby son. They were living with family until they could get back on their feet, and Stephanie was looking for assistance obtaining diapers. 2-1-1 connected Stephanie with Bright by Three; Bright by Three staff was then able to connect the family with diaper assistance, Best Start for Babies class information, Safe Care information, medical provider information, the Housing Navigation Center, and WIC and SNAP. Staff also figured out the father’s bus route to his new job at JBS, and got him referred to Turn Around Bikes for a bicycle. One phone call for diapers helped Stephanie’s family access the entire support system for families in Weld County!

• “Thank you to United Way Promises for Children for the scholarship money at Aims Community College. This scholarship allowed me to finish the 9 credits in early childhood education I had left to receive my Associates Degree in Early Childhood and become a lead teacher! Without this scholarship, it would have taken me an additional 1½ years to finish, as I could only afford to take 1 class per semester. I have now advanced in my career as an Early Childhood Teacher at the child care center I work at.”

• “At a Best Start for Babies class, a mother pulled me aside and said she needed to speak with me – this usually isn’t a good thing! She said she had a surprise for us. That evening, SafeKids Larimer County was coming to teach the families how to properly install and use car seats. The families then have the option of purchasing a seat for the bargain price of $30. This mother had called her sponsor (she’s in recovery at North Range’s Wings program) to ask for advice on how to come up with the money. Her sponsor went above and beyond and contacted LeRon Ehrlich and the Waylon Ehrlich Scholarship Foundation. Mr. Ehrlich wanted to sponsor a car seat for every family in the class, $300 worth of car seats. He joined us in class to present the check to SafeKids, and spoke to the families a little. He told them how important vehicle safety was to his family, after losing their son in an accident, and how important it is to stay in recovery, as a long-time member of NA himself. Many people in the room were in tears, and several families hugged Mr. Ehrlich, shook his hand, and thanked him profusely.” – Best Start for Babies coordinator

• “Promises for Children delivered 3 car seats to a grandmother in Johnstown. She held my hand and cried tears of joy knowing she can safely transport her grandchildren to appointments, the library and the park. Two of the little boys immediately crawled into their seats and checked out all the buckles etc.” – child care provider

• Isabel is an FFN provider who has been caring for children in her home for over ten years. Over the years she has built great relationships with the families of the children she cares for. Unfortunately, the past few months were difficult for her as she had a family who kept pushing back her payday and eventually stood to owe her $3,000 dollars. This provider was desperate for help and reached out to the FFN staff at UWWC; we recommended she
talk to someone at the court to see if there was something she could do. Recently, Isabel reached out to us and informed us that thanks to the FFN classes that taught about managing a child care business and the records she began to keep because of those classes, she was able to open a court case and the family is now required to pay her for her work. Many times our providers are not seen as professionals and their work is underestimated. This is a great example of an FFN provider who is putting the knowledge that she is learning to use.