

4/1

Get binder

Conference

10:30 4/17

2nd panel

Satellite conferences - Mtg. 1:00 Rm 100

1 pagers - 10 programs

Materials for conference

- Call Debbie Fine → packets for America Reads

Policy

Radio Address - Sat. before

CEA - Benefits of Early Intervention

Child Care

- business - summit, awards, outreach by business groups

- pediatrician

- DoD

- commission

only new numbers
every 3-4 days

May 6-11 Latin America

Report

Noromi Karp - Education

Anne Rosewater - HKS

Ann Walker - Models / Bush Report on Children

Rima Schorr

America Reads

- Business Sponsors
- #s of packets to aim for -- distribution plan
 - Satellite links -- how many
 - where to call
- Educ. asked GPO to sell for \$5
 - will they be prepared
 - don't sell / don't announce
 - wait until we've distributed

Nicole -

→ Businesses for report

- Johnson & Johnson

How many
copies of
ARM WH &
satellite?
press?

Debbie

1000 kits ready on April 7

April 28 - Mailing to EvenStart

May 1 - 77,000 Ready for 1-800 #

Satellite sites - at least 5

Administration Accomplishments Document

Child Care

Don't have to charge market rates

Use Early Head Start \$ for 0-3

Demonstrate military system - use it as a model for states

- military has stds

Study of state infant care policies -- evaluation eg. best practices
or report on best practices

Barbara Bergman - Book on child care

Linking individual providers to a center/network

Donate vans to resource and referral centers -- particularly
in rural areas

Linking child care to EPSDT - Campaign to do this -
hotline

Sharon Bixby

- public health nurses?

Ron Kalley - Calif. - infant care training materials

Conf.

Briefing for Pres. - what does he need? 15 minutes
day before? what paper does he need to ask questions

Leg. Affairs list

Speaking role for 2 members - 30 seats

Press - 21 seats

Role for cabinet sec. given policy announcements

HRC -- at lunch, make suggestion of things to
think about

Announcement

- Report
- Pumping up kid's coverage
- Public-private partnership - Adopt a Child Care Center

Audio | Video Tapes

6-7284 Pat Lewis

Transcript of Whole Conf.

Child Care

Authorizing GSA to do what DoD does - subsidize
child care

\$273M appropriated + \$150 M parent fees

\$3,400 appropriated per day on average

DOD 1. Standards
Enforcement
2. Inspection & Accountability

3. Wages tied to

Training - LDA Competency Guide

4. ~~Substance~~

5. Family Child Care Centers Networks

6. Affordability

80,000
10
100
1000
10000
100000
1000000

Nicole

Lamaze as Sponsor

Debbie

* NAT Kellogg, Lamaze okay

Talk to Ethics people

To do → Kathy Whalen

Can call Kellogg if on panel?

To do → Headstart #s

Who can pay for transcript of conference?

Materials

Conf. Report

To Do

- Ask Education about what report will look like?
- How much cost? How much more do they need?

Parenting Kits from Education

1 pagers on programs

To Do

Accomp. Docs

- Ken Apfel | Cindy Smith
- ~~By~~ - HUD | Lead Paint Report - add this

Longer NEC Accomp. Doc

1-2 Pager on Policy Announcements

Info. on Panelists

Background Program

Rob Reiner Engagement Campaign Material

Starting Points

Families & Work Report

Krista

responsible for materials

In
Participant's
folders

Agenda

Participants in Room

Accomp.

Policy Announcements

- Participant bios 1 P

TO DO

- Look at ER Speech
- Call Kathy Whalen
- Call Debbie

Visuals

Announcements

CEA Report on ^{White Paper} Importance of Investments in Children

OSTP Children's Initiative

Families & Work Institute Report

Poll - 0-3

Parenting Kits

HHS Kids Coverage Health Study

RAND DoD Report - Evaluating DoD Family Support System

DoD Partnering Report

Plans

Policy Announcements

Kits (Avanu)

Health E.O.

CEO Summit (Blog)

Child Care (DoD Report, RAND Study, Challenge, TA)

DoJ Intervention

Head Start

Prescription for Reading

4/12	4/13	4/14	4/15	4/16	4/17	4/18
<u>Sat</u>	<u>Sun</u>	<u>Mon</u>	<u>Tues</u>	<u>Weds</u>	<u>Thurs</u>	<u>Fri</u>
Radio Address			Roundtable	① Reiner ② Cons. Prod. Safety ③ Health E.O.	Conference	

Report

\$1.25 / copy

Review process $\left\{ \begin{array}{l} \text{scientific} \\ \text{internal} \\ \text{parent} \end{array} \right.$

Timing

of copies

Dana Foundation

Slides -- can they bring any?

Glena? Agencies collecting materials?

→ Directory of Early Childhood Agencies

Radio Address

• FMLA

^{Leave for}
Taking child to doctor, care for elders, finding school or
child care etc. for federal employees

• Prescription for Reading

TO DO

Finish accomp. document

Nail down health announcement / Memo to President

Send kts to Crista Rm 207 6-5165

Materials — Q & A ?

- Accomp.
- Policy Announcements
- Participant lists
- Audience list
- Agenda

} Packet

- Newsweek
- Starting Points
- O to 3 Poll

} Distribution

- Factoids on Brain Development
- Experts Quotes on
- Importance of First Few Years

} Added to
Press packet

Ann Lewu Mtg

Radio Address

- Pres. for Reading

- taped Friday

- What do we do?

Mon 14th

Wed 16th Set up announcement - 0-3 Poll & HRC Roundtable

Thurs 17th - Policy announcement at Conference - DOD

Radio Address -- Prescription for Reading

-- Children's Health - or Monday?

EO - Children's Health

Report Mtg

To Do → Info on Conf. to → ^{Fax} 273-4768
Naomi Karp

1

Cynthia Dorfman

Naomi Karp

Ann Seigel

Myranda Lynch

Timetable

- Conf.

- Monday - ^{Detailed} Outline

- May 12 - Send out for comments to reviewers

- May 19 - End of comment

- May 27 - Revised draft

- broad audience
- don't terrify parents
- all children - special needs
- this is the age to start - - doesn't stop at 3

Rima Schorr

718-246-8222

8220 (fax)

rimaschorr@aol.com

TO DO

Send →

Speaker list w/ publications list / phone #s

Conf. Info.

Radio Address - FMLA

Monday - Prescription

Wednesday - 0-3 Poll Results & HRC roundtable & EO

Thurs. - ←

TO DO

Send info on conf. to Naomi Karp & Rima Shore

Call Johnson & Johnson

Health announcement

Kaiser

- ✓ How cover? What cover?
- ✓ Parents/Employers contribute?
- ✓ Prevent employer dropping?
- ✓ How long covered? When ready to announce?
- ✓ How many kids? ✓ How many currently uninsured?
- ① Benefits? ② Eligibility
- Local or other states?

Targeting to
any particular
group of kids?
Geographically?
Legal aliens?

TO DO →

Rima → Zero to Three Poll
→ Satellite Reports

10:00 Guests

9:45 - 10:20 Briefing time
10:20 - 10:40 Greet panel 1
10:40 - 12:15/30 Session 1

12:30 - 1:00 Break

1:00 - 2:00 Lunch

2:00 - 2:15 Break

2:15 - 2:30 Greet 2nd Panel

2:30 - 4:00 Session 2

4:30 Reception

Conference 107

Cabinet 10

Members 15

+ Press = 162

Sketch for Lunch

Conf. Call

Jim Hill - VP Communications Kaiser 510-271-2605

Roy Baer -

Jim Margolis

5 yr (at least)

California + 3 other regions + Over time, all plans.

\$100 M - \$20 M/year

\$100 M in Cal. Colorado + District

Full coverage for all benefits in Kaiser

52,000 year

Kids of parents who have cov. thru HRC but not kids

+ some # of ~~other~~ kids in schools

Kaiser cost = \$750/yr cov. for children

Ave subsidy = 50% but maybe sliding scale

Between 100-300% of poverty

May 1 - Detailed announcement

Interaction w/ our state grant program

Paper to Ann Lewis on Conference

Materials for HRC Roundtable

Memo to President on policy choices

Radio Address

→ DOD
Child Care
Health Care
(EO Summit)

→ Kits

DOS

Accomp. doc to Nicole / Pauline / Elena

1 pager on conference

Consumer Product Safety

DOD

Transportation

TO DO

① Q & A

✓ Laura 4:00 a.m.

1. Fetal brains
2. All women stay home

- don't have a choice

② Accomp. Doc

③ Q & A on Conference - Get from Pauline & Nicole. Give to Elena

To Do

✓ • Call Debbie Fine re KHS

✓ • Call Rosmann

• Info to Lima on Panelists - Names & Phones

• 1 pager on conference

[Accomp.
Q & A]

1M

Martha Naismith

408 - 9482

Johnson & Johnson

408 - 9490

HRC Long-term

Brain

Africa

Education

D.C.

Children's
Health

Kaiser Conf. Call 4/10

Linda Cotus

- families contribute no more than 2% income
- 50% average premium contribution
- 3 demonstrations
 - ^{HIPC} ~~working~~ working families / currently, 35% of HIPC. Adding children of enrollees
 - Medical - state & fed. contribution [have not talked to Medical]
 - school-based project
 - enrollment worker → get into Medical
 - not eligible wld go to Kaiser

Uncertainty about costs
\$200 → Effect on Medicaid

ours \$3.8 → \$1

Interaction w/ Medicaid

- where now → stay forever — elig. levels

∴ Minn. won't get it, Miss. will

- differential matching — states will put into this program — no new coverage

Tobacco Tax

Best ⇒ \$200

To Do

Kits - How many? Funding?

Report - Funding / Transcript - Who pays?

Q and A

Accomplishments Document

Health Care - Seats etc. for Deans / Talk to Kaiser / Paper

~~DoJ~~

Materials

1 pager on conf - (Jen) ✓

Q and A - (Jen) - Mon

Policy Announcements

- 1 pager on all

- 1 page background on each

Exec. Memo to DoD

Accomp. - (Jen) - By conf.

Agenda - Nicole

List of panelists - Nicole

Audience list - Soc. Office

Stage direction for POTUS - Nicole and Pauline

(Jen) ① Health - 1 pager; ^{on our initiative} endorsements; working w/ Kaiser

② Child Care - Directive to DoD; 1 pager - Nicole

③ EO - Brad Campbell - Elena

④ Head Start - Pauline - call Olivia - paper from Melissa

⑤ DOJ - (Jen) / Debbie

⑥ Kits - Background paper & a and t [Debbie]
(Jen) ↳ what are they?
↳ Distribution plan

⑦ CEO Summit - Nicole

Report

- Transcript - who pays? - Warm Post / I+HS
- Funding - J&J?
- Review Outline
- Distribution plan

Kits

Get color copy

Ask Debbie about quantity & funding

Health

Figure out Kaiser

One pager

Figure out endorsements / Talk to Chris

Questions

- * [Why only Democratic Gov?
 - R invited

↙ Call Brophy — ^{okay to} call on them but no press
Then call Melanne.

Kellogg's Back panel

- * [Where did this conference come from?
 - HEC book. Talked to POTUS about it.

Nicole - DOD - Bullet for accomplishments

- increase in accreditation

Nicole & Pauline - Bullets for policy / pager
Script

~~REPORT~~
Largely
what we
want
And then
there are
those parents
in HRC's
words, who
drive their
children to
drink "
like me!

HRC Roundtable w/ Press 4/14

Actually "build the brain"

Research

- adult health - funded 50-50
- 90-95%
- Clinton Admin - funding over last 4 years ↑

Learned more in last — years than ever before

Critical periods for particular stimuli — "prime times"

By age 3, reached 85% of adult weight

Most imp. process — "pruning" of nerve cells

"Proliferation of connections" — occurs in response to stimulation — also maintained in response to stimulation

Isn't the only important time

Primary application is for parents — thrust of conf. — interaction in first 3 yrs is essential

Day Care — NICHD study showed greatest influence is family. Day care plays role — "add on" — high quality day care has positive impact. Family time in evening is more important. Suggests need for stds in day care

Conference — focus on parents. Why? Most impact and they will demand policy changes.

Rita Braver: ^{Beyond parents} Do you see enhanced gov't role?

HRC: Shld look at: Family Leave — opp. for mothers & fathers — spend time connecting — weakening of bond when children are put in care too early

I think you have to "emotionally separate" yourself
if you have to send your kid to care.
Helen Thomas:
Aren't you saying that women shouldn't work?

Hamburg - 3 mos useful - 2 x that would be better
as in most European countries.

Not middle class
RB: Gov't help for children in poverty?

Hamburg: Fed gov't is part of that, Fundamental needs.

HRC: There are lots of interventions that we know works.

The frustration is that we haven't taken them on a
broad scale. If we invested on the front end,
we wouldn't be spending on the symptoms of breakdown.
No overarching fed. gov't ~~pol~~ solution.

Ron: what can Admin. do?

HRC: Early Head Start. Trying to increase child care &
particularly for those coming off welfare.

Do we have the opportunity to create a new generation
of children unlike those who came before?

HRC: Much of this many instinctively knew, but not all.
What we want to do is "increase the odds" that even
more children will have opportunity.

How does this fit w/ your effort to define your own agenda.

HRC: What I've been doing for 25 years. Shld be
on the forefront

"Real life politik" - How do we live our lives? Kitchen table
politics

Part of President's understanding of how this affects

our democracy. If we are serious about democracy, must translate this knowledge

Mara: Why not advocate paid maternity leave?

HRC: Speaking personally, it's not politically realistic.

Hoping more enlightened business, policy makers will realize that in long, and medium and short term, it makes sense.

I'd be for it, if it were feasible. Give parents opportunity to be attached

5 tips for stimulation?

HRC: 3 verbally in a positive way

1. singing - until they tell you to stop

2. reading

3. story telling

4. old fashioned games -- peekaboo / itsy bitsy spider

5. Pointing out to child things outside / taking to supermarket

Can be a terrifically engaged parent staying home or going to work?

Alexander: Physical movement

Close body contact -- hugs

Shouldn't I stay home?

HRC: People old ~~old~~ want to stay home.

Can't send cookie cutter message.

Some parents need to work -- don't make them feel guilty. Need tips -- how to find child care / what they can do at home.

What about welfare?

HRC: Most mothers now in workforce. Every one shld have to be responsible. But what ~~to~~ do w/ millions entering workforce. Train them to be child care workers. Provide subsidies to help families afford them.

Don't know about impact of bonding with fathers

Cultural resistance to leave

HRC:

Broader def. of what our investments shld be and what the costs are.

Edward Litwag: We only look at the bottom line, but we don't define the bottom line broadly enough.

Tues

Policy 1 page

Accomp. Doc

Finish w/ Kaiser

DoD

• Exec. Order

• 1 pager

• Q & A

Wed

Q and A

Health

• 1 pager

• Q & A

• Kaiser — substantive questions

— press release
of support

• Letter from health centers

DoJ

• 1 pager

• Q & A

Policy Announcements - General

Bullets on - DoD, Health, DoJ, Headstart, Kaiser Health, Academic Health Support, Melanne Starr, Education Kits

1 pager on conference

E-mail
to Christa

Lunch - seat for J & J - Robyn Dickey

- Talk to Melanne about members speaking during lunch

Kaiser

E-mail Ann re Gloria Starr

(4:00p.m.)

Loose Ends

6-2803 Maria

~~Kasser~~

Accomp.

Lunch - Members speaking - Ask Melanne

- Seat for JBJ

Q and A

~~Comments on policy one pager~~

Invites for South Lawn for Ac. Med. Centers

Support letter from AAMC

[DoD / DoJ 1 pagers / Kits 1 pager?]

Briefing in a.m.

- Who does what

GOVS to speak at lunch?

Joan Lombardi / Helen Taylor

I want a rug w/ those
colors for my bedroom.
They are so beautiful.

It's amazing what
happens in the first
few weeks. I had a
calendar describing
development. It's scary

CONFERENCE 4/17Dr. Hamburg:

higher infant mortality

lower immunization rate

Dr. Cohen:

Artificial to separate brain from behavior

Social interactions shape brain

More securely attached, the more able to cope w/ new experiences.

No child's potential for recovery shld ever be overlooked

Language → Important to make sounds or words

POTUS: Institute this as part of ~~health~~ Medicaid / Med. covers people above welfare

Benchpoints → for social interaction, as well as immun. POTUS believes there will be expansion of coverage

"Sharing" model - not top down

POTUS - We need a system, before & after birth. Relatively inexpensive.

FLOTUS - We know what works but no systematic way to do it. But we systematically pay for it.

HMOs / insurers as well as public programs

Kaiser - working on prenatal care

Private as well as public response needed.

How do we systematically take this info to parents?

- Cohen - working at schools, police, faith - Parts of community where "families are met"

Sustained hard work to make a change

Extenders of care - range of providers, not just highly trained physicians.

→ Managed care - train woman on phone, etc.

Podesta
 | Will being
 attacked by
 full funding in Rs. Low! 62 billion
 \$100M
 \$98M
 \$76M
 understanding
 will in
 supp.

but we protect
 values, invests in
 our children -
 that's different -
 we should direct

full-funding in
 jeopardy
 underscores imp.
 of this ~~work~~
 program

refused
 common sense
 baby needs nutrition
 let your comm
 voted to slash
 funding our
 rev. for
 we

500
465
35.00

500
465
35.00
30.00
32.00
32.50

Research on child care

- doesn't interfere w/ bonds of parent-child attachment
- 80% of infants some regular, nonmat. care -
30 hrs a week - beginning at < 4 mos.

"Barely adequate" - infants get poorest care

Turning up volume when baby wants more and turn it down
when baby is otherwise involved or tired.

Experience alone does not make a difference

Wages predict turnover - yet lowest turnover

High quality child care is a supplement to families.

Here:

What activities are appropriate?



Not those of us who
shop at Bread & Circus.
We buy all natural. No BKA & BLIT, Mr. !!

Langho - Kellogs

Factors outside of school 4x more likely to affect perf. than factors in school

95% penetration of cereal boxes

D.C. Adopt a School - any invites to Jamie Swartz
by end of day
Policy proposal?

Sara R.

~~Ashley L. 6-2023~~

Karen Guss

~~Brenda C. 6-2131~~

~~Janet Margina 10:00 a.m. 6-6620~~

~~Chris 6-5560~~

Ann Seigel 690-8410

~~Stacy~~

~~Melinda Hawkins 5-3923~~

Daniel Montoya 632-1204

NAEYC - Contact 224-9098 Emily

~~WH Operator 6-5031~~

Jeff Levi 291-0277

~~Irene 4-90 27th 6-5593~~

~~Elizabeth Dye~~

Thurs. - Courier - Journal - Ed Bd

Fri - GMA - Children's Week

Tues - LK Live

Jeanne L.

~~Kathy 248-0294~~

~~Rantine~~

~~Sarah - Chris + Melanne~~

Alweiss
201-767-3719

Melanne

- J & J

- HRC event on Women's
Health on Friday

Issues

- HUD - Imm. -- Week of May 1
 - HUD Wants WH Ceremony - May 5 week
 - 4 states getting \$200,000
- Mamm. PSAs - ~~May~~ Release May 2
- Bruce Reed - Reception for Sawhill - TP Group -
 - HHS - Preview report in May
 - 15-19 yr old - down from 55 → 50 %
never had sex
 - More ~~now~~ using condoms

Breast Reconstruction

Healthy Women 2000 - Breast Cancer Conference - Why postponed?

NT e.g. of military childcare - Nicole States

- what do states do generally - DGA # Emily
- what good things doing
- Rutgers - ^{Call} Kris B.
- DOJ - Nicole
- Olivia - what can she challenge states to do?
 - Partnerships
- pol. profile of leg.
- what are states doing
 - Rep. e.g. Ohio
- NJ e.g. of something good

DC - Wash Lawyers - scheduling request
- Lawyers adopting schools
Scholarship Fund for single mothers
- Alice Evelyn

Theresa Comprelli - Healthy Families America

201-643-3710

- Early id & intervention - child abuse & neglect - link to services - intensive home visitation until school age - parent ed - info about child dev. - link to other parents - learn positive behaviors
Partner w/ hospitals & clinics
16 programs - Trenton, Newark, Lakewood, Vineland, AL,

Perth Amboy

Rural & urban

Home visitor comes from community.

Program funded thru Family Preservation funding. NO state \$s. Total budget \$1.3 M. Some have private partnerships

Most work w/ 30 families - 550 families will be served. Will increase next year.

Only working since last year. Focus on prevention

Breast Cancer Event - Fri May 2

- From Sarah
1. Mamm. - from Barbara
 2. Great FY 98 Budget & Accomp.
 3. Congress needs to move on - Challenge to Congress to hold hearings on:
 - 48 hour
 - Mammogram screening
 - MQSA
 -

Linda Kotis 510-987-2589 May add

Steve Zatkun 510-271-2626

Roy Behr 310-314-4800

Melanne

Child Care

Report Outline

Visiting military base

Breast Cancer

→ Child Care Conf.

→ Send children's health proposal to HRC - - no one knows about POTUS.

- Colorado Forum - covering kids - take to Chris about Wed. mtg
- Humana - Service Summit

→ Prescription for Reading - do Baltimore - keep in touch - Redlener connection

→ Visit military base - Call Carolyn - Exec. Order being implemented - bases nearby

0-3
10,000
prof.
caregivers

— Talk to Pat Lewis
Growing Child Magazine — List of Magazines — Send message from HRC

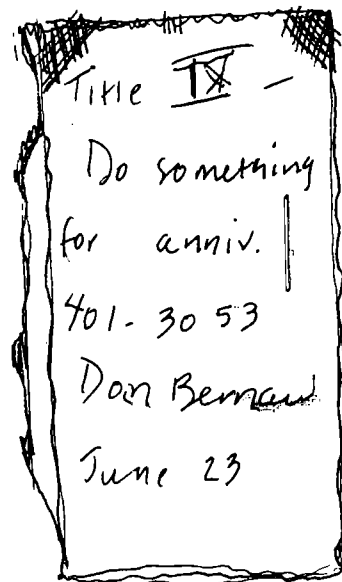
Card

- Early Headstart
- Food & Nutrition Service give out to WIC
- Public Housing / homeless shelter Food stamps

Insert in New Baby Cards

Doing microcredit for welfare

- Connie Evans



TO DO

✓ Talking points for TP, BC — Guidance in what to say — Get info from Sarah, Call Gary re leg.

✓ Call DoD re possible sites

Call Pat Lewis re follow up

Call DOE re Academic Challenge video

~~Call Bill Corr re Fed AIDS~~

✓ Call Rima Shore — Get comments from Melanne

~~Prepare for Kaiser call~~

Review child care study

Ref. for Sandra

Title IX Anniversary

~~Get request in for Kid's Health Event~~

Talk to Chris re POTUS Medicaid ideas

Schedule child care mtg w/ Cynthia & Mark

~~Return phone calls~~

✓ Call Tim

✓ Carol Williams — Progress report on adoption

Talk to Ann Warner re report

Kellogg Mtg

June 25-26 - POTUS & FLOTUS have reception

Morning of 26th - HRC Speech

Budget, Soc. Service people from states, people really

Dinner - Night of 25th

Guliani - Nick Scopetta

Reception at WH

Valora Washington 616-969-2337

Eleanor Hinton Hoyt 326-8711

Teen Pregnancy

→ Message - How to distribute?

Accomp.

List of Honorees

~~Page on event~~

→ Program - w/ message and other info?

Acknowledgements - Cynthia Rice

→ How to handle honoring

→ Spell ^{Isabel} Sawhill

→ Announce 12 honorees into room - not each by name
What to do w/ teenagers?

TO DO

Remarks to Melissa & Cynthia

Kaiser 4/30

2 prongs

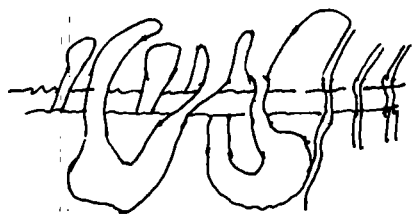
- HIPL
- outreach ~~to~~ in schools
 - sign up for Medical or Kaiser
 - put nurse in school

all
Heartened that teen birth rate dropped
in last five years by 10% since 1991.
more evidence that we are making progress
sexual activity ↓
New HHS study

Just yesterday. 2 x

each
stand

Hold applause to end.



Staff Mtg

Pediatric AIDS - Call Tim

Kaiser for Radio Address

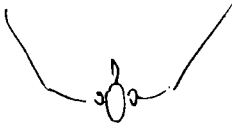
↳ Melanne to call Ann

Workplace Initiatives - Tom Freedman



Report - To Do

Talk to Correspondence - any good quotes ? -
problems in balancing work & family



Nicole

Parents luncheon

Adoption radio address

Military sites

Child care

Adoption follow up

Adoption reception

Barbara Pryor
(Rochester)

224-2578)

→ Col. Doris Brown - Women's Health - Talk to about
mobile van - support from hill & black community

Follow up 0-3

Begin work on Ch. care conf.

Medicaid

Release of report

Misc ideas - cards to Headstart, greeting cards

Letter from POTUS -- welcome to the world?

Princeton Speech

Military sites

Immunization - June

Children's Health

Susan Valascone

632-0354