



Liftoff WNY | E-News | April 2023

## Liftoff 2023 Annual Meeting



On April 12, Liftoff members headed to the Wanakah Country Club in Hamburg for Liftoff's Annual Meeting. This year's program featured keynote remarks from [Aimee Durfee](#), Vice President of Workforce Innovation at CenterState CEO in Syracuse, NY. Her presentation highlighted the workforce and child care challenges parents and caregivers in our region face everyday, while also proposing possible solutions community leaders, government partners and business owners can employ to eliminate the barriers.

Following the keynote, Liftoff Steering Committee members, Sheri Scavone of the WNY Women's Foundation and Blythe Merrill of The John R. Oishei Foundation held a panel

discussion (pictured below) on their organization's collaborative efforts to promote affordable, accessible child care to working families. In collaboration with ILR Buffalo Co-Lab, the WNY Women's Foundation and The John R. Oishei Foundation created the "WNY Child Care-Business Interactive Mapping Project". The purpose of this mapping project is to assist in understanding the geographic distribution of child care providers, identify areas where large businesses are located that may be in a child care desert and create connections between local employers and child care providers. For more information on the mapping project: [WNY Child Care Mapping and Data Resources \(cornell.edu\)](https://www.cornell.edu/child-care-mapping). The panel then answered questions from the group, which lead into table discussion time (pictured above).

It was a great day of discussion, learning and connection. For more information on future Liftoff events be sure to connect with us on social media!

Connect with us on LinkedIn



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## National Provider Appreciation Day 2023



Child care providers are the backbone of our region's economy and play an essential role in a child's healthy growth and development. That's why Lifftoff along with hundreds of WNY'ers are planning to celebrate our child care providers this Spring! This year National Provider Appreciation Day is May 12, 2023. Child Care Aware of America has developed a variety of resources on their website to promote Provider Appreciation Day which include digital and print collateral as well as information for media outreach. Join Lifftoff WNY in not only thanking our providers, but also calling for the legislative changes we have to see such as investing in the early childhood workforce and providers: [Become a 2023 PAD Supporter – Provider Appreciation Day](#)

## Aligned Action for Young Children



**As we eagerly anticipate the NYS budget to be finalized, it's not too late to voice your support for the issues we care most about:**

- Help Me Grow (HMG) is a nationally recognized, evidenced-based model that improves outcomes and reduces disparities in early developmental health and family well-being. The model works across sectors (human services, health care, child care,) to promote child development, make developmental and social emotional screening universally available, and provide ongoing support for families to effectively navigate systems to access services. Lifftoff WNY is a leadership partner of [Help Me Grow WNY](#) and actively partners with other HMG communities based in Long Island, Monroe County/Finger Lakes, Onondaga County, and throughout Western New York. Follow the Help Me Grow conversation and share throughout your networks. #InvestInOurFuture #HelpMeGrowNYS
- Recent NYS data show that nearly half of the 65,000 children served by Early Intervention every year are



waiting beyond federal timelines to receive critical therapeutic and support services. Others are evaluated and shown to be in need of interventions, but they are never received. This is because there is a severe shortage of EI Providers to serve infants and toddlers with development delays and disabilities in New York State.

Show your support for Early Intervention services for New York's young children. #KidsCantWait #EarlyIntervention

- As a member of the Empire State Campaign for Child Care, Liffoff joins with hundreds of organizations and individuals advocating for equitable access to affordable, quality child care for all children and working families in New York State. Don't forget to follow the #NYSUniversalChildCare for opportunities for action.

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## Liffoff Summer Learning Series



This summer we welcome the Liffoff community to participate in our virtual Summer Learning Series. During the summer we will hold three virtual learning opportunities that will cover a variety of topics related to Liffoff's priorities including a session on the Help Me Grow WNY data dashboard, early childhood social and emotional learning and much more. Dates and times will be released on our social media over the next few weeks. Be sure to follow us to stay updated!



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