

# Iowa Community Empowerment Newsletter

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Questions/Comments:  
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**Iowa's Early  
Childhood Vision:  
Every child,  
beginning at birth,  
will be healthy and  
successful.**

## Welcome Debra Scrowther to the Office of Empowerment

"I am excited about the opportunity to work with Community Empowerment and I look forward to getting to know each of you who work so diligently for the children and families in your communities."

## Stable State-Wide Funding for Community Empowerment

The legislature departed on Tuesday, April 20 after a flurry of last minute activity. The Omnibus bill was signed by the Governor with line item vetoes, none of which included Empowerment funding.

Specific Omnibus legislation that impacts Community Empowerment:

- SF 2298 adds the director of the Department of Economic Development to the Iowa Empowerment Board.
- SF 2298 charges community empowerment to be a collaborative partner in developing the implementation plan for the quality rating system.
- SF 2298 appropriates \$13,381,594 into the school ready children grants account and \$7,350,000 is appropriated into the early childhood account. (Same as FY '04)

Other legislation:

- HF 2577 appropriates \$2,153,250 from the Healthy Iowans Tobacco Trust. (Same as FY '04)

Since 1997, Community Empowerment has continued to receive bi-partisan legislative and gubernatorial support.

***"You can't be too careful what you tell a child because you never know what he'll take hold of and spend the rest of his life remembering you by." - Frederick Buechner***

Debra Scrowther joined the office of Empowerment as the Community Liaison on May 7<sup>th</sup>, just in time to attend the Iowa Empowerment Board meeting. Debra has worked in the area of early childhood for the past 20 years, as a child care center director, and most recently as the regional home consultant with Child Care Resource & Referral of Central Iowa. She, along with her husband and two children, live on the south side of Des Moines. Debra received her bachelor of education degree from Ozark Christian College in Joplin, MO. Debra's experiences will be a valuable asset to the Office and in the provision of technical assistance to local areas. Deb may be reached at (515) 281-4537 or by email at [debra.scrowther@iowa.gov](mailto:debra.scrowther@iowa.gov).



*Iowa's Early Childhood Vision: Every child, beginning at birth, will be healthy and successful.*

**SAVE  
THE  
DATE!**

## Community Empowerment Board Fall Trainings Scheduled

This fall, five trainings have been scheduled across the state that will focus on the process of redesignation. The primary areas to be covered are:

- Board Structure and Operation
- Community Indicators, and
- Community Planning.

This training will be valuable for local community empowerment board members, as well as those individuals who are involved with their local board's activities.

Mark your calendars and plan to join us from 9:00 am – 12:00 pm at the location and date, which is most convenient for you.

September 21	The Iris Restaurant, Mt Pleasant
September 23	SW Community College, Creston
September 28	Redeemer Lutheran Church, Waverly
September 30	Floyd Valley Hospital, Le Mars
October 19	United Way Campus, Des Moines

Registration information and agendas items will be shared at a future date.

**Available July 1<sup>st</sup> –  
Your input is needed  
on the Iowa Early  
Learning Standards.  
Go to  
[www.iowachildnetwork.org](http://www.iowachildnetwork.org)  
by August 1<sup>st</sup> and  
complete a survey.  
This feedback will be  
used to finalize the  
Standards for Iowa!**

# **Administrative Update – April 2004 - May 2004**

## **Upcoming Events**

### **Iowa Empowerment Board 2004 Schedule**

July 9, 2004  
September 10, 2004  
Blank Park Zoo

### **Iowa Early Childhood Core Stakeholders**

August 17, 2004  
United Way  
September 14, 2004

### **Empowerment Coordinators/Contacts Meetings**

September 15, 2004  
Heartland AEA - Johnston  
December 8, 2004  
ICN

### **Iowa Empowerment Board Fall Training**

September 21, 2004  
Mt Pleasant  
September 23, 2004  
Creston  
September 28, 2004  
Waverly  
September 30, 2004  
LeMars  
October 19, 2004  
Des Moines

## **May 2004 Board Meeting and Related Activities**

The Iowa Empowerment Board met on May 7, 2004. The board approved the redefining of functions and activities supported by administrative funds by community empowerment boards as well as what community collaboration activities that could be funded with program dollars. The Board also took action on forming an officer nomination committee and a bylaws review committee. Both committees will report at the July 9, 2004 meeting. Julie Ingersoll, state child care administrator, made a presentation regarding the development of a child care quality rating system. A draft of the quality rating system will be distributed through a variety of ways over the summer. She will be looking for input from the state board and local boards to help shape a final report due in December of 2004.

## **Update on the Iowa Department of Public Health Grant Opportunity**

The proposal for continuation of the Early Childhood Comprehensive Systems (ECCS) Planning Grant was submitted in early April. The six Early Childhood Stakeholder component workgroups are working on activities from the ECCS grant. At the May 18<sup>th</sup> meeting, the stakeholders reviewed the indicators and strategies of the system as we continue to develop a plan for Iowa's early care, health and education system. Through this grant, Iowa is utilizing a thorough planning process in order to be ready for the implementation phase of the grant.

## **Early Care, Health and Education System Building Activities**

- Early Childhood Advocacy Meeting – April 19 (w/Tony Solari from NC's Smart Start), April 23
- ECHE Public Engagement Work Group – April 12
- Resources and Funding – Financing an Early Care, Health and Education System planning meeting – April 14
- Iowa Learns Council (Team 1) – April 30
- Statewide Empowerment Measures Group – April
- Early Childhood System Core Stakeholders Co-Chair Meeting – April 7
- Early Childhood System Governance Planning conf call – April 14
- ABCDII Grant Organizational Meeting – April 15
- UEN Partners/Business Leaders Meeting – April 20
- Child and Family Policy Advocacy Effort – May 5
- UEN/Core Stakeholders Finance Work Group – May 12
- Early Childhood System Core Stakeholders Meeting – May 18
- ECHE Congress Planning Committee – May 20

## Administrative Update – Continued April 2004 – May 2004

### Other Events and Activities

Partnering with Parents  
Workshop  
July 28 –29, 2004  
Ames  
(See Article)

### Site Visits/Technical Assistance Activities

- Cedar Valley's Promise Annual Report Review Conf Call – April 2, 2004
- State-wide Community Empowerment Data Work Group – April 6, May 4, May 19
- Performance Accountability Training – April 13 Coralville; April 13, Creston; April 27, Waverly; April 29, Des Moines
- Scott County Empowerment Board and Annual Report Review – April 13
- Des Moines/Louisa Empowerment Board and Annual Report Review – April 14
- Marion Co. Empowerment Board – April 21
- Buchanan, Delaware, Fayette Empowerment Board – April 27
- BV, Crawford, and Sac – Annual Report Review Conf. Call – April 27
- Empowerment Data Work Group – May 4, 19
- Iowa Empowerment Board Meeting – May 7
- Decatur County Board – May 13
- Empowerment Contacts/Coordinators Meeting – May 19
- FaDSS Council – May 20

### Linkages/Outreach Activities

- Performance Measures Group - April 2, 16
- CJPJ – Online Reporting Options – April 1
- Child Care Advisory Council – April 8
- Child Care Conference – Presentation – April 17
- DHS Child Care Bureau Chief – April 29
- Child Care Quality Rating System – May 10
- Early Learning Standards Work Team – May 17
- PITC Training – May 21
- Integrated Home Visitation Pilot Training – May 27



## Child and Family Policy Center Opens Advocacy Division

The Child and Family Policy Center has established a new division, **Every Child Counts**, that will conduct grassroots advocacy and lobbying on children's issues, with a particular emphasis upon three areas: early childhood and school readiness, child welfare, and family friendly tax policies. Sheila Hansen, Policy Director and Kelli Soyer, Research Assistant will be working full time on this effort and expect to be in many communities throughout the summer and fall. Every Child Counts hopes to help construct a less fragmented and more forceful voice on behalf of children in the state, which can hold elected officials accountable. If you are interested in joining the network, having Sheila and Kelli communicate the Every Child Counts message to potential advocates, or would like a copy of their brochure and legislative agenda, please contact Sheila at 515-280-9027 or via email at [shansen@cfpciowa.org](mailto:shansen@cfpciowa.org).

# ECHE System Building Updates

## Links to Empowerment

### Web sites

State: [www.empowerment.state.ia.us](http://www.empowerment.state.ia.us)

#### Benton County

[www.bcempowerment.com](http://www.bcempowerment.com)

#### Buchanan Delaware Fayette:

[www.bdfempowerment.org](http://www.bdfempowerment.org)

#### Cerro Gordo, Hancock, Worth:

[www.cghwempowerment.com](http://www.cghwempowerment.com)

#### Dubuque:

[www.empowerdubuque.org](http://www.empowerdubuque.org)

#### Floyd, Chickasaw, Mitchell:

[www.fincempowerment.com](http://www.fincempowerment.com)

#### HAWC (Howard, Allamakee,

#### Winneshiek):

[www.HAWC-Iowa.com](http://www.HAWC-Iowa.com)

#### Hardin

<http://www.empowerhardin.com/>

#### Humboldt, Hamilton, Wright

[www.buildingfamilies.net](http://www.buildingfamilies.net)

#### Jasper:

<http://www.jaspercountvempowerment.org/>

#### Johnson:

<http://www.jcempowerment.org>

#### Linn:

[www.linnempowerment.homestead.com/homepage.html](http://www.linnempowerment.homestead.com/homepage.html)

#### Marshall:

[www.youthandviolence.org](http://www.youthandviolence.org)

#### Pocahontas, Calhoun and

#### Webster:

[www.linking-families.com](http://www.linking-families.com)

#### Polk:

[www.humanservicesplanningalliance.org](http://www.humanservicesplanningalliance.org)

#### Scott:

[www.scottcountvempowerment.org/](http://www.scottcountvempowerment.org/)

#### Story:

<http://www.storycountyfamily.org>

#### Washington:

[www.empowerwashington.org](http://www.empowerwashington.org)

#### Woodbury:

[www.siouxlandship.org](http://www.siouxlandship.org)

Send us your web site address and we'll include it in the next newsletter.

## Early Childhood Iowa Core Stakeholders

The **Early Childhood Iowa** Core Stakeholders last met on May 18, 2004.

Summary of work:

- Reviewed draft Guiding Principles. The co-chair group will review and incorporate suggestions for presentation at the next meeting of the full body
- The full body adopted the name for the group: **Early Childhood Iowa**
- Small workgroups, organized around the five result areas were formed. Each workgroup reviewed the results and goals and applied strategies that have the potential to attain the goals.

At the next meeting, the result groups will re-convene to review the work done and add measures to track progress toward the goals.

## Iowa Learns Council

The steering committee, made up of team leaders, met with Governor Vilsack on May 25<sup>th</sup> to review draft recommendations. The Governor emphasized the importance of their work in helping Iowa to have a well educated work force in the 21<sup>st</sup> century. The Governor is firm in wanting to have an educational system that will meet the needs of the new economy and that begins with supporting children and their families before they enter school. The Governor saw the Early Learning Standards as an important means to guide the work of early care, health and education professionals to assure that children have the skills and traits needed to be successful when they enter school. The Governor also believes that the establishment of a child care quality rating system is an important means to assist parents in making informed decisions in selecting child care and early childhood programs.

In addressing the K – 12 system, the Governor is very interested in a review and modification of graduation standards to better assure youth are prepared to enter post secondary education. The Governor is also very interested in garnering greater support from the business sector in working with colleges and universities in aligning business needs with education.

The teams will be meeting over the summer to firm up recommendation for final presentation to the Governor in the fall.

For more information on the Iowa Learns Council, visit:

<http://www.state.ia.us/iowalearns/>.

## Urban Education Network (UEN) Early Childhood Financing Study Group

On April 20, 2004 over 60 state agency directors, grass root support initiatives, school superintendents for the eight largest school districts, and community and business leaders met to build the momentum of financing an early care, health and education system in Iowa. Rob Grunewald of the Federal Reserve Bank emphasized the significance of the return on investments when financing early childhood services and support. Charlie Bruner of the Child and Family Policy Center introduced the concept and format for developing a business plan to finance the system. This business plan would provide the information needed for advocates to present as a call-for-action by policy makers and business leaders. The participants provided positive feedback on such an approach. The business plan is anticipated to be available by the end of calendar year 2004.

# Community Empowerment Data Work Group Formed



The Community Empowerment Data Work Group was formed at the request of the contacts and coordinators at their February 2004 meeting. Their purpose will be to guide the development of a common set of measures and the collection of data at the state and local level to show the impact Community Empowerment has on the lives of young children and their families.

Members of the work group are:

Jan Burk - Ida County Empowerment

Nancy Everman - Allamakee, Clayton, Howard and Winneshiek Counties Empowerment

Sandra Potter Marquardt - Scott County Empowerment

Kathryn Rindels - Bremer, Butler, Franklin and Gundy Counties Empowerment

Jeff Anderson - Department of Human Services, Community Empowerment Technical Assistance Team

The driving force behind this work is to support the “one voice” from empowerment areas with data, while keeping the data collection and requirements as simple as possible.

The following work plan has been developed and the work group has begun working on assessing commonalities across the state in the provision of family support programs and potential measures. There is some overlap between the first two phases to allow the development of some measures while testing out means for collecting information.

## *Phase I (March 2004 – August 2004)*

- Identify common services and activities across the State of Iowa
- Determine, through established criteria, which services and activities to assign measures
- Determine measures and definition for each selected service or activity
- Gather feedback from empowerment contacts and the state technical assistance team to refine selected services and activities and measures
- Finalize services and activities and measures for each
- Develop initial collection and reporting tools

## *Phase II (June 2004 – March 2005)*

- Develop pilot site selection criteria
- Select and train pilot sites
- Test initial collection and reporting tools by pilot sites
- Analyze the measures for validity and reliability and modify as indicated
- Analyze the collection and reporting tools and modify as indicated

## *Phase III (April 2005 – September 2006)*

- Train all areas in the use of the collection tool, including the specific definitions for the measures
- Collect data from 58 areas (Beginning July 1, 2005)
- Report out the data from all 58 areas



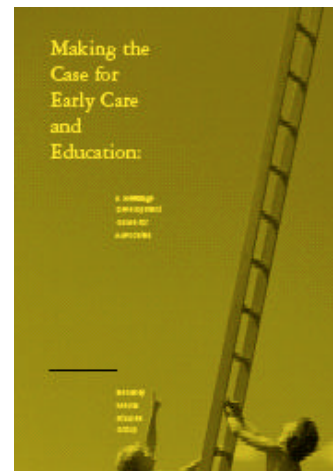
## **MAKING THE CASE FOR EARLY CARE AND EDUCATION: A MESSAGE DEVELOPMENT GUIDE FOR ADVOCATES.**

With support from the David and Lucile Packard Foundation, Berkeley Media Studies Group (BMSG) convened advocates from around the country and hired EDK Associates to help develop fresh

language for making the case for local, state, and federal child care policy. The book reveals a hierarchy of messages in support of early care and education, shows how to use them in different contexts, and explains why some of

the messages work better than others. It is available for download from the BMSG website at

<http://www.bmsg.org/content/58.php>.



*If you find this publication helpful, you'll be excited to know that Lori Dorfman, DrPH, Director of Berkeley Media Studies Group co-wrote this publication and will be a keynote presenter at this year's Iowa Early Care, Health and Education Congress.*

## **National Center for Children in Poverty Announces a New Child Care and Early Education Web Site**

In order to promote high quality research in child care and early education and the use of that research in policymaking, the National Center for Children in Poverty and our partners, the Inter-University Consortium for Political and Social Research at the University of Michigan, and the Child Care Bureau of the U.S. Department of Health and Human Services have launched the "Child Care and Early Education Research Connections" web site. Designed to serve researchers and policymakers, the Research Connections web site is built on a relational database and includes a searchable research collection, data sets for secondary analysis, specially developed syntheses, and a 50-state data tool to compare policies within and across states.

To visit the web site go to: <http://childcareresearch.org/discover/index.jsp> .



## Faith-based Outreach 101

*Covering Kids and Families hopes you will work with us to inform parents about the availability of low-cost and free health care coverage through **hawk-i** and Medicaid. We also hope you will use this information as you develop partnerships with the faith-based community for your organizations' outreach efforts.*

Houses of worship strive to improve the spiritual health of their members. Throughout history, members of the community have also turned to the church for physical sustenance and guidance to deal with life's everyday challenges.

### **Why should the faith-based community get involved?**

*The message for you to provide:* Did you know that there are over 8 million uninsured children in America? Many parents with uninsured children do not know their children may qualify (5 of 10 parents nationally). And sadly, many of these working families do not access care until it becomes an emergency.

### **How do I encourage the faith-based community to get involved?**

*The message for you to provide:* Even the smallest investment of your time could enrich the lives of families and improve the health and future of your community's children.

Here are some suggestions:

#### **1) Promote the availability of low cost and free health care coverage for children:**

- Think about the best ways to reach your community members with:
- **A flier:** Copy and distribute a **hawk-i** flier at events, services, and meetings. Insert copies in mailings or weekly bulletins. Post, display or hand out copies in areas where people congregate.
  - **An announcement:** Print an announcement about **hawk-i** in your weekly bulletin.
  - **Newsletter article:** Download the newsletter insert from [www.idph.state.ia.us/coveringkids/common/pdf/newsletter.pdf](http://www.idph.state.ia.us/coveringkids/common/pdf/newsletter.pdf) and place in your newsletter or weekly bulletin.

**2) Include health care coverage in a sermon/homily or in a group and one-on-one discussions:** Some leaders of faith may prefer one-on-one discussion about coverage, while others may find inspiration for sermons or group discussions.

**3) Include health care coverage information at events:** Health fairs, holiday bazaars, ice cream socials, family dinners, and spiritual breakfasts all create opportunities to inform families about the availability of low cost and free health care coverage.

### **Where can I get more information?**

Visit our webpage at [www.idph.state.ia.us/coveringkids](http://www.idph.state.ia.us/coveringkids), **hawk-i** materials can be ordered by using the **hawk-i** Materials Request Form that is found at [www.hawk-i.org](http://www.hawk-i.org).

This article is the first in a series on faith-based outreach.



# Partnering with Parents, an Outreach Academy from Iowa State University Extension

2-day summer  
workshop  
July 28-29, 2004



Give us 2 days of your summer and we'll give you a lifetime of skill...  
Join your colleagues for Partnering with Parents –  
A historical look at parenting education and the impact of culture on parenting.  
This power-packed, 2-day workshop will provide you with a better understanding  
of parenting education and will energize you to use research-based, recommended  
practices in your work with families.

## **DAY ONE**

### *A Journey of Parenting Education*

Learn about parenting practices in the United States over the past century, current trends, and develop a vision for the future. Assess your knowledge and skills, begin to develop a personal philosophy of parenting education, identify your personal preferences, and learn about competencies and traits to enhance your ability to facilitate parent learning.

## **DAY TWO**

### *Cultural Perspectives on Parenting*

Explore your own culture and how it influences your values, attitudes, expectations, and parenting practices. Learn about values held by other cultures and the influence of these values on parenting practices. Hear from parents of various cultures as they share their perspectives and experiences. Examine cultural stereotypes, and learn to apply sound principles of family centered practices to build relationships with families of cultures different than your own.

## **WORKSHOP INFORMATION**

*Dates* July 28-29, 2004

*Time* 9:30 a.m. – 4:30 p.m.

*Location* Extension 4-H Youth Building, Room 1020  
(Southwest corner of Stange Road and 13th Street)  
Iowa State University Campus, Ames, Iowa

*Registration fee* \$100

*Covers both days of training, accompanying online learning activities, and refreshments.*

*Register online at* [www.ucs.iastate.edu/mnet/pwp04/home.html](http://www.ucs.iastate.edu/mnet/pwp04/home.html)

*or contact* Kimberly Greder, Assistant Professor

Human Development and Family Studies

Family Life Extension State Specialist

(515) 294-5906

[kgreder@iastate.edu](mailto:kgreder@iastate.edu)

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