



# VISION 0 TO 3 NEXT STEPS

WESTCHESTER  
CHILDREN'S  
ASSOCIATION  
Children's Champions Since 1914

---

# Table of Contents

---

TO OUR COMMUNITY PARTNERS .....3

EXECUTIVE SUMMARY .....4

CONFERENCE OVERVIEW .....5

RECOMMENDATIONS & CONCLUSIONS .....9

ADDENDUM A - WORKGROUP RECOMMENDATIONS.....10

ADDENDUM B - RESOURCES AND SUPPORTS .....11

---

**Writers, Reviewers, and Editors:**

Jean Anne Cipolla, Conference Consultant

Ilana Fleischner, Development & Administrative Assistant

Maris Krasnow, EdD, Board Member

Allison Lake, Executive Director

Katherine Lobach, MD, Advisory Board Member

Jordana Lorenzo, LMSW, Program & Policy Manager

---

## TO OUR COMMUNITY PARTNERS

Westchester Children's Association (WCA) is pleased to share the Next Steps report from our Vision 0 to 3 Conference, a day of presentations, action and innovation focused on babies, toddlers and their families. On October 16, 2018, Vision 0 to 3 Conference represented over 120 community partners, speakers, panelists and guests coming together to discuss the importance and efficacy of programs and supports for children from 0 to 3 and their families. Participants included advocates, social workers, educators, mental health clinicians, medical professionals, administrators, economists, professors, caregivers, and policy makers. The conference was held at the Double Tree by Hilton Hotel in Tarrytown for breakfast and a full day's agenda of speakers, panelists and activities.

We could not do this work without the enthusiastic support of our funders, who generously support our events, research and advocacy. We would like to offer sincere thanks to:

- The Frog Rock Foundation
- Lynn G. Straus, MS
- An anonymous donor



## EXECUTIVE SUMMARY

The purpose of this conference was to inform WCA and partners of potential advocacy opportunities to drive positive outcomes for babies, toddlers, and families. The conference marked the 10<sup>th</sup> anniversary of the **Kathryn Wasserman Davis Child Advocacy Lecture**, an annual event where WCA brings an outstanding national expert to Westchester on a topic of current policy or practice affecting children. This year's keynote speaker was **Matthew Melmed, Executive Director of ZERO TO THREE**, a national organization that advocates for all infants and toddlers to receive the care they need to succeed later in life.

Following the Davis lecture, WCA announced the release of the **2018 Community Snapshots** that provide data on children and youth for all of Westchester County's school districts. The snapshots are now interactive through WCA's website and available online to download. The Westchester County Snapshot provided an overview of the socioeconomics, health and wellness of Westchester's children.

The panel discussion, **Investing in 0 to 3**, was moderated by WCA board member, **Maris H. Krasnow, EdD**. It offered a multi-disciplinary perspective on the importance of investing in babies, toddlers, and families. **Farhad Ameen, PhD**, Professor of Economics at Westchester Community College, discussed the economic impacts of investing in early childhood. **Umran Beba**, Global Diversity, Engagement and Talent Officer at PepsiCo, discussed PepsiCo's comprehensive employee programs that support families. **Lillian Berdichevsky, MD**, Obstetrician and Gynecologist at WestMed Medical Group, shared the importance of prenatal and maternal health in relation to early childhood development. **Kate Breslin**, President & CEO of the Schuyler Center for Analysis and Advocacy, shared her organization's role that is dedicated to shape policies that benefit all children and families but especially those living in poverty.

The final portion of the day allowed attendees to participate in the **Innovative Working Group Sessions**. Facilitated by **Reeshemah Brightley**, the small group activity helped participants brainstorm ways to improve outcomes for the 0 to 3 populations in their communities.

Perspectives from the participants gave WCA insights towards **increasing access to services and improving outcomes for children and families**. The chart below lists some suggestions.

Advocacy Suggestions		
Federal	State	Local
Join national ZERO TO THREE Think Babies Campaign: Lead advocacy efforts that prioritize: <ul style="list-style-type: none"> <li>• Time for parent-child bonding</li> <li>• Quality affordable child care</li> <li>• Supporting children's healthy emotional, nutritional, and physical health.</li> </ul>	Become actively involved in NYS Medicaid First 1000 Days Initiative, a redesign to focus on enhancing access to services and improving outcomes for children on Medicaid up until age 3.	Reinforce collaborations through existing coalitions and networks and build partnerships with groups such as: <ul style="list-style-type: none"> <li>• Early Step Forward</li> <li>• Babies Step Forward</li> <li>• Westchester Community College</li> <li>• County Departments relating to children and families' well-being</li> </ul>
Support expansion of home visiting programs and Early Head Start programs in Westchester County	Formally support Empire State Campaign for Child Care	Build partnerships in the private sector. Examples include PepsiCo and Business Council of Westchester



---

## Next Steps from Early Childhood/Home Visiting Workgroup:

- Identify common goals and collaborative opportunities with other existing coalitions and programs to develop universal messaging
- Develop public education strategy to promote unified understanding of the importance of early childhood supports throughout communities
- Participate in the First 1000 Days on Medicaid Initiative's redesign through various partnerships and workgroups

## CONFERENCE OVERVIEW

### Kathryn Wasserman Davis Advocacy Lecture

Ann Umemoto, WCA Board President, introduced the Kathryn Wasserman Davis Advocacy Lecture keynote speaker, **Matthew Melmed**, Executive Director of ZERO TO THREE. Mr. Melmed is an internationally recognized leader and tireless advocate devoted to promoting the health and development of infants and toddlers. Mr. Melmed stated the mission of ZERO TO THREE as “ensuring that ALL babies and toddlers have a strong start in life.” He went on to illustrate how babies develop and gain knowledge at a staggering rate through stimulation and engagement. Mr. Melmed compared two brain scans of young developing children, one of an emotionally neglected orphan and the other of a healthy developing young child. The scans clearly showed how positive human interaction created visible brain connections whereas the neglected orphan brain remained stagnant. The combination of good health, strong families, and positive learning experiences, work together to make these important brain connections. To accomplish this goal, he stressed the need for quality, affordable child care, Early Head Start, infant and early childhood mental health programs, Paid Family Leave, home visiting programs, and child welfare programs. Here is some interesting New York State data shared by Mr. Melmed:



- **10%** of children experience 2+ adverse childhood experiences
- **10%** of eligible children under 3 have access to Early Head Start (*7% national*)
- **1.2%** of eligible children ages 0-2 receive home visiting support (*1.9% national*)
- **3 in 5** children ages 1-2 have working mothers
- **57%** - Cost of center-based child care out of a single mother's income

### Investing in 0 to 3 Panel Discussion

*Investing in 0 to 3 Panel Discussion* provided multi-disciplinary perspectives on the importance of focusing efforts on babies, toddlers, and families. Each panelist brought forward a unique perspective not typically thought of when thinking of investments for this population. The panelists included:

- **Farhad Ameen, PhD**, Professor of Economics at Westchester Community College
- **Umran Beba**, Global Diversity, Engagement and Talent Officer at PepsiCo
- **Lillian Berdichevsky, MD**, Obstetrician and Gynecologist at WestMed Medical Group
- **Kate Breslin**, President and CEO of the Schuyler Center for Analysis and Advocacy



**Umran Beba** started the conversation with the perspective of how a large company can play a big role in supporting families both in and out of the workplace. According to Ms. Beba, “our goals aim to advance respect for human rights, support diversity and working caregivers, and spur prosperity. By 2025, we aspire to achieve gender parity in management roles, ensure pay equity for all our associates and invest \$100 million in communities to impact more than 12.5 million women and girls in locations where we operate.” Ms. Beba then shared facts about PepsiCo, where the company is dedicated to building a diverse workforce by

offering programs and benefits to help women and families more easily manage their careers and lives. Some of these important programs include:

- PEPstart – an on-site child care program at their Purchase headquarters
- Near site childcare
- Mother’s rooms for breast-feeding mothers
- Healthy Pregnancy Program – a coaching program designed to help mothers and babies get a healthy start
- Teladoc – access to a network of U.S. board-certified doctors and pediatricians by phone or secure online video
- Flexible work program that includes flex time, flex day, and flex place to manage personal and professional obligations
- Ready to Return Program for employees transitioning back to work from an extended leave period

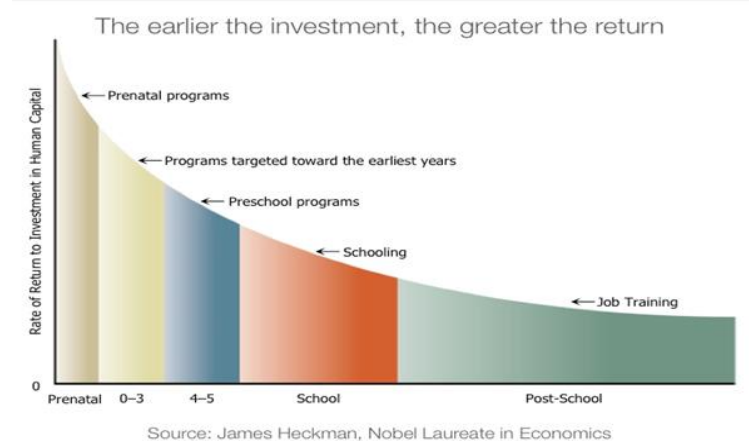
**Dr. Farhad Ameen** spoke about the economic impacts of early childhood intervention programs, based on the work of Nobel Prize-winning economist James Heckman. According to Dr. Ameen, investment in comprehensive early childhood development, especially for disadvantaged families, pays off in many ways.

The benefits to society include:

- Narrowing the achievement gap
- Improving labor market outcomes by having prepared workers
- Reducing the need for remedial education
- Increasing the likelihood of healthier lifestyles
- Lowering the crime rate
- Lowering the unwanted pregnancy rate

**Dr. Lillian Berdichevsky** focused her remarks on the impacts of prenatal care, which she described as “The Enigma of Negative 1.” She explained that Negative 1 was the prenatal stage of 0-3, the baby’s development in the womb. She stated that “healthy mothers make healthy children,” and her philosophy is rooted in the belief that maternal health goes hand in hand with positive early childhood development. Dr. Berdichevsky shared how critical this stage is for both mothers and babies, and provides the foundation for positive birth outcomes and healthy development through the early childhood years.

## EARLY CHILDHOOD DEVELOPMENT IS A SMART INVESTMENT



---

**Kate Breslin** has been an early pioneer in highlighting the importance of early childhood care and development. She has become an acknowledged New York State leader of this movement by both advocates and government officials. In 2017, NYS Medicaid introduced the First 1000 Days on Medicaid Initiative to support the development of children 0 to 3. Ms. Breslin was appointed the Vice Chair. She described how approximately 59 percent of children in New York between ages 0 to 3 are covered by Medicaid, which gives the state a unique opportunity to impact social and economic factors which can have an effect on lifelong health. She reinforced the important and ongoing role advocacy plays in securing funding and getting out the critical messages that make progress happen.

### **Innovative Working Group Session**



WCA wanted to ensure that attendees had the opportunity to actively engage with one another and put what was learned throughout the day to action. To initiate strategic conversation around positive outcomes for the 0 to 3 population, WCA created a working session where attendees were broken up into small groups to work through guided discussion. The room was divided into 12 tables with an assigned facilitator at each table. The lead working session facilitator, **Reeshemah Brightley**, guided the table facilitators and set the intention and focus for the activity. Reeshemah is the Vice President of Operations at Sabree Education Services, which offers consulting

services for early childhood professionals. Following the activity, each group was able to report out to the larger conference audience on what they discussed. The purpose of this activity was to allow participants from varying professional disciplines and communities to think about what supports currently exist for the 0 to 3 population, and identify areas of improvement. WCA collected the information provided by each of the groups and intends to move forward on a plan of action with our Early Childhood/Home Visiting Work Group based on the information provided.

#### **Question 1:**

***Let's think of resources and supports that exist in your community or that are offered by your agency/workplace for the 0 to 3 population. What are those resources?***

- A total of 83 resources, from the general to the very specific, were listed from the 12 groups. The majority of the resources included nonprofit and community-based programs, churches, and health-related programs and clinics. \*See Addendum B for the complete list.

#### **Question 2:**

***What are the barriers/obstacles that prevent families from accessing these resources?***

- The transportation system in Westchester does not support the complex needs of many low income families.
- There is a lack of public information and communication regarding available resources.
- There is a lack of affordable child care programs and support systems for low income families.
- Immigration status often creates a fear factor for individuals and therefore prevents them from reaching out for available resources.
- Materials are not often in the languages that represent Westchester families. Families are often unable to communicate with those who need to assist them.
- Agencies compete with one another.

---

**Question 3:**

*What are the resources/programs/supports that are needed for this population that are currently lacking or nonexistent?*

- Services for non-English speaking communities
  - Resources in other languages
- Supports for families including:
  - Classes for English language learners
  - Empowerment programming for men
  - Grandparent Resources
  - Parenting skills education
  - Developmental milestone education
  - Adverse Childhood Experiences (ACEs) training
  - Access to Early Intervention Programs
  - Respite services for families in need
- Need for funding increases such as:
  - Minimum wage
  - Early Head Start and Head Start funding
  - Affordable child care centers
- Support for child care professionals including:
  - Professional development opportunities
  - Adverse Childhood Experiences (ACEs) training
- Connecting health practitioners to mental health services

**Question 4:**

*What are some new ways to collaborate and coordinate (within your community and/or Westchester at large) to increase access to services and improve positive outcomes for this population? Are there efforts that are already happening that need more attention or expansion opportunities?*

- Build collaborations with:
  - Private sector
  - Transportation Department
  - Youth Bureaus
  - Feeding Westchester
  - Neighbors Link
- Improve points of contact for distribution of information such as:
  - Supermarkets
  - Libraries
  - Places of worship
  - Social media
- Develop an early childhood directory like 211 but with more detail providing resources by age, available languages and accepted insurance for services.



---

## RECOMMENDATIONS & CONCLUSIONS

Advocacy for the 0 to 3 (and negative 1) population is urgently needed to help achieve better outcomes for current and future generations. This conference offered the opportunity to explore various ways WCA and the Early Childhood/Home Visiting Work Group could support better outcomes for children and families. Though our focus is primarily on Westchester County and its municipalities, there are opportunities for advocacy at the state and federal levels that directly impact our county-level concerns.

At the federal level, there is still a need to continue to advocate for the expansion of Home Visiting programs and Early Head Start. These programs are undeniably effective and have proven to show long-term positive outcomes for families. There is an opportunity to partner in a new federal initiative led by ZERO TO THREE called Think Babies. This campaign is looking to bring together stakeholders from across the public and private sectors to advance policies that ensure babies and families have what they need to thrive. WCA could act as the New York State “hub” for Think Babies and advance the awareness campaign with Westchester acting as the pilot county.

In New York State, the First 1000 Days on Medicaid is a Medicaid redesign initiative focused on the first three years of a child’s life. This new initiative is rapidly growing under the direction of Vice Chair, Kate Breslin. WCA has been selected to be a part of the Home Visiting Working Group, giving WCA the



ability to follow and contribute to the redesign process. Additionally, as an organization, WCA can measure the impacts it will have on Westchester’s 0 to 3 population. WCA can also formally support the Empire State Campaign for Child Care alongside Child Care Council of Westchester, advocating for quality, affordable child care for all New York families. These options support young children’s development thus enabling them to become successful, productive adults.

There is great work already being done in Westchester at the county and local level. WCA can continue to serve as a partner to existing collaborations and networks that focus on early childhood supports such as the 0-6 Workgroup, Families Task Force, Campaign for Kids, and the Westchester Resilience Coalition. We can work to develop stronger partnerships by building on how we engage, reinforce and expand the reach of each group’s goals. Access to timely data from County departments was also mentioned as an important component to address the effectiveness and efficiency of our work. There is also opportunity to form new partnerships. Suggested partnerships include Early Step Forward, Babies Step Forward, and Westchester Community College. Engaging the private sector to invest in early childhood supports emerged as another main theme. It is critical that the private sector identifies supporting young children and families as an important investment. Sample collaborators include PepsiCo, Regeneron and the Business Council of Westchester along with many others.

The task ahead for WCA and our Early Childhood/Home Visiting Work Group, is to prioritize recommendations and find new energy and support to mobilize a larger constituent base on behalf of our youngest children and their families. Westchester Children’s Association will provide updates as the Vision 0 to 3 work moves forward.

---

## ADDENDUM A

### Recommendations from the Early Childhood/Home Visiting Workgroup

WCA chairs Westchester's Early Childhood/Home Visiting Workgroup, consisting of individuals, programs and organizations aiming to uplift home visiting programs and early childhood initiatives in Westchester County. Reflecting on the concerns brought forward from the conference, the workgroup aims to create a prioritized agenda to meet the advocacy needs for Westchester County's babies, toddlers and families. In 2019, the workgroup intends to finalize prioritization of identified needs and move forward with advocacy strategies. Suggestions from the workgroup are mentioned below.

- Westchester County has a variety of coalitions and programs working towards the common goal of improving outcomes for families with young children. It is recognized that with all that is happening throughout the County, it is too often that these programs and coalitions are not aware of each other's work, which can result in duplicated efforts and missed opportunities for greater impact. It is imperative that when common goals exist, that groups collaborate and **operate with universal messaging**. This will allow impact to permeate beyond the reaches of one group and create a true unified network of change agents throughout the County.
- Public education on early childhood development and investing in early childhood supports needs to reach more families and extend into the private sector, government entities and elected officials. Universal messaging and a unified understanding of the importance of early childhood supports can result in reaching untapped areas. For example, transportation issues in Westchester are affecting families' access to child care and health services. Developing a partnership with the Department of Transportation, and **educating their stakeholders about early childhood issues** can start to facilitate conversations in addressing the transportation needs of families.
- The workgroup supports **Medicaid's First 1000 Days Initiative** and will work with its various partnerships to support its growth, development and implementation. Collaborating with those directly involved in the Medicaid redesign program can inform stakeholders on the progress being made, and allow Westchester to be a part of that conversation. The Westchester workgroups will provide updates to Westchester's stakeholders.

The Westchester Children's Association's Vision 0 to 3 Conference brought a myriad of early childhood professionals together to continue to build their knowledge base and share their expertise. There was critical networking, brainstorming and the formation of new professional relationships that helped develop these recommendations. WCA and the Early Childhood/Home Visiting Workgroup will address these issues and continue to work together to ensure that babies, toddlers and families will become a priority in Westchester County.

---

## ADDENDUM B

### Question 1:

*Let's think of resources and supports that exist in your community or that are offered by your agency/workplace for the 0 to 3 population. What are those resources?*

A total of 83 resources, from the general to the very specific, were listed from the 12 groups. The majority of the resources included nonprofit and community-based programs, churches, and health-related programs and clinics.

#### **Specific Organizations:**

Andrus  
Child Care Council of Westchester  
Feeding Westchester  
Family Ties of Westchester  
Family Services of Westchester  
Greenburgh Lois Bronz Childcare Center  
Guidance Center  
Open Door  
Lower Hudson Valley Perinatal Network  
Montefiore  
Neighbors Link  
YWCA White Plains  
Westchester Disabled on the Move  
Westchester Jewish Community Services  
Westchester Library System  
Westchester Mediation Center  
Westchester Resilience Coalition

#### **Specific Programs/Services:**

211  
5 Steps to 5  
Babies Step Forward  
Early Step Forward  
Early Head Start  
Family Strengthening Program  
Healthy Families New York  
Parent Support Group – Family Ties  
First Steps – Ossining School District  
Nurse Family Partnership – Montefiore  
Parent Child Home  
Parents as Teachers  
Child Center – Neighbors Link  
Ossining Basics  
Yonkers Basics  
Mt. Vernon Basics  
Peekskill Basics  
Sharing Shelf  
Step Down Program  
Yonkers Early Childhood Respite

#### **General Suggestions of Programs/Services:**

Baby signing time  
Bilingual story time  
Church groups  
Consultants  
Education programs  
Family court  
Federally qualified health center programs  
Kids closets  
Health centers  
Home visiting  
Infant toddler center  
Libraries  
Mental health clinics  
Mommy and me classes  
Playgrounds and parks  
Pregnancy planning  
Program for teen parents  
Public health  
Recreational departments  
Respite program  
Schools  
Screening for maternal depression  
Shelters  
Short-term childcare  
Trauma work  
WIC & SNAP



*Every child healthy, safe and prepared for life's challenges*

#### Board of Directors

Catherine A. Draper, Chair

Ann Umemoto, President

Jody Greenbaum, First Vice President\*

Myrna Forney, Vice President

Thomas Kyle, Treasurer

Margie Orell, Secretary\*

Ellen Adnopoz • Joanne Amorosi, CFP • Joanne Carroll-Homlish • Sheryl Dicker, JD

Tenley-Ann Hawkins • Karen Herrero • Barbara J. Holland • Lisa Kahn, LMSW, MA

Maris H. Krasnow, EdD\* • Andrea Lerner • Romina Levy • Elizabeth S. Mark • Lutonya Russell-Humes • Alice Tenney

John Tomlin • Kate Weingarten • Adrienne Weiss-Harrison, MD • Tracey Zimmerman

#### WCA Staff

Allison Lake, Executive Director

Limarie Cabrera, Director of Data, Operations, and Finance

Rebekah Raz, Director of Development

Erica Ayala, GPS4Kids & Community Engagement Manager

Jordana Lorenzo, Program and Policy Manager

Onya West, Communications Manager

Josh Prywes, Program and Policy Associate

Ilan Fleischner, Development and Administrative Assistant

Alexander Ingram, BSW Intern

---

A special thank you to the members of the Early Childhood/Home Visiting Work Group, the Vision 0 to 3 Planning Committee\* and their respective organizations for all of their efforts and support.

Andrus\* • Child Care Council of Westchester\* • Don Bosco Community Center\* • Family Ties of Westchester

Family Services of Westchester • The Frog Rock Foundation • Lower Hudson Valley Perinatal Network\*

Montefiore Health System\* • Open Door Family Medical Center • Student Advocacy

Westchester Community Opportunity Program • Westchester County Department of Community Mental Health

Westchester County Department of Health\* • Westchester Jewish Community Services\*

Westchester Institute for Human Development