

# 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 Into Practice

WEBINAR | Wednesday, September 14, at 3pm ET



**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.)



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

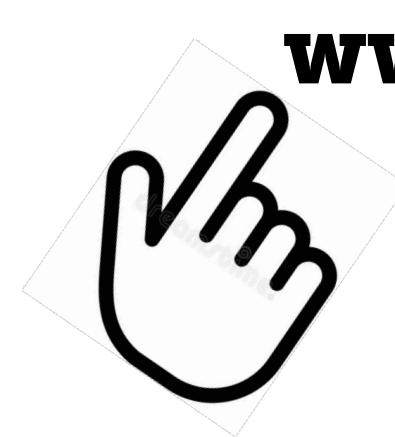
A Look at User-Centered Policy Strategy and Two States Where It Was Put Into Practice

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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](http://www.earlysuccess.org/StateActionCalls)**

There you can find the recording, resources, and readout  
from today's (and past) webinars.

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# Alliance *for* Early Success

*Every Child. Every State.*



# What to expect today:

## 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

## 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

## 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.
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## 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

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# 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.



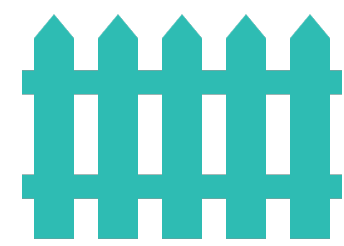
From <https://www.cocreatingwellbeing.com/research-hcd>

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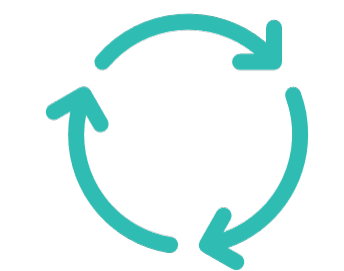
# Why use HCD in the policy process?



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**



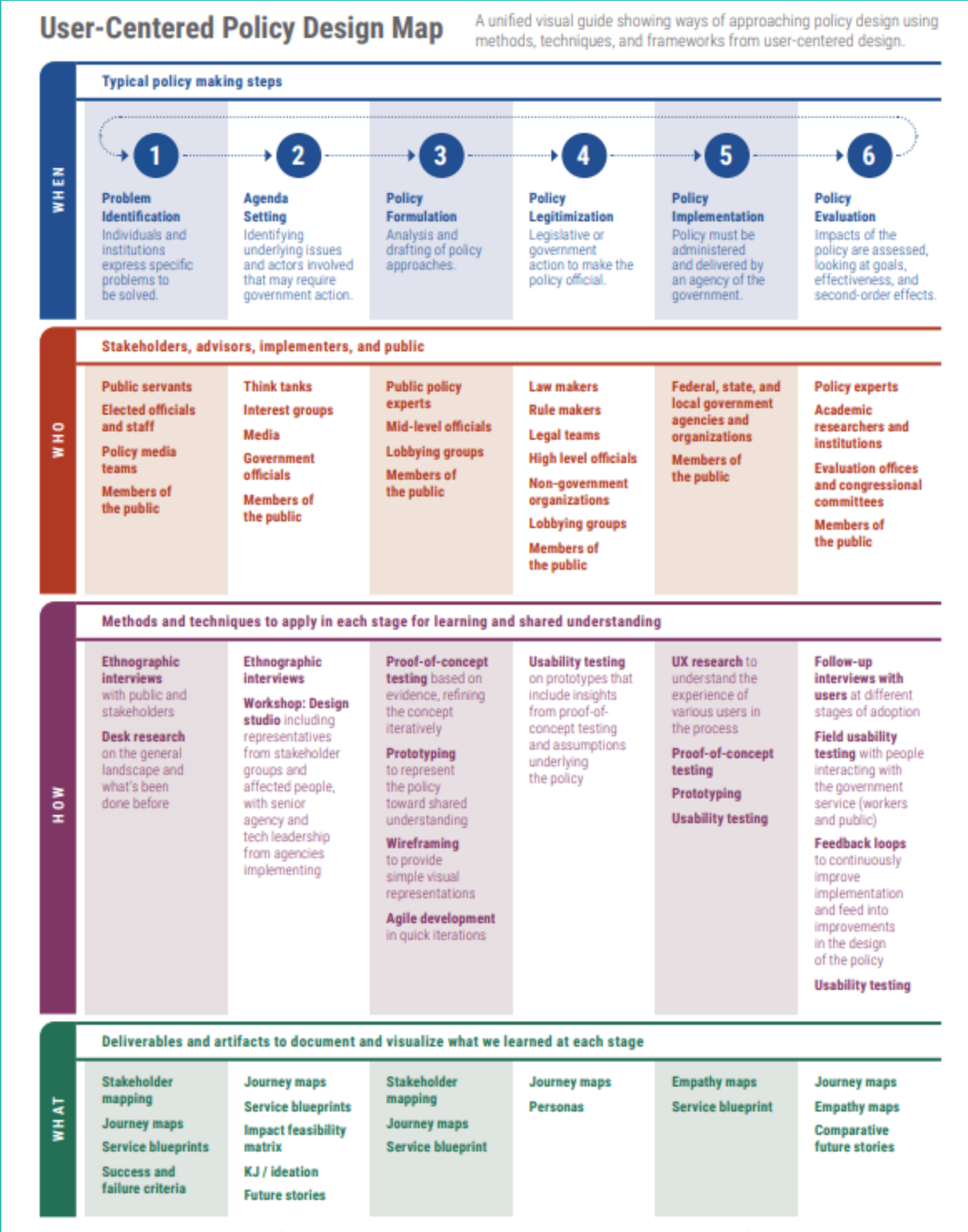
**More effective and more  
equitable policy  
interventions**

- 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





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# 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

IMPROVE  
POLICY  
DELIVERY

STRATEGY

01

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

IMPROVE  
POLICY  
DESIGN

STRATEGY

02

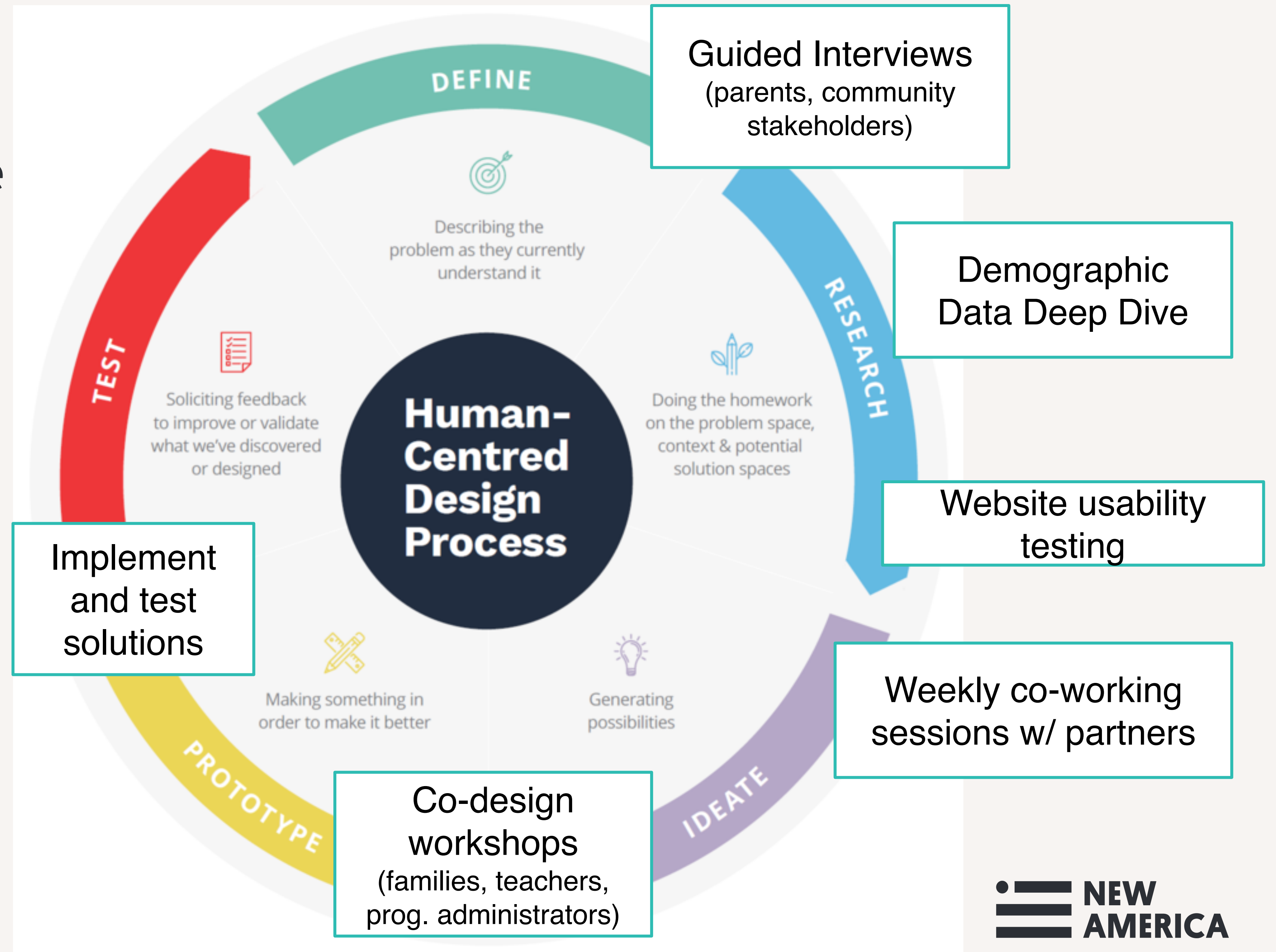
**Research + support for policymakers**  
to put the experience of families at  
the center of new policy design



# HCD in Action

State Early Learning Program Access

**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.)

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# Thank you.

**Holly Low, Director of Strategic Outreach and Partnerships**

New Jersey Department of Labor

[Holly.Low@dol.nj.gov](mailto:Holly.Low@dol.nj.gov)

**Erica Meade, Senior Policy Manager**

New America

[meade@newamerica.org](mailto:meade@newamerica.org)

**Ryan Pricco, Director of Policy and Advocacy**

Child Care Aware of Washington

[ryan@childcareawarewa.org](mailto:ryan@childcareawarewa.org)

**Reshonna Reynolds, Campaign Assistant**

MomsRising (WA)

[reshonna06@gmail.com](mailto:reshonna06@gmail.com)

**Albert Wat, Senior Policy Director**

Alliance for Early Success

[awat@earlysuccess.org](mailto:awat@earlysuccess.org)

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