WORKSHEET

People and Partnerships Worksheet: The Communications Ecosystem Audit Tool

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The goal of the Kidsights Data work is to validate and build demand for adoption and use of a population-based early childhood measurement tool that tracks development in children from birth to five in the United States, establishing new insights that encourages data-driven decision making.

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Kidsights Data is housed in the College of Public Health at the University of Nebraska Medical Center.

Kidsights Data
Tracking Development from Birth to Five

WHAT IS THE VALUE OF KIDSIGHTS DATA?

Kidsights Data is an initiative to generate population-level data on the development of children from birth to five using the Kidsights Measurement Tool. Policymakers and advocacy organizations can use the results from Kidsights Data to inform impact evaluations and measure how programs and policies within cities, communities, and states are supporting young children.

Kidsights Data offers insight into an area not previously explored—tracking population-level development data from birth to age five in communities, cities, and states in the United States. When this data is collected, studied, and assessed, it will have meaningful applications for early childhood and governmental leaders providing new data on young children that can help inform policy and programmatic decisions at the state—and community—level. The value of the Kidsights Data is still being explored and defined, but insight into how babies, toddlers, and children are developing will be a defining advancement in determining how communities, cities, and states can understand the developmental trends occurring in areas where the measurement tool is utilized, and how strategic investments can be made to address areas where data shows further supports are needed and where investments are working. Kidsights Data brings insights, through data, into blind spots facing early childhood and governmental leaders in the birth to age five age range.

WHAT IS THE KIDSIGHTS DATA MEASUREMENT TOOL?

The Kidsights Measurement Tool is a parent-report measure, usually completed in an online survey, to measure typical early development of children birth to age five at the population level within the United States. The tool includes questions about child development based on the child's age and generates an overall score of child development. The Kidsights scores are not intended to assess the development of individual children like a screener or diagnostic. Instead, Kidsights scores can be used to report on overall development for groups of children when measured in the context of factors associated with development, such as family income, education, geography, and other family characteristics.

The data from the Kidsights Measurement Tool is a new and valuable resource for understanding how infants and children are developing in a defined geographic area. Kidsights Data can be used to compare outcomes for subgroups within a population of development trends over time for children birth to five years.

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Partnership

WHY IS IT IMPORTANT TO BUILD DEMAND FOR KIDSIGHTS DATA?

Kidsights Data seeks to establish a new field of data insights to help early childhood and governmental leaders better understand population-level developmental trends that don't currently exist for the birth to age five age range. To accomplish this goal, the Kidsights Data initiative must be understood and adopted into use. This requires building demand in three areas including:

1

DEMAND FOR DATA

Increased demand for regular assessment of infant and children's growth and development from birth to age five on a population level (community/state), from early childhood leaders, school administrators, community leaders, state education advocates, decision makers, and policy makers.

2

DEMAND FOR THE KIDSIGHTS DATA MEASUREMENT TOOL

Increased adoption of the Kidsights Data measurement tool to gather population-based early childhood measurement that tracks development in children from birth to five in communities, cities, and states in the United States.

3

DEMAND FOR THE DATA-INFORMED DECISIONS

Increased dissemination of Kidsights Data to key stakeholders with influence and the corresponding increased utilization of birth to age five population-level data to make more informed decisions (policy, strategic appropriations, etc.)

WHAT DO WE WANT KEY STAKEHOLDERS TO KNOW ABOUT KIDSIGHTS DATA?

What are the questions to ask and answer to align advocates of Kidsights Data?

- What will we be able to do with the information that we can't do now?
- What do you want people to do once they fully understand the data and tool?
- How can the data be presented to easily show its value and workability?
- What gap are you filling?

HOW DO WE BEGIN BUILDING DEMAND FOR KIDSIGHTS DATA?

To build these demands, Kidsights Data needs to get into the right hands with the right introduction. The People and Partnerships Worksheet, a communications ecosystem audit tool, was created to help generate information that can help guide advocacy strategies that are targeted, smart, and strategic. The magic of building demand is created through relationships with people.

People and Partnerships Worksheet
Communications Ecosystem Audit Tool

ABOUT THIS WORKSHEET

The People and Partnerships Worksheet, a communications ecosystem audit tool, is a technique to help establish an understanding of key stakeholders with relevant influence in a defined geographic area, whether that be a neighborhood, town, city, legislative district, or state. This defined area is referred to as the assessment area. The Worksheet will guide a process to think about and document the people and organizations that are the key stakeholders with influence in the assessment area.

The purpose of the Worksheet is to pose relevant framing questions that help build understanding of the lay of the land in a particular area by capturing tactical information and assessing options to form a strategic communications plan to support the Kidsights Data goal.

Another way to say this: You seek to build demand for the Kidsights Data initiative; who are the key stakeholders in the defined area, and how do you reach them effectively?

When data is shared with the right people, at the right time, in the right way, progress can occur more quickly and efficiently. This worksheet can help think through how to identify all the key stakeholders in a geographic area along with other strategic questions to determine information that can help maximize the value of awareness efforts to build demand for data, a validated measurement tool, and data-informed decisions.

WHO IS THIS FOR?

This worksheet is for any organization partnering with Kidsights Data to assist in defining a strategy to build demand for utilizing the data from the Kidsights Data initiative.

HOW IS THIS WORKSHEET STRUCTURED?

This Worksheet is structured to:

1. Discover and document key stakeholders in a defined geographic area
2. Create a roadmap for building strategic relationships
    - Share data as a user-friendly resource and vital tool
    - Engage in valuable conversations to clearly communicate value of data
    - Establish expertise and usefulness
3. Expand and activate networks

Discover and Document Key Stakeholders in a Defined Geographic Area

WHAT IS THE ASSESSMENT AREA?

The geographic area for the audit is:

- Neighborhood
- Town
- City
- County
- District
    - Legislative
    - Congressional
- State

KEY STAKEHOLDERS AND INFLUENCERS:

How do you define who is a key stakeholder?

- Who makes the decisions? (These people are KEY STAKEHOLDERS)
    - Who can decide more data is needed in a community?
    - Who can decide they want to adopt a measurement tool?
    - Who can onboard a measurement tool properly?
    - Who can ensure that the measurement tool is being utilized and gathering data?
    - Who can decide how often to review data?
    - Who can decide how to share or disseminate data?
    - Who can decide to advocate for use of a measurement tool and use of the data?
    - Who has policy authority over decisions effecting birth to age five?
    - Who has appropriations authority over budget decisions effecting birth to age five?
    - Who has responsibility to forecast a community's needs with regard to the birth to age five population?
- Who influences the people who make the decisions? (AN INFLUENCER is in a position to influence a KEY STAKEHOLDER/S)

WHO ARE THE AREA'S KEY STAKEHOLDERS?

- Early childhood leader/s
- Government early childhood education (ECE) leader/s
- Government general leader/s
    - EX: Does the governor's office, legislative office/s, mayor's office have a committee or effort to plan for the future, use data more effectively? (i.e. Nebraska Legislature has the Planning Committee)
- Organizational leader/s (Not ECE focused but tangentially related)
- Data leads (Who manages the state's Census Data? In Nebraska it's CPAR and CPACS at UNO. What other ECE data groups/experts?)

Create a Roadmap for Building Strategic Relationships

This section looks at the individual. Take each name of each key stakeholder and answer these questions for each person:

Level of relationship:

- You know the person and can reach out to meet
- Who do you know that knows the key stakeholder?

1. _____ 3. _____
2. _____ 4. _____

Who are the area's influencers of the key stakeholders?

_____

_____

_____

_____

_____

What data do they need, and how will they use it?

_____

_____

_____

_____

_____

How can data be viewed through the lens of the most influential stakeholder? What do they care about?

_____

_____

_____

_____

_____

What are key events that key stakeholders and influencers attend?

- Conference/s
- University events
- Early childhood education (ECE) events

Where are the gathering places in the area for the key stakeholders and influencers?

How does the key stakeholder like to receive information?

How does the key stakeholder like to meet?

Do these questions prompt any new questions?

Expand and Activate Networks

This section looks at both the individual and organization:

Who does the identified key stakeholder view as a peer stakeholder?

What calendar themes tie into ECE and data?

Do these questions prompt any new questions?

Conclusion

The People and Partnerships Worksheet, a communications ecosystem audit tool, provides a structured approach to identifying key stakeholders and influential organizations or people within a defined assessment area. By mapping out these relationships, this process helps clarify the most effective pathways for outreach and engagement.

The insights gathered through this worksheet serve as a foundation for developing a strategic communications plan that aligns messaging with audience priorities, strengthens connections, and drives demand for the Kidsights Data initiative and data for children birth to five. When data reaches the right people, at the right time, in the right way, it can accelerate progress and lead to more informed decision-making. This worksheet will help ensure communication efforts are intentional, targeted, and impactful.

Kidsights
Tracking Development
from Birth to Five
Data

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