Advocacy

Early
What Questions Will We Answer Today?

- Where can I learn more about advocacy and lobbying?
- How do I build organizational advocacy capacity?
- How do I effectively advocate?
The 3 Legs of Advocacy

Direct

Media

Grassroots
Key Considerations

- Federal versus State versus Local Regulations
- Nonprofits and 501(c)3 Status
- Reporting Requirements
- Allowable Costs within Contracts and Grants
Past to Present...

• Significant Professional Development
  Increased Knowledge, Practice, Comfort & Effectiveness

• An Advocacy Action Team
  Board, Membership & Staff Engagement

• The Spectrum of Advocacy & Our Policy Agenda
  Focused Message with Flexible Asks
Strategic Plan for the Future

1.1 Define Advocacy
1.2 Ground Advocacy in our Work
1.3 Recruit Champions
1.4 Build a Robust Infrastructure
1.5 Establish Advocacy Benchmarks & Metrics
Our Current Policy Agenda

• The Process to Date
  – Generation of Potential Items
  – Basic Priority Voting
  – Impact, Feasibility & Urgency Survey

• Considerations Moving Forward
  – Our Membership has More Than Tripled with More Family Resource Center Members
  – Funding Constraints & Limitations
Our Current Policy Agenda

• **High Quality & Accessible Early Care and Education**
  Examples:
  – Increased Investment in Quality
  – Child Care Development Block Grant Reauthorization
  – Increased Funding for CCR&R Base Services
  – Attendance-Based Only Policy in WI Shares
  – Tiered Reimbursement in WI Shares & YoungStar
  – WI Shares EBT/Parent Pay

• **High Quality & Accessible Family Support**
  Examples:
  – Increased Investment in Evidence-Based Home-Visiting
  – Increased Investment in FRC Services
Strategies

Quality

Quantity
The 3 Legs of Advocacy

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Letters to the Editor

Dear Editor: In the article “Study finds Wisconsin’s low-income, minority fourth-graders trailing in reading proficiency,” Bob Jacobson had it right when he pointed to quality early education as the answer. By fourth grade, a child has had nine to 10 years of cumulative experiences that have sent them barreling down the path of proficiency or inching down it, creating the horrific disparities we see today.

So let’s roll back eight or nine years. The research of Dr. Anne Fernald, a Stanford professor, has demonstrated that this gap begins early on, with our little ones just 18 to 24 months old already showing socioeconomic-based differences in their language processing skills and the expanse of their vocabularies.

This means we have to invest early. We have to ensure that every child has access to quality early education. We have to ensure that every family has the resources to support their children in ways that perhaps they did not experience themselves. Why? Because early experiences nourish and wire the brain, setting in motion a trajectory for life. We can make that trajectory a successful one if we engage early.

Jill Hoiting
Success Stories

From Dealing Cards to Child Care

Career Transition
Suzette started her family child care program, Doll's Day Care, 3 years ago. She was brand new to the early childhood field, after several years working as a card dealer in Vegas, but with 5 children and 7 step children of her own, not to mention several grandchildren, she was quite familiar with being a caregiver. She began her program to provide care for her grandchildren. Since then, child care has become her calling. After hearing about the opportunity for families attending her child care to receive state assistance if she participated in YoungStar, Suzette contacted Licensing. She started working with her Technical Consultant (TC), Jessie Millington, in the spring of 2014. Now, Doll's Day Care is the first family child care program on the Bad River Reservation to earn a 3 Star and Suzette has plans to expand her program. "This is basically what I want to do now," said Suzette. "I want to take care of kids."

Back to School
The transition to child care provider didn't happen overnight. When Suzette started in YoungStar she wanted to continue her education to strengthen her program. Jessie guided Suzette through the professional development questionnaire and connected her to T.E.A.C.H. Early Childhood® Wisconsin for assistance in paying for her education. Suzette has moved on to earn her Infant and Toddler Credential and will complete her associate degree at Wisconsin Indianhead Technical College (WITC) in May. She is already looking into possible schools where she can earn her bachelor's degree in early childhood. In addition to school and her daily work as a child care provider, Suzette works full time as a Program Manager for "Family Foundations," a program that supports children and their parents prenatally until children start school. Between this job, her child care program and school, Suzette spends most of her waking hours working to ensure children and their families are well-supported and cared for. Her program reflects her commitment. "Since YoungStar my program has changed a lot for the better," observed Suzette. "It used to be, 'Okay, I baby-sit and that's it.'" Now, said Suzette, she views her program as a business and herself as a professional. With the support of her TC she has program policies in place, a budget, a philosophy statement, a developmentally supportive curriculum, and a program environment that reflects the needs of the children in her care.

Expansion
Currently, Suzette cares for four of her grandchildren at her home, but she is working to start a group child care program for other children and families to meet a need that she sees in her area. Meanwhile, it is the little things, said Suzette, that keep her interested in working on her program. For instance, taping paper towel tubes to the walls for the kids to put balls through. "It was so simple," noted Suzette, "and my little 2-year-old grandson is always like, 'Mom Grandma get on the floor and let's play'!" Suzette admits that looking back, she had her moments early on in YoungStar of feeling overwhelmed. But her TC supported her through it and since then, she has come a long way. "Once you get started with YoungStar and see what you have available it's well worth it," assured Suzette.

Wisconsin's Stars are Shining
YoungStar informs parents, recognizes quality providers and brings resources and support to programs committed to improving quality. But what it's really all about is helping Wisconsin children shine bright.

Can Make Great Leave Behinds

"Providing more training, at a low cost to providers, would be very beneficial to children and providers. It is feasible to increase activity in child care—easy, actually—with the right resources."

— Teresa Storm, Owner
Tender Times Child Care, Amery

Why Being Active Early Matters
Establishing healthy habits at an early age is key to promoting life-long health.

Movement benefits children's:
- Brain development
- Vision and hearing
- Muscle coordination

Activity benefits everyone
Children who are regularly active:
- Have less behavioral problems
- Sleep better at night
- Feel better about themselves
- Are more alert and ready to learn
- Maintain a healthy weight

Early child care providers can improve child health and wellness by establishing policies for the expert recommended 120 minutes of physical activity each day.

The Active Early guide gives providers concrete strategies to get kids active.

http://www.dhs.wisconsin.gov/health/physicalactivity/Sites/Community/Childcare/Index.htm
Testimony

• Jennifer Garner (20:22 to 26:35)
  https://www.youtube.com/watch?v=kuUPF_EBNuM&feature=youtu.be

• Ways and Means:
In the District
How do we make the biggest impact?
Questions?
Contact Us

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