



Florida Children's Services Council *NEWS UPDATE*

Issue: #34

September 30, 2009

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Social Media Buzz



Recognizing the value of social technologies, Florida CSC brings you the latest Social Media Buzz. Send your social media links (videos, blogs, Facebook, Twitter, etc.) for consideration to webmaster@floridacsc.org.

> **FaceBook:** [United Way Group](#)

> **Blog:** [Early Ed Watch](#)

> **YouTube:** [After the School Bell Rings - Part 1](#)

Dates to Watch

TOP STORIES

Legislator Establishes Florida's First-Ever Early Childhood Caucus

Over the past few months, Rep. Ari Porth (D-Broward) has been working to establish Florida's first-ever Early Childhood Caucus - a bipartisan group focused on ensuring Florida's children are healthy and prepared to succeed. The caucus will be organized in time for the 2010 Legislative Session. In August, Rep. Porth sent an email to all legislators inviting them to join the caucus and has had an excellent response. Republicans and Democrats have joined, and more are likely to sign on. Special thanks go to Evan Goldman with the CSC of Broward County for working with Rep. Porth to make the Early Childhood Caucus a reality. The children's services councils look forward to working with Rep. Porth and other members to advance an effective early childhood agenda.



Florida KidCare Asks Students to "Act-Out for Health"

Florida KidCare is holding its third annual Act-Out for Health contest to spread the word about the state's affordable health insurance for children. This year, KidCare wants middle and high school students to get involved by using their creative talents and ideas to create a television PSA or billboard. Contestants will write, direct and produce 30-second advertisements about Florida KidCare: why it's important, how much it costs and what it means for families. This year, graphic design and technology students can also participate in the billboard design competition. Entries are due by Dec. 2. Find out more at www.actout4health.org.

Kudos to the Florida Afterschool Network Board and Partners

Florida's Afterschool Network, with its talented partners, recently was recognized for a promotional video released earlier this year. The Association of Cable Communicators recently selected the national Afterschool Alliance (AA) to receive its prestigious 2009 Association of Cable Communicators' Community Bridges Award. The award recognizes the cable television special, "[After the School Bell Rings](#)," produced through the collaborative efforts of the AA, Bright House Networks, the Florida Cable Association, Sunspots/Fox Sports Florida and the Florida Afterschool Network. Each year, the Community Bridges Award recognizes outstanding, non-cable partner organizations that

Oct. 5, 2009

Webinar: The Heckman Equation

Oct. 6-7, 2009

FCSC Board of Directors Meeting
CSC of Palm Beach

Oct. 12-14, 2009

Florida Coalition for Children Annual Conference
Orlando

Nov. 18-20, 2009

"Meeting the Needs of Young Children and Families" Conference
Tampa

Dec. 1, 2009

[Children and Youth Cabinet Meeting](#)
Gainesville

January 28, 2010

[Children and Youth Cabinet Meeting](#)
Tallahassee

Feb. 25 & 26, 2010

[Expect Success Evidence-Based Programs: Lasting Impacts Conference](#)

March 2, 2010

Legislative Session Begins

April 11-13, 2010

[Children's Week](#)
Tallahassee

April 30, 2010

Regular Legislative Session Ends

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increase recognition of highly worthy community service. Past winners of this national award include Habitat for Humanity, the PTA, the Partnership for a Drug Free America and Big Brothers and Big sisters of America. The Association of Cable Communicators will present the Community Bridges award at a gala ceremony in Denver on Oct. 26. A special thank you goes to FAN Board Member Steve Wilkerson and Janice Caluda, both of the Florida Cable Association, Reinaldo Llano with Bright House Networks, and one of the "stars," Bobbi Davis of the Children's Board of Hillsborough County.

More on Afterschool

In other afterschool news, Florida leads all other states except California in the number of Lights on Afterschool events planned for Oct. 22. That day marks the Afterschool Alliance's 10th Annual Lights on Afterschool Day. Every year, communities in states across the nation hold events to emphasize the importance of afterschool programs. The number of events planned nationwide this year totals 4,538 - 500 ahead of last year. Florida has 508 events. California has 563. The next closest state is New York with 282 events. See coverage on the national event in the [Washington Business Journal](#).

FEDERAL WATCH

Initiative Focuses on Early Learning Programs

A Sept. 22 article published in the *New York Times* sheds light on the Early Learning Challenge Fund provision that is part of the Student Aid and Fiscal Responsibility Act passed by the House on Sept. 17. According to the article, "The Senate is expected to pass similar legislation this fall, giving President Obama, who proposed the Challenge Fund during the presidential campaign, a bill to sign in December." [Read the article](#).

CSC NEWS

Palm Beach CSC Receives Top Honors for Video Created In-House

The CSC of Palm Beach County won a first place Savvy Award for an animation created by its Public Information Department called "[Sentinel Outcomes Simplified](#)." The CSC also claimed a third place award for its branding campaign at the national 3CMA conference in Scottsdale, AZ last week. 3CMA (City County Communications and Marketing Association) is a membership organization of the public information and marketing staffs of municipal and county governments throughout the United States. There were more than 2,000 entries in some 50 categories. This was the first year CSC of Palm Beach County submitted entries. Florida CSC congratulates the CSC of Palm Beach on their awards.

Children's Trust to Examine State of Juvenile Justice in Miami-Dade

In collaboration with the Circuit 11 Juvenile Justice Board, The Children's Trust is sponsoring a community forum to examine the current

CSCs strategically invest in primary prevention and early intervention programs and services.

state of juvenile justice in Miami-Dade County. The Children's Trust is inviting all stakeholders to participate in helping to develop a juvenile justice strategic plan and legislative agenda for dismantling the "cradle to prison" pipeline in the community. The event will take place Friday, Oct. 2, from 9 a.m. - 3 p.m. at the University of Miami Medical Campus, Clinical Research Building. Visit thechildrenstrust.org for details or to register. The forum is free. Lunch, refreshments, and parking will be provided.

IN OTHER NEWS

3rd Annual Telluride Summit Concludes

The Partnership for America's Economic Success (PAES) recently concluded its Third Annual Telluride Economic Summit on Early Childhood Investment held in Telluride, CO. The event hosted business, economic, finance, philanthropy and policy leaders, and was co-hosted by the Telluride Foundation. The Telluride Summit focused on strategies for building a quality workforce and for spending state and federal budget resources wisely. During the three-day summit participants also focused on building an effective national business leader coalition to make early childhood investment an integral part of rebuilding the economy to achieve workforce competitiveness and fiscal sustainability. PAES has created a summit web page that will be updated gradually with materials presented during the event. [Go to Telluride Summit web page.](#)

Florida Senate Committee Reviews VPK Public Records Exemption

Under legislative mandate, the Senate Committee on Education Pre-K - 12 recently reviewed a public records exemption that exists for participants in the Voluntary Prekindergarten Education Program (Section 1002.72, F.S.). Under the Open Government Sunset Review Act, the exemption would be repealed on Oct. 2, 2010, unless reenacted by the Legislature. The public records exemption was originally enacted by the 2005 Legislature (Ch. 2005-88, L.O.F.) to protect the individual records of a child enrolled in the VPK program with respect to records held by an early learning coalition, the Agency for Workforce Innovation, or a VPK program provider. The statute also provides that such records include assessment data, health data, records of teacher observations, and personal identifying information of the enrolled child and his or her parent.

In its review, Senate staff found that the exemption meets the requirements for reenactment. Staff recommended that the public records exemption in s. 1002.72, F.S., be reenacted with a modification to specifically authorize early learning coalitions to share confidential and exempt records of children enrolled in the VPK education program with contract service providers. View the [full report \(2010-213\)](#).

Worst to First Listening Tour Completes First Leg of Million-Steps Journey

Lawton "Bud" Chiles completed the first part of his walk across Florida in Pensacola last week. While there, he and son Geoff Chiles met with Student Government Association leaders at Pensacola Junior College to

talk about issues in education. Called the One Million Steps Listening Tour, Chiles' march across the state is part of a larger statewide awareness campaign launched by [Worst to First](#) to focus attention on the need to improve Florida's investments in children's health, education and welfare. Along the way, Chiles and other Worst to First supporters will meet with students to hear their stories, and encourage them to be part of the solution for Florida's education challenges. The Million Steps Listening Tour is scheduled to end in Miami in March. Media response has been positive. See the article in the [Pensacola News Journal](#). Also see [television news coverage on WEAR-TV](#). Follow the Million Steps tour with [Google maps and photos online](#). To learn more about Worst to First, go to www.worsttofirst.org.

Sun Sentinel Investigation: Trust Betrayed

A six-month *Sun Sentinel* investigation into Florida's background screening system found disturbing flaws that allow people with records for crimes including child abuse, assault and murder to work in day care centers, assisted living facilities and homes for the elderly and disabled. Employees are routinely hired before background checks are made. Even when criminal offenses are discovered, caregivers can still work with little more than a promise not to break the law again. The result: Children and defenseless adults have been harmed and exploited by people with criminal pasts, their trust betrayed by a system that fails to protect them. See the [investigative series online](#).

DJJ "Restraint-Free" Approach Gets Thumbs Up from Tallahassee Newspaper

Mike McCaffrey, Director of Staff Development and Training with the Department of Juvenile Justice, recently wrote a whitepaper to promote the agency's hard work on the "restraint-free" approaches employed successfully across the agency's programs. Last week, the *Tallahassee Democrat* published an editorial about the effort and its successes. View the [DJJ whitepaper](#). See the Sept. 22 editorial in the *Tallahassee Democrat*, "[Our Opinion: It's all good.](#)"

Ounce of Prevention Promotes Infant Safe Sleeping Awareness Campaign

Sleep Right, Sleep Tight is a public awareness campaign developed by Prevent Child Abuse Florida in partnership with the Florida Department of Children and Families and community stakeholders. The campaign provides information about how to keep babies in a safe sleeping environment. Campaign brochures and tip sheets may be downloaded and reproduced free of charge from the Ounce of Prevention [web site](#). To obtain higher resolution files for professional printing, contact Lonnie Parizek at lparizek@ounce.org. A Sleep Right, Sleep Tight campaign video about safe infant sleep is also available [online](#). DVD copies of the video can be requested by emailing lparizek@ounce.org.



NET DATA

Behind the Numbers: What Census Bureau Estimates of Uninsured Mean

A new estimate of the number of uninsured Americans at county, state, and national levels was issued recently as part of the U.S. Census Bureau's first-ever release of data collected through the American Community Survey (ACS). The ACS is conducted by the Census Bureau to provide communities with up-to-date information on key demographics and policy-relevant data. By polling about 30 times more Americans than the Census Bureau's Current Population Survey (CPS), the ACS is able to estimate the number of uninsured Americans at the county level—data that will be useful for state and federal health policymakers alike. A new issue brief prepared by experts at the State Health Access Data Assistance Center explores how the use of these new data could complement existing data sets, in particular the CPS. Both surveys will produce state-level insurance coverage estimates in the fall of each year, reflecting the prior year's coverage rates. [Read the policy brief](#)

CLASP Launches DataFinder

To complement its research, analyses and advocacy, CLASP has launched [DataFinder](#), an easy-to-use tool that allows policymakers, advocates and others to download and synthesize information about various programs and trends that affect low-income people and families. The [DataFinder](#) currently includes state and national data on: child care assistance spending and participation; Head Start and Early Start participation; Temporary Assistance for Needy Families (TANF) expenditures; young child demographics; and poverty. The tool also provides community-level statistics on education, demographics and youth violence. CLASP will add more data to this evolving tool over time. Go to www.clasp.org/data to create custom tables and explore this new tool.

EVENTS

Webinar Focuses on "The Heckman Equation" and Investing in Kids

On Monday, Oct. 5, from 3:00 - 4:30 p.m. (EDT), the Partnership for America's Economic Success will present a webinar with speakers Suzanne Muchin (ROI Ventures) and Rich Neimand (Neimand Collaborative). They will present new, persuasive messages and communication tools to spur investment in early childhood development. Through extensive research among policymakers, influentials and the public, Muchin and Neimand have found the best ways to leverage Professor James Heckman's groundbreaking work on the economic return of early childhood programs. Their session will focus on their research, findings and strategies for using The Heckman Equation to advance advocacy. Webinar participants will also gain access to videos, and printed and interactive tools to enhance communications. Register online at: <https://www2.gotomeeting.com/register/880985474>.

Children's Forum Offers Free Webinar on Professional Development Registry Tool

As part of a contract with The Children's Trust of Miami-Dade County, the Children's Forum created a Professional Development Registry. Recently, the Forum decided that it will provide licenses, at no charge, to early learning coalitions who wish to use the registry (with current features as is). Pricing for additional features beyond the database architecture is also available. To better acquaint coalitions with the features and capabilities of the Registry, the Children's Forum is hosting a webinar. The Forum has arranged two times from which individuals may choose to attend.

- October 12, 2009 at 3:00 PM
- October 13, 2009 at 9:00 AM

Anyone interested in attending a webinar, or finding out more information, should contact Saralyn Grass at 850-487-6351 or sgrass@thechildrensforum.com.

Florida Coalition for Children to Hold Annual Conference in October

The Florida Coalition for Children is holding its 2009 conference with a focus on "Protecting & Preserving Florida's Most Valuable Resource - Our Children and Families." The event will take place October 12-14, 2009, in Orlando at Rosen Shingle Creek. Register by Sept. 15 and save. For more information, visit the [Florida Coalition for Children web site](#).

Conference Focuses on "Meeting the Needs of Young Children and Families"


The Early Childhood Council (ECC) and the Florida Association for Infant Mental Health (FAIMH) will be co-hosting a conference, "Meeting the Needs of Young Children and Families," November 18-20, 2009, at the Grand Hyatt Tampa Bay. Early registration is \$125 for ECC or FAIMH members (deadline is September 15), which includes the pre-conference event on Nov. 18 and the full conference program Nov. 19-20 with a reception Thursday night. For more information, call (813) 837-7753 or visit www.ecctampabay.org.

NAEYC to Hold Annual Conference & Expo in Washington

The National Association for the Education of Young Children will hold its annual conference Nov. 18-21, 2009, in Washington, DC. This year's conference features more than 900 sessions on diverse topics and themes reflecting both traditional strategies and cutting-edge practice. Look for presentations on topics ranging from how to plan an effective elected official's visit to your center, to the role of quality rating systems in professional development, as well as what's on the early childhood federal horizon. Housing and registration are [now open](#).

National Afterschool Association Convention Set for April 2010, Seeking Workshop RFPs

Join thousands of afterschool professionals for outstanding learning and networking experiences at the National Afterschool Association Convention in Washington, DC, April 19-21, 2010. The event will feature hundreds of workshops from across the afterschool field. Early



registration is available through Aug. 31, 2009. For details, or to submit your workshop proposals through an online RFP process, visit www.naaconvention.org/workshop.html. Proposals will be accepted until Sept. 25, 2009.