Human-Centered Design as an Equity Strategy in Early Childhood Policy and Development

A Look at User-Centered Policy Strategy and Two States Where It Was Put It Into Practice

WEBINAR | Wednesday, September 14, at 3pm ET

Alliance for Early Success
Every Child. Every State.
We’ll begin in a few moments.

For each other:

**Chat**

Use the chat box to introduce yourself or share comments and resources with the group.

For questions for the panelists:

**Q&A**

Use the Q&A button to send a question to the panelists. (We’ll get to as many as we can.)
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Info from today’s presentation will be posted in a few days on our webinar landing page:

www.earlysuccess.org/StateActionCalls

There you can find the recording, resources, and readout from today’s (and past) webinars.
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What to expect today:

Goals

• Understand what human-centered design (HCD) is and how it can be applied to early childhood policy and advocacy work.
• Learn from two applications of HCD in state policy and advocacy efforts

AGENDA

• Overview: What do we mean by “human-centered design?”

• New Jersey: We’ll see how HCD improved implementation of paid family leave in New Jersey

• Washington State: We’ll learn how advocates in the state are using HCD/Liberated Design to develop policy proposals to increase compensation for early childhood educators

Join in the conversation!

• Share comments, resources, and experiences through the Chat
• Ask questions by using the Q&A function at the bottom of the Zoom screen.
• Please make sure you’re muted.
Meet the panelists.

Holly Low, Director of Strategic Outreach & Partnerships, New Jersey Department of Labor & Workforce Development

Erica Meade, Senior Policy Manager, New Practice Lab at New America

Ryan Pricco, Director of Policy and Advocacy, Child Care Aware of Washington

Reshonna Reynolds, Early Childhood Educator; Campaign Assistant, MomsRising
Human-Centered Design for Equitable Policy Work

Erica Meade, Senior Policy Manager
New Practice Lab @ New America
Sept. 14, 2022
10 Minutes on Human-Centered Design

- What is it?
- Why use it in the policy process?
- What sets it apart?
- Equity considerations
What is human-centered design?

An interdisciplinary methodology of **putting people**, including those who will use or be impacted by what one creates, **at the center** of any process to solve challenging problems.

From https://www.cocreatingwellbeing.com/research-hcd
Why use HCD in the policy process?

- Policies and programs centered around people’s needs, delivered efficiently and equitably
- Disconnect between policy makers and the public → ineffective and inequitable policy interventions
- Transfer power to the people whose lives will most be affected
- Expand beyond experts and community organizations to reach broader population, draws on individual human experiences
Use HCD in policy design and delivery to...

Bridge the gap between government and constituents

More effective and more equitable policy interventions

• More accurately discover and define problems
• Generate a variety of innovative potential solutions
• Meaningfully involve constituents in policy creation
What sets HCD apart?

Not a replacement for conventional engagement strategies – complements traditional policy research practices

Continuous cycle of co-creation and rapid learning
Considerations for Equitable HCD

Who is engaged in the process?

Who are the humans the design is centered around?

Avoid designs and solutions that ignore deeply-rooted, systemic issues that impact people’s lives.

- Balance power dynamics
- Learn community context & history
- Acknowledge personal biases/frames of reference
- Look for institutional barriers throughout the process
- Co-create *with* rather than for
- Build participant capacity to use design practices
New Practice Lab at New America

A TWO-PRONGED APPROACH THAT DELIVERS FOR FAMILIES

**STRATEGY 01**

**IMPROVE POLICY DELIVERY**

Improvement sprints with families + public sector to improve delivery of existing policy

**STRATEGY 02**

**IMPROVE POLICY DESIGN**

Research + support for policymakers to put the experience of families at the center of new policy design
**Goal:** Provide actionable ways to improve reduce the complexity and fragmentation in state early learning programs so that families can more easily enroll their children.
Tools and Resources

Helping Policy Makers Put People First: A Step-by-Step Tool for User-Centered Policy Making

Visual guide showing ways of approaching policy design using methods, techniques, and frameworks from user-centered design

Creating More Effective, Efficient, and Equitable Education Policies with Human-Centered Design

The Code for America - Qualitative Research Practice Guide

HCD Methods Toolbox: https://www.designkit.org/methods

Paperwork Reduction Act (PRA) info https://pra.digital.gov/
Questions for the Panelists.

(Remember to submit them using Zoom’s Q&A feature.)
Thank you.

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