

The World Bank Partnering with the Human Early Learning Partnership (HELP): “HELP”ing Build Big Brother’s Village

by Helen Ward
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The Human Early Learning Partnership (HELP), based at the University of British Columbia and leading the drive to daycare or all-day kindergarten in British Columbia, is closely linked to the World Bank in both its key people and its agendas for child and family policy. This paper is divided into three parts:

- 1 – About the World Bank
- 2 – HELP People Associated with the World Bank
- 3 – Agenda

Leading critics say WB policies cause greater exploitation and poverty

1. About the World Bank

Subsidized daycare is usually assumed to be a platform of the ‘left.’ However it is a policy embraced by the World Bank which is not seen as ‘left’ by any those who position themselves anywhere on the ‘left’ of the political spectrum concerning economic issues.

Leading critics on the left, such as Naomi Klein, Michael Parenti, and Noam Chomsky, say the policies (supposedly undertaken in the name of reducing poverty) of the World Bank and its sister organization, the International Monetary Fund (IMF), have caused greater exploitation and poverty, and have harmed democratic movements.

These critics say the World Bank and the IMF advance the profit interests of U.S. multinational corporations by promoting eradication of all barriers to a globalized economy. They push nations to eliminate any restrictions on foreign ownership, to reduce environmental and worker protection, and to eliminate national ownership of infrastructure and resources.

Michael Parenti “Mystery: How Wealth Creates Poverty In The World”:

<http://www.countercurrents.org/parenti250407.htm>

Some examples:

The World Bank attempted to privatize water in a Bolivian city, which would have made drinking water inaccessible to the majority of the population.

Michael Shank, “Chomsky on The Rise of the South”

<http://www.chomsky.info/interviews/20080130.htm>

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Bolivian
peoples' water

Paul Wolfowitz, a top ‘neo-con’ and recently the World Bank’s president, was a top Pentagon official in the Bush administration and a strong supporter of Indonesia’s bloody dictator, Suharto.

Chomsky, “On Capitalism, Europe, and the World Bank”

<http://www.chomsky.info/interviews/20070402.htm>

The World Bank was instrumental in the violent and corrupt sell-off of the vast national assets of the former Soviet Union to Western corporations.

Naomi Klein, “The World Bank has the perfect standard bearer”

<http://www.guardian.co.uk/commentisfree/story/0,,2066764.00.htm>

2. HELP People Associated with the World Bank

<i>Item</i>	<i>Link</i> (Note you may need to copy/paste these links into your browser)
HELP Director/founder, Clyde Hertzman, is a former (?) World Bank Staff.	http://www-wds.worldbank.org/servlet/WDSContentServlet/WDSP/IB/1999/12/10/000094946_9911240531002/Rendered/PDF/multi_page.pdf p58
Hertzman continues to consult with the World Bank, promoting HELP's data-collection methods (the Early Development Instrument – EDI – a questionnaire completed by kindergarten teachers).	http://depts.washington.edu/uweek/archives/1998.10.OCT_01/article24.html http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTCY/EXTECD/0,,contentMDK:20251977~menuPK:527317~pagePK:148956~piPK:216618~theSitePK:344939,00.html
However, Hertzman's work with the World Bank is not mentioned in his detailed biography on HELP's website.	http://www.earlylearning.ubc.ca/ClydeHertzman.htm
<p>In thanking Unilever Corporation for paying for a report on parents, Hertzman employs the rhetoric of the left, giving a quasi-Marxist critique of the “strong Anglo-Saxon culture of individualism in our society which says ‘if you have kids, you are on your own’.” He concludes: “We believe it does take a village.”</p> <p>But the “we” in this case is Invest in Kids, a multimillion dollar charity sponsored by big business: big banks, Sun Life, Bell, Rogers, Capital One, etc.</p> <p>In an article praising Hertzman in the <i>Vancouver Sun</i>, he speaks of “social inequality”, “rebuilding the village,” and against the “every man/women/child for himself zeitgeist that so permeates North American society.”</p> <p><i>Vancouver Sun</i> editor and former staff of the right-wing (economically-speaking) Fraser Institute, Fazil Mihlar, has given HELP ample space in the paper, and himself advocates lifting the moratorium on offshore oil exploration in BC, saying the revenue could be used for “Kindergarten for children as young as three.”</p>	<p>Invest in Kids, “Vital Communities, Vital Supports: How Well Do Canada’s Communities Support Parents of Young Children?” p.1</p> <p>http://www.investinkids.ca/ContentPage.aspx?name=Our_Partners_CorporatePartners</p> <p><i>Vancouver Sun</i> article, “Researcher is child advocate on global scale; Clyde Hertzman is a natural to ask for advice on the best way to help our children develop” Dec 8. 2007.</p> <p>Fazil Mihlar, “Premier Campbell: Where is the offshore oil you promised?” <i>The Vancouver Sun</i>, July 15, 2008, pg. A-11</p>

<p>But when Hertzman says, “It’s not about loading it all on individual parents,” he does not say that to encourage support to parents, and he is not suggesting we get together and help out our village neighbours. For him, it’s about “strong partnerships between the public and private sectors”...</p> <p>What Hertzman is talking about is extending the ‘Public-Private-Partnership’ (P3) model (whereby public funds create profit opportunities for private corporations) to child-rearing. ‘P’ in HELP is for ‘partnership.’ The public and the corporate sectors thus combine to marginalize the parental sector.</p>	
<p>HELP faculty Alan Pence is also a World Bank consultant.</p>	<p>http://www.cyc.uvic.ca/people/bios/documents/APBriefBioApril7_2008.pdf</p>
<p>Alan Pence and Judith Evans co-authored a book for the World Bank promoting “build[ing] human capital” though “early childhood care and development” (a euphemism for daycare/preschool) in Africa.</p>	<p>http://newsletters.worldbank.org/external/default/main?menuPK=1624895&theSitePK=1624883&pagePK=64133601&contentMDK=21646539&piPK=64129599</p>
<p>The World Bank’s Judith Evans is part of HELP’s “research team” evaluating and collecting the data on children in British Columbia’s Strong Start fledgling in-school preschool system. The team works “under the guidance of HELP and the primary investigator, Dr. Clyde Hertzman.”</p>	<p>http://www.earlylearning.ubc.ca/documents/2007/strongstart_2007-09-30.pdf p2 “Evaluation of Strong Start B C School-based (Preschool) Family Drop-in Centres: Stage 1 Documentation, September 2007”</p>
<p>Hertzman is also President of the Council for Early Child Development (CECD) founded/headed by Fraser Mustard.</p>	<p>http://www.councilced.ca/</p>
<p>Mustard is also a collaborator with the World Bank.</p>	<p>http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTCY/EXTECD/0,,contentMDK:20251977~pagePK:210058~piPK:210062~theSitePK:344939,00.html</p>
<p>Mustard co-authored with Margaret McCain (wife of frozen French fry billionaire Wallace McCain) the Early Years reports. The last word in the first report is reserved for the World Bank: “We concur with the conclusions of the World Bank:</p> <p><i>“ .. the starting point for involving families in early child development programs must be as early as possible ... transforming this knowledge into action ...requires the combined support of governments, non-government organizations, the private sector and the media.”</i></p>	<p>www.gov.on.ca/children/graphics/stel02_183398.doc p162</p>

<p>Parents are not even mentioned, forgotten in the 'P3' alliance.</p> <p>In the second report, they boast that, “Currently we are engaged in close collaborative efforts with the World Bank.” They go so far as to quote then-Bank President Paul Wolfowitz – a controversial top ‘neo conservative’ in the Bush administration – speaking on equality of all things, and again give the Bank the last word.</p>	<p>http://wwwFOUNDERS.net/fn/news.nsf/24157c30539cee20852566360044448c/5e0d29958d2d7d04852572ab005ad6a6/\$FILE/Early%20Years%20Study%202%20-%20Putting%20Science%20into%20Action%20March%202007.pdf pp. 15,70,161</p>
<p>In discussing his report in 2007, Mustard stated that, “17% of parents are godawful’ and only one third are “competent.”</p> <p>But are Wolfowitz, Hertzman and their ilk more competent than parents? And do the rest of us want “shared responsibility” for raising our children with Mustard and his “village” technocrats?</p> <p>Mustard founded and heads the Canadian Institutes for Advanced Research (CIAR).</p> <p>Hertzman is a Fellow of Mustard’s CIAR.</p>	<p>Toronto Star Mar 26, 2007 pg. A-1</p> <p>http://www.earlylearning.ubc.ca/ClydeHertzman.htm</p>
<p>Another World Bank collaborator, Charles Coffey, a Vice President of the Royal Bank of Canada, is also a Director of Mustard’s CECD.</p> <p>He promotes Fraser Mustard’s work and the idea of early child development as a “business imperative” to the World Bank.</p>	<p>http://www.councilccd.ca/cecd/home.nsf/pages/board</p>

2. HELP's World Bank Agendas for Parents and Children

- **Data Collection**
- **Tax-funded Advocacy and Lobbying**
- **Parents as Employees and Consumers**

Child development becoming industrialized

In a 2005 speech to the World Bank, Coffey praises Mustard and sets out the World Bank agenda:

... early child development is gradually becoming an industry worthy of investment [...] investments in child care as an industry that produces jobs and stimulates the economy.

“In essence, early child development is gradually becoming an industry worthy of investment and important to economic growth. ‘It has fostered new relationships with business, government and economic development experts. It has the potential to spawn new approaches to data collection, planning, professional development, management, finance, government policy, and advocacy.’”

“Some of you may be familiar with the "trillium flower with three petals, that's used by Cornell University's Linking Economic Development and Child Care Project to reflect the three ways the research community has demonstrated the economic importance of early care and education. Together the three petals capture the short and long-term economic contributions made by early childhood services. One petal represents Children and the investments in human development and education. Another represents the Regional Economy, **investments in child care as an industry that produces jobs and stimulates the economy. The third petal represents Parents and the economic contributions they make to the economy, as employees and consumers.**”

[emph. added]

See Coffey's speech at World Bank:

<http://www1.worldbank.org/hdnetwork/External/cy/ccoffey.htm>

Newly-"spawned" approaches to data collection

In his World Bank speech Coffey says "**spawn[ing] new approaches to data collection**" is part of the "**business imperative**" of the "industry" of early child development.

In Hertzman's re-built village it's not that irritating fact of life in small communities, that every one knows everything about everyone else—it's that Big Brother knows everything about everybody.

HELP is leading the Bank's "new approach" data collection—or data mining—in Canada. HELP's supposedly academic research acts as a cover for its ideology-based policy agenda. Numbers must be generated to give an air of credibility. Referring to HELP's data collection efforts in BC, Mustard told a Senate committee, "**Remember: No data, no problem, no policy.**"

http://www.parl.gc.ca/39/2/parlbus/commbus/senate/Com-e/soci-e/45189-e.htm?Language=E&Parl=39&Ses=2&comm_id=47

The World Bank's Hertzman heads the evaluation and data collection for BC's Strong Start fledgling in-school pre-school system. World Bank writer, Judith Evans, is also on the "research team" (see above). Strong Start is a drop-in for children ages 0-5 with their parents located in "under-utilized school space."

http://www.bced.gov.bc.ca/early_learning/strongstart_bc/guidelines.htm

New legislation makes pre-school a data mining opportunity

In BC, Strong Start is a new parent-child in-school drop-in program for ages 0-5 filling "underutilized school space." Though it is a casual drop-in program, children must register and be assigned a Personal Education Number [PEN] to participate. Registration requires giving a personal medical number, address, documentation, etc.

http://www.bced.gov.bc.ca/early_learning/pdfs/registration_form_pen.pdf

Mustard's statement that "**17% of parents are godawful**" is another example of this imaginative use of numbers in child policy propaganda.

PEN legislation was altered in July 2007 to allow assigning PENs to children under age 5. The government website says, “this personal education number forms the basis of the student’s educational record, from kindergarten to graduation, and on to post secondary programs.” “With the new legislation, **information may now be collected about children participating in StrongStart BC centres.**”

http://www.bced.gov.bc.ca/early_learning/strongstart_bc/qa_pen_reporting.htm

Sperm to worm Personal data-linking underway

In HELP’s data collection mega-project, databases with the personal records “**for all children in British Columbia**” “from conception to high school leaving” and even “**from pre-conception to young adulthood**” and beyond are “linked.”

HELP is gathering and linking highly personal “person specific” data including records from: schools, medical insurance, drug prescriptions, hospitals, census, birth, death, and mental health. The EDI (see below) kindergarten questionnaire is also “linked”:

http://www.earlylearning.ubc.ca/CYDTRU/developmental_research.htm

http://www.earlylearning.ubc.ca/documents/HELP_Crosswalk_Update_07-26-04.doc

Who needs informed consent?

All this is done without the knowledge or informed consent of the public or of the individual children and parents, or even the kindergarten teachers involved.

Hertzman and two other HELP people write in a Statistics Canada report **they want tax records included in the data “linkages.”**

<http://www.statcan.ca/english/research/11F0019MIE/11F0019MIE2006284.pdf>

p.19What’s next – banking, credit cards, internet records? Does the public want this?

The EDI = a propaganda instrument

Non peer-reviewed data to support wobbly contentions

In HELP’s data collection mega-project, databases for “all BC children from conception to high school leaving” and beyond are “linked.”

HELP creates volumes of elaborately colour-coded, non-peer-reviewed data to support its agendas. For example, the oft-cited meaningless factoid that 25% of children are “vulnerable” or “at risk” in kindergarten is HELP’s creation based on the Early Development Instrument (EDI).

<http://www.cihr-irsc.gc.ca/e/30891.html>

The EDI is a policy propaganda tool and not the rigorous scientific measurement “instrument” it is promoted as. Statements about children’s development based on the EDI lack any objective meaning: the EDI’s creators simply “**recommend that percent of children deemed as ‘not ready to learn’ is the percent of children who score in the lowest 10th percentile on one or more scales.**”

<http://www.offordcentre.com/readiness/guidelines.html>

The questions do not even ask teachers if a child is “**not ready to learn**” – a bizarre concept especially given the developers’ statement, “**We know that children are born ready to learn.**”

http://www.offordcentre.com/readiness/EDI_factsheet.html

Just being late or absent or sick “more than once” lowers a child’s score.

http://www.offordcentre.com/readiness/EDI_viewonly.html

And it is not clear how questions about attending Sunday school, Hebrew school or licensed daycare are factored in.

<http://www.offordcentre.com/readiness/files/2005.EDI.ENG.Guide.pdf> p15.

It is also a large leap of logic to conclude that more school would fix the “problem” if it did exist. The EDI lacks diagnostic validity: the developers state that, “one cannot use the EDI questionnaire to indicate that a child has a learning disability.” The “Validation of the EDI” website is empty.

http://www.offordcentre.com/readiness/EDI_validation.html

Yet despite the lack of validity, Mustard is using this propaganda instrument to claim that, “Mexican children in poorer areas of Monterrey are further ahead in kindergarten than the average

It is also a large leap of logic to conclude that more school would fix the “problem” if it did exist.

Canadian kid” (*Toronto Star*, July 29, 2008, pg. A-4) in order to coerce us into major policy changes here.

Charles Coffey’s World Bank speech stated that early child development would **“spawn new approaches to...government policy, and advocacy.”**

These new approaches to changing government policy eschew old-style voting, volunteering, public debate, door-knocking, bake-sale fundraisers, peer-reviewed academic journals, church basements, posters, street demonstrations, etc.

Instead, the nouveau advocates enjoy well-paid tax-funded jobs pushing their agendas and promoting each other. It’s not called “lobbying,” it’s called KT: “Knowledge Translation.”

Health research money from the federal government’s Canadian Institutes for Health Research (CIHR) helped Hertzman establish and maintain HELP. Hertzman is on the Advisory Board of the CIHR. Hertzman and other HELP personnel receive CIHR grants.

<http://www.earlylearning.ubc.ca/ClydeHertzman.htm>

Taxpayer funded free drinks and appies at “community mobilizing” events

HELP does lobbying and KT by presenting complicated-looking PowerPoint® “mappings” of its colour-coded kindergarten questionnaire and other findings at events around BC, often at hotels and usually involving a free meal (or at least with “Host bar and hot and cold canapés”), drumming up support for HELP’s agendas. It calls this “community mobilizing.”

http://www.earlylearning.ubc.ca/mapping/mapping_commmob.htm
http://www.earlylearning.ubc.ca/documents/mobilization_aug25.pdf

This 100% tax-funded KT- lobbying process is a CIHR priority, and has itself been the subject of CIHR tax-funded, supposedly scholarly

“Host bars and hot and cold canapés:

The nouveau advocates enjoy well-paid tax-funded jobs pushing their agendas and promoting each other.

research by a HELP acolyte. She enthusiastically reports to the CIHR:

“There was unanimity on the part of those who attended the community reporting presentations that **the personal presence of Dr. Hertzman had a pivotal effect**. Dr. Hertzman and HELP staff personally visited all regions and most communities in B.C., initially **to persuade** teachers, school administrators and community representatives about the importance of the [EDI] initiative, and then returning to present and explain the project results.”

<http://www.cihr-irsc.gc.ca/e/30742.html>

Hertzman’s biography describes his and Mustard’s key role in the World Bank’s battle for bureaucrats’ ‘hearts and minds’: the redefining, spin and strategy needed to advance the World Bank agenda for children. It states:

“Dr. Hertzman’s early research with [Mustard’s] CIAR has been fundamental to the development of the early child development strategy for Canada. Through his work with CIAR, **Dr. Hertzman played a central role in developing the conceptual framework for the determinants of health as well as elucidating the special role of early childhood development as a determinant of health.**”

<http://www.earlylearning.ubc.ca/ClydeHertzman.htm>

Health = child care = use health research tax dollars to promote all-day institutional childcare

Redefining the social determinants of health to include child care gave Hertzman access to dollars intended for health research. Thus public ‘healthcare’ dollars have supported HELP’s daycare advocacy/lobbying endeavours.

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Abandoning any attempt at scholarly standards expected of academics, a HELP staff gushingly praises HELP and the CIHR on the CIHR website regarding a CIHR event featuring HELP's Hertzman:

“The format was excellent - e.g. reception before & time after the meeting - and very conducive to networking and getting to meet others interested in the field. I also wanted to mention that the community stakeholders [usually means daycare lobbyist—ed.], several of whom were there, were very pleased to be invited to this event.

“Clyde [Hertzman] quickly captivated the audience's attention by delivering a highly informative and **motivating presentation**, entitled *'Is the CIHR Paradigm Broad Enough? The Case of Early Child Development as a Determinant of Health.'* He illustrated the issues and challenges associated with making progress on the early life contribution to health across the lifecourse. It showed the need for brand new skill sets... which are expected to challenge even the **broadened paradigm** of the CIHR.”

<http://www.cihr-irsc.gc.ca/e/12229.html>

Research—but only if it can make money?

CIHR only funds research that has “commercial potential”.

<http://www.cihr-irsc.gc.ca/e/30924.html>

Critics of P3 endeavours say working too closely with business compromises the objectivity of scientific research, restricts research to what corporations can profit from, and acts as a form of ‘corporate welfare’

It does public-private P3 partnerships with pharmaceutical and other corporations.

http://www.cihr-irsc.gc.ca/e/decision_media/pre2003/200107dop.pdf

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Examples of the corporate connections abound. It has a former Nestlé staff from Kraft on its nutrition advisory board, Richard Black. <http://www.cihr-irsc.gc.ca/e/35152.html>

Nestle is infamous for paying for false research, and for marketing infant formula in ways that have resulted in the deaths of thousands of infants and in violation of the World Health Organization code.

The CIHR recently published a paper by a Nestlé consultant, Michael Kramer.

<http://content.karger.com/ProdukteDB/produkte.asp?Aktion=ShowPDF&ProduktNr=230420&ArtikelNr=82590&filename=.pdf> p V

supposedly concluding (falsely) that, “Breastfeeding does not protect children against developing asthma or allergies.”

<http://www.medicalnewstoday.com/articles/82219.php>

Through the power of KT, within six months of publication this false finding was reported by community nurses to BC mums of newborns (including this writer), thus undermining support for breastfeeding.

The CIHR’s “commercialization” agenda is in line with the “business imperative” of the World Bank and in line with the interests of the private sector Hertzman wants in partnership with the public sector. Hertzman sits on the CIHR Advisory Board. He and other HELP people receive CIHR funding.

Under this ever-expanding notion of ‘health,’ the Michael Smith Foundation for Health Research is also concerned with commercial potential and is largely funded by the BC government. It funds HELP, including its data collection project (above).

<http://www.earlylearning.ubc.ca/CYDTRU/index.html>

Parents as employees and consumers

In his World Bank speech (link above), Coffey emphasizes the role of **parents as “employees and consumers”** rather than as child-rearers.

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HELP advances this agenda by emphasizing cheap daycare as necessary for the participation of parents - especially mothers - in the labour force.

This explains why HELP vigorously opposes funding going to parents directly: financing parents directly would reduce pressure on parents to spend time as employees at jobs away from their children.

For example, HELP's Hillel Goelman writes, "**Funding parents directly does nothing to create a space for every child who needs one in an early childhood setting.**" (Article in the *Vancouver Sun*, Sept., 2007).

<http://www.earlylearning.ubc.ca/documents/2007/HG%20Van%20Sun%20PreK%20Proposal%20Sep%k2007%20final.pdf>

Similarly, HELP's Hertzman "**scoffs, 'you could make the argument we could give everybody a huge tax cut and when they get sick they could go buy their own hospital. It's ridiculous, right?'"** (Article in *The Province* June 9, 2000).

Hertzman's comparing financial support for raising children to medical insurance for getting sick exemplifies a serious case of false logic.

Sex roles: HELP technocrats want Big Bro to keep Mum and Dad in line

HELP's research includes "gender equity," the new term for what once was called "women's liberation."

HELP's gender equity specialist is Paul Kershaw. He has been emphatic in redefining equality for women. For Kershaw, being able to be an employee is the core of women's equality. His overriding goal is "**successful labour force participation**".

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Being treated equally when we choose to care for our own children is not an accepted route to equality. He laments the fact that men don't share "care giving" equally, and that women do most of the unpaid care work (though he avoids calling this work 'work'). However he does not accept the idea of solving this problem by financing the unpaid work.

He ignores the fact that men do not breastfeed. He wants the state to "promote gender equality by challenging the traditional division of labour between women and men," regardless of what our personal decisions may be. These he seems to think are mindless choices that "sweep the couple along a sea of traditional cultural attitudes and gender work force realities."

<http://www.irpp.org/choices/archive/vol13no2.pdf> pp 6, 24

Dollars for daycare—not money for parents to use as they freely choose—is assumed to be necessary to achieve the "gender equity" that is HELP promotes.

<http://www.earlylearning.ubc.ca/PaulKershaw.htm#presentations>

Corporate Right Wolves in Lefty Sheep's Clothing

Notably absent from HELP's new approach to child development is any mention at all of breastfeeding or of parent-child attachment. These have no "commercial potential" and are outside of the World Bank agenda.

Nor is there any criticism of the massive cuts to welfare for families. In fact Hertzman and other HELP writers apparently support such right wing draconian McJobs-for-mums "welfare reform." Writing for Statistics Canada they report:

"Subsidization of childcare increases employment participation and increases the use of child care [i.e. non-parental child care]. These simulations suggest that **welfare reforms combined with assistance for child care can act as incentives for encouraging young mothers to participate in the labour market.**"

<http://www.statcan.ca/english/research/11F0019MIE/11F0019MIE2006284.pdf> p16

**Data-mining and daycare for kids, McJobs and shopping for
mums and dads, fat paycheques for policy advisors**

The Human Early Learning Partnership's partnership with the World Bank is about HELPing corporate interests, not parents and children.

