



Meeting of the Children's Cabinet

May 14, 2019 2:00 – 3:30 PM



Early Childhood Development and School Readiness

Chief School Readiness Officer Jenna Conway

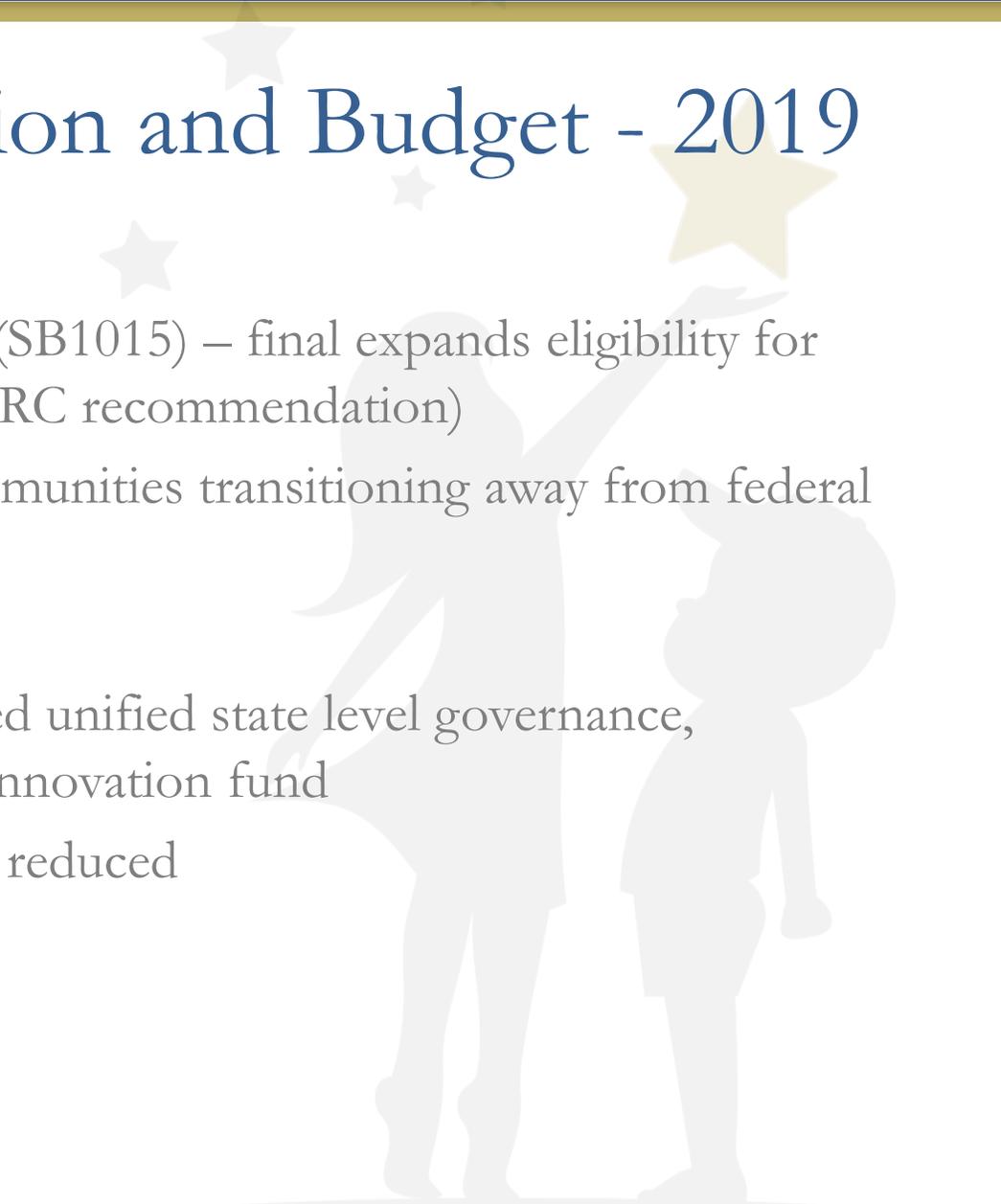
Early Childhood Related Legislation and Budget - 2019

Opportunities

- **Education Improvement Scholarship Tax Credits (SB1015)** – final expands eligibility for this program to include preschool students (previous SRC recommendation)
- **VPI +** - \$6M in new state funds to support VPI+ communities transitioning away from federal preschool development funding to VPI

Challenges

- **Early Childhood Success Act** - would have addressed unified state level governance, coordinated quality improvements, and created a new innovation fund
- Funding for **VPI supports** for improving quality were reduced



Preschool Development Grant Birth to Five

Virginia is implementing the \$9.9m PDG B-5 grant, focused on 3 key activities:

1. A statewide vision, needs assessment and strategic plan

Process and materials will be catalyst for strengthening the early childhood care and education system to improve outcomes including school readiness.

2. Community models ready to scale

Eleven early adopter communities, representing Virginia's diversity, will demonstrate proof of concept with \$6 million in funding and support from state, including \$4 million in recognition grants for teachers.

3. A stronger foundation at the state level

The Commonwealth will be well positioned to scale the efforts statewide, having built the necessary capacity and infrastructure.

Highlights:

- More than 50 focus groups and interviews have been completed, representing families, providers and stakeholders across the Commonwealth
- 11 regions/communities are participating, representing 604 sites and 3,617 teachers
- State is building infrastructure including a proof of concept data portal



Statewide Strategic Plan and Needs Assessment

- PDG B-5 requires Virginia to produce a statewide needs assessment and strategic plan that will address the following key questions:

Needs Assessment	Strategic Plan
<ul style="list-style-type: none">▪ To what extent are Virginia's publicly funded early childhood care and education (ECCE) programs serving families in Virginia with children ages 0 to 5?▪ What are the strengths and weaknesses of Virginia's infrastructure supporting publicly-funded ECCE programs?▪ What data do policymakers, state agency executive leadership, early childhood program providers, and families need to make informed decisions about early childhood programs and infrastructure? To what extent is that data available in Virginia?	<ul style="list-style-type: none">▪ What actions would enable Virginia's publicly funded ECCE programs to better prepare all Virginia's children, especially those from under-resourced communities, for kindergarten?▪ What changes to ECCE infrastructure would better enable all of Virginia's children ages 0 to 5, especially those from under-resourced communities, to access to publicly-funded ECCE programs that help prepare children for kindergarten?▪ What measures should be used demonstrate progress and foster accountability for above actions/changes?▪ What can we learn from Virginia's mixed delivery pilots' experience regarding what works well and where there are barriers?

Work to Date

- A Virginia consulting firm, Communitas Consulting, is leading planning and engagement work through the Virginia Early Childhood Foundation and is being advised by the Impact Workgroup, a workgroup of the School Readiness Committee:

COMPLETE

Needs Assessment

- Data Scan (Demographics, Public ECCE Capacity)
- Review of Virginia Reports, 2014-2019
- Selection of Smart Beginnings Partners for Interviews and Focus Groups

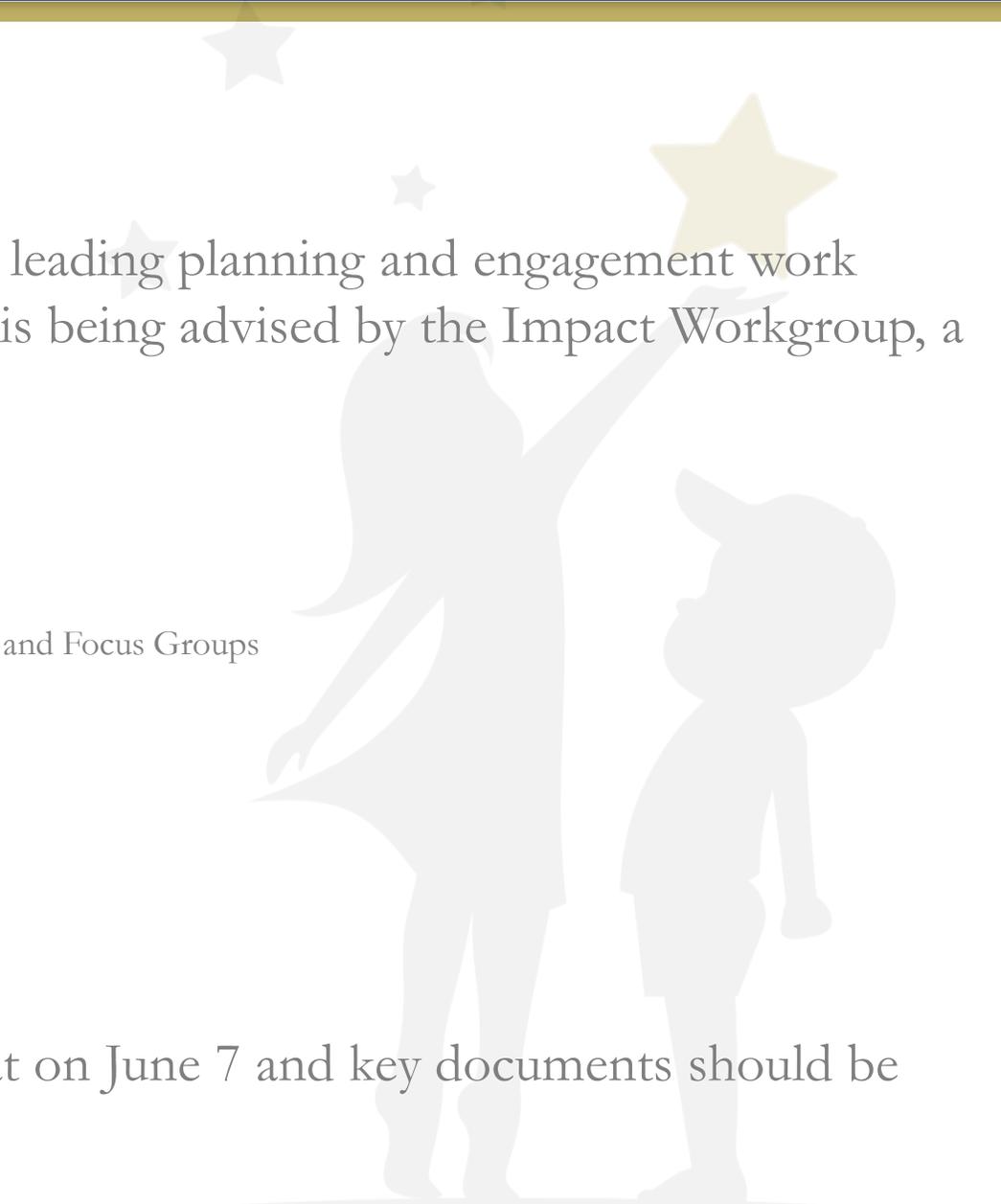
Strategic Plan

- Mixed Delivery Focus Group
- Environmental Scans
- Synopsis of Smart Beginnings Plans

UNDERWAY

- Stakeholder Interviews and Focus Groups
- Research on Facilities and Financing
- Family Engagement Environmental Scan

- School Readiness Committee will participate in a retreat on June 7 and key documents should be ready for dissemination by mid-summer.



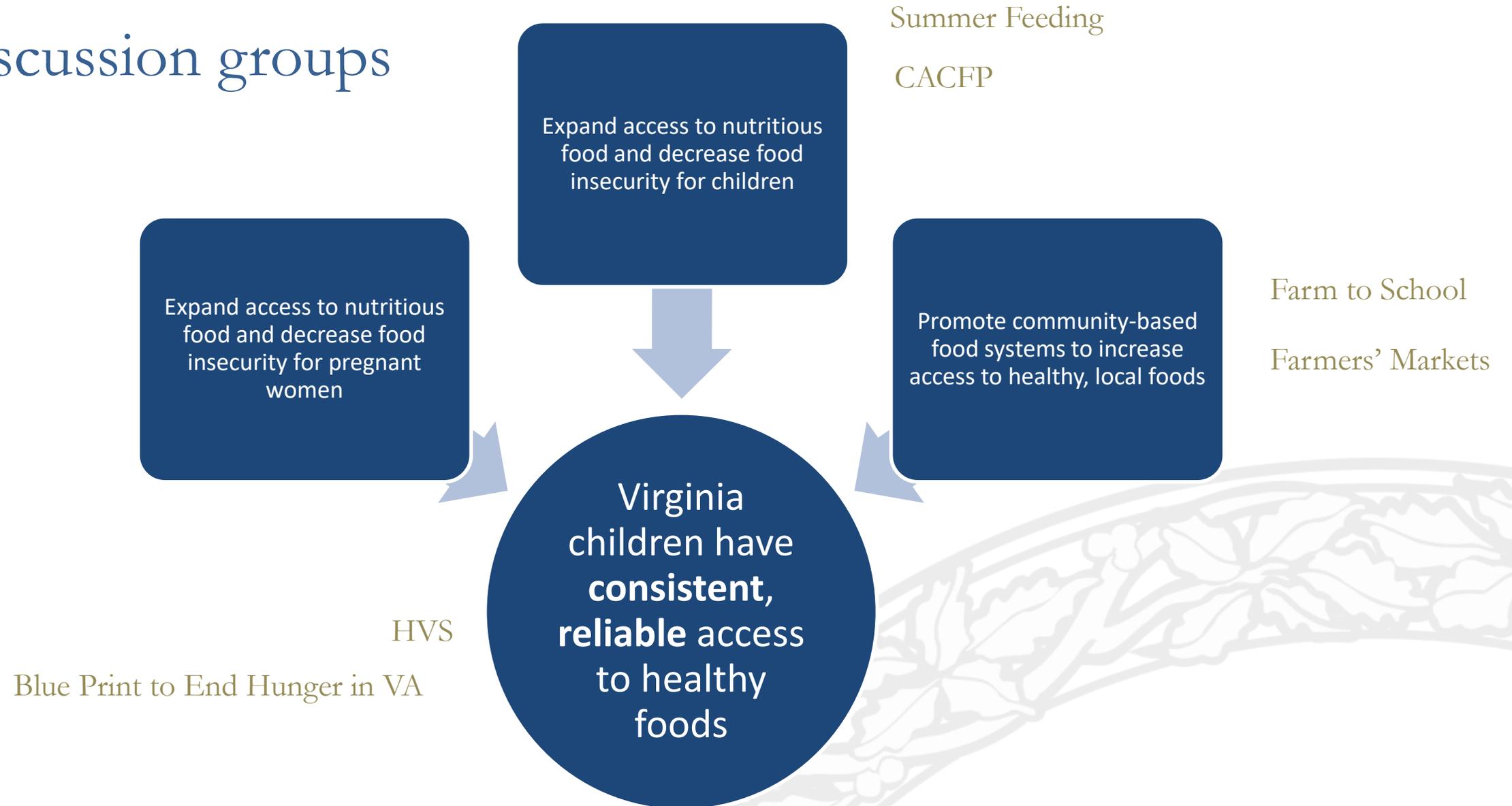


Nutrition and Food Security

Assistant Secretary Heidi Hertz MS, RD

CHILDREN'S CABINET

Discussion groups



2019 Virginia General Assembly Session Action

- Governor Northam included, and the General Assembly kept, \$3 million in the 2019 Appropriations Act to support the Federation of Virginia Food Banks to strengthen outreach to food-insecure children throughout the Commonwealth.
- 
- A decorative scrollwork graphic in the bottom right corner, featuring a curved line with intricate floral and leaf patterns.

CHILDREN'S CABINET

Town hall Meetings



Planning



March 19

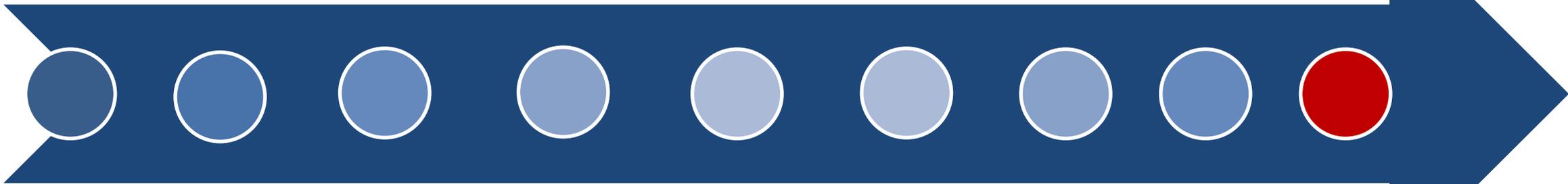


March 25



May 6

Blue
Print to
End
Hunger
Report
In
Process



March 18



March 20



March 27



May 7



CHILDREN'S CABINET

Farmer's Market Nutrition Incentive Programs



Feb 28

VFM Program Evaluation and Training for Market Managers

April 1

Peer to Peer Training for Regional Leads

May 6



In-process



March
Connect 8 VFM Regional Leads with SNAP-Ed Agents

May 1



May
Added 2 new grocery retail sites

In process
Budget discussion to sustain VFM

CHILDREN'S CABINET

Farm to School



Virginia First Lady Announces Farm-to-School Goal, Connecting Schools to Virginia Growers

Commonwealth aims to increase local food purchases to at least \$22 million by 2022

RICHMOND—Virginia First Lady Pamela Northam, Secretary of Education Atif Qarni, and Secretary of Agriculture and Forestry Bettina Ring are calling on the Commonwealth's school nutrition programs to increase annual statewide local food purchases to at least \$22 million by 2022. Mrs. Northam announced the goal last month in Hampton during the annual Virginia Farm-to-School Conference.

"Serving locally grown food products in our schools is a great opportunity to connect our exceptional agricultural resources with Virginia's greatest resource—our children," said **First Lady Northam**. "Children benefit from wholesome and fresh food to nourish their growing brains and bodies while learning the importance of agriculture and food production in their communities and across Virginia."

March 4

April 8

Feasibility Report

In-process



March 14

April 10-May 14



CHILDREN'S CABINET

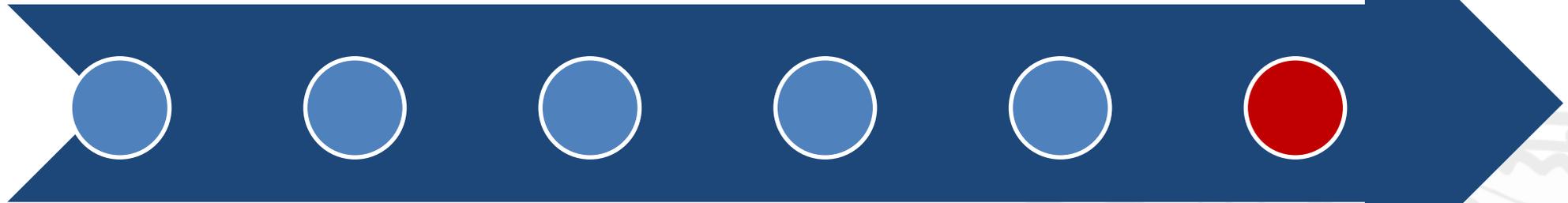
Child and Adult Care Food Program- Early Care



March 17-23

CACFP training for subsidy providers

May 7



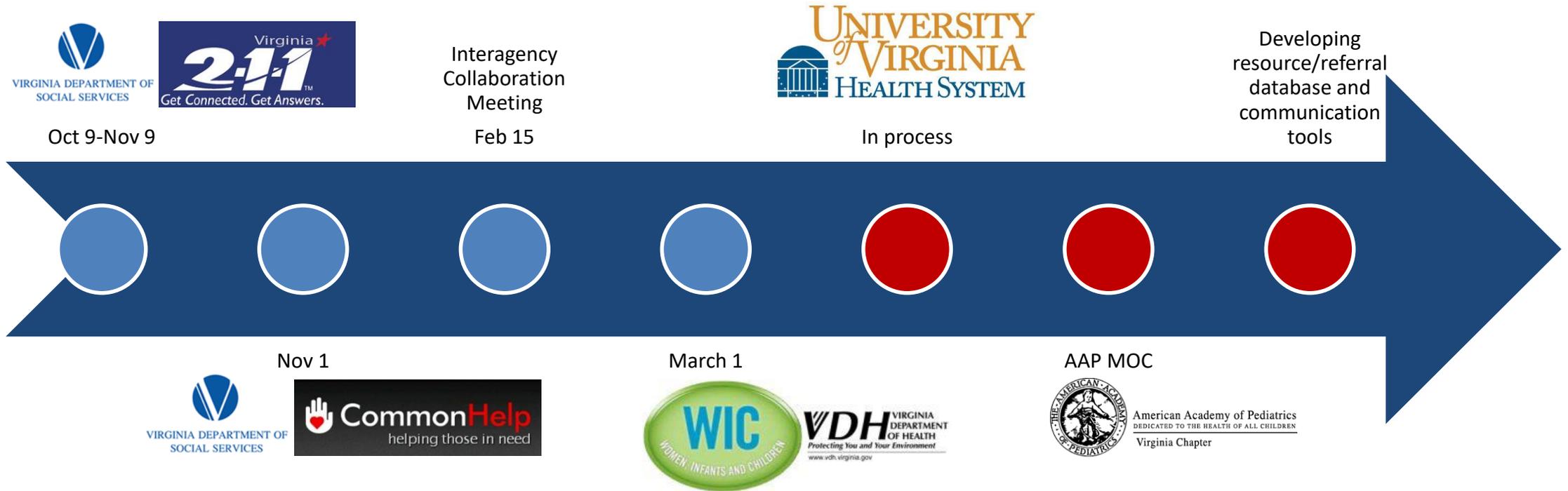
Established
GOAL- 20% increase in meals served

Feb-May
Collaboration meetings, Trainings, Monthly workgroup

Continued outreach for new sites

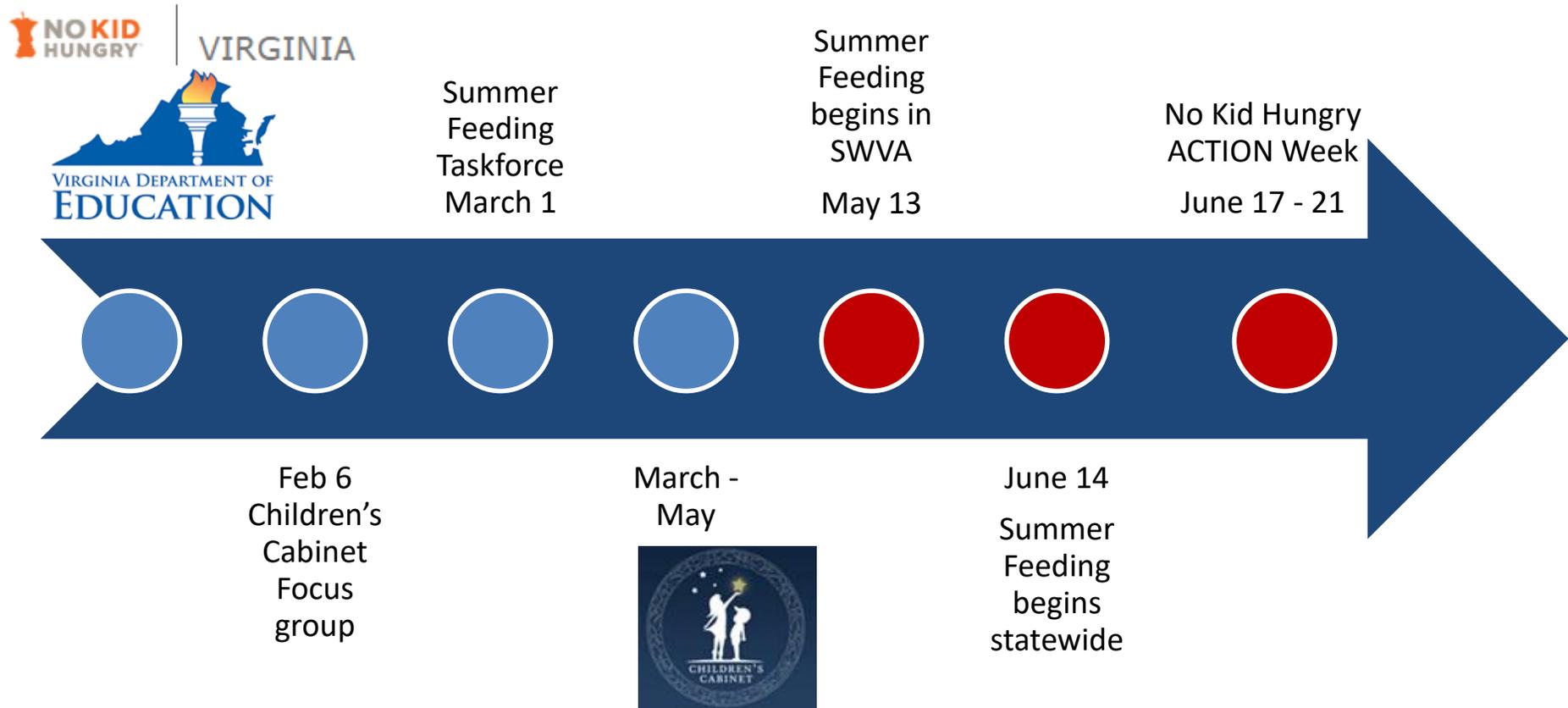
CHILDREN'S CABINET

Hunger Vital Signs



CHILDREN'S CABINET

Summer Feeding



Additional Work Group Next Steps

- Create working group focus on low-income pregnant mothers
 - Engage Children's Cabinet with Blue Print to End Childhood hunger
 - Determine upcoming budget and legislative priorities
- 
- A decorative floral pattern in a light gray color, featuring various leaves and small flowers, is positioned in the bottom right corner of the slide, partially overlapping the text area.



Student Safety

Deputy Secretary Holly Coy

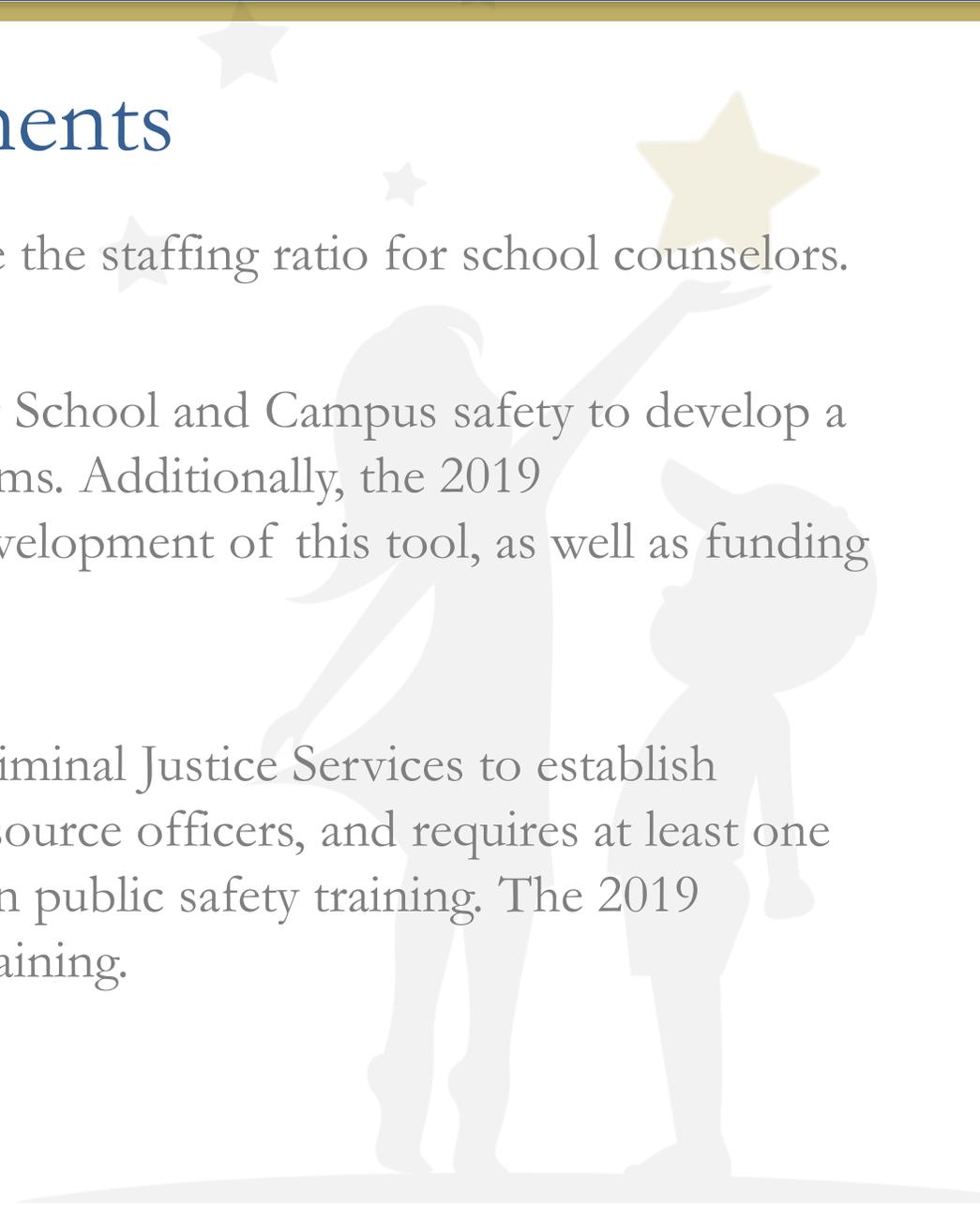
Overview of Student Safety Recommendations

- Progress has been made on nearly all twenty of the recommendations.
- Before and during the 2019 General Assembly Session, Governor Northam and the Administration took steps to address several of these recommendations by developing and backing legislation that would enhance student safety.
- An interagency team is actively working to implement changes to policies in order to reflect recommendations made by the Work Group.

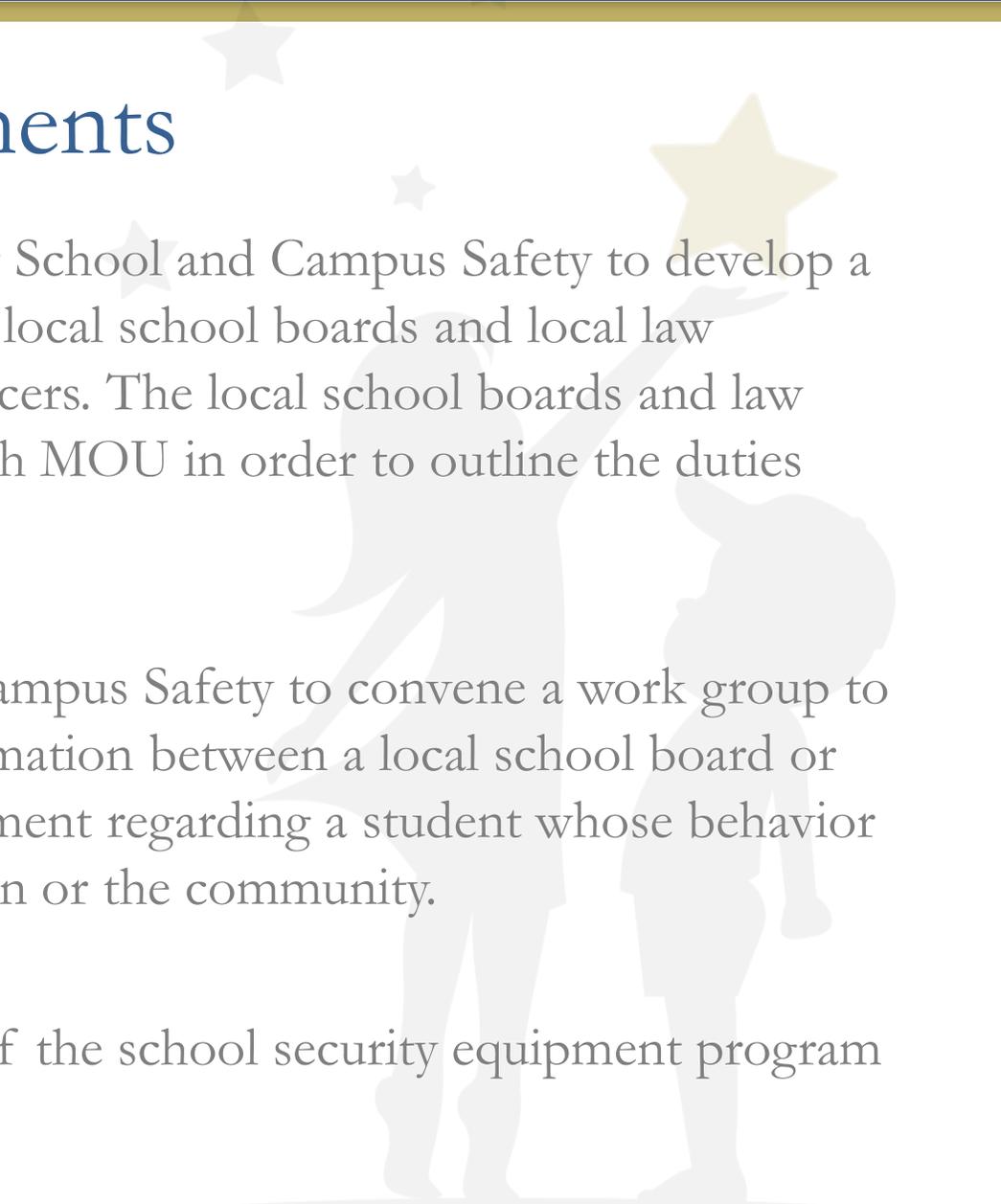


Legislative and Budget Developments

- **Legislation and budget appropriations** will improve the staffing ratio for school counselors.
- **HB 1734 and SB 1213** requires the Virginia Center for School and Campus safety to develop a case management tool for use by threat assessment teams. Additionally, the 2019 Appropriations Act included funding to pay for the development of this tool, as well as funding to support training for local threat assessment teams.
- **HB 2609 and SB 1130** requires the Department of Criminal Justice Services to establish compulsory minimum training standards for school resource officers, and requires at least one school administrator from every school to participate in public safety training. The 2019 Appropriations Act includes funding to support this training.



Legislative and Budget Developments

- **HB 1733 and SB 1214** requires the Virginia Center for School and Campus Safety to develop a memorandum of understanding (MOU) to be used by local school boards and local law enforcement agencies that employ school resource officers. The local school boards and law enforcement agencies will be required to enter into such MOU in order to outline the duties and responsibilities of school resource officers.
 - **SB 1591** requires the Virginia Center for School and Campus Safety to convene a work group to develop guidelines and best practices for sharing information between a local school board or public institution of higher education and law enforcement regarding a student whose behavior may pose a threat to the safety of a school or institution or the community.
 - The **2019 Appropriations Act** increases the funding of the school security equipment program to \$12 million and increases the cap of each grant.
- 
- A decorative graphic in the bottom right corner features the silhouettes of a woman and a child. The woman is on the left, and the child is on the right, reaching up with their right hand towards a large, yellow, five-pointed star. Several smaller, light-colored stars are scattered in the background behind the silhouettes.

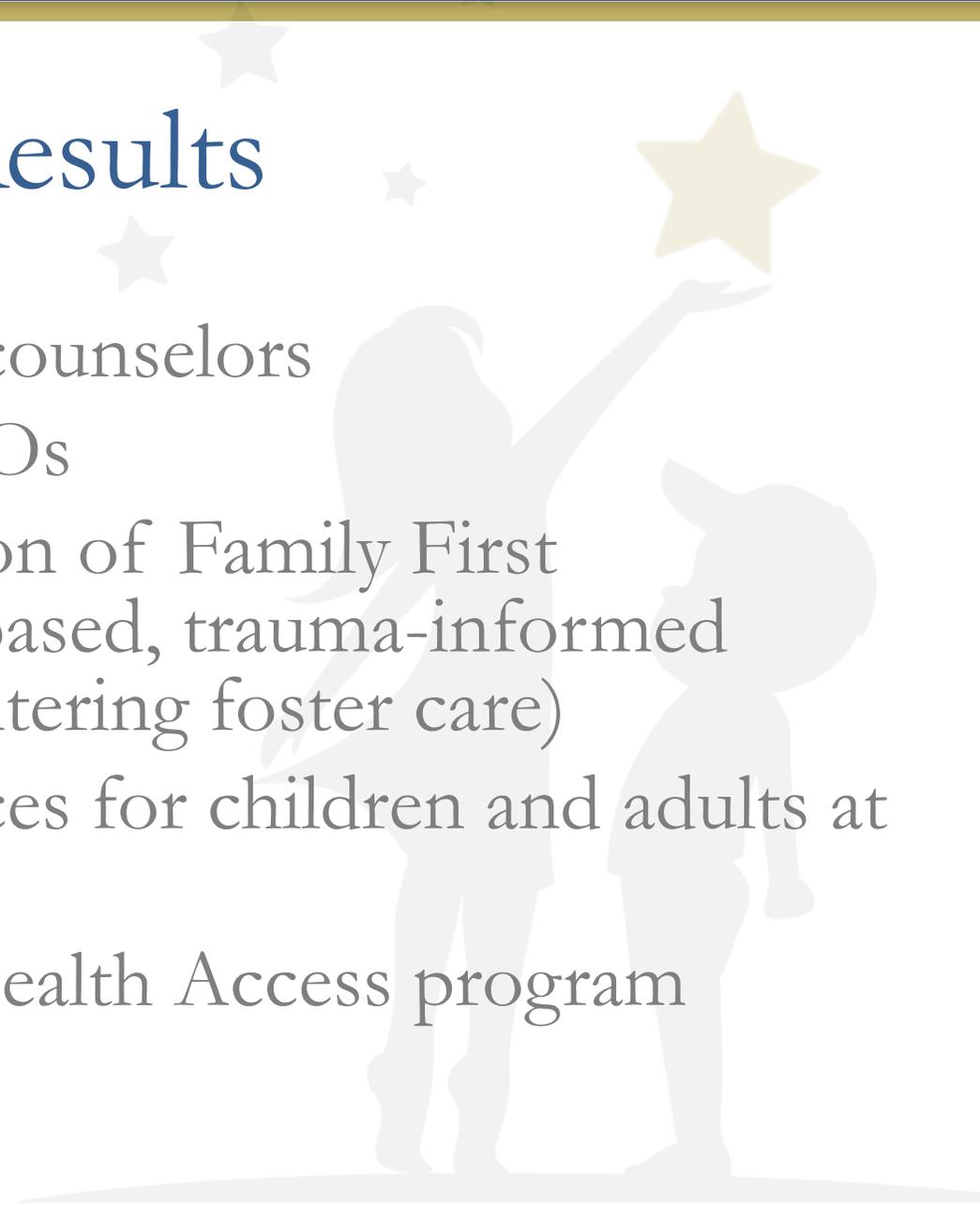


Trauma-Informed Care

Deputy Secretary Gena Berger

2019 General Assembly Results

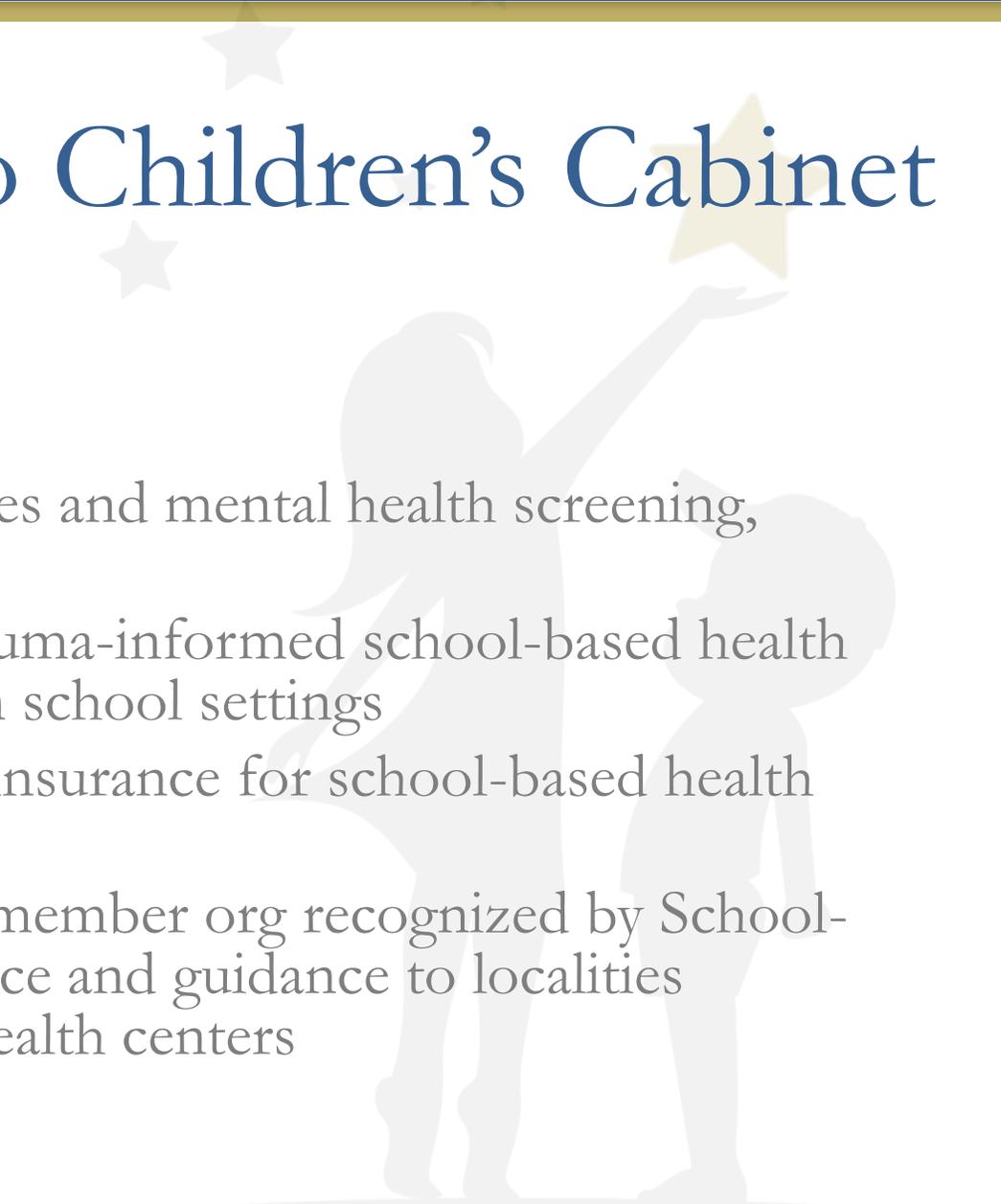
- \$12M to support additional school counselors
- Minimum training standards for SROs
- \$851,000 to kick start implementation of Family First Prevention Services Act (evidence-based, trauma-informed services to prevent children from entering foster care)
- \$7.8M for mental health crisis services for children and adults at all 40 CSBs
- \$1.23M for expanding the Mental Health Access program



New directive from GA to Children's Cabinet

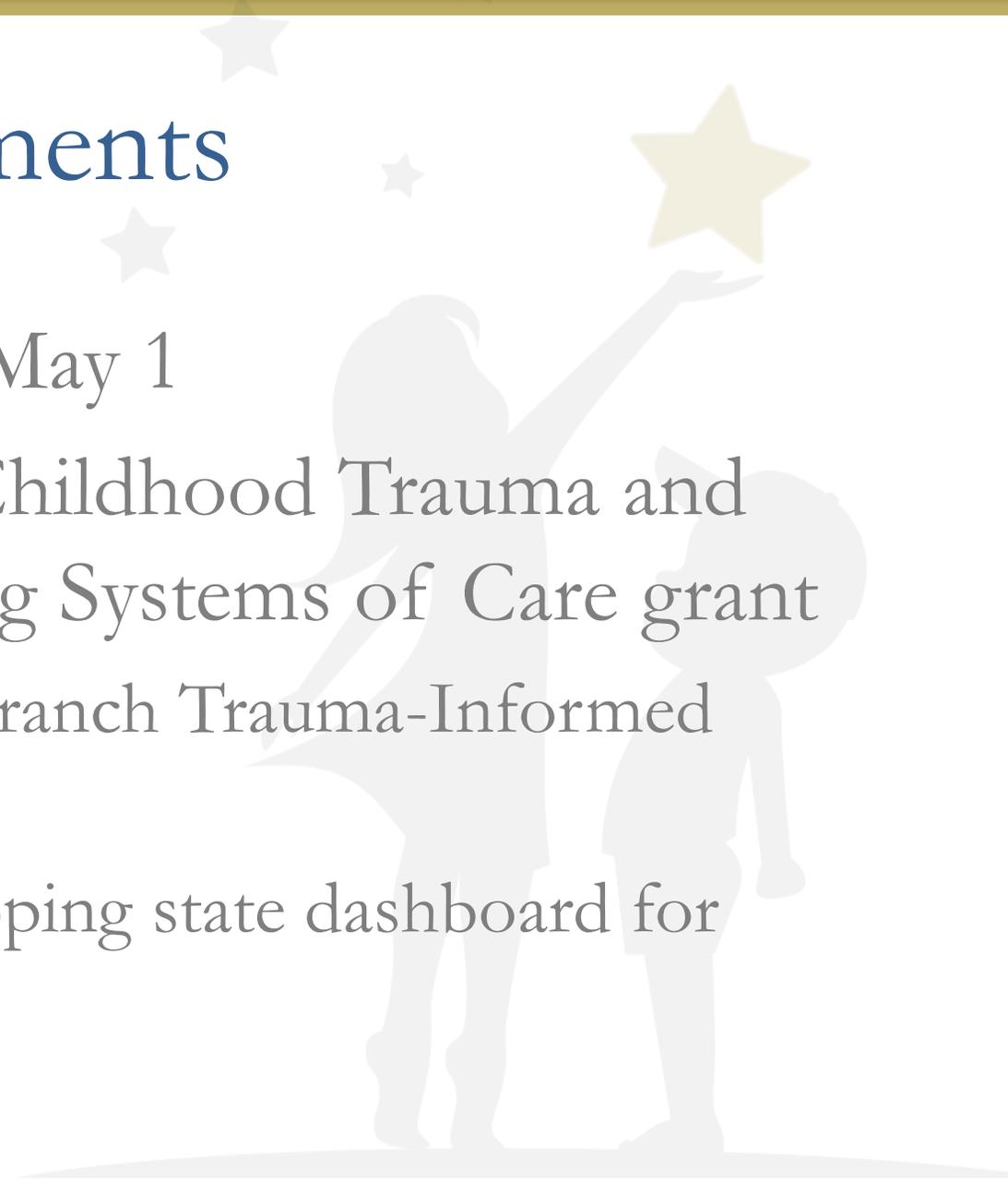
Establish a Task-Force to:

- i)** Assess current landscape of school-based services and mental health screening, evaluation, and treatment in school setting
- ii)** Develop best practice recommendations for trauma-informed school-based health centers to provide medical and behavioral health in school settings
- iii)** Evaluate options for billing public and private insurance for school-based health services
- iv)** Develop a plan for establishing a state affiliate member org recognized by School-Based Health Alliance to provide technical assistance and guidance to localities interested in creating or improving school-based health centers

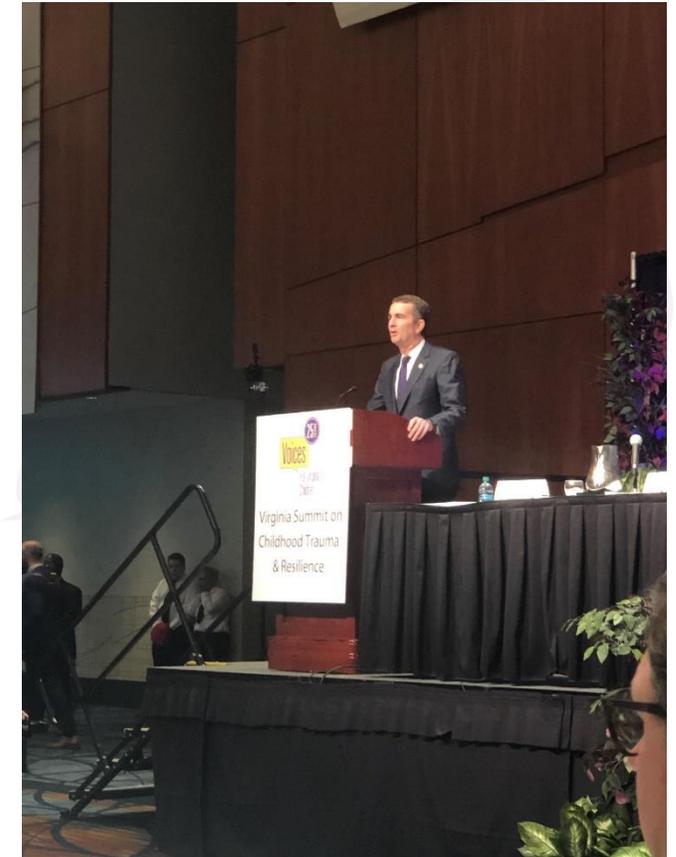


Other exciting announcements

- Chidi Uche joined Sec of HHR May 1
- Will be Governor's Advisor on Childhood Trauma and Resiliency—supported by Linking Systems of Care grant
 - Will be leading the new executive branch Trauma-Informed Leadership Team (TILT)
 - TILT will be responsible for developing state dashboard for resiliency

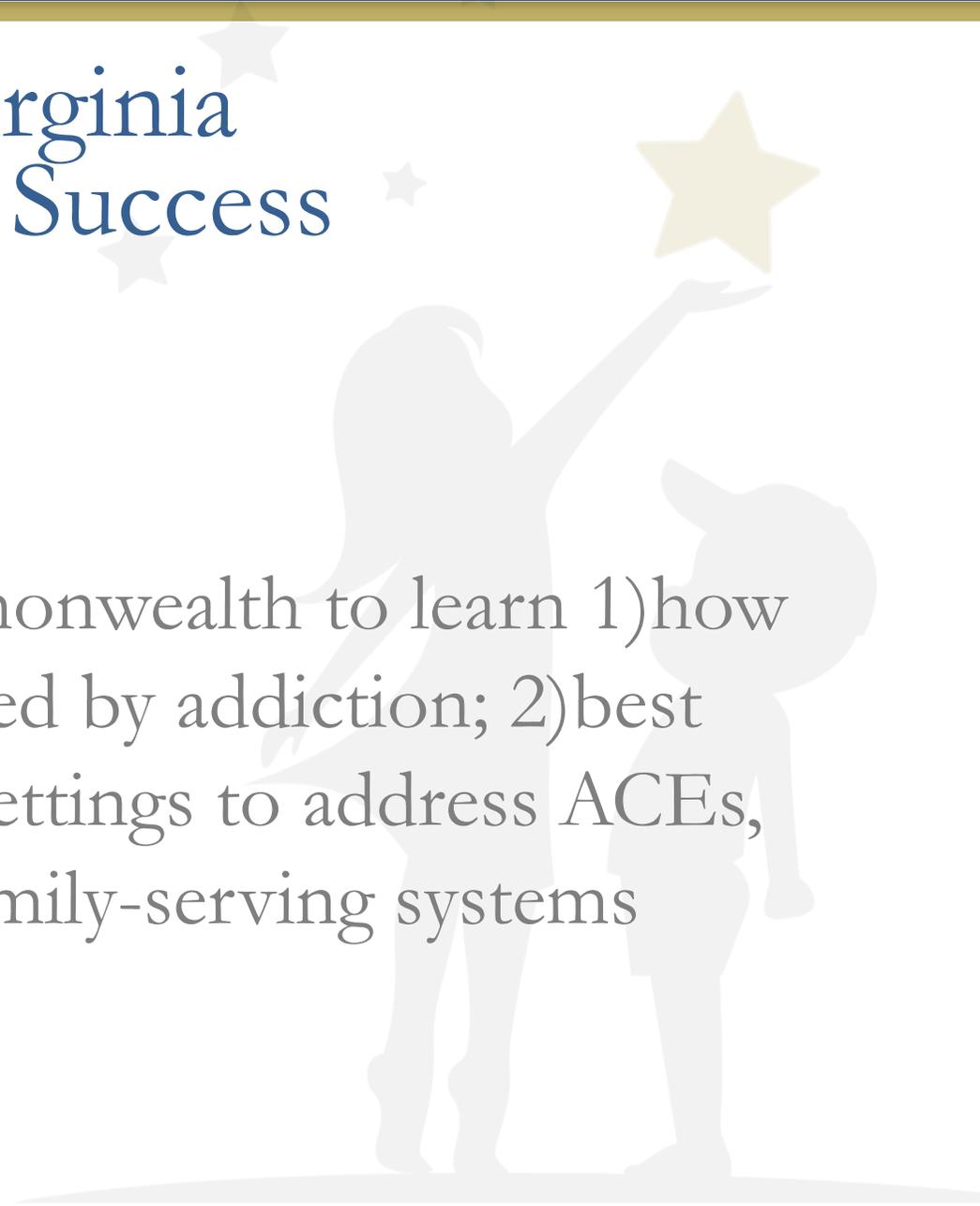


Voices Summit on Childhood Trauma and Resilience



United Way of Southwest Virginia Rural Summit on Childhood Success

- Thursday, May 23
- Abingdon, VA
- Convene leaders from across Commonwealth to learn 1) how systems have been adversely impacted by addiction; 2) best practices for professionals in rural settings to address ACEs, trauma, resiliency in children and family-serving systems
- Gov's team will be well-represented





Framework for Scaling Home Visiting in Virginia

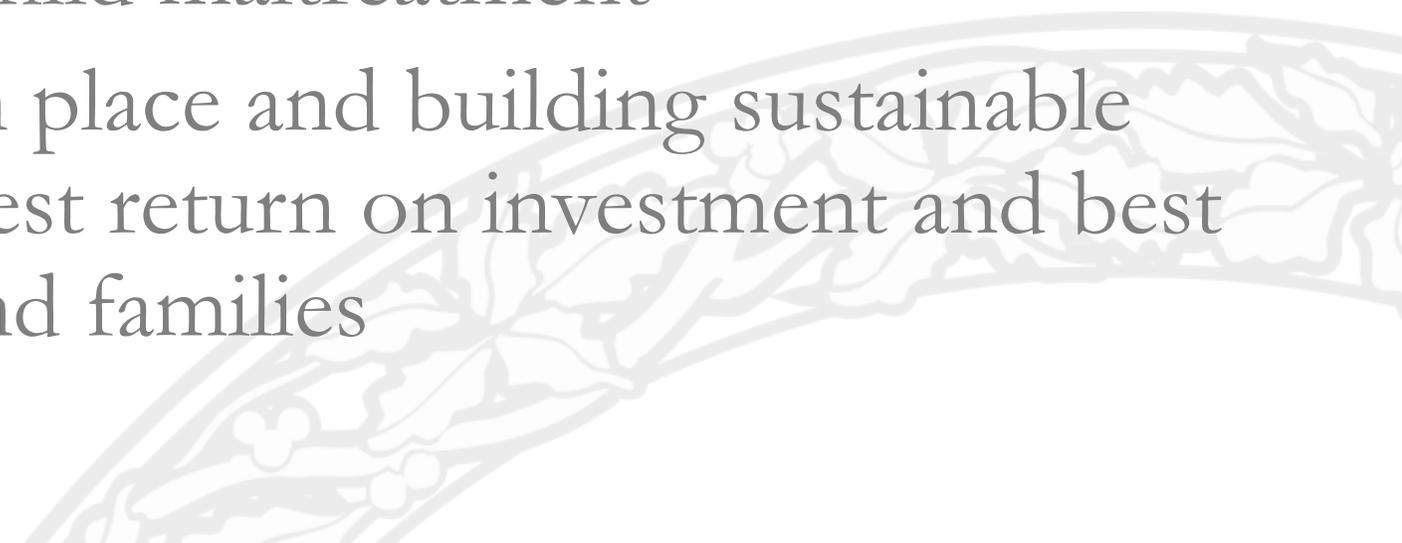
Deputy Secretary

Gena Berger

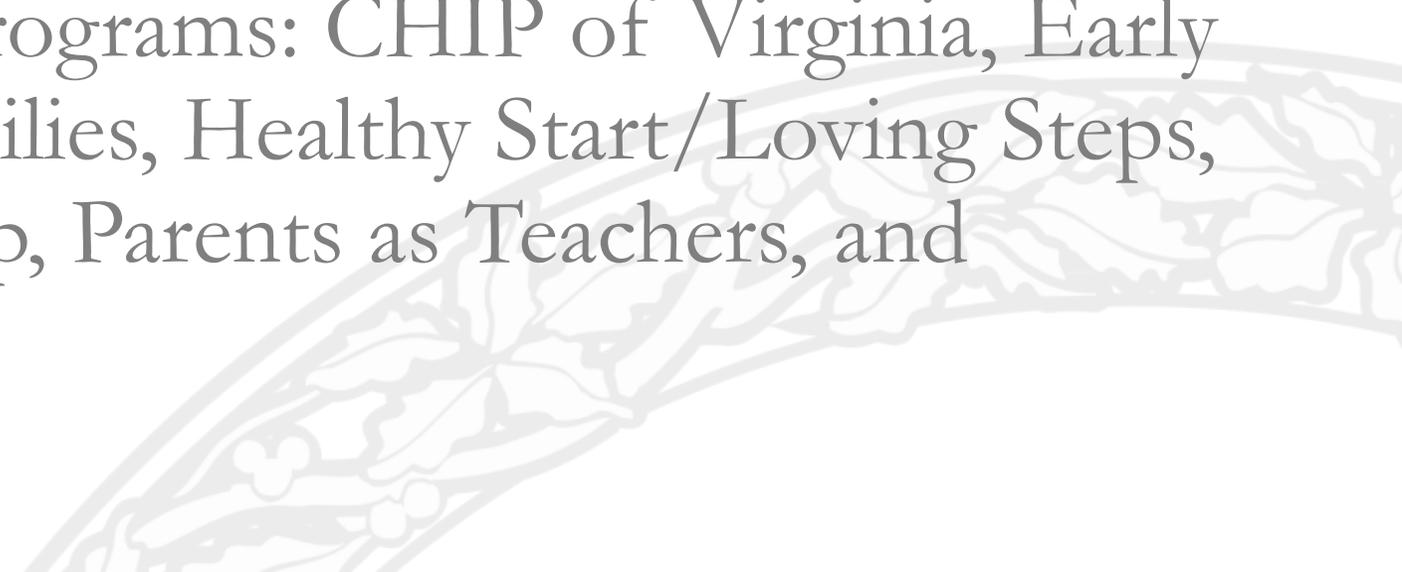
Chief School Readiness Officer

Jenna Conway

Why?

- Home visiting works!
 - Associated with positive outcomes in maternal and child health, behavioral health, family self-sufficiency, parent-child relationships, and child maltreatment
 - Capitalizing on system in place and building sustainable approach will yield greatest return on investment and best outcomes for children and families
- 

Who?

- Early Impact Leadership Council is convened by Children's Cabinet, Chaired by the FLOVA
 - State agencies: DBHDS, DMAS, VDH, VDSS
 - Early Impact Member programs: CHIP of Virginia, Early Head Start, Healthy Families, Healthy Start/Loving Steps, Nurse Family Partnership, Parents as Teachers, and Resource Mothers
- 

What?

- Oversee development of a comprehensive framework for coordination of home visiting program services within the early childhood system to ensure quality service delivery and sustainable growth



Key components of framework

- 1) Qualified Service Providers
 - 2) Quality Service Delivery/Model Fidelity
 - 3) Quality Assurance
 - 4) Financial Sustainability
 - 5) System Building
- 
- A decorative, light-colored floral border with intricate leaf and flower patterns, curving along the bottom right edge of the slide.

Questions?

- Early Impact Leadership Council is requesting the Children's Cabinet endorse this framework for home visiting in Virginia





Virginia Foundation for Healthy Youth

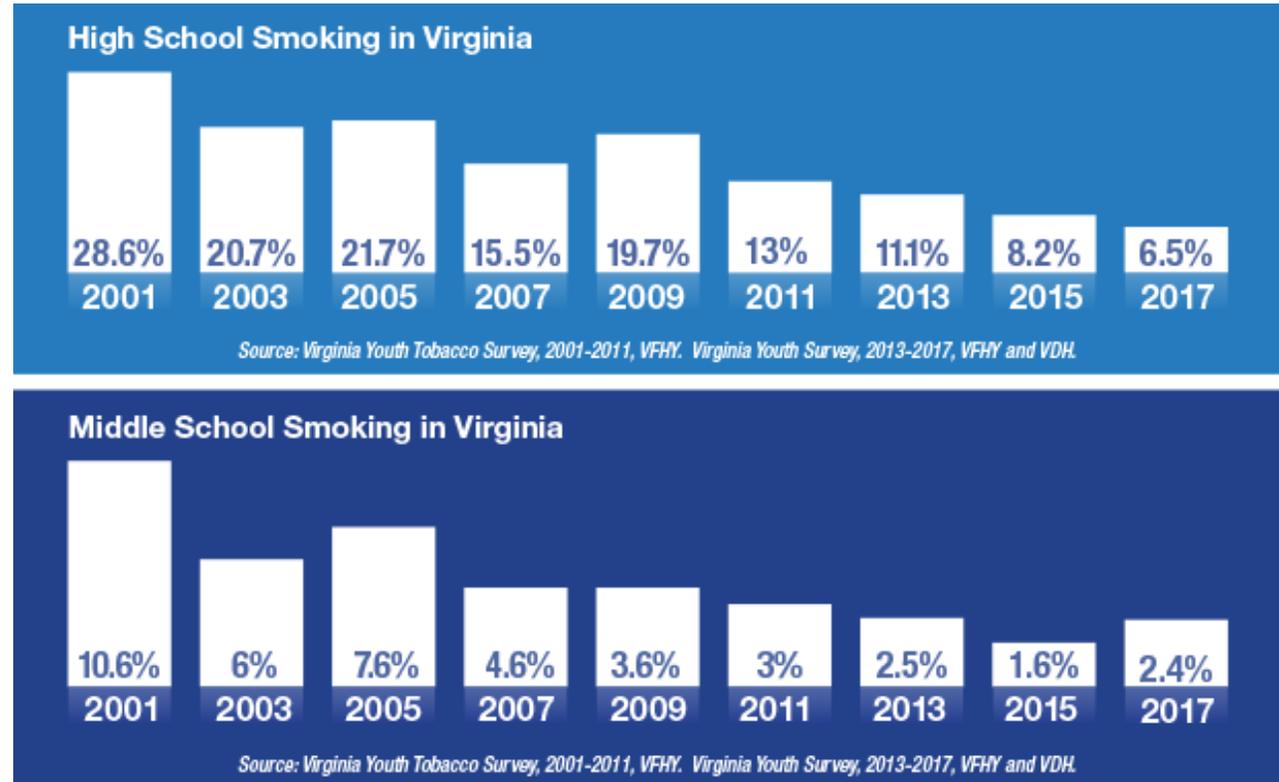


MISSION:

VFHY empowers Virginia's youth to make healthy choices by reducing and preventing youth tobacco use, substance use and childhood obesity.



VFHY GETS RESULTS



- High school and middle school smoking down by more than 75% from 2001

Programs



- Tobacco-use prevention program grants
- Healthy Communities Action Teams



Marketing



- “Y do u think” marketing campaign reaches 535,000+ kids each year
- Segmentation model identifies Va. youth subcultures and peer crowds at greatest risk: alternative, hip hop, rural
- Interventions designed to promote positive cultural change
- Tobacco-free lifestyle celebrated and perceived as socially desirable

**DOWN
AND
DIRTY**





Y Street is the Virginia Foundation for Healthy Youth's award-winning teen volunteer initiative promoting a healthy Virginia.

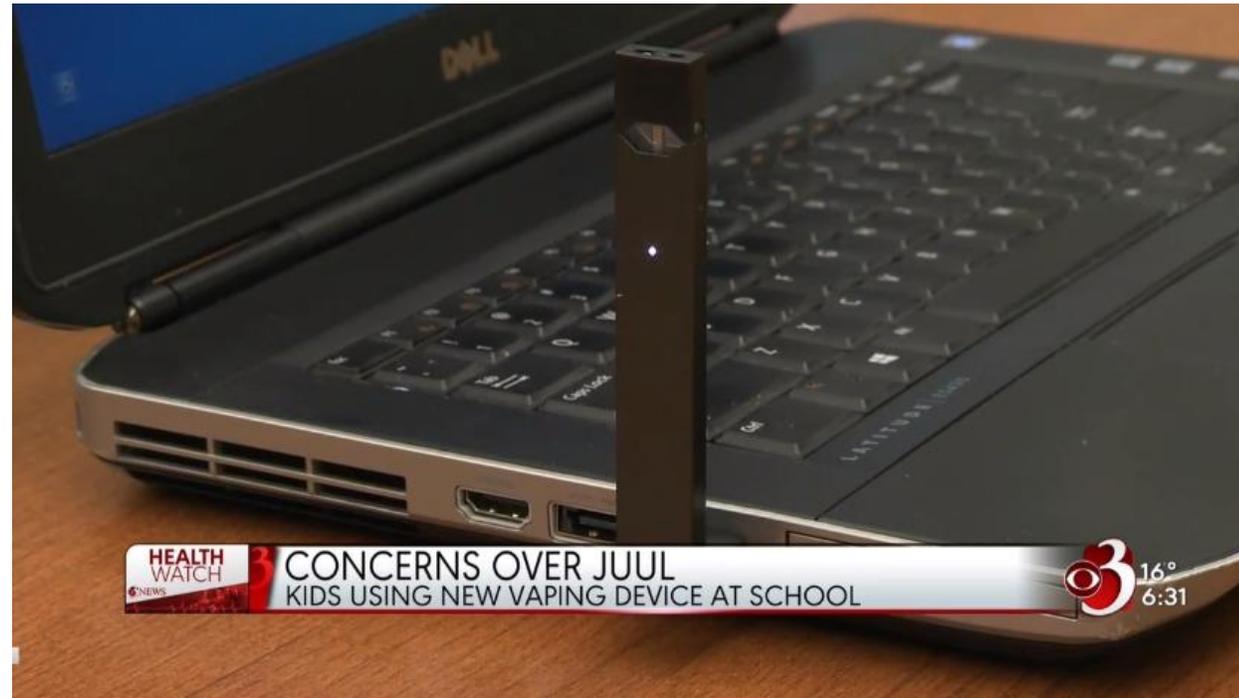
8,500+ Youth Trained



24 Virginia High Schools



E-Cigarette Epidemic



- U.S. Surgeon General and FDA declared youth e-cigarette use an epidemic in late 2018
- About 11.8 percent of Virginia high school students were regular e-cigarette users as of fall 2017.
- E-cigarette use by high school students increased by 78% nationally in 2018.

E-Cigarette Usage

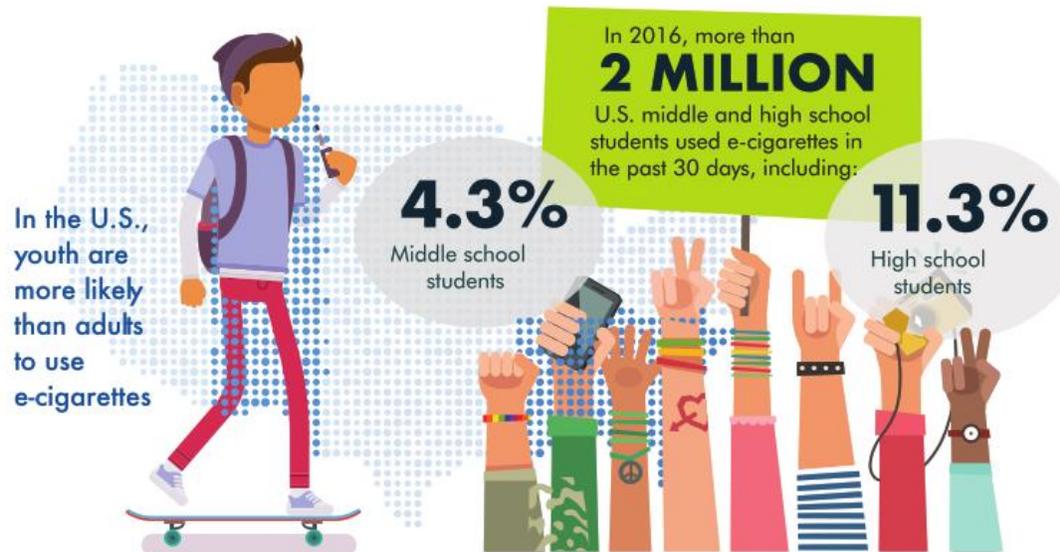


WHO IS USING E-CIGARETTES?

E-cigarettes are now the most commonly used tobacco product among U.S. youth.



Among current e-cigarette users aged 18–24 years, **40.0%** had **NEVER BEEN** cigarette smokers



Source: Centers for Disease Control and Prevention: Electronic Cigarettes, What is the bottom line?



E-cigarettes have flavors



Juul

- 72%+ of vaping market share; \$16 billion
- Popular with high school and middle school students due to ease of concealment
- Many kids don't consider Juul an e-cigarette, which may skew youth survey results
- Flavored pods deliver concentrated nicotine dose



WHAT IS A JUUL?

JUUL e-cigarette devices look similar to a USB flash drive and can be charged in a computer.



MANY FLAVORS

JUUL e-liquid pods come in flavors:

- Cool Mint
- Crème Brulee
- Fruit Medley
- Virginia Tobacco
- Mango

As well as limited edition flavors:

- Cool Cucumber
- Classic Tobacco
- Classic Menthol

Other companies manufacture "JUUL-compatible" pods in youth-appealing flavors:

- Blueberry
- Silky Strawberry
- Watermelon
- Caffé Latte

EASY TO CONCEAL

"High school and college students are rushing to retailers to buy the product because its discreet design makes it easy to hide from parents and teachers while also giving the user a big hit of nicotine. Some students have bragged on social media of using the JUUL in class, even though e-cigarettes are banned indoors at most schools."

— Pittsburgh Post-Gazette

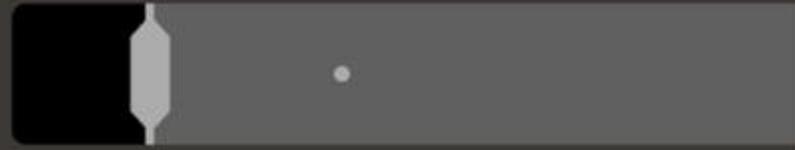


Juul



15- TO 17-YEAR-OLDS ARE

16x



MORE LIKELY TO USE A JUUL
COMPARED TO THOSE AGES 25-34.



truthinitiative.org



Juul

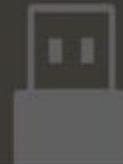


63%

**OF JUUL USERS
DON'T KNOW THAT
THE PRODUCT
ALWAYS CONTAINS
NICOTINE.**



truthinitiative.org

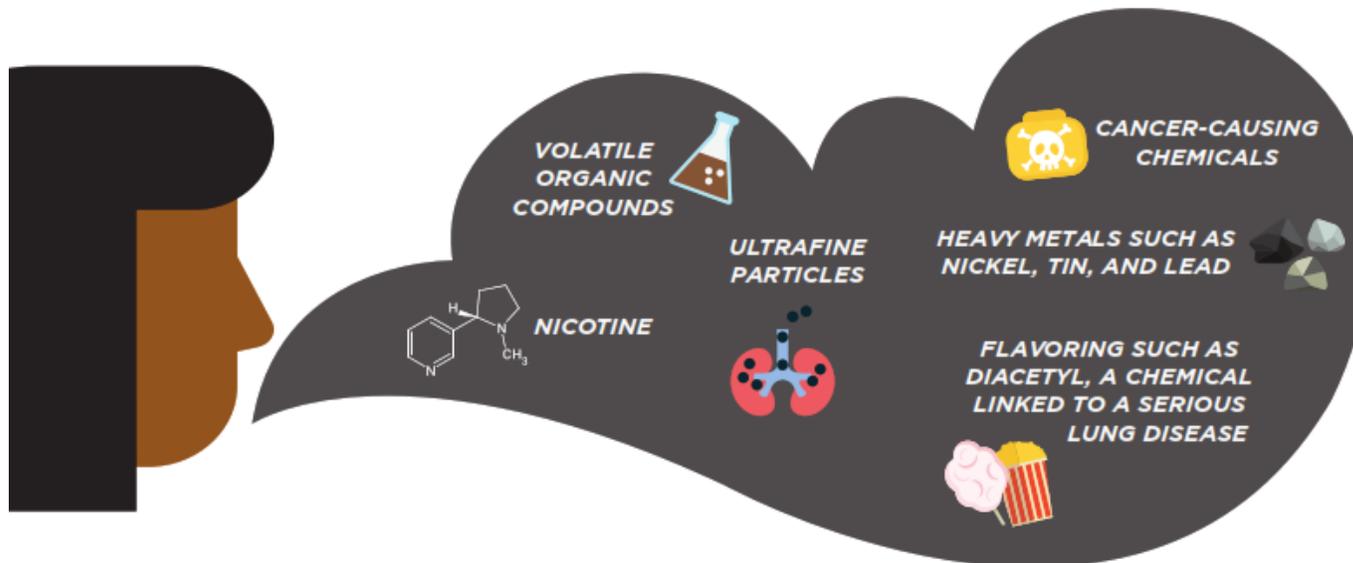


E-Cigarettes Health Risks



WHAT IS IN E-CIGARETTE AEROSOL?

The e-cigarette aerosol that users breathe from the device and exhale can contain harmful and potentially harmful substances:



Prevention Education



■ Classroom-based educational module distributed nationwide for free via VFHY website

■ VFHY will roll out new statewide K-12 module for DOE to implement this fall

The screenshot shows the website's navigation menu with options: About VFHY, Grantee Resources, Tobacco, Obesity, Funding Opportunities, Trainings, and Data & Statistics. A sidebar on the left lists: Programs, Marketing, Research, The Dangers of Other Tobacco Products (highlighted), Tobacco-Free Schools, and Additional Resources. Below the sidebar is a graphic with the letters "YST" in blue and red. The main content area is titled "The Dangers of Other Tobacco Products" and features a green banner with the text "There is NO SAFE WAY to use these nicotine products." and images of various tobacco products including bluu, SKOAL, and hookahs. The text below the banner states: "The Virginia Foundation for Healthy Youth has developed **The Dangers of Other Tobacco Products** module to provide prevention education to youth in middle and high school about Other Tobacco Products (OTPs). Pre- and Post-test surveys conducted with hundreds of youth in Virginia showed significant increases in knowledge related to students' understanding of the addictive qualities and dangers of OTPs such as smokeless tobacco, hookahs and e-cigarettes." Below this is a sub-section titled "Electronic Cigarettes" with a small image of a bluu e-cigarette and the text: "Electronic cigarettes may taste like candy and contain addiction causing nicotine." At the bottom, it says "UPDATED AUGUST 2018" and provides instructions: "To download the most recent version of this free PowerPoint presentation and related classroom resources, please fill out the form below."



Helping Virginia schools be 100% tobacco-free & e-cigarette-free, 24 hours a day, 7 days a week



WHAT IS COVERED

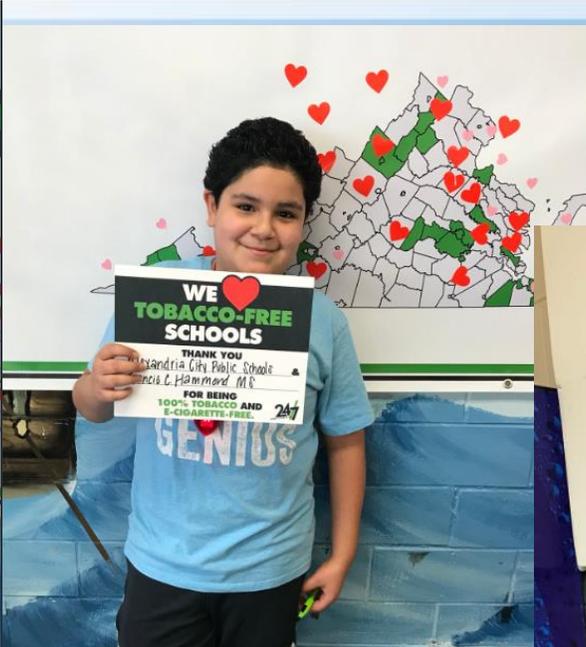
Tobacco, E-Cigarettes / Electronic Smoking Devices



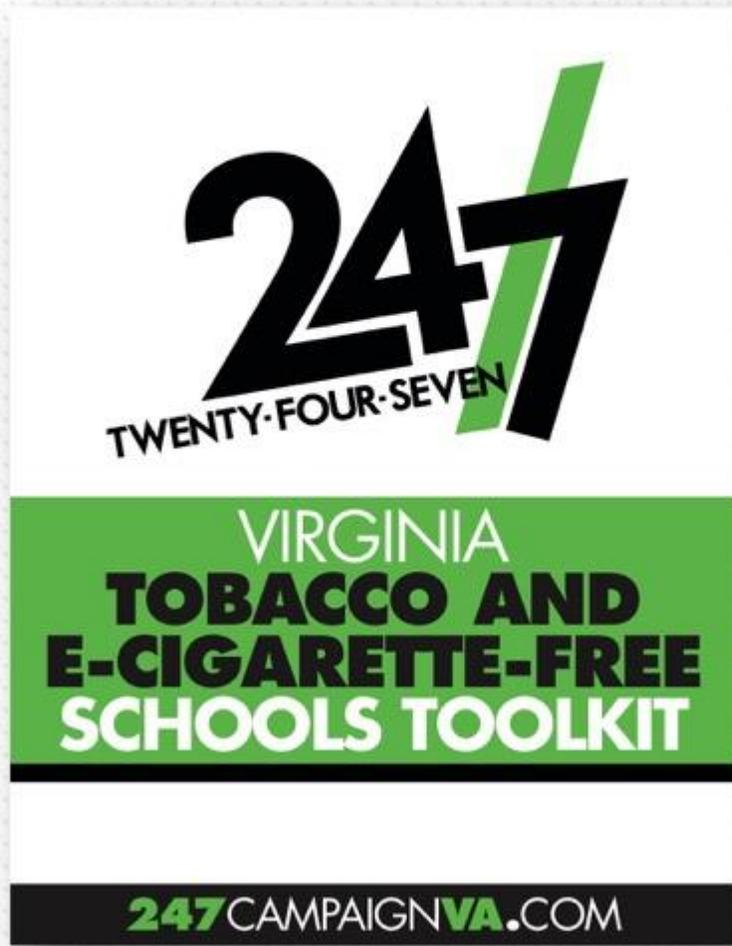
24/7 Kickoff Event



- Gov. Northam kicked off the 24/7 campaign with Y Street volunteers in 2015 when he was lieutenant governor.



TOBACCO-FREE SCHOOLS TOOLKIT

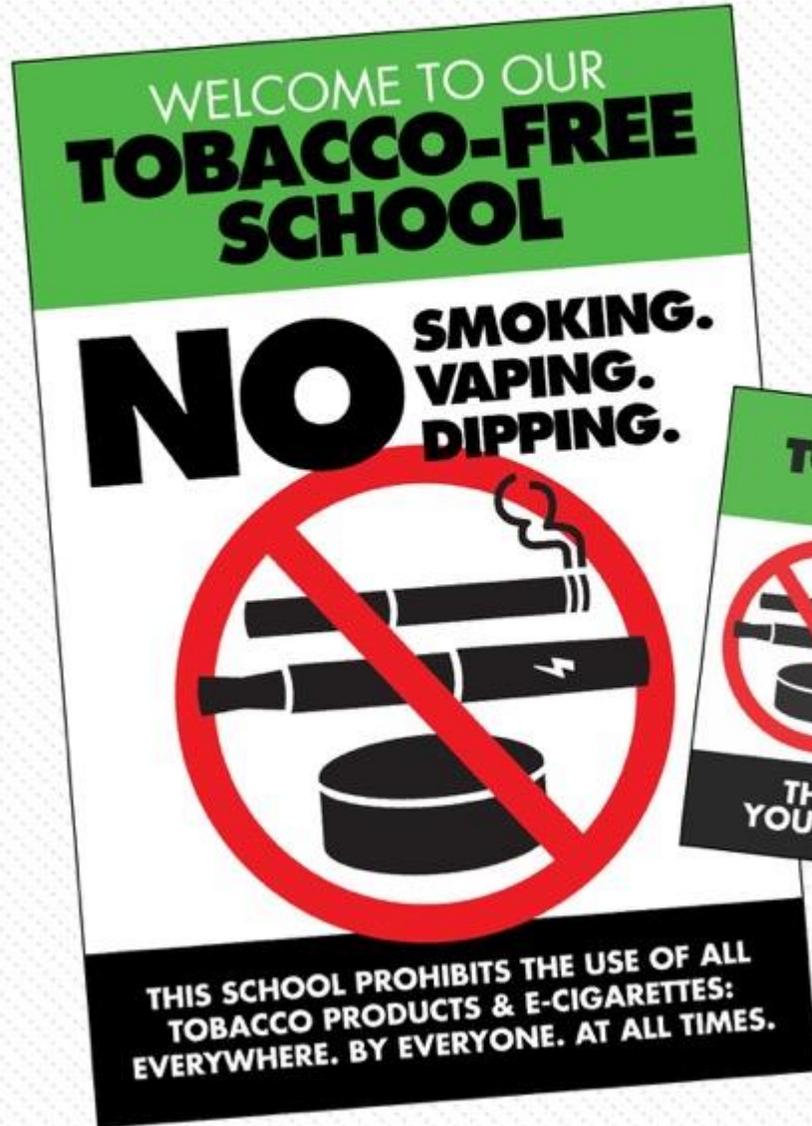


How can it help you?

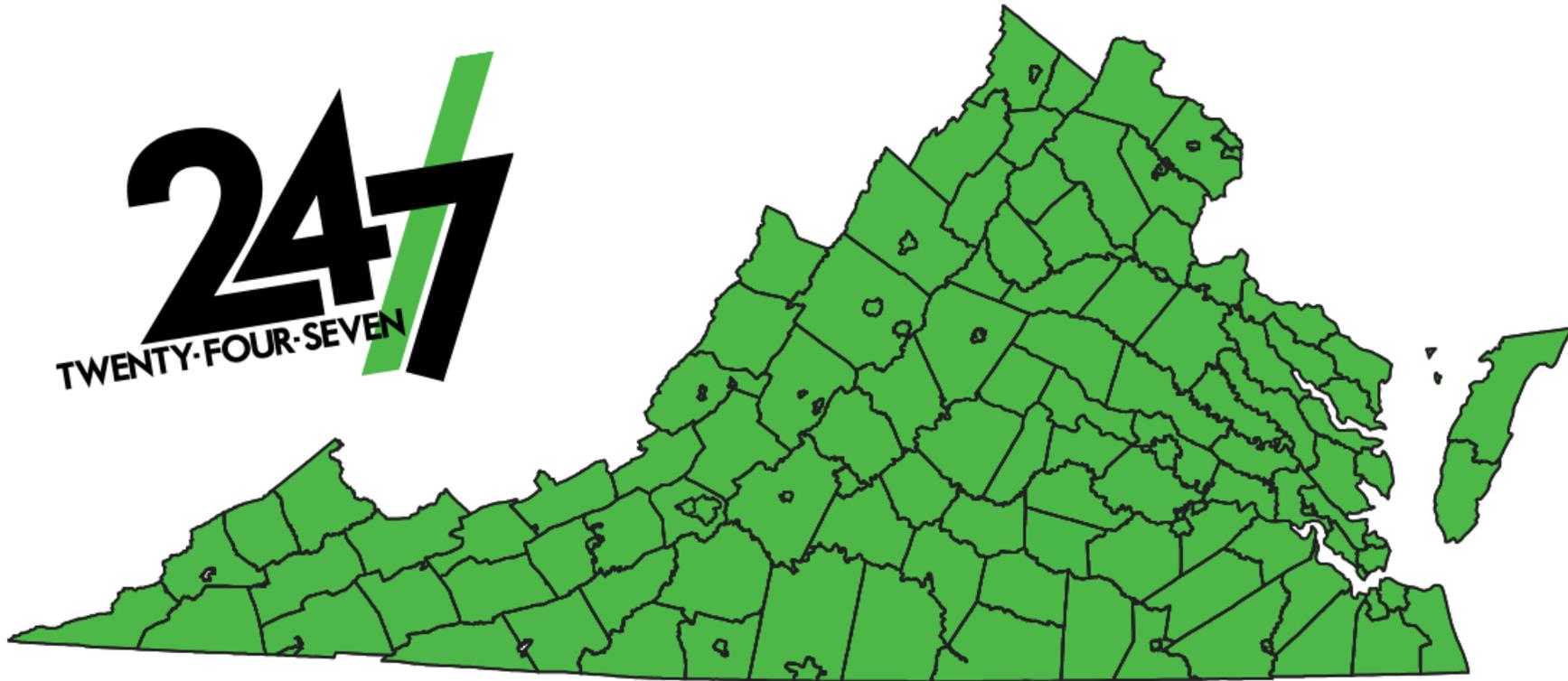


FREE RESOURCES

Signs, Toolkit, and other support



TOBACCO-FREE 24/7



WE DID IT

United States 2020 Census

- <https://www.commonwealth.virginia.gov/advisory-boards/virginia-complete-count-commission/>





Meeting of the Children's Cabinet

May 14, 2019 2:00 – 3:30 PM