

Early Achievers:  
Barriers and Current and Proposed Solutions

Enrollment Barriers	ELAA	EARS	ELAC	IPEL	WSA	Total	Current Progress/ Action	Proposed Action
Licensors need to be knowledgeable and on-board		X	X		XX	3	<b>CCA Network Office</b> - DEL and CCA of WA are collaborating to develop a one-page handout that will both inform licensors of the key dates and talking points regarding EA. This resource is also helpful for licensors to share with providers as an added enrollment strategy. CCA of WA program manger attended interviews of lead licensors who are being hired to train the licensing staff. CCA of WA program manager and DEL QRIS administrator share values and beliefs around how these new hires will help transition TA to DEL.	<b>CCA Regions</b> - Involve licensors in planning for next phase of their participation. It is critical that they help in the progress. <b>OneAmerica</b> - More community-based workshops for licensors to gain knowledge
Misunderstandings about what EA is		X	X			2	<b>CCA Regional Offices</b> - A plethora of material exists attempting to debunk myths around Early Achievers.	
Rumors/ misinformation		X	X			2	<b>CCA Network Office</b> - CCA regions have been on the front line of dispelling rumors as much as possible since the beginning of EA, but this is a constant need because new rumors are always starting whenever there is a change or a bit of uncertainty about something. CCA of WA regions and network office have been compiling these rumors into a myth-busters type messaging campaign. The messages are clarified to staff members who can then use them to help clarify EA to providers. Some regional offices have begun to send staff members in pairs to CCCs to speak with staff. These conversations center on dispelling inaccuracies related to EA expectations.	
Fear			X			1	<b>CCA Regional Offices</b> - Child Care Aware staff are well-trained and deeply rooted in all aspects of Relationship-Based Professional Development. The fear typically subsides as more information is provided.	
Lack of incentive - providers need to see ROI	X		X			1		<b>CCA Regions</b> -Launch an aggressive PR campaign to support community understanding of Early Achievers, why they should care, and what they can do to find local recognized facilities.
Lack of incentives for providers who are not publicly funded			X			1		<b>CCA Regions</b> -An aggressive PR campaign would generate interest and desire in participation even in private-pay facilities. Tapping into the private-pay parenting network would be an effective way to attract providers who don't typically serve families utilizing WCCC.
Tapping into intrinsic motivation- getting providers invested			X			1	<b>CCA Network Office</b> - This is a challenge that is addressed in CCA of WA state onboarding of new hires. The goal is to help field staff understand how to recognize and redress disinvestment and reluctance through helping providers clarify what their goals are and supporting them in achieving those goals.	<b>CCA Regions</b> -This can be initiated by the use of social media, news media, and newspaper articles and advertisements.

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Engagement of culturally/ linguistically diverse providers	X	X	X			3	<p><b>CCA Network Office</b> - CCA often does outreach in languages other than English for providers that primarily or exclusively speak a different language. From the beginning of EA through Sept 2015, about 16% of outreach to individual providers or small groups was done in a language other than English. The percentage of outreach in a language other than English is much higher in parts of the state with larger populations that have other primary languages: 65% in Central WA, 26% in Eastern WA, and 12% in King County. CCA outreach to linguistically diverse providers seems to be quite effective for EA enrollment. In October 2015, 43% of providers were enrolled in EA. Among providers that self-reported they spoke only English, only 34% were enrolled. For providers that spoke English plus one or more other languages, the percentage enrolled jumps to 53%, and for providers that were monolingual Spanish-speaking or spoke Spanish plus a non-English language, 65% were enrolled in EA.</p> <p><b>CCA Regional Offices</b> - CCA works to hire and retain staff who speak different languages.</p>	<b>OneAmerica</b> -Developing relationships in language-based communities to engage providers
Rural providers less motivated to participate					X	1	<p><b>CCA Network Office</b> - This may not be the case, depending on how we define "rural". Comparing enrollment in counties by size, as of March 10, the lower percentage enrolled is in the large counties (more than 200 providers) at 47%. Medium-sized counties (70-199 providers) have the highest percentage at 63%. Smaller counties (10-69 providers) are at 60%, and tiny counties (less than 10 providers) are 52% enrolled.</p>	
FPL has more sites and thus more applications					X	1		
Lack of parental awareness-family desire can encourage provider participation	X	X				2	<p><b>CCA Network Office</b> - Starting in Fall 2015, the CCA of WA Family Center began to include more information about ratings in the script for referral specialists and the consumer education materials distributed to families looking for child care. We are also working with DEL to make sure our messaging to parents is aligned with theirs as we begin to step up communication with families about the ESA requirements for providers taking kids using WCCC to join EA.</p>	<b>CCA Regions</b> -This can be initiated by the use of social media, news media, and newspaper articles and advertisements.
Providers don't think they need improvement/ EA	X	X				2	<p><b>CCA Network Office</b> - This is addressed in the talking points that CCA TA staff are equipped with. It is a significant and ongoing source of reluctance across a spectrum of providers.</p>	
Lack of funds	X					1	<p><b>CCA Regional Offices</b> - Needs-based grants can be spent prudently</p>	
Transparency and accessibility for parents - providers don't know how to communicate about EA	X	X				2		<b>CCA Regions</b> -This can be initiated by the use of social media, news media, and newspaper articles and advertisements. <b>OneAmerica</b> -Public education campaign in multiple languages

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Process seems overwhelming/ unsure how to navigate it		X				1	<p><b>CCA Network Office</b> - The CCA of WA Level 2 User Guide, launched in 2015, lays plain the steps and processes involved from enrollment to completion of L2 Activities. A committee of CCA regional leaders and CCA of WA program managers have begun to work on a similar guide for the rating readiness process, between L2 Application and rating.</p> <p><b>CCA Regional Offices</b> - Child Care Aware is available to assist providers in navigating the system. Additionally, the Level 2 guide has been generated to provide an opportunity for providers to exercise autonomy in leading the charge toward their facility's quality improvement path.</p>	
Lack of community relationships and collaboration		X				1	<p><b>CCA Network Office</b> - Over the course of FY 2015 all regions set and met goals to improve their collaborations with local community leaders, school districts, and other services providers. They have set and begun to achieve new goals in these areas for FY 2016.</p>	
Flexibility in programs/ services to meet needs of families		XXXX				4		<p><b>OneAmerica</b> - Great topic for future conversation</p>
Providers don't like feeling "forced" to participate			X	X		2		<p><b>CCA Regions</b> -Bring licensors in the fold. Start aggressive PR campaign to introduce families, parents, and community to Early Achievers.</p>
Multiple/ conflicting expectations from different agencies				X	X	2	<p><b>CCA Regional Offices</b> - Standards-alignment work currently underway.</p>	