



National Organizations Share Their Plans for Engaging Families in Response to COVID-19

#NAFSCECovidResponse

NAFSCE's VISION

A world where family engagement is universally practiced as an essential strategy for improving children's learning and advancing equity.

NAFSCE's Response to the Coronavirus Pandemic

- Open access to NAFSCE member resources
- Coronavirus Resource Community in Member Connect
- Resources and Services Repository

<https://nafsce.org/page/coronavirus>

Agenda

- I. NAFSCE Welcome & Updates
- II. Early Childhood
 - **Corporation for Public Broadcasting**, Pamela Johnson, Executive Director, Ready To Learn
 - **National Head Start Association**, Tommy Sheridan, Deputy Director
 - **Brazelton Touchpoints Center**, Boston Children's Hospital, Josh Sparrow, Executive Director
- III. Parent Leadership
 - **National PTA**, Helen Westmoreland, Director, Family Engagement
 - **United Parent Leaders Action Network (UPLAN)**, Rosazlia Griller, National Organizer
- IV. Cradle to Career
 - **National Center for Families Learning**, Josh Cramer, Executive Vice President
 - **NEA**, Merwyn Scott, Director of Community Advocacy and Partnership Engagement (CAPE)
 - **Institute for Educational Leadership**, Kwesi Rollins, Vice President for Engagement & Leadership
- V. Equity and Community
 - **MAEC**, Susan Shaffer, President and Co-Founder
 - **Public Library Association**, Scott Allen, Deputy Director
 - **National Family Support Network**, Andrew Russo, Co-Founder & Director
- VI. Question and Answer
- VII. Final Thoughts and Adjourn

PBS KIDS and PBS LearningMedia offer a variety of free resources to support families and educators:

- The PBS KIDS 24/7 channel offers anytime access to trusted educational series for kids ages 2-8.
- The [PBS KIDS Video app](#) is available on mobile, tablet and connected TV devices and offers on-demand educational videos, and a livestream of the PBS KIDS 24/7 channel. No subscription required.
- The [PBS KIDS Games app](#) offers nearly 200 educational games, which can be downloaded for offline play anytime, anywhere. Learn more about these and PBS KIDS' other apps here: pbskids.org/apps
- [PBS KIDS for Parents](#) offers tips, resources, and an [Activity Finder](#) that enables parents to search for educational activities based on their child's age, favorite show or various topics. Resources to support healthy habits and conversations with children about coronavirus and other tough topics are also available on the site.



PBS KIDS and PBS LearningMedia resources continued:

- A PBS KIDS Daily [newsletter](#) to help parents keep their kids engaged while schools are closed is now available. Each weekday, subscribers receive an email with educational videos, games and related offline activities and tips that families can use at home to encourage play and learning. [Sign up here.](#)
- On YouTube and YouTube Kids, PBS KIDS offers educational videos from your favorite characters and more, including this [Healthy Habits playlist](#), with clips that explain germs, encourage hand-washing, and more.
- PBS LearningMedia is a free resource for PreK-12 educators that supports distance learning, and provides resources to help explain the virus and promote healthy habits. [Learn more.](#)
- PBS hosted a free webinar for teachers on the topic of distance learning with PBS LearningMedia. [Watch the recording here.](#)
- The PBS Teachers Lounge blog offers resources to [help educators navigate conversations with young children about coronavirus](#), and to [support distance learning](#).



Corporation
for Public
Broadcasting



PBS Resources

- [PBS Responds to Coronavirus Pandemic With Programming and Online Content to Keep Americans Informed and Support Families and Educators](#)
- [PBS to Make THE ROOSEVELTS Available as Part of “American History Night with Ken Burns” on Thursday Nights Beginning March 26](#)

Please check your local PBS station’s website for more information on distance learning and schedule updates for your area.

Additional public media resources:

- <https://www.netaonline.org/Education-Services>
- <https://apts.org/news/station-stories/public-media-education-resources-in-response-covid-19-pandemic>



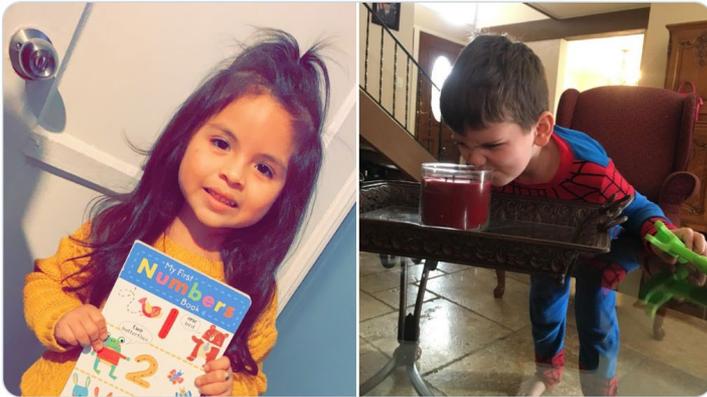
Corporation
for Public
Broadcasting



Impact of COVID-19 on Head Start



 **ABCHead_Start** @abcusdheadstart · Mar 20
Today's [#HeadStartCuties](#) working on their numbers and a Smelly Walk. We sure miss all our cuties. [#headstartworks](#) [#watchusgrow](#) [#abcstories](#)



  1  9 

- **Majority of programs have closed, decision is local**
- **Staff are being paid and Administration has granted wide flexibilities**
- **Staff continue checking-in on children and families in creative ways**
- **Additional \$\$ support is on the way**

Support and Resources for Families

- **Important to remind families their community is there for them!**
 - Transition to **home or virtual services**
 - Important to continue **family check-in's by trusted partners**
 - Providing needed **resources/materials** as allowed and appropriate
- NHTA lifting up...**stories** of success, **innovative** ideas, **resources** and **services/subscriptions**





**Brazelton
Touchpoints
Center**



***Caring for Each Other:
How To Use *Sesame Workshop*
Resources***

For Health Emergencies Now

Wednesday April 1

12 NOON PST, 3 PM EST

Register at Brazeltontouchpoints.org





Abriendo Puertas Opening Doors

In Times of Change, Remember Who We've Always been

Honor our strengths

Own what we're feeling

Stay connected

Be practical

Simple routines, small pleasures

What always works

Look to the future

Let our mission guide us



THE NATIONAL CENTER ON
**Parent, Family, and
Community Engagement™**



**Brazelton
Touchpoints
Center**



Brazelton Touchpoints Center

1 hr · 🌐

Berklee College of Music students came together as a virtual orchestra to perform "What the World Needs Now". It is inspiring to see all the different ways people are still able to connect with one another during these times. Check out the performance.

<https://youtu.be/QagzdvvzHBQ>



Dear Berry,

I sure wish you were here to help us with this Coronavirus epidemic. You were practical. You stuck with what was in your power to do, and in ours. You inspired us, as you did parents, to do the most good we could by finding that good in ourselves.

You would have reminded us of everything we can do to avoid infection, and that most people who get sick will recover. You would have been obsessed about helping the people at greatest risk – our elders, people with pre-... See More



 **Brazelton Touchpoints Center**
March 16 at 12:49 PM · 🌐

In these anxiety provoking times, we want to share these really important words of wisdom from Coach E's resident experts at the The Miracle Project, many of whom will be featured on our learning to listen episode. A breathe of fresh air in these trying and stressful times.
<http://themiracleproject.org/easing-anxiety-during-challe.../>

KEYS TO EASING ANXIETY

1. **Breathe**
2. **Learn the Facts**
3. **Remember You Are Not Alone**
4. **Look for What is Right in The World**
5. **Stay Close to Those You Love**

Read Full Description of Keys on Our Website
LINK IN BIO

THE MIRACLE PROJECT
Observing the Life



Brazelton Touchpoints Center

March 17 at 4:42 PM · 🌐

Italy is under lockdown to prevent the spread of COVID-19, but that hasn't stopped them from coming together to sing. Many Italians are singing from their balconies to fill the streets with music and feel a little less alone. It is a small, but important, gesture to help bring a little comfort into the world. The [The New York Times](#) has several videos of the daily concerts that are a joy to watch.

<https://www.nytimes.com/.../italians-find-a-moment-of-joy-in-...>



NYTIMES.COM

Italians Find 'a Moment of Joy in This Moment of Anxiety'

Under lockdown to prevent the spread of the coronavirus, song breaks ou...

Join us



**Brazelton
Touchpoints
Center**

Caring for Each Other:

***How To Use **Sesame Workshop** Resources
For Health Emergencies Now***

Wednesday April 1

12 NOON PST, 3 PM EST

[Register at BrazeltonTouchpoints.org](http://BrazeltonTouchpoints.org)

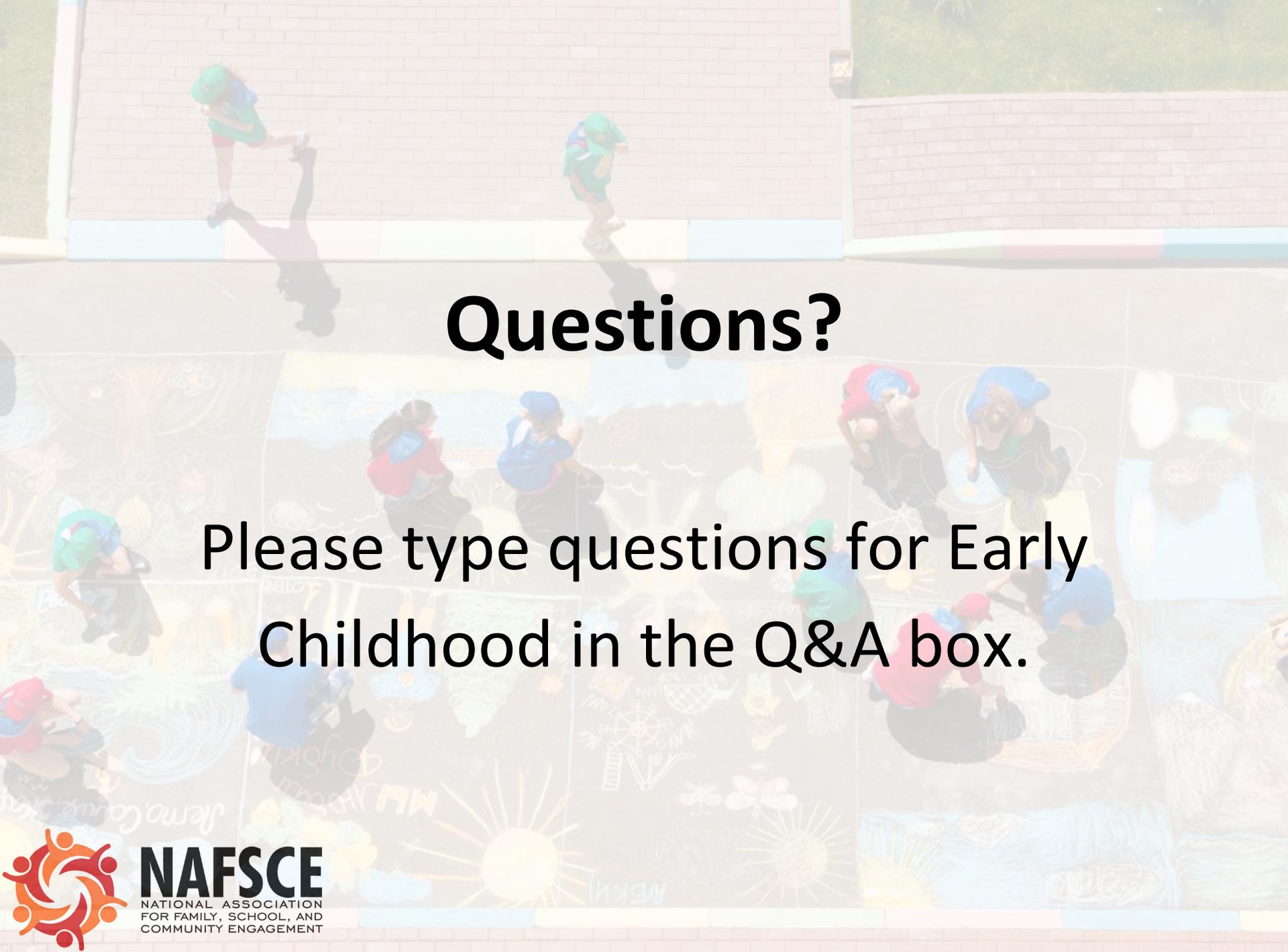
Facebook - www.facebook.com/BrazeltonTouchpointsCenter

LinkedIn - <https://www.linkedin.com/company/brazeltontouchpointscenter>

YouTube – Brazelton Touchpoints
Center https://www.youtube.com/channel/UCaBwpGRcKWJlkko_byyl-4Q

iTunes and Spotify as Brazelton Touchpoints Center

www.brazeltontouchpoints.org

An aerial photograph of a playground. In the foreground, several children are sitting on the pavement, surrounded by vibrant, colorful chalk art. The art includes drawings of suns, flowers, and abstract patterns. In the background, two children are standing on a paved path, one appearing to be in motion. The overall scene is bright and colorful, suggesting a fun and creative outdoor activity.

Questions?

Please type questions for Early
Childhood in the Q&A box.

Resources from National PTA

Visit PTA's webpage www.pta.org/COVID-19 for FAQs, tips for educators, information for PTA leaders and **resources for families & their kids on...**

- Social Emotional Support
- Learning at Home
- Healthy Habits

Tackling COVID-19 Together 

Additional updates from National PTA

- National PTA is partnering with other national education associations in collaborative advocacy for federal policy and funding that supports our families and students during the pandemic
- We are also surveying PTA members across the country about families needs, the local response, and how PTAs are helping and can help
- In the next month, we will be releasing new episodes of *Notes from the Backpack: A PTA Podcast* that are specific to COVID-19 issues facing families and communities
- To stay up to date on these and other resources, subscribe to National PTA's newsletters: <https://member.pta.org/Member-Login/Email-Signup>



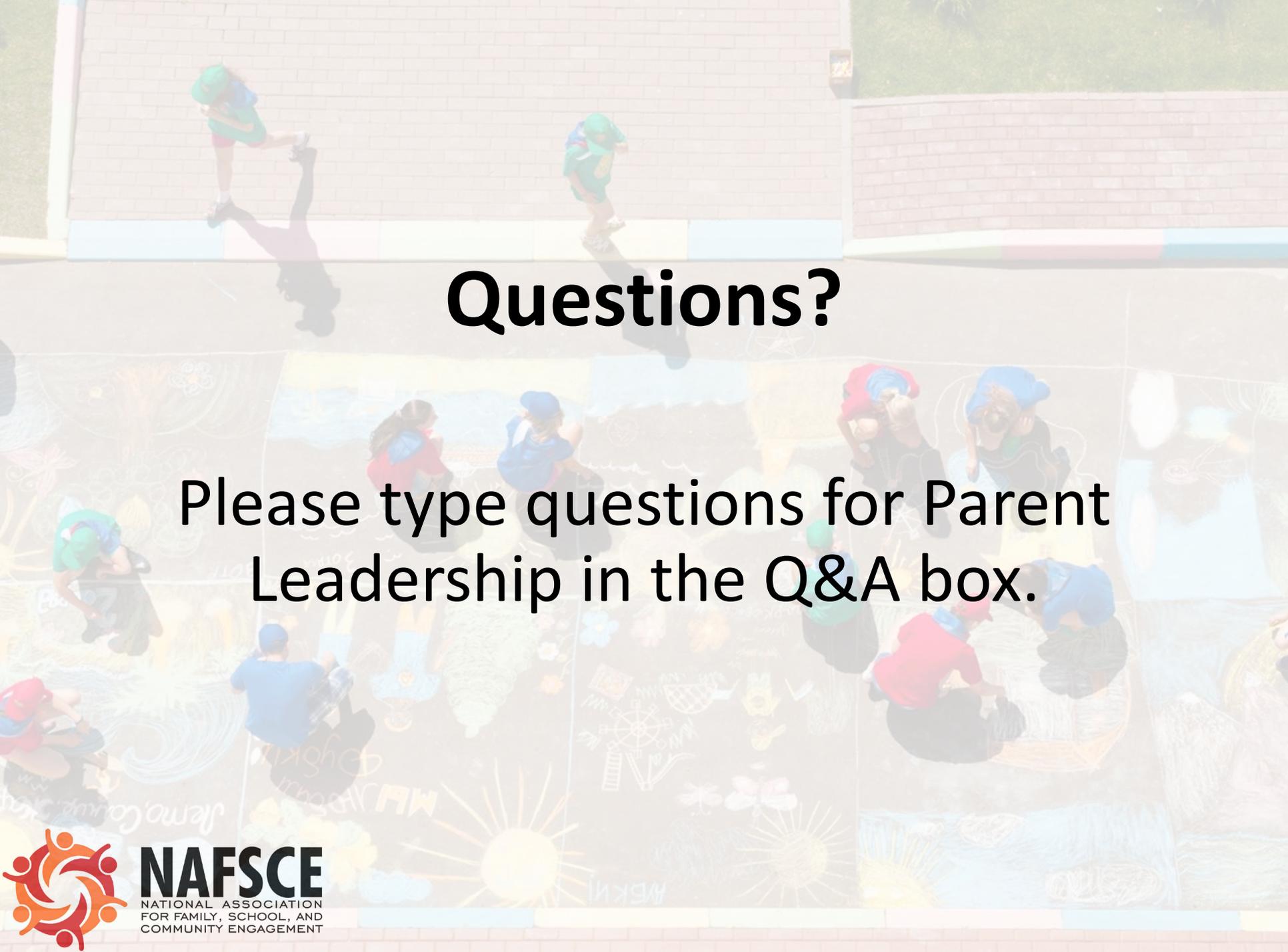
The United Parent Leaders Action Network (UPLAN) is a network of parents coming together from across the country to speak out for families and children. We are fired up about working together for a national impact. We have member organizations from many parts of the United States.



Our Work

- Reaching out locally to support each other, share information, and figure out the best communication tools.
- Engaging with local policies and systems to improve the community's response.
- Nationally, UPLAN is using our communication channels to keep our members connected, facilitate sharing resources, and support each other.
- <https://www.facebook.com/UnitedParentLeaders/>
- https://twitter.com/UPLAN_USA



The background of the slide is a photograph of a school courtyard. In the foreground, several children are sitting on the pavement, engaged in a large-scale art project. They are drawing colorful pictures and text on the ground. The drawings include a large sun, a tree, a house, and various abstract shapes. The children are wearing colorful clothing, and their shadows are cast on the pavement. In the background, a brick wall and a paved walkway are visible. The overall scene is bright and sunny, suggesting an outdoor activity during the day.

Questions?

Please type questions for Parent Leadership in the Q&A box.



Mission



National Center for Families Learning works to eradicate poverty through education solutions for families.



Engaging multiple generations of the same family together has been a fundamental and distinguishing aspect of our work, because we know this holistic approach creates a stronger impact and greater success for families.



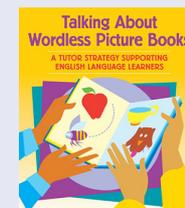
ncfi Relevant PD & Resources

Free Resources



Cultivating Readers

Making Reading Active and Fun!



Healthy Family Habits



What Works

Professional Learning

- Engaging families virtually
- Conducting high-quality family literacy in the home
- Sharing home learning options that connect families to school
- Leading online learning professional development
- Building an online learning community with your school team
- How to leverage inquiry-based education to inspire family learning in the home
- How to leverage book distributions (digital and mail-out programs) in the home for learning

ncfl Keep in Touch with NCFL



NCFL handles:

- Twitter: @NCFL
- Facebook: @FamiliesLearning
- Instagram: @FamiliesLearning
- YouTube: National Center for Families Learning
- LinkedIn: National Center for Families Learning
- www.familieslearning.org
- jcramer@familieslearning.org



NEA's COVID-19 Response: Educators Protect the **Learning and Living Conditions of Students**

NEA's Top Two Priorities

1. Helping the frontlines **“put the oxygen mask on first”** aka securing the infrastructure(s) that support the health, safety and economic welfare of educators;
2. Securing the health, safety, food security and appropriate learning opportunities for **ALL students** through a **racial and social justice lens**.



In front of the historic Little Rock Central High School, educators, students, community come together to beat back the re-segregation of Little Rock public schools. *October 2019*

[NEA.org/coronavirus](https://www.nea.org/coronavirus) is where to find tools, resources, and the inspirational stories of educators putting a face to the **three main buckets** of NEA's COVID-19 response

Membership



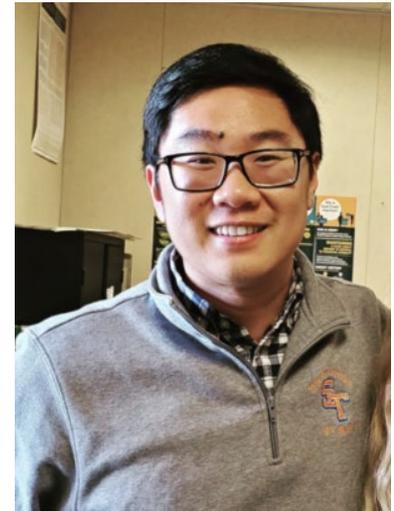
“Anyone who has a child at home can get meals.”
Glenda Utter, school district food service manager,
Lebanon, Oregon.

Legislative/Advocacy



“Churches have these big spaces that sit empty during the week, and they have wi-fi access to service hotspots for students in rural areas.” Margaret Powell, data manager, Wake County, North Carolina

Community Advocacy & Partnership Engagement



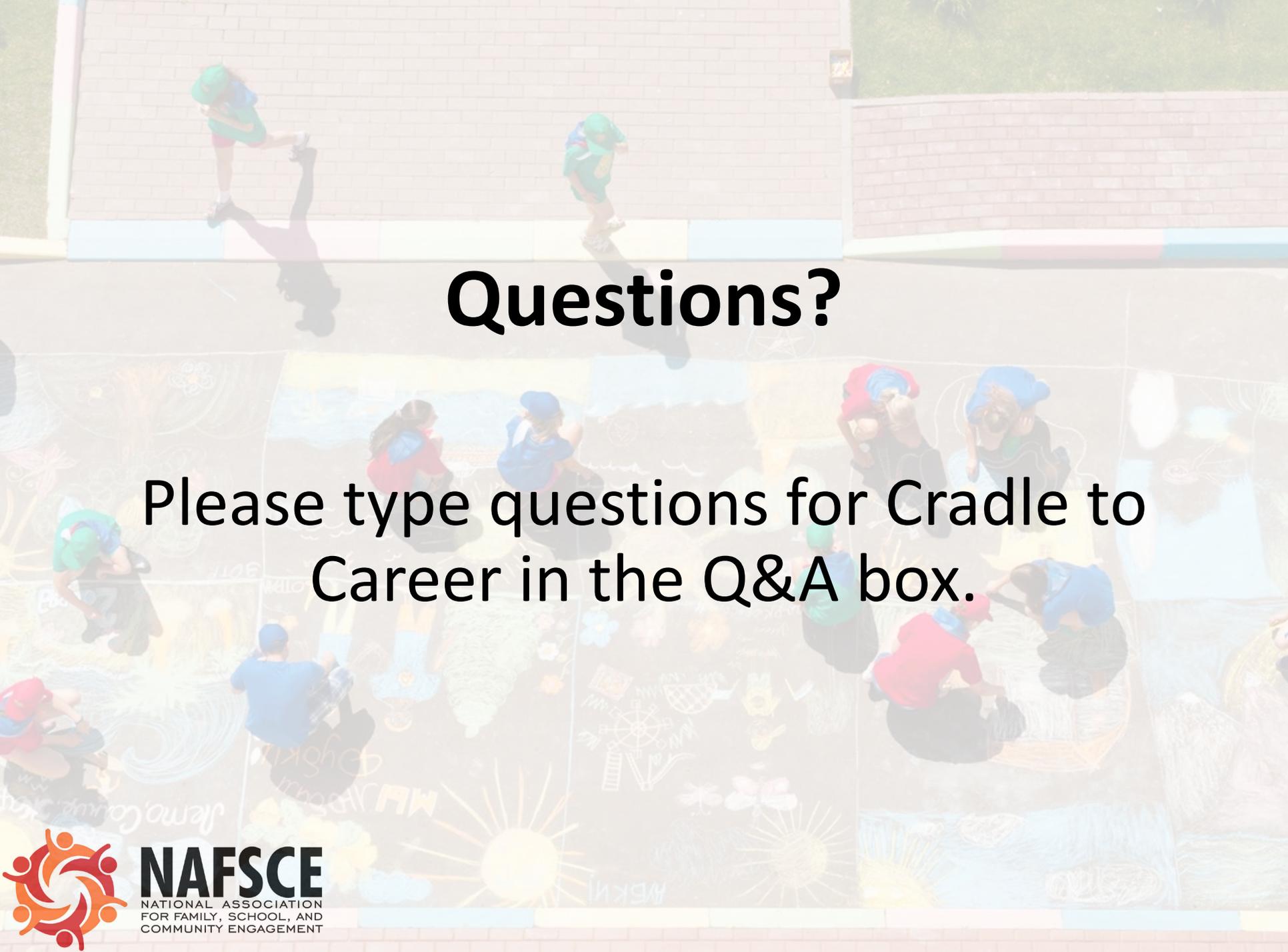
“Students try to laugh it off like it’s not a big deal, but it is a big deal.” Jayson Chang, social science teacher in San Jose, California.

“You are brave, you are courageous, you are amazing...you are NEA.”

Lily Eskelsen García, 1989 Utah Teacher of the Year and NEA President to more than 3 million elementary and secondary teachers, higher education faculty, education support professionals, school administrators, retired educators and students preparing to become teachers



- 1) District Leaders Network on Family and Community Engagement
 - Biweekly Town Virtual Town Hall Zoom with family engagement teams across the country
- 2) Coalition for Community Schools
 - Weekly Town Hall Meetings for the field
 - Submitted a letter to the House and Senate signed by 30 national, state and local partners
- 3) Brainstorming sessions with a variety of partners
 - Attendance Works
 - Parent Teacher Home Visits
 - Partnership for the Future of Learning
- 4) Maintaining a resource page for all of our constituents, partners and networks that can easily be accessed and added to on a regular basis

The background image shows a school courtyard where several children are participating in a large-scale art project. They are kneeling on a paved area, drawing colorful and detailed murals. The murals include various scenes such as a sun, a boat, and abstract patterns. The children are wearing blue and red shirts, and some are wearing hats. The scene is bright and sunny, with shadows cast on the ground.

Questions?

Please type questions for Cradle to Career in the Q&A box.

ACCESS FOR ALL EQUITY IN EDUCATION DURING COVID-19

For Educators:



- Live, interactive conversations and webinars
- Website resources, on topics including technology access, English Learners, students experiencing homelessness, and approaches to affordable and accessible child care
- Weekly newsletters

For Families:



- Live, interactive conversations
- Website resources, including local resources, on topics such as literacy, math, structures and routines, and social-emotional learning
- Weekly newsletters



REGIONAL EQUITY ASSISTANCE CENTERS

REGION I

Center for Education Equity (CEE) at MAEC

(serves CT, DE, KY, ME, MD, MA, NH, NJ, NY, PA, PR, RI, VT, VI, WV)

Susan Shaffer

Executive Director

5272 River Road, Suite 340

Bethesda, MD 20816

301-657-7741 • info@maec.org • www.cee-maec.org



REGION II

IDRA EAC-South

(serves AL, AR, DC, FL, GA, LA, MS, NC, SC, TN, TX, VA)

Paula Johnson

Director

5815 Callaghan Road, Suite 101

San Antonio, TX 78228

210-444-1710 • eacsouth@idra.org • idraeacsouth.org



REGION III –

Midwest & Plains Equity Assistance Center

(serves IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, OK, SD, WI)

Dr. Seena M. Skelton, Director

902 West New York Street

Indianapolis, IN 46202

317-278-3493 • glec@iupui.edu •

www.glec.education.iupui.edu/mapeac.html



REGION IV –

Western Educational Equity Assistance Center

(serves AK, AS, AZ, CA, CO, Commonwealth of the Northern Mariana Islands, Guam, HI, ID, MT, NV, NM, OR, UT, WA, WY)

Dr. Jan Perry Evenstad, Director

P.O. Box 173362, Campus Box 63

Denver, CO 80217

303-556-6175 • eac@msudenver.edu •

www.msudenver.edu/weeac



A woman with dark hair, wearing a green cardigan, is sitting on the floor and reading a book to a young boy. The boy is wearing a blue shirt and dark pants, and is looking down at the book. They are in a library, with bookshelves filled with books in the background. The scene is lit with soft, natural light.

PUBLIC LIBRARY RESPONSES TO COVID-19

*How local public libraries continue
to engage families*

Suspending late fees
Transitioning story time, other programming online
Kicking off summer learning
Keeping on WiFi
Loaning hotspots
Linking to online computer training
Curbside service
Offering ebooks and online collections



RECOMMENDATIONS

What families, educators and others can do

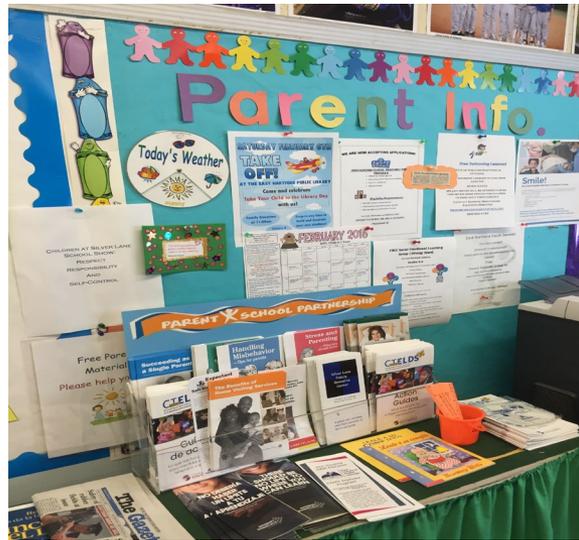
Check in with local library
Visit library website
Follow library on Facebook, Twitter
Promote library resources to families
Partner with the library
Link families to critical services now and later

Family Resource Centers (FRCs)

- Welcoming hubs of support, services, and opportunities for families
- Work in a multi-generational, strengths-based, family-centered approach

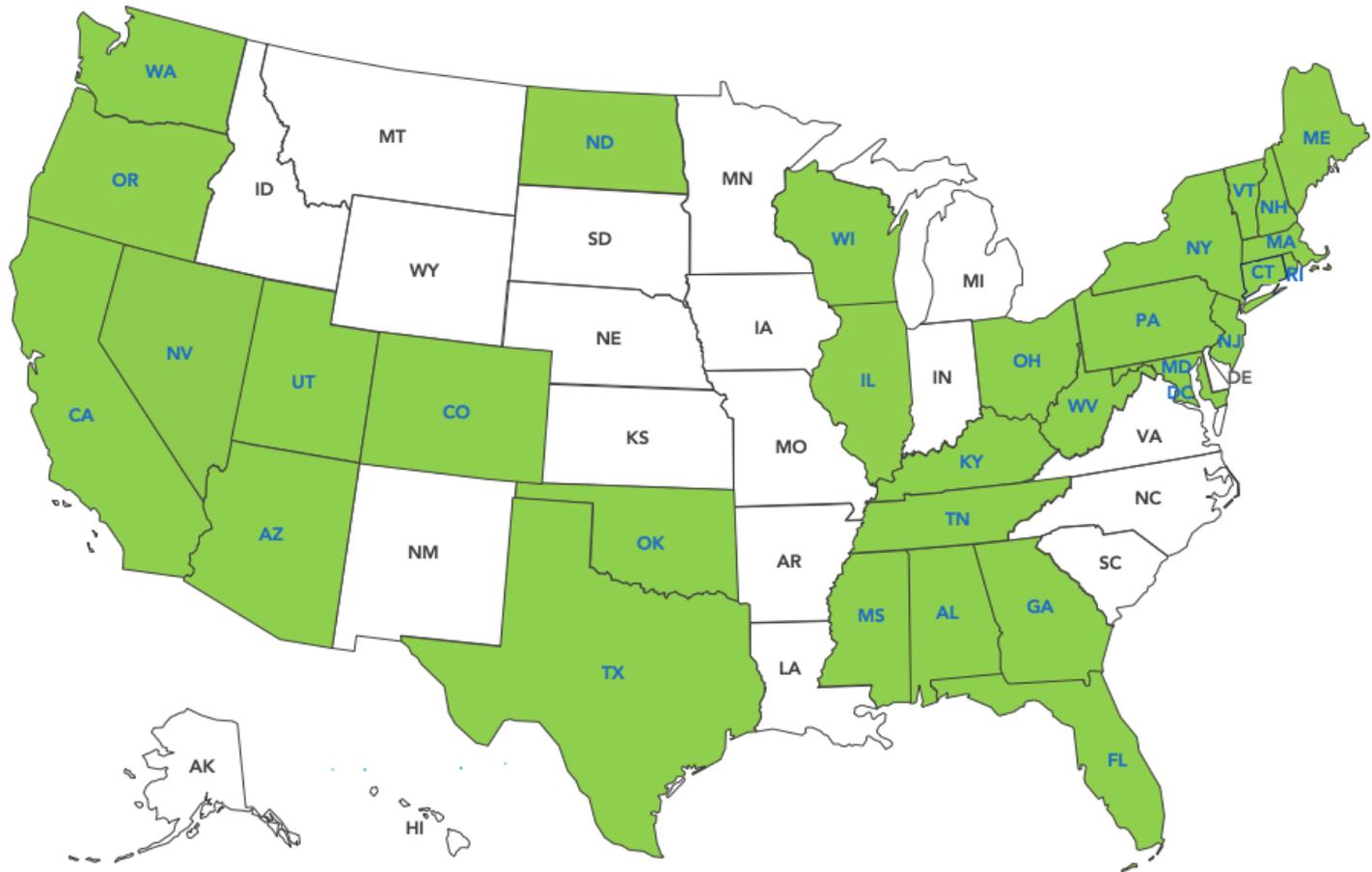


- May be community-based or school-based
- Provide support for families at no or low cost for participants



National Family Support Network

- 31 Member Networks of more than 3,000 Family Resource Centers



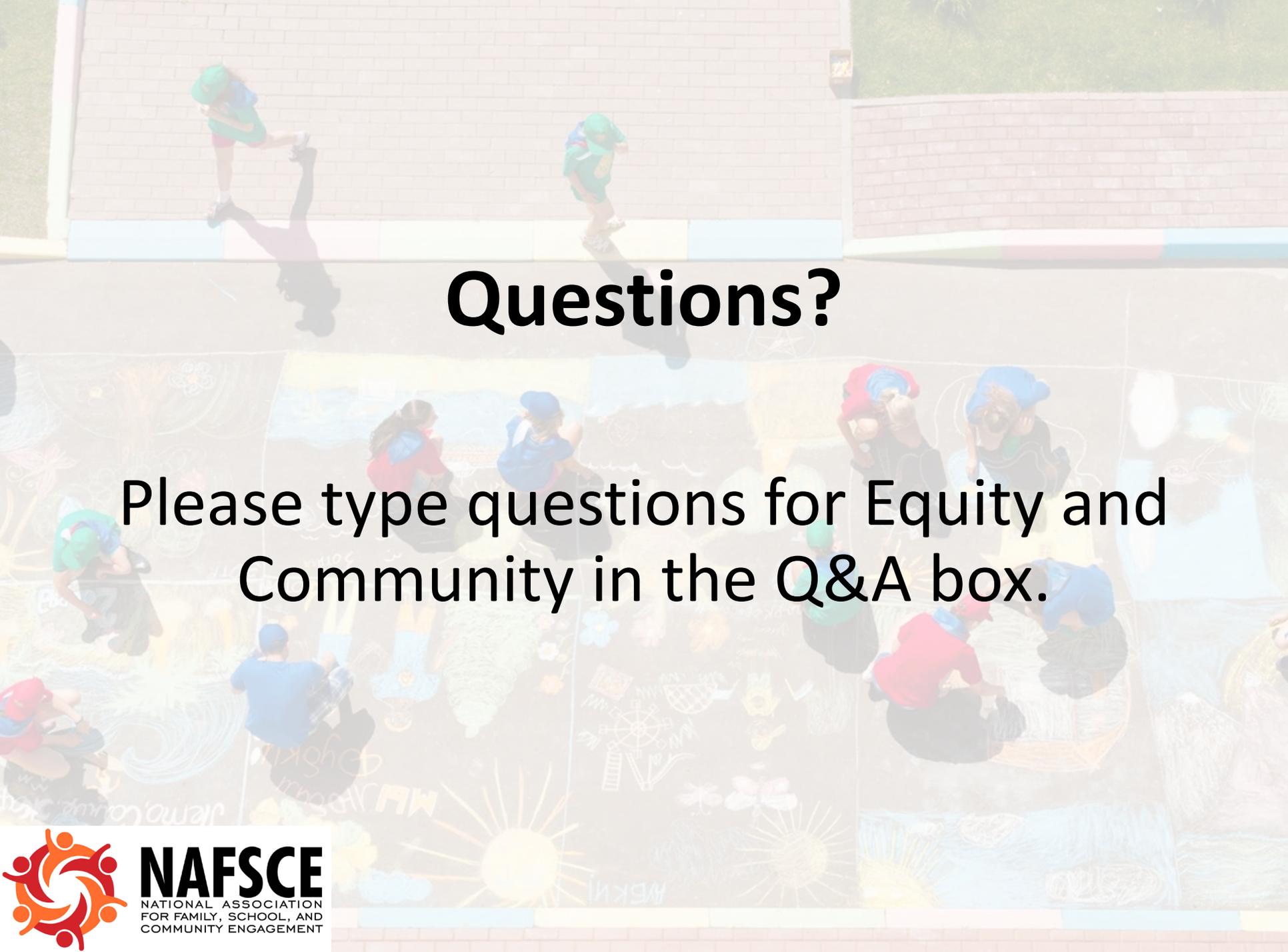
www.nationalfamilysupportnetwork.org



FRC Response to Covid-19

- Meeting families' concrete needs through distributing school lunches, food, food vouchers, diapers, and/or essential products (soap, toilet paper, detergent) via pick-up and delivery
- Conducting activities differently utilizing technology
 - Doing home visits via Zoom, a HIPAA-compliant platform; some have provided iPads to families so they may participate
 - Providing Parent Education classes virtually
 - Calling or FaceTiming families regularly to check-in, connect, and reduce social isolation
 - Utilizing social media and flyer distribution to provide information to families about free internet, homeschool resources, free lunches, social emotional resources



A background image showing children sitting on a sidewalk, drawing colorful pictures and text with chalk. The drawings include suns, flowers, and abstract shapes. The children are wearing various colored clothing and hats. The scene is outdoors, with a brick wall and a light fixture visible in the upper part of the image.

Questions?

Please type questions for Equity and Community in the Q&A box.

Next Steps:

Join NAFSCE's Online Community: www.nafsce.org/join
(complimentary through July 1, 2020)

Upcoming Webinars

- 3/30: The 2020 Census and Equity - Why It Matters and How You Can Help
- 4/22: Engaging Families through Family Resource Centers

THANK YOU!