Promote Family Engagement through Outreach and Consumer Education

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CCDBG Requirement

Systems designed to promote seamless linkages and useful information and other child and family services, such as during subsidy intake and redetermination processes and when parents utilize child care resources and referral or QRIS agencies. Parents are consumers that need information to make informed choices regarding services that best fit their needs. Consider how information can be provided to parents through the child care assistance system, partner agencies, and child care sites that will support parent's role as children's teachers and advocates.

Consumer and Provider Education Information. Section 658E(c)(2)(E) .
- Availability of child care services
- Quality of providers
- Other programs for which families may be eligible like TANF, SNAP, LIHEAP, Women and Infant, Head Start, Early Head Start, etc.
- Programs and services carried out under the IDEA
- Research and best practices concerning children's development
- State policies regarding social-emotional behavioral health of young children (which may include positive behavioral intervention and support models and policies on the expulsion of preschool-aged children from early childhood programs[1]
- Information about process for applying for child care
- The full range of child care options
- If available, information about the quality of providers (nationally recognized accreditation or other means). Section 658L(b)(2)(B)(ii).
- Financial assistance to obtain child care services
- How the State can help families/providers obtain developmental screenings for CCDBG children
- Outreach and services to parents who do not speak English. Section 658L(b)(2)(E).
- Any other provider specific information about compliance with licensing and H&S requirements

Deadline for Compliance: September 30, 2016

Monitoring and Public Accessibility of Inspection Reports. Section 658E(c)(2)(D).
A website that is consumer friendly and in easily accessible format, and which has:
- Provider specific information including date of inspection, monitoring reports that includes substantiated complaints; and where applicable, information on corrective action taken
- Information from unlicensed providers must also be reported (CCDF Preprint 2.3)
- Aggregate annual information about the number of deaths, serious injuries, and instances of substantiated in child care settings
- Information about licensing child care providers, conducting background checks and the offenses that would keep a provider from being allowed to care for children, and conducting monitoring and inspections of child care providers. CCDF Preprint 2.1.

Deadline for Compliance: November 19, 2017

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[1] This requirement and the ones bulleted above can be found in Part 2, Section 1 requirements.

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California's Current Law or Practice

Community Care Licensing has been implementing the "Transparency Project" since 2014, making a website available where parents or other interested parties can search for a provider's file and view history of inspections and complaint history. After April 2015, Inspection reports can also be viewed, and the ability to search by facility name (not just the license number). http://ccld.ca.gov/

The Community Care Licensing website includes the following: processes for licensing and monitoring child care providers, processes for conducting criminal background checks, and offenses that present individuals from being child care providers.

The State funds Child Care Resource and Referral (CCR&R) agencies in each county to provide child care and child development information to parents. This happens through a comprehensive child care planning process that meets all of the requirements of CCDBG. Information is provided to consumers in person, by phone, and online. CCR&Rs collect data on the supply and demand for child care services.

CCR&Rs have most up to date information about availability of licensed child care. License exempt child care data is not comprehensively available. Quality Rating of providers available at the local level is still in development and not yet available to all R&Rs. Data on all required federal and state services is not yet fully available at each local level. There is no statewide database; however, the foundation for compliance is in development.

Points of Agreement

Consumer Website (Section 658L(a)(b)(1)(2))
- Access to consumer education is good
- Having a centralized child care information for CA would help all parents who need care across the board
- Should be more dynamic than government pages and developed with modern and technology savvy parents in mind

Content of:
- Parents should be able to go online and type in their zip codes, and find all child care providers in their area, with detail information about the child care providers (i.e. center, large family home, small family home, takes subsidies or not, ages of children serve, pictures of child care setting, with reviews from other parents) and whether there are slots available at a particular child care. Structure has to be built and providers can do their own data entry. Right now, only fields required by CDE reporting and needed to conduct child car search will be included.
- Peer review is extremely desirable by consumers (in some ways, this might be best quality rating system because of subjectivity)
- Consumer website would have information about all public benefits program mentioned with a description of each program and with links to how/where to apply.
- Consumer website would have a section on children with special need in child care and relevant information for children in these categories including ADA, advise on working with child care providers to increase access to children with special needs, rate differentials for children with special needs, links to legal assistance for families that have problems with access for their special needs child.
- Consumer website would have a section that addresses children's development. Share

information from the multitudes of information and publications that address children's development. Collect articles/resources, summarize briefly, and provide links to parents.

- A page that explains all the different child care programs and eligibility components for them.
- A page with explanation of QRIS for parents
- A parent's ability to review child care providers. Note: there may be legal questions to work out before this can happen.
- Website with language capacity in English, Spanish, and the most commonly written materials, and with resource linkages for assistance in languages other than English (ex. through local R&R counselors).
- Parents should be able to apply for subsidized child care online.
- Website would allow parents to sign and up keep data of parents to show number of people on the wait list. Cross-reference Sec 658(c)(3)(B) reporting and audits that directs the US Comptroller General to conduct studies to determine, for each state, the number of families that: are eligible for CCDBG assistance, have applied for assistance, and have been placed on a waiting list for assistance.
- Website would have capacity to track wait list to any available slots and identify what programs exist (to assess match where possible)
- Build out collecting data points to study trends and other things we want to know about to meet the needs of family and build a better system.
- Linkages might be needed in some places to meet requirement; (Note: SWDB is being designed with the child care planning process and thus will have links to State and Federal programs for which families might be available)
- Consumer education, licensing inspection, and registry of child care providers and their credentials should be data linked in some way (if not, actual links should be provided)
- Consumer Website information should be able to draw from data from the local R&R and vice-versa in the feedback loop
- Providers should be able to go in and update their own information where it is relevant (to reduce data entry)

Challenges with:
- Linkages with other data sources to be included on a statewide Consumer Education website (licensing inspection reports, QRIS, CACFP, Medicaid, Head Start, etc.) require holders of that data (not necessarily at the Dept. of Ed), to assist in order to comply.
- Allowing people to enter their own data might create incorrect data or inconsistency of data (cleanup might be needed)
- Data might be outdated if updates do not happen by some mechanism (when relying on providers to enter own data, this can become a problem)

CCL's Website (Section 658E(c)(2)(D))
- Data in the aggregate on the number of deaths, serious injuries and child abuse are not readily available on CCLD's website.
- Information on crimes that are non-exempt and processes for conducting criminal background checks can be found using the search function, if one knows which words to use.
- CCL's website still has some potential inconsistencies with data. It needs descriptions to distinguish between substantiated and inconclusive complaints, and clarification to understand citations that are issued during inspections and those received during complaint investigations.

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- CCL's website should be consumer-friendly and in an easily accessible format. In order for a website to be a useful tool for parents, it should be easy to navigate, with a minimum number of clicks and in plain language. The current website is cumbersome to navigate.

Points of Slight Disagreement

Points of Significant Disagreement

Things to Consider/Keep in Mind

1. The "Transparency Project" website is far easier to navigate than the main CCL website.
2. A considerable more amount of money is needed to build out consumer website to meet CCDBG requirements.
3. Would be good for family child care home providers to have a forum/venue to provide information about their business/services (right now, very few have mechanism to get the word out about their services)
4. Tadpoles.com (http://www.tadpoles.com) is very well liked. Is there a way to think about how they use their site to build on top of?
5. Cost savings might be had in the range of $389,939 (spanning every three years) and starting in the 2018/2019 fiscal year from eliminating the need to do a RMR survey if the consumer education website can track provider rates in various markets; this must be offset with cost to creating all the various data points.
6. Data to report the number of families that have applied for assistance (identified by the type of assistance requested), and have been put on a waiting list will be difficult without a Centralized Eligibility List.

Estimated Cost

- One Time:
  - DSS transparency website already financed, but no estimation of costs to include it in the consumer education website.
  - RTT funds to DSS ($1 mil) for website to develop online training for providers on the most common citations and how to avoid them. This system is being developed.
  - $300,000 to integrate data sources for a statewide consumer education website serves as a base for leverage.
- Ongoing Cost:
  - Website maintenance and further development (ex. integration of comprehensive data sources)