

A woman wearing a yellow sweater and a patterned headscarf is sitting on a blue carpeted floor, interacting with two young boys. One boy is sitting and clapping his hands, while the other is sitting next to him, looking at a red card with white snowflakes. In front of them is a green and yellow toy car with a pink figure inside. The background shows a playroom with colorful toys, including a red and blue play structure, and other people in the distance.

October 2018

Hope
starts
HERE

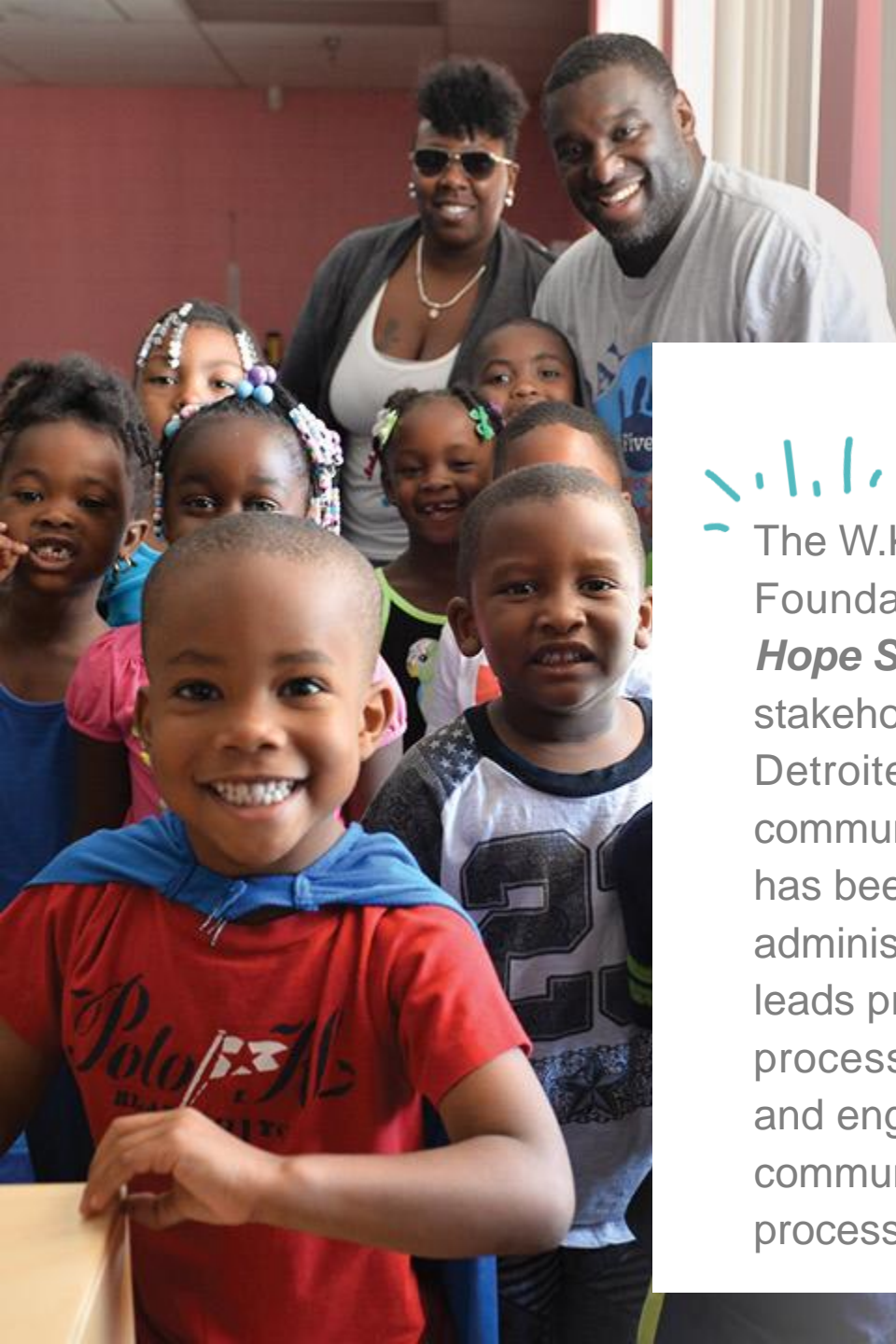
DETROIT'S
EARLY CHILDHOOD
PARTNERSHIP



Hope starts HERE

was a community engagement
and strategic planning
process

designed to create a vision and action plan
to make Detroit an equitable, world-class city
for our youngest residents and their families.



Our PARTNERS



The W.K. Kellogg Foundation and The Kresge Foundation co-chaired and supported *Hope Starts Here* to bring together an array of stakeholders to co-design a plan that works for Detroiters. Supported by **IFF**, a nonprofit community development finance institution that has been tapped to serve as project administrator, the national consulting firm **FSG** leads project management of the planning process. **EarlyWorks**, a Detroit-based strategy and engagement firm supports the communications and community engagement processes.

How do we achieve all of this?

Through a **PLANNING PROCESS:**

1. **TAP INTO** and amplify community voice by working across a broad array of organizations and individuals as a **Community Engagement Planning Team**.
2. **ENLIST** community-based organizations and parent leaders in strategy development as members of **Strategy Teams** for child health and wellbeing, talent, quality, systems financing, and facilities. Another team is composed of representatives of the philanthropic sector.
3. **CONVENE** a group of educator, family, civic and corporate leaders, the **Stewardship Board**, to play a governance role for the planning process.

A woman with short brown hair, wearing a purple jacket over a patterned shirt, is speaking and gesturing with her hands. She is in the foreground, looking towards the camera. In the background, other people are visible, some looking at a screen or talking to each other. The setting appears to be a community meeting or a public consultation session. A yellow banner with the text 'COMMUNITY VOICE is KEY' is overlaid on the image.

▶ **COMMUNITY VOICE** is

KEY

- To building greater understanding;
- For guiding and strengthening the vision;
- To garner community buy-in and support;
- For clearly communicating the importance of *early childhood development*;
- In order to enable and **empower continuous communication** and transparency;
- To **shaping the public conversation** about early childhood.

How it WORKS



Each STRATEGY TEAM focused on *specific areas in the early childhood system:*

STRATEGY TEAMS

FOCUS

Workforce

..... Recruit, train, retain, and adequately compensate

Family Well-being

..... Healthy physical and socio-emotional development
for children and families

Facility

..... Retain proper quantity of facilities for early childhood
programs in areas accessible to all families

Quality

..... Oversee that all programs provide quality, evidence
and research-based services

Systems Financing

..... Increase sustainability of early childhood services
and address key financing challenges

Philanthropy

..... Ensure mission/strategy alignment of Foundations
funding early childhood efforts in Detroit



Hope
starts
HERE

DETROIT'S
EARLY CHILDHOOD
PARTNERSHIP



The Community Engagement Process

Reaching Families Where they are

Develop the Community Engagement Plan:

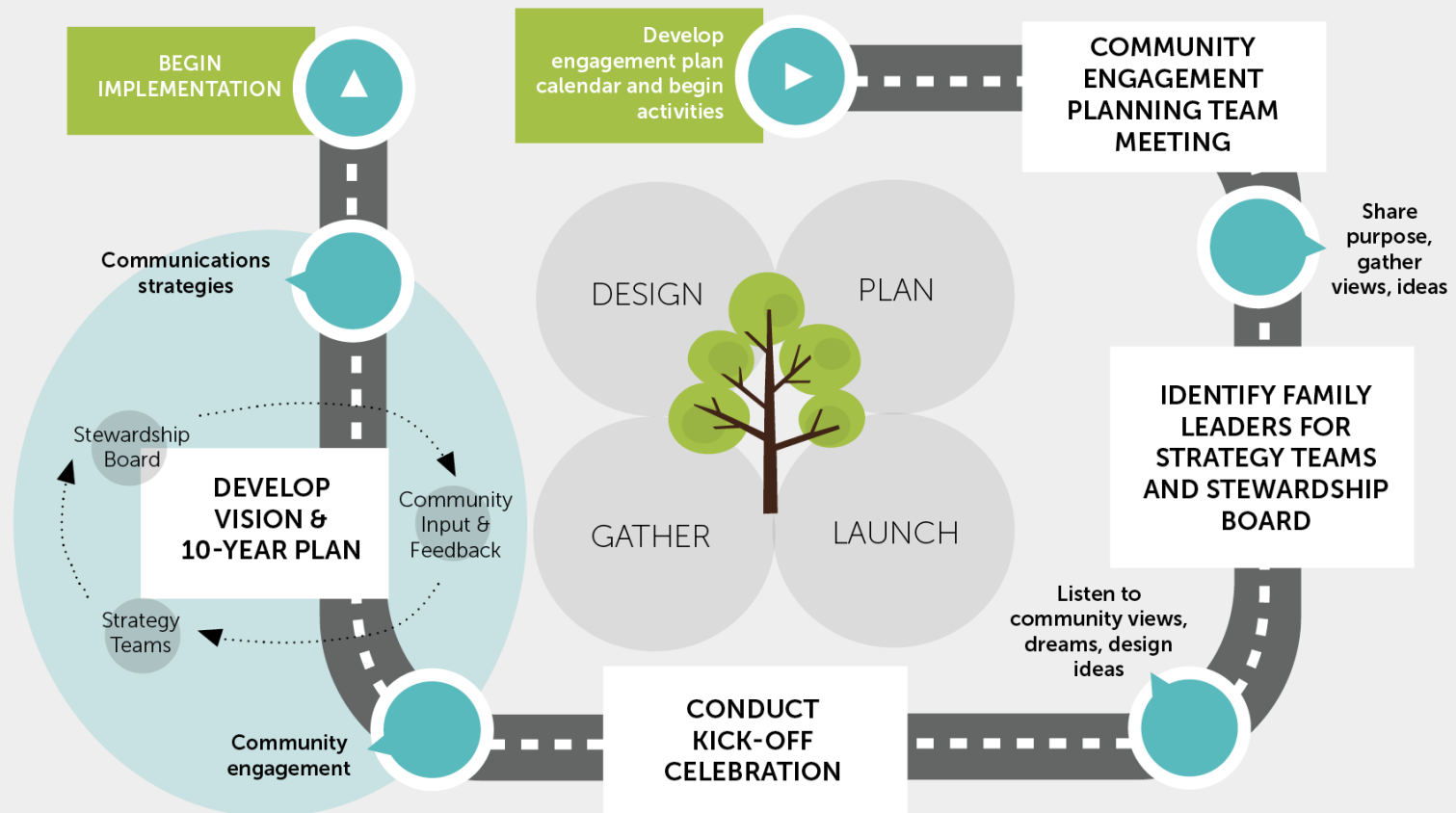
EXISTING ASSETS

- ✓ Meet with the funders to understand values, priorities and parameters of planning process
- ✓ Research existing national and local **communities of practice** to understand community engagement strategy and reach by population
- ✓ Review local ecosystem map to understand existing local organizations and collaborations a direct or indirect focus on early childhood
- ✓ Meet with city and state level partners to understand the existing city-wide atmosphere of **planning, collaboration and resilience.**
- ✓ Develop the community engagement plan

It's a good thing...

Step 1: Community Engagement Timeline

THE COMMUNITY ENGAGEMENT PROCESS



MEASURING

Engagement

OUR GOAL WAS TO REACH 50,000+ DETROITERS through a variety of methods, so that they can be heard throughout the *Hope Starts Here* planning process.

COMMUNITY REACH:

ENGAGE

Strategy Teams
Stewardship
Board
Community
Partners

LISTEN

Community Surveys
Listening Sessions
Community Forums

SHARE

Social Media
Public Events
News Articles
Press Coverage

Hope Starts Here

- **Engage 160** family leaders and organizational representatives co-designing the plan
- **Listen - 5,700** Detroiters contributing ideas to the plan
- **Share - 50,000+** people engaging with HSH planning process through ongoing communications



Step 2: Secure Community Partners

Goal

To engage 12 grantee partners to support the overall planning process and 15 community partners to support the community engagement planning process

Partners Involved

- ✓ 18 total attendees at October 21st partner meeting
- ✓ 16 Grantee/TA partners (funded)
- ✓ 20 community organizations (non-funded)
- ✓ 12 partner staff trained as facilitators

Process

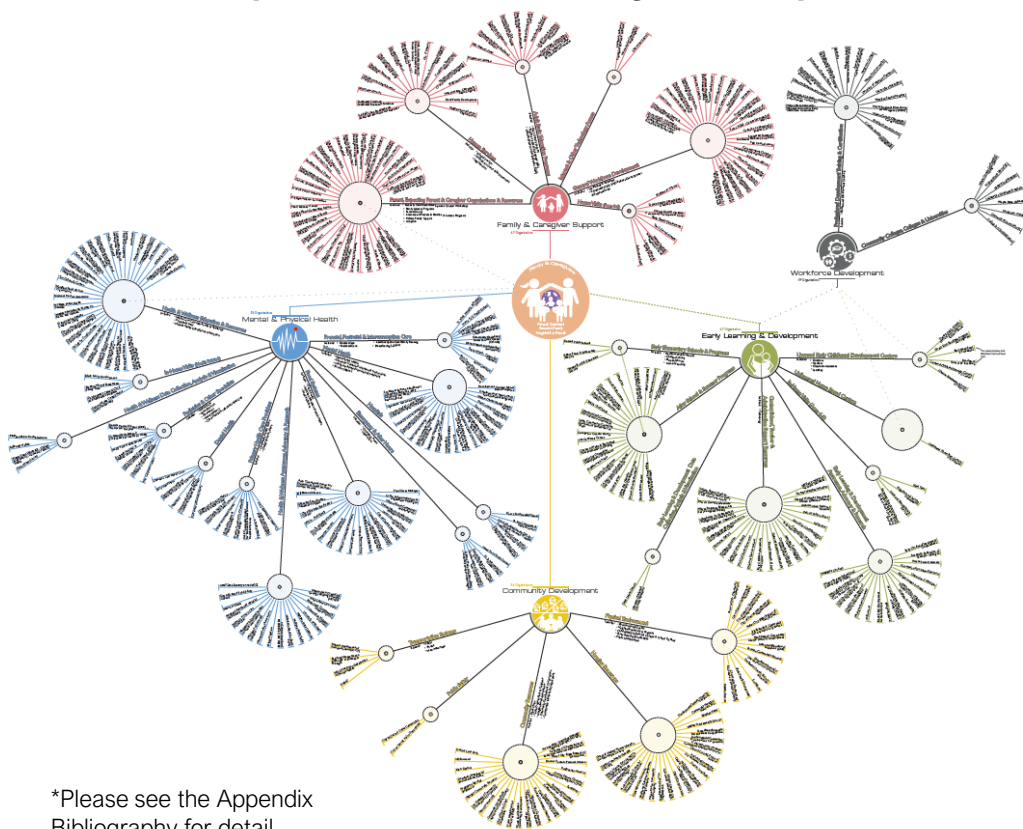
- ✓ Secured MOUs
- ✓ Developed community engagement planning team
- ✓ Established partnership with IMPACT Detroit



Ensure diverse collaboration across systems

Identified partners using the Detroit Collaborative Design Center (DCDC) ecosystem map that includes over 200 organizations

Snapshot of DCDC's Ecosystem Map*:



These organizations serve families in a range of areas:

Families and Caregivers

Family and Caregiver Support

Mental and Physical Health

Community Development

Early Learning and Development

Workforce Development

*Please see the Appendix Bibliography for detail

Hope
starts
HERE

DETROIT'S
EARLY CHILDHOOD
PARTNERSHIP



Step 3: Recruit Family Leaders

Family Leader Recruitment Process

Goal

Engage 40 parents and caregivers from across Detroit in the planning process.

Process

- Developed Family Leader job description
- Share the job descriptions through parent networks
- Speak with and hear the testimonies from local parents
- Offered facilitator certification in Art of Hosting
- Provided appreciation through events and incentives



Dec 8 & 9

8:30am - 5pm

Join other *Hope Starts Here: Detroit's Early Childhood Partnership* Family Leaders for a two-day workshop!

Family Leaders like you are helping to talk with other parents and caregivers for the Hope Starts Here planning process. At the workshop, you'll learn simple yet powerful processes that build community, foster individual and collaborative leadership, and inspire teams and community members.

The Family Place:
8726 Woodward Ave,
Detroit, MI 48202

Child care and transportation provided.

RSVP:
Camarrah Morgan
734-330-3166
camarrah@earlyworksilc.com



FAMILY Engagement:

PURPOSEFULLY BROAD + INCLUSIVE

To ensure ALL types of families are reached, we regard **PARENT** to mean not only “fathers and mothers of youth,” but also any of the following (*plus others*):

- ✓ Parents who home school
- ✓ Foster parents
- ✓ Guardian and adopted parents
- ✓ Married and single parents
- ✓ Grandparents (traditional and new model)
- ✓ Parents of young children and youth
- ✓ Parents with children in center, home-based and unlicensed care
- ✓ Parents who have English as a second (or third) language
- ✓ Parents in the corrections or protective services system (incarceration, abuse, etc.)
- ✓ Parents of children with special needs and challenging behavior
- ✓ Caregivers in the system who understand how it works (or don't)
- ✓ Parents who believe in ECE and those that don't

Family Leaders Involvement

Overall Engagement

- ✓ 81 Total Parents and Caregivers participating in the process overall
- ✓ 25 actively engaged in the Strategy Teams
- ✓ 19 trained facilitators
- ✓ 15 Street Team members
- ✓ 4 participating on Stewardship Board

Support Services

- ✓ 4 received translation
- ✓ 17 adults and 7 children received transportation
- ✓ 18 children received child care during meetings

Composition

- ✓ 23 Spanish Speaking and 2 Arabic Speaking
- ✓ 8 Grandparents parenting again
- ✓ 5 Fathers

A photograph of two young children, a boy and a girl, looking down at a book. The boy is on the left, wearing a white shirt, and the girl is on the right, wearing a green and grey striped shirt. They are both focused on the book, which has colorful illustrations of boats and a city. The background is a soft, out-of-focus blue and white.

It's why we're HERE

Step 3: Launch the Initiative

One of the truest measures of a city's well-being is how it helps children realize the nearly unlimited potential with which they are born.

In November 2017, over 200 met to begin the city-wide planning process to make change real for our children in Detroit.

Hope Starts Here Video:

<http://hopestartsheredetroit.org/>

Hope
starts
HERE

DETROIT'S
EARLY CHILDHOOD
PARTNERSHIP



Step 4: Launch Surveys to develop
the vision

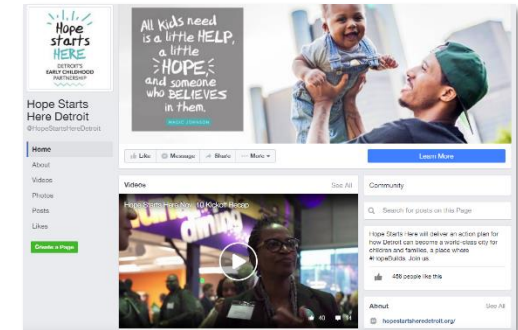
Baseline Survey Goal: The goal is to receive 2,000 surveys from families to help inform the vision.

Community Engagement Planning Team developed

- ✓ Survey: 20 questions in Spanish and English
- ✓ Outreach Strategy: Partner organizations
- ✓ Timeline: 60 days (Dec 5th to Feb 5th)

Outcomes

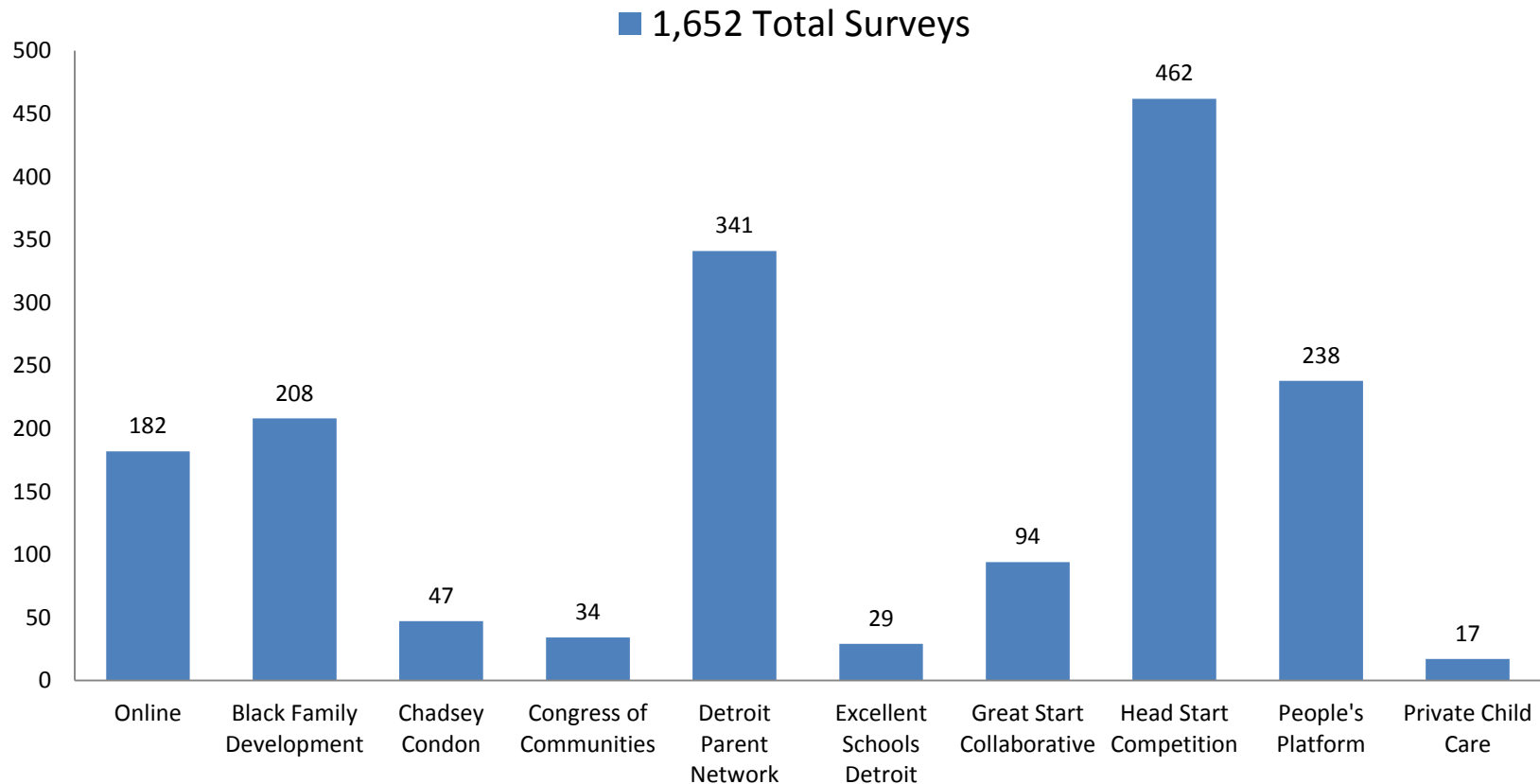
- ✓ 1,652 completed surveys
- ✓ Head Start Competition
- ✓ 41 meetings attended
 - Holiday Events
 - Head Start and private child care programs
 - Local k-12 schools
 - Parent Meetings
 - Breastfeeding moms group
 - District 1, 4 and 5 food banks, soup kitchens and community centers
 - Community Recreation Center



www.hopestartsheredetroit.org

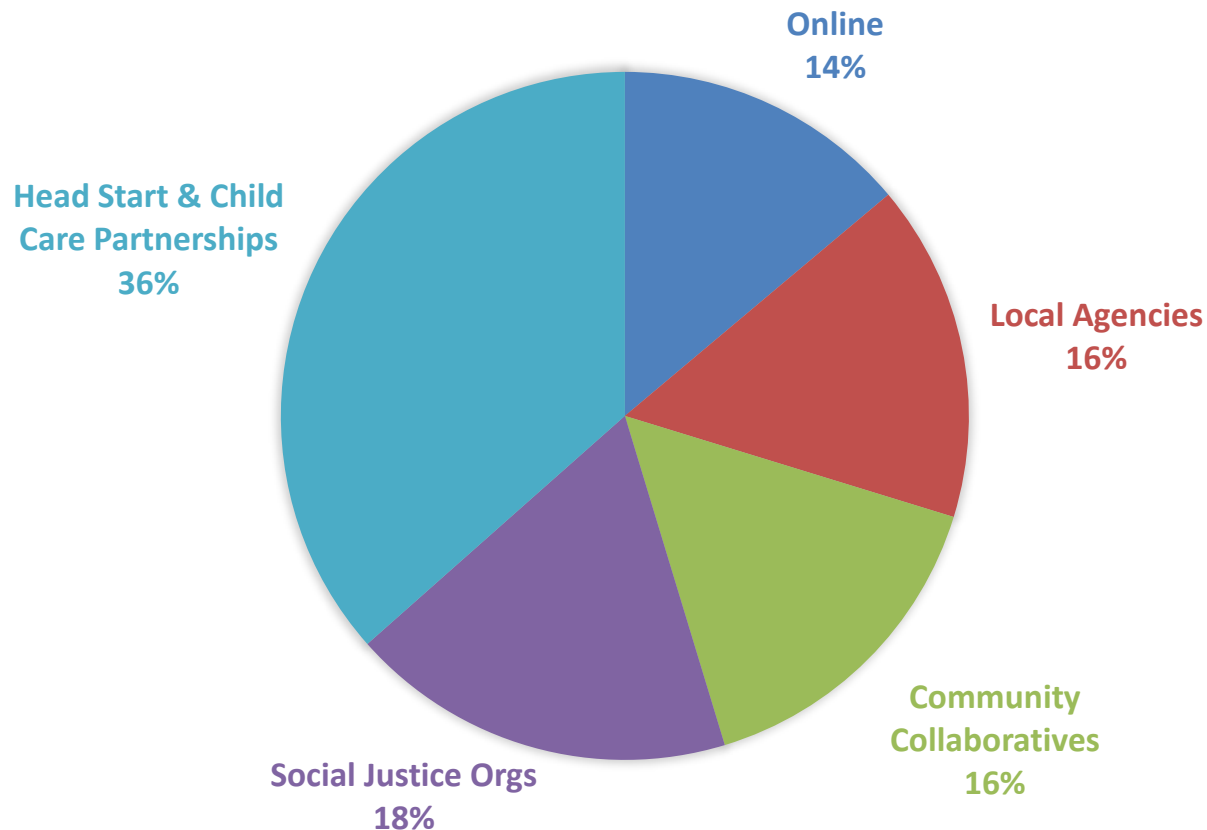
Survey Results by Partner

An average of 59% survey participation for those who attended meetings where surveys were presented



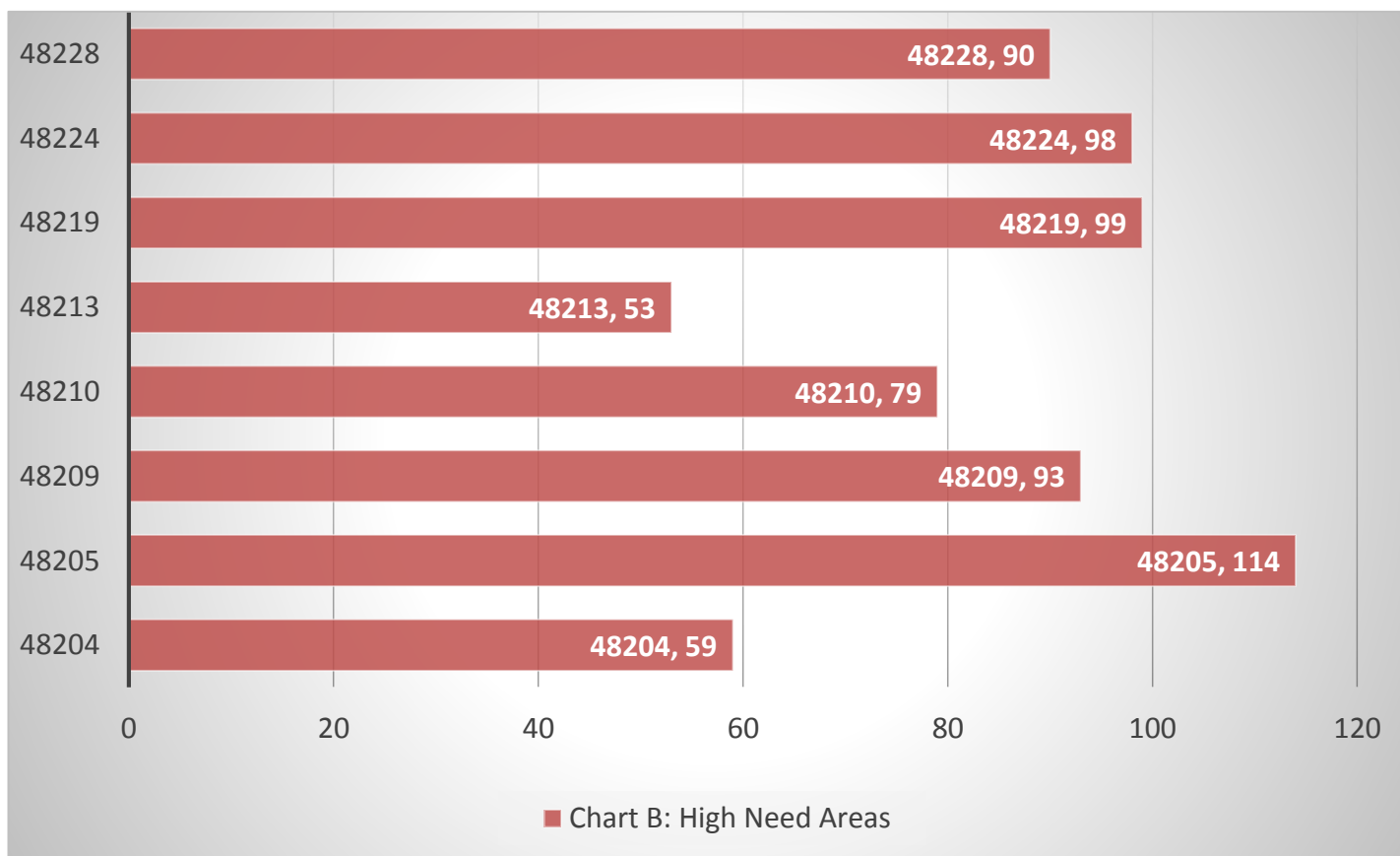
Partner Composition for Surveys

Five major groups of partners helped with the surveys.
86% of surveys were completed in person.



Understanding who are we reaching

**49% of Survey respondents are from IFF identified High Needs Areas
(1,392 zip codes entered with 685 from High Need Areas)**



What do Detroit parents and caregivers *hope* for?

We asked them!

More than 1,600 parents and caregivers took our January 2017 survey and are helping to shape the early childhood system in Detroit.

Over 50% are raising children under the age of 5.



Safety

IT'S THE

#1

HOPE THAT PARENTS AND CAREGIVERS HAVE FOR CHILDREN IN DETROIT.



67%

of respondents said that "safe, healthy, and clean" childcare is the most important aspect of care for their children.

Accessibility

Families want quality, affordable care for their children in places that are accessible to them, such as near their homes or workplaces.

What happens when they don't have it?



of respondents said they dealt with financial stress, such as not taking a job or cutting hours, due to childcare accessibility.

Families in Detroit with children ages five and under reported a much higher rate of financial stress than families with children over five years of age.



report financial stress due to childcare accessibility challenges.

Families feel Detroit has a shortage of quality, affordable childcare options.

They believe that to improve child development in the city, we must have more child care providers, more learning materials, and safe, healthy, clean learning environments.

Hope starts HERE
DETROIT'S EARLY CHILDHOOD PARTNERSHIP



Development

PARENTS AND CAREGIVERS ARE VERY CONCERNED ABOUT THE DEVELOPMENT, LEARNING, AND EDUCATION OF THEIR CHILDREN.



Families want better teachers, better programs, and environments that meet each child's unique interests, abilities, and needs.

Networks

Families need and rely heavily on trusted networks to provide child care, find care, access resources, and learn to care for their children.

40% use adult family and friends for childcare at some times.

40% relied on recommendations from their social network when selecting childcare.

44% first spoke with a family member or friend about their child's growth and development.

37% felt it would have been helpful to talk with other new parents when they became a parent for the first time.



12%

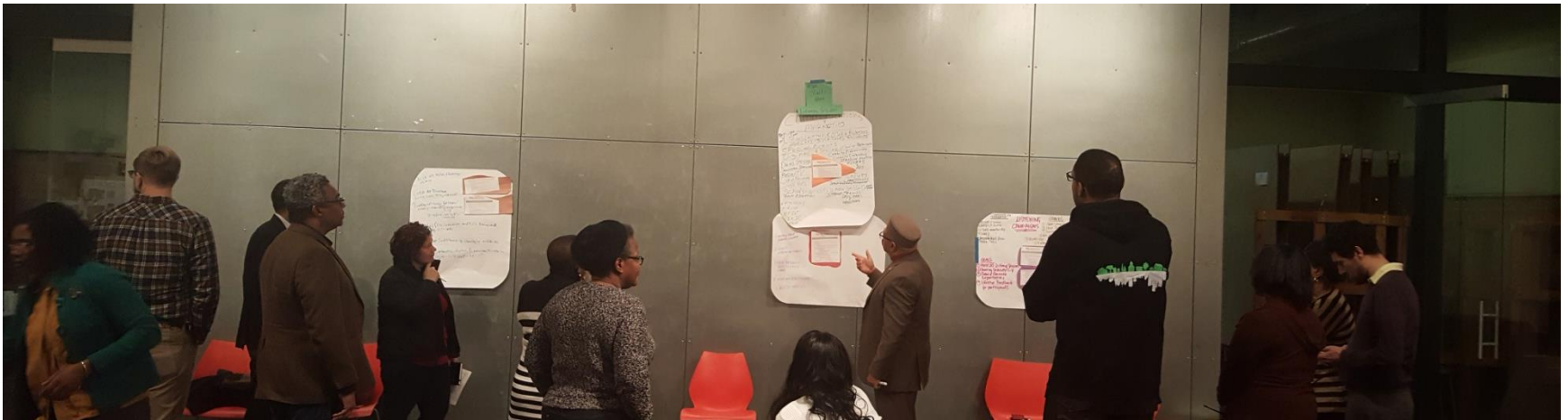
of respondents raising children five and under in the city are over 55 years old.

Step 5: The Spring Listening Campaign

A COMMUNITY OF HOPE is

KEY

Original goal: Community awareness , input, ownership and action for the early childhood plan for the city of Detroit through 3 focus groups and one townhall



Adapted Goal: Cross-sector of 200 listening sessions across the city with 2,000 people in conversation. This includes families, schools, youth, organizations, businesses, faith based organizations, government, councils/boards, etc.

What is **Hope starts HERE?**

DETROIT'S EARLY CHILDHOOD PARTNERSHIP

Hope Starts Here is a community engagement and strategic planning process designed to create a vision and action plan to make Detroit an equitable, world-class city for our youngest residents and their families.



Our vision and action plan will be created by strategy teams comprised of over 200 parents, caregivers, health experts, child education experts, business leaders and more, to ensure the result is by and for Detroit.

WHAT WILL THE PLAN INCLUDE?



Investing in early childhood means investing in Detroit.

Who benefits?

CHILDREN

80% of a child's brain is developed by the age of 5. Quality early childhood experiences help children grow healthy, learn and thrive.

FAMILIES

Accessible and reliable early childhood services enable families to be and stay employed.

52% of employed mothers report having their child in childcare has positively impacted their job.

PROVIDERS

Early care and education providers are small businesses that help support our economy.

150+ children's businesses currently operate in Detroit.

COMMUNITY

Investment in early childhood has one of the highest return rates for society.

Our every \$2 spent on early childhood at the pre-kindergarten level, we see a direct and indirect return.

\$9



Use your voice to shape our future!
Add your thoughts here!

if we have unlimited resources?

What can we build together to help Detroit's children grow up happy and healthy...

if we have \$100 and one week?



هل تعلم

ديترويت تحتوي على المستوى المنخفض بصفة الأطفال

لبنات ألف طفل يعيشون في ديترويت تحت سن الثامنة

٦٠٪ من طلاب ديترويت يعيشون قبل الفجر

ديترويت تحتوي على أعلى نسبة وفيات للرضع على مستوى البلاد

١٤٪ من طلاب الصف الثالث ديترويت يقرأون بمستوى الصف التمهيدي

لدارس السنة و ممرتين الثانوية المتأهلين في ميشيغان ويحتكون ٢٥ من مدرسي مشيغان

اغلق هذه المدارس سوف يشكل عاصفة صحراء في هدينتنا

Hope starts HERE



وهذا أكثر من أي بلد أخرى الخمسين بالمجم

فقط ٤٤٪ من المرحلة المبكرة مراكز لتعليم الأطفال تقدم برامج على طول العام بوم كامل

حوالي ٣٠٠٠٠ طفل في مرحلة مبكرة لا يذهبون إلى الروضة أو الرعاية

٣٠٠٠٠ حوالي ٣٠٠٠٠ طفل في مرحلة مبكرة لا يذهبون إلى الروضة أو الرعاية

٣٠٠٠٠ حوالي ٣٠٠٠٠ طفل في مرحلة مبكرة لا يذهبون إلى الروضة أو الرعاية

٣٠٠٠٠ حوالي ٣٠٠٠٠ طفل في مرحلة مبكرة لا يذهبون إلى الروضة أو الرعاية

٣٠٠٠٠ حوالي ٣٠٠٠٠ طفل في مرحلة مبكرة لا يذهبون إلى الروضة أو الرعاية

٣٠٠٠٠ حوالي ٣٠٠٠٠ طفل في مرحلة مبكرة لا يذهبون إلى الروضة أو الرعاية

٣٠٠٠٠ حوالي ٣٠٠٠٠ طفل في مرحلة مبكرة لا يذهبون إلى الروضة أو الرعاية

Hope starts HERE

DETROIT'S
EARLY CHILDHOOD
PARTNERSHIP



First Annual DETROIT Day of the YOUNG CHILD

APRIL 27, 2017

#HopeBuilds

Use Your Voice to
Shape Our Future



Sign up to be a part!
hopestartsheredetroit.org



Find out more @
hopestartsheredetroit.org



Follow us on Facebook
[@HopeStartsHereDetroit](https://www.facebook.com/HopeStartsHereDetroit)

Hope starts **HERE**
DETROIT'S EARLY CHILDHOOD PARTNERSHIP

CONTACT:

313.242.7385

info@hopestartsheredetroit.org



PRELIMINARY RESULTS

First Annual Detroit Day of the Young Child

LISTENING SESSIONS



Part of a year-long planning process to envision what it will take to make Detroit a kid-friendly city by 2027.

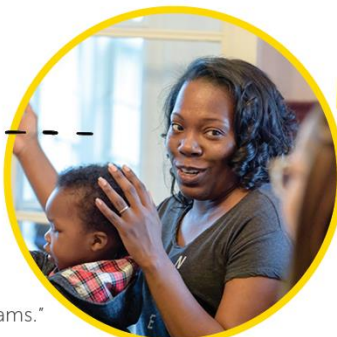
What would make participants more

hopeful?

“Mobile services for underserved neighborhoods.”

“Full-day, year-round early education and childcare programs.”

“Access to libraries, recreation centers, etc...within a safe 15-20 minute walk.”



#HopeBuilds

“

For the first time in a long time, sitting with other parents and providers who get what the problems are and want to create solutions that truly work for families...

★ these conversations give me

hope, and make me feel proud of my decision to live in the city and raise my children here.”

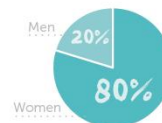
—Maria Montoya, Detroit mother of three and family advocate, reflecting on her listening session.



Throughout April, communities came together to talk about how to put children + families first.

OVER 100 sessions held ACROSS THE CITY *as of 05/15/17

6,000+ participants



PARTICIPANTS WERE ASKED what they would do to make Detroit a better place for children if they had

A. \$100 and one week, and B. unlimited resources

ALMOST 75%

were African American

26-45 YEAR-OLDS made up HALF of participants

COMMUNITIES REPRESENTED:

Detroit's geographic and demographic diversity

Listening Sessions were also held in Detroit's Spanish-speaking and Arab American communities.

“Bring more influential leaders in the city to the table to talk about children's future in the city.”

“Address food insecurity and the need for nutritious food. Programs have to meet other basic needs.”

“Invest in community members: stable jobs and reasonable transportation”

Step 6: Celebrate the results



COMMUNITY ENGAGEMENT GOAL

Share, listen, and interact with 50,000+ people from across the Detroit early childhood community

GOAL MET

Meaningfully inform, consult and involve a critical mass of Detroit parents and caregivers, as well as systems leaders and actors, so that *Hope Starts Here's* action framework reflects their voices and needs, and enables all young children in the city to reach their full potential.

Why 50,000? This number represents roughly 20% of Detroit households and is considered a critical mass for reaching meaningful input during the plan development phase of *Hope Starts Here*.

We anticipate that when the plan is drafted, engagement will include partnership with community to develop and formalize a framework for the future of early childhood in Detroit.

Understanding the city's demographics and characteristics¹

- Detroit population: 677,000
- Children 8+ younger: 80,000
- Households: 255,740
- Households w/ children under age 6: 13,002
- Average household size: 2.65

Thus a single *Hope Starts Here* interaction magnifies by at least two.

PROGRESS TO DATE (MAY 15, 2017)

Community Reach:



285% OF GOAL

ENGAGED: 465²

Strategy Teams: 240
Facilitators: 144
Expert Partners: 15
Community Partners: 36
CE Planning Team: 21

211% OF GOAL

LISTENED: 12,000

COMMUNITY MEMBERS REACHED
Surveys: 1,670
Presentations (*surveys*): 2,706
Presentations (*community meetings*): 1,089
Early Ed. providers (*informal/formal*):³ 171
IPS Economic Security Listening Project: 719
Listening sessions hosted: 114
Listening session participants: 2,378
(*conversations between April 1–May 5, 2017*)
Estimated reach of poster campaign: 2,650

5000% OF GOAL

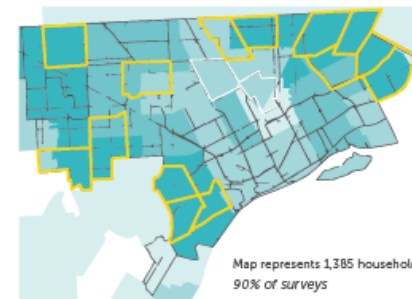
SHARED: 2.5M+

COMMUNITY AT LARGE
Media stories or mentions: 13
Reach of media: 2M+
Facebook fans: 2,000+
Participants in DOTYC Facebook conversation: 1,100
Monthly Facebook reach: 100K
#HopeBuilds conversation in April: 126K
#DOTYC conversation in April: 90.9K
People who have viewed HSH videos: 6K+

1. Source: Census Bureau, 2014, 2015. 2. Some duplications
3. Source: Mathematics and First Children's Finance

Hope starts HERE Parent Survey Response Reach + Child High-Need Areas Map³

Hope Starts Here will have the most impact only if we engage parents and families in Detroit's highest-need areas. The data in this map shows the overlap between our largest number of survey responses and the highest-need areas, proving we are in the right direction.



Map represents 1,385 households: 90% of surveys

Neighborhoods of Highest Early Childhood Service Need
Number of HSH Survey respondents by ZIP Code

How We Are Interacting with Those Already Serving the Community

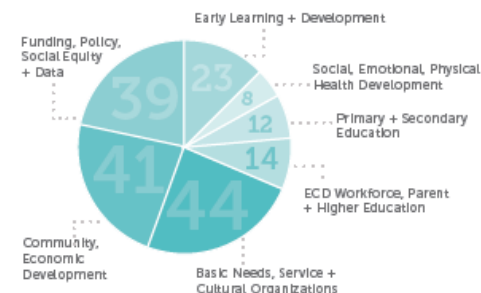
ORGANIZATIONS

Many types of organizations serve early childhood in Detroit. In 2016, Detroit Collaborative Design Center led a process to map this early childhood ecosystem and realized seven categories these organizations fall into: Family + Caregivers; Family + Caregivers Support; Community Development; Early Learning + Development; Mental + Physical Health; ECD Workforce Development; Funding + Policy. A full list of participating organizations has been included as an addendum at the end of this report.

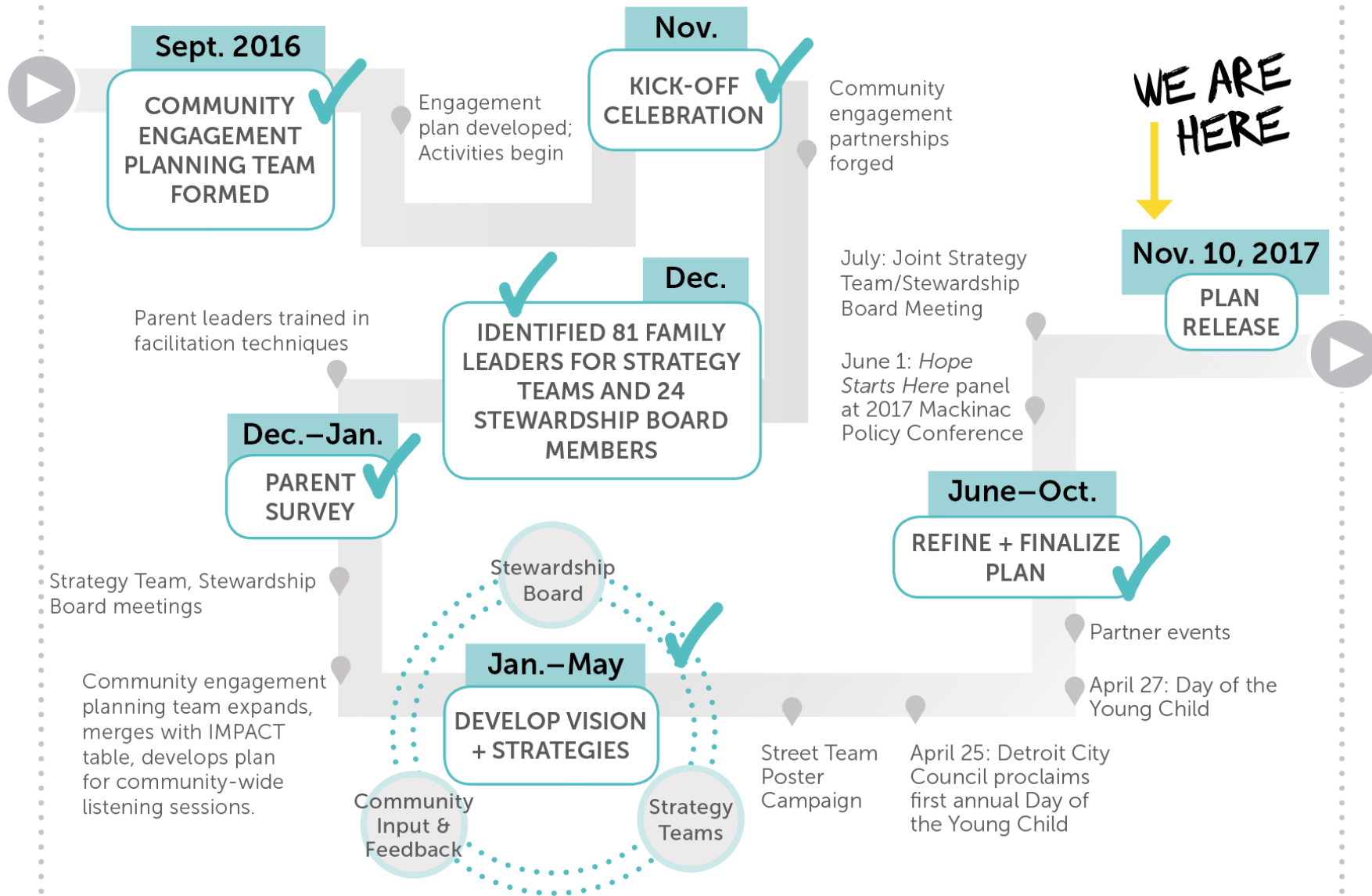
Based on the ecosystem themes, we have categorized below the participation of 181 organizations who are participating in *Hope Starts Here*.

Nearly 300 organizations exist to serve children and families in Detroit.

To date, 181 are participating in the *Hope Starts Here* process



Hope Starts Here Process Timeline



6 IMPERATIVOS:

¿Qué es lo que debemos hacer para que Detroit sea una ciudad que pone a nuestros niños y familias primero?

15 ESTRATEGIAS:

Acciones recomendadas para lograr nuestra visión del 2027

IMPERATIVO #6:

Encontrar nuevas maneras de financiar la primera infancia y hacer mejor uso de los recursos que tenemos

- Estrategia #14: Incrementar fondos locales y estatales
- Estrategia #15: Mejorar la coordinación caritativa

IMPERATIVO #1:

Promover la salud, el desarrollo y el bienestar de los niños de Detroit

- Estrategia #1: Apoyar los primeros 1,000 días de la vida de un niño
- Estrategia #2: Establecer un sistema completo de evaluación de salud y desarrollo

IMPERATIVO #5:

Crear las herramientas y recursos para mejor coordinar sistemas que impacten la primera infancia

- Estrategia #11: Crear un cuerpo central de coordinación para llevar a cabo los esfuerzos de la primera infancia
- Estrategia #12: Usar un sistema de datos integrados para compartir más los datos a través de todos los sistemas
- Estrategia #13: Asegurar que los sistemas adyacentes a la primera infancia también tomen en cuenta a los niños

IMPERATIVO #2:

Apoyar a padres y a guardianes como los primeros maestros de los niños

- Estrategia #3: Apoyar el papel de las familias en el desarrollo de los niños
- Estrategia #4: Mejorar los procesos y programas que los apoyan
- Estrategia #5: Crear un equipo de defensores para defender la primera infancia

IMPERATIVO #4:

Garantizar entornos de aprendizaje seguros e inspiradores para nuestros hijos

- Estrategia #9: Mejorar la calidad de las instalaciones localizadas en Detroit
- Estrategia #10: Alinear, aumentar y aprovechar mejor los recursos existentes

IMPERATIVO #3:

Aumentar la calidad general de los programas para la primera infancia de Detroit.

- Estrategia #6: Desarrollar estándares en común, y apoyar a proveedores con oportunidades de desarrollo profesional
- Estrategia #7: Atraer, compensar mejor, y retener a los trabajadores de primera infancia
- Estrategia #8: Alinear los sistemas de primera infancia con los de K-3




What did we learn?



What did we learn?

- **Listen to community partners** - populate the Community Engagement planning team first, then develop the overall community engagement plan
- **Be flexible** - track progress frequently, adjust strategies based on progress and adapt to community recommendations of effective strategies
- **Build trust** – relationships are the key to success (i.e. attend existing community events, offer incentives, appreciate often and be authentic)
- **Make it accessible** – to the intended audience and build in costs to ensure access (e.g. transportation, translation, child care and appreciation)
- **Use community ideas** – integrate the ideas and recommendations into each phase of the plan and share results with community *REAL TIME*
- **Communicate, communicate, communicate** – the process, the results of ideas/input, the progress, and next steps
- **Build community capacity** – to support the oversight and participation in the community engagement activities

A photograph of two young children, a girl and a boy, sitting on a blue carpet and looking at a large, colorful book together. The girl is on the left, wearing a white shirt, and the boy is on the right, wearing a green and white striped shirt. The book they are looking at features illustrations of a city street with cars and a boat. A semi-transparent dark grey box is overlaid on the left side of the image, containing the text 'Hope starts HERE' and 'DETROIT'S EARLY CHILDHOOD PARTNERSHIP'. A teal banner is overlaid across the middle of the image, containing the hashtag '#HopeBuilds'. In the bottom left corner, there are logos for the W.K. Kellogg Foundation and The Kresge Foundation.

Hope
starts
HERE

DETROIT'S
EARLY CHILDHOOD
PARTNERSHIP

#HopeBuilds



W.K.
KELLOGG
FOUNDATION™

THE
KRESGE
FOUNDATION