

EDI = Data to Drive Good Decisions

- More than a population measure of how kids are doing – also drives smart decisions by educators, policy makers and communities
- Data tells a community about its children – across all domains of school readiness – as they start school, and predicts their trajectory by 4th grade unless interventions are made
- EDI is now underway in 30 communities (including a new statewide effort in Texas), and under consideration by 11 more

Starting to use the data as advocacy & community change tool

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EDI Overview

Population focus

- Provides a community-level measure of school readiness
- Data is reported by neighborhood for entire city/county

Holistic measure

- Covers five key developmental domains
- Consistent with the NEGP

Teachers find it easy to use

- Average 10-15 minutes per EDI
- Observational assessment that kindergarten teachers complete on each child
- Completed in the second half of the school year
- Good validity and reliability

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What Does the EDI Measure?



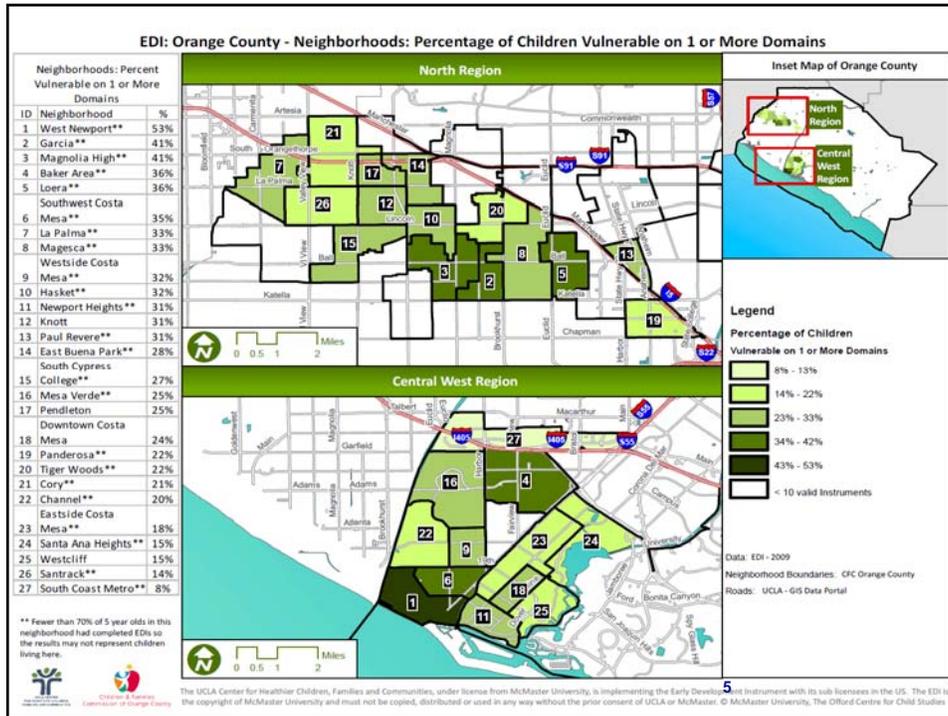
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Why Use a Population Approach?

- Delivers information about early childhood development for all children in community
- Moves focus from the individual to the entire community to make a bigger difference
- Provides opportunity to identify and highlight the social and environmental factors that influence child development throughout childhood
- Provides opportunity to “shift the curve” for the whole population
- Assesses over time how the community’s cumulative efforts are impacting children’s development

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How EDI results are used

Broad-based community coalitions are brought together to:

- Gain a shared understanding of the EDI results
- Disseminate the results throughout the community
- Develop an action plan to improve policies, place-based initiatives and systems for young children and families
- Carry out an action-oriented systems improvement process

“We presented to the Superintendent and her cabinet this morning and they were blown away. Everyone couldn’t wait to get before the Board to explain what they’re going to do next.”

Dana Friedman
The Early Years Institute
Long Island

“TECCS is helping us bring together and energize the people who can make a difference for young children and their families. The specific data about where children need help and the nature of the risks they face helps us focus our efforts and agree on a unified plan of action.”

Steven Dow
Executive Director
Community Action Project of Tulsa County

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Born Learning

National public engagement campaign to help parents, caregivers & communities create early learning opportunities



- PSAs, materials, web site help parents use everyday moments (www.BornLearning.org)
- Campaign Central with 400+ online tools to help nonprofits elevate issue, build coalitions, mobilize community
- Unique: national-to-local, adaptable, free

1,500 local Born Learning campaigns in US
(and being adapted in Latin America)



Resources & Tools

Born Learning parent education tools to boost school readiness (download PDFs at www.BornLearning.org, or join *Born Learning* for ability to print materials locally)



Strengthening Families Toolkit

<http://strengtheningfamilies.unitedway.org>

Helps communities in their development of programs designed to promote strong families, support healthy child development, and minimize the risk for child abuse and neglect. Framed around five protective factors

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Resources & Tools

For Community Mobilization

Online community engagement tips, tools, templates

(co-created with Families and Work Institute)

Register as *Born Learning* campaign at www.BornLearning.org's Campaign Central

Business leader engagement toolkits

- *Making The Business Case* – PowerPoint, brochure, flash video, champion action tips to enroll business leaders
www.bornlearning.org/default.aspx?id=253
- *Business Champion Toolkit* -- YouTube video & Speaker's Bureau toolkit, to help business champions recruit peers
www.bornlearning.org/default.aspx?id=278



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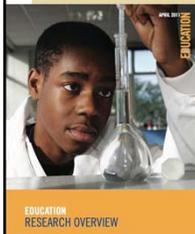
Tools & Resources

For Strategy Development

UWW's Impact Strategy "Roadmap"

www.unitedway.org/blog/entry/charting-a-course-for-change

Overview of core strategies communities should consider, with high-impact implementation approaches, meaningful roles for United Ways & sample strategy maps



Education Research Overview

http://unway.3cdn.net/59533b0250e4d88684_y9m6iq5bs.pdf

National research, "case for action," research-based strategies, best practices on school readiness, early grade reading, middle school, high school & post-secondary education