

Early Achievers:
Barriers and Current and Proposed Solutions

General Barriers	ELAA	EARS	ELAC	IPEL	WSA	Total	Current Progress/ Action	Proposed Progress/ Action
Providers not enrolling		X	XX			3	CCA Network Office - This is starting to change. I think February 2016 was the highest enrollment month in about 2.5 years, since September 2013. So far it's also looking like March will be quite high.	CCA Regional Offices - Put pressure on families utilizing WCCC to inform them about their need to find an alternative to care on August 1, 2016. DEL Licensors play a bigger role in communicating with providers. OneAmerica - Contract with smaller CBOs with linguistic capacity & cultural competency to support outreach and work
Need to use asset-based (rather than punitive) language with providers and families		X			XX	3	CCA Regional Offices - This has not been identified as an obstacle	OneAmerica - Yes!
Complexity of process/ confusing (especially at the beginning)	X	XX	XX	XXX		8	CCA Regional Offices - Level 2 guide provides clear and linear path to data collection.	
Commitment of time and resources	X	X			X	3		CCA Regional Offices - Anything new does take time to intentionally implement, and we want to be implementing processes that truly improve outcomes. Let's scrutinize what those are and pair down if warranted. Once processes become a part of daily life, the time won't seem as stretched. OneAmerica - Give providers more time and supports to "check off" requirements needed
Need for additional staffing to engage		X				1		
Rumors		X	X			2		CCA Regional Offices - Put together a document to address the most common rumours heard. Hold Q&A sessions to address rumours. OneAmerica - Create DEL branded materials (videos, hand outs, etc.) to combat rumors and provide factual info
Fear of change	X	X				2	CCA Regional Offices - 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.	OneAmerica - Contract with CBOs to provide relationship building/outreach support
Lack of buy-in from providers	X	XXXXXX	XX			9	CCA Regional Offices - Child Care Aware staff are well-trained and deeply rooted in all aspects of Relationship-Based Professional Development. Buy in often happens when providers experience the positive outcomes of some changes	
Lack of quality extended care (overnight/ weekends)		XX				2		CCA Regional Offices -Add recruitment dollars and reinvigorate this work
Lack of incentive for programs who don't take state subsidy		XXXXX				5	CCA Regional Offices - 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.	
Systems working at cross-purposes creating unintended consequences		XX				2		
Cuts in community services (e.g. transportation) impacts CC quality		X				1		
Immigration/ citizenship status of families		X		X		2		
Different cultural understandings/ expectations of child care		X		XX		3	CCA Regional Offices - The objective of the QRIS is to reset the profession's understanding and expectation of what must occur in child care. There is room to individualize your child care program within the context of EA	OneAmerica - Can listening sessions can be done to find a bridge/common ground?

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ROI is less than subsidy and start-up cost - start-up funds/incentives?	X		X			2	CCA Regional Offices - CCA-WA is working on rolling out a workforce study survey to go out to generate a compelling case to present during the 2017 legislative session. This strategy has been effective for OSPI in raising awareness around the shortage of staff and what would need to change (more money) to attract and retain qualified providers.	CCA Regional Offices -Funding to address the impending shortage of people entering the field. We should also revisit the study that was completed around the cost of QRIS and provider investment and at what point the ROI does not match the cost.
Lack of recognition/ support for culturally and linguistically responsive providers	X		X			2	CCA Regional Offices - Regions strive to hire culturally and linguistically responsive staff to reflect the diversity in which they serve. UW also has bilingual Data Collectors to support linguistically diverse populations.	CCA Regional Offices -More materials translated (well) in a variety of languages
Stress on staff					X	1		
Staff turnover					XX	2	CCA Regional Offices - CCA-WA investing in a director/leadership training series through McCormick Center training materials based in Chicago, IL. Turnover can be reduced by fostering the growth and development of effective child care leaders.	
Workload - multiple EA/ district/ HS/ ECEAP evaluations and tools					XX	2		
Unclear definition of remedial					X	1	CCA Regional Offices - Defined clearly as work that takes place to support growth toward the threshold. Any activity that works to assist a provider's movement beyond the threshold also fits into the definition of 'remedial.'	
Need for consistent message					X	1		
Providers closing doors or not taking subsidies - Parents need to be informed!			XXX		X	1	CCA Regional Offices - Put pressure on families utilizing WCCC to inform them about their need to find an alternative to care on August 1, 2016.	
Unannounced visits					X	1		
Differing CC philosophies					XX	2	CCA Regional Offices - The framework affords flexibility in honoring differing child care philosophies.	
Understanding of benefits			X			1	CCA Regional Offices - On the DEL website, regional CCA websites, and state CCA. Additionally, licensors distribute incentives fliers and in some regions are actively articulating the benefits. When a facility is enrolled, they have a TA and RRC to contact in the event they have ANY questions.	
FCCA and SEIU myths and messaging			X			1	CCA Regional Offices - Multi-branded letter sent to SEIU members and family child care facilities encouraging participation.	
Media outreach/ public awareness campaign for providers and families			XXX			3	CCA Network Office - SEIU has been a much more positive and active partner in the last few months. A joint SEIU-DEL-CCA letter was sent to family child care providers encouraging participation, and SEIU has begun a phone outreach campaign in parts of the state. CCA Regional Offices - There is some movement with the creation of a PBS advertisement that will air shortly.	CCA Regional Offices -A more aggressive, general, statewide campaign needs to occur. OneAmerica - Yes!
MERIT challenges			XXX			3		
Establishing trust and sustaining relationships with providers			XX			2		
Communicating with parents and families about EA			XX			2		OneAmerica - Can DEL support any family engagement around this issue?

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Multiple pathways			X			1	CCA Network Office - 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.	OneAmerica - DEL created guide to multiple pathways with clear details of financial/time investments, tied to wages and job demand
Lack of feedback from providers			X			1	CCA Regional Offices - Many EA changes that have happened are because of provider feedback.	CCA Regional Offices -Continue to gather the most common and pervasive feedback to determine if other changes can be made. OneAmerica - Contract CBOs or work with unions to collect feedback
Timelines- improve awareness and clarity			X			1	CCA Regional Offices - Timelines are available for viewing on the DEL website as well as the CCA-WA website. Outreach is conducted regionally, and this is something that is mentioned with great frequency.	
Home providers may need more time			X			1	CCA Regional Offices - This has not been identified as an obstacle.	OneAmerica - Give a "grace period" for home providers to meet timelines
Geography- accessibility			X			1	CCA Network Office - Based on a very rough analysis of the average speed that providers move through EA, I'm not sure this is a concern for the providers currently in the program (it may be more of one for providers that are expected to join because of the subsidy mandate). Child care centers were more likely to join EA earlier, which is part of why a higher percentage of them are further through the process. Of the 70% of centers that had completed Level 2 by mid-February 2016, the average time from enrollment to Level 2 completion was 364 days. Of the 46% of family child care that had finished Level 2, the average time from enrollment to Level 2 completion was 351 days. For the 51% of centers that were ready to rate, the average time from Level 2 completion to rating request approval was 156 days, and for the 20% of family child care that were ready to rate, the average time was 162 days.	
Need new agreement/ contract with tribes				XX		2		
Recognition of tribal licensing/ certification				X		1		
Duplication - why can't EA use data from licensing, Head Start, tribal monitoring system, etc?				XX		2		
Awareness/ education for providers/ general public			X			1		CCA Regional Offices -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. OneAmerica - Public education campaign by DEL in multiple languages
Funds for capital improvements			X			1		