Effective Storytelling in Advocacy: Crafting Your Child Care Story
Welcome!

*Our Goal:* to expand the advocacy capacity for CCR&Rs, providers, and family advocates at the state level.

**Housekeeping:**
- Ask questions throughout via the chat box.
- The webinar will be recorded and available soon after the completion of the webinar.
- Everyone will be on mute.
- We will have poll questions, be ready to participate throughout!

Join the movement: childcareworks.org
Agenda

• Welcome/Introductions
• The Impact of Storytelling
• Messaging Models
• Family Advocate Examples
• CCAoA Resources
• Next Steps
Introductions

• Lauren Robertson, Digital Advocacy Manager
• Amber & Travis Jones, Family Advocates
• Shayna Raphael, Family Advocate
Poll Questions

• Poll: What best describes your role?

• Poll: I feel _______________ about sharing my personal child care story or supporting others in sharing theirs.
Why Storytelling?

- MADD
- It Can Wait
Who has a child care story to tell?

What are those stories about?

Who should hear those stories?
# Painting the Picture for Impact

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<tr>
<th>Background</th>
<th>Challenge</th>
<th>Next Steps</th>
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<td>• Share the who, what and where. Paint the picture of your experience with child care.</td>
<td>• Describe the state and national policy challenges with the child care system.</td>
<td>• Provide tangible action steps on how to solve the problem.</td>
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Keep in Mind Your Audience

Intentional message creation:

• Identifying audience: we know our audience broadly, but a check up/check in/refining is helpful
• Make sure we aren’t planting the wrong idea with the wrong groups
• Overcoming barriers: we know and can respond to before we launch a campaign or movement

Message testing:

• Refines messages
• Leads to more targeted, effective messages with select populations
• Makes sure your messages work before you spend money on collateral and training
Pairing Your Story with Facts
Messaging Triangle Model

Problem

Solution

Opportunity
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<td>We drive 90 miles back and forth each day to take our two children to a high-quality preschool, and it costs more than our monthly mortgage!</td>
<td>Midterm elections are driving more diverse candidates to run for office, and specifically more women. This is the time to bring the issue front and center in 2018.</td>
<td>We need increased funding for CCDBG to go into subsidies for parents and families, and cover the increased costs for providers to comply with the 2014 reauthorization of CCDBG.</td>
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<td>1) In most states, child care costs more than college tuition.</td>
<td>1) 256 women have been nominated to run for the House or Senate in 2018, and 16 are running for Governor’s seats – this is the highest number of women candidates ever!</td>
<td>1) For every $1 invested, society reaps $13 in cost-savings down the road.</td>
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<td>2) Parents need tools to understand and evaluate the quality of their child care options.</td>
<td>2) This is a bipartisan issue. Both parties have legislators and nominees who are talking about affordable, quality child care.</td>
<td>2) 90% of development takes place in a child’s first 5 years, but we don’t invest enough in those years.</td>
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Gingerbread Model

1. Appeal to the **heart** (personal story)

2. Appeal to the **brain** (facts, research)

3. Appeal to the need to **act** (take action)
Expanding Your Impact

Building a parent/family advocacy network
- Find and recruit parent advocates
- Train them to share their story with legislators, news outlets, other advocates

Connecting the dots with parent stories
- Betsy’s story
- Elly’s story
You have your story, now how do you share it?

**Digital**
- Action centers
- Social media
- Family Voices blog

**In person**
- Town halls
- Meetings w/ legislators
- Hearings
CCAoA Resources

- Action Centers
- Social Media
- Family Voices Blog
- State Fact Sheets
- Cost of Care
- General TA

Take Action

Keep Children and Families Together

With your help, we can work to improve the quality, affordability, and availability of child care so that all children can start school ready to learn.

Family Voices

Blog/Vlog Series

Child Care to National Disaster Planning

Endorsing the legislation language included in the Senate version of the Pandemic Act (S. 3798) that would extend and expand the authorization of the National Housing and Coastal Communities (HACC) to include professionals with expertise in children's health, schools or child care, special health care needs, and the needs of parents or family caregivers.

Together

Support S. 3208, the "Young Families Together Act," which recognizes the fact that in the United States, millions of parents and caregivers of children in the early childhood age range have a lot of stress and trauma.
Next Steps

- Sign up for next webinar in series: [https://childcareworks.org](https://childcareworks.org)
- Follow Child Care Works on social media: @ChildCareWorks
- Be on the look out for our follow up email with resources and the recording.
Share Your Voice

• Poll: I now feel ______________ about sharing my personal child care story or supporting others in sharing theirs.

• Poll: I want to learn more about...
Questions?

• Lauren Robertson, Digital Advocacy Manager
  lauren.robertson@usa.childcareaware.org