Lifting Up Advocate Voices: How to Build and Support Family Advocate Networks
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
- Identifying Advocate Voices
- Building a Sustainable Advocate Network: Organizing Models
- Painting the Picture for Impact
- Parent Voices: Making an Advocate Network Work
- CCAoA Resources
- Next Steps
Introductions

- **Chrisi West**, Director of Advocacy
- **Lauren Robertson**, Digital Advocacy Manager
- **Jennifer Greppi**, Parent Voices Organizer
Poll Questions

• Poll: What best describes your role?

• Poll: I feel _______________ about recruiting and building advocate networks.
Identifying Advocate Voices

**Why Parent Advocacy?**

- To paint the picture of why laws need to be changed or strengthened.
- A picture is worth a million words - the “take-away” long after the studies, the data, the statutes are forgotten.
- Parents are key to changing policy. But, *trained* parents are policy leaders.
Identifying Advocate Voices

Who has a child care story to tell?
What are those stories about?
Who should hear those stories?
Building a Sustainable Advocate Network

Models of Leadership – these types of organizing models do NOT work
Building a Sustainable Advocate Network

The Snowflake Model
Building an Advocate Network

Parent Leadership Model

SPL = State Parent Leader
Painting the Picture for 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
## Painting the Picture for Impact

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<th>Background</th>
<th>Challenge</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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Painting the Picture for Impact

Tying it All Together: One-Pager

Julia Ruedas | California

Julia’s story

As a parent advocate and child care provider herself, Julia Ruedas understands the struggles that families face. She works with low-income, majority Latino families in the Los Angeles area. Julia sees long wait lists for families with children who cannot afford child care on their own, which brings about two negative experiences – one is for the child, who does not have access to quality education during those early critical years of their life; the other is for the parent, who experiences the negative outcome of ineffective policies that promote unstable child care.

Julia’s advocacy work has also taken her to Sacramento to work with state lawmakers on improving policies that affect not only child care providers, but the working families and children who rely on them.

Congressional Request: 2017

CCCAoA is requesting a $1.4 billion increase over the FY 2016 level for next year to ensure that nearly 217,500 children and families don’t lose access to care, and also to help states meet the requirements of the 2014 CCDBG law.

Child Care Stats in CA

The cost of center care for 2 children in California is more than twice the annual cost of tuition at a four year college.

U.S. businesses lose approximately $4.4 billion annually due to employee absenteeism as the result of child care breakdowns.

Child care workers in California make an annual average of $26,050, just above poverty level for a family of 4.

Family Advocacy Summit 2017 | Julia Ruedas juliaruedas@gmail.com
Painting the Picture for Impact

PARENTS AND THE HIGH COST OF CHILD CARE

Child care is a major expense in family budgets, often exceeding the cost of housing, college tuition, transportation, and food.

CHILD CARE VS. HOUSING
In 2018, the cost of center-based child care for two children exceeded housing costs for homeowners with a mortgage in 35 states and the District of Columbia.

CHILD CARE VS. COLLEGE TUITION
In 2018, the costs for center-based infant care exceeded one-year’s tuition and fees at a four-year public college in 28 states and the District of Columbia.

CHILD CARE VS. HOUSEHOLD EXPENSES
In 2018, the cost of center-based child care for an infant in a child care center exceeded the costs of food and transportation combined.

Child Care Works
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Painting the Picture for Impact

State Rapid Responders

Train
• Participate in trainings/coalitions

Build
• Building a parent chain

Be Aware
• Keeping up to date on current child care news and issues
Introduction to Advocacy

The Parent Voices Way!
Mission Statement

Parent Voices is a parent-led, parent-run grassroots organization fighting to make quality child care accessible and affordable to all families.
How Does Parent Voices Work?

• **Steering Committee** made up of elected parent leaders who govern the organization

• **Statewide Organizer**, located in the R&R Network office, coordinates local chapters. Also conducts policy dissemination and secures funding.

• **Local chapters** are connected to the CCR&Rs. Organizers and parent leaders decide main issues and actions.
Recruitment

• Entry way through CCR&R’s
• Building relationships with Subsidy Counselors
• Building relationships with Child Care Providers and Center Directors
• Parent to Parent
Parent Voices’ Leadership Development Model:
Based on Core Values
1. Creating social change by developing new parent leaders to advocate for child care and other emerging issues.

Knowledge is Power advocacy training is an interactive workshop about the federal and state budget and legislative processes.

Leadership Academy is a six week training where parents learn about effective storytelling, develop campaigns, how to conduct a power analysis, how to run a meeting.

Learning by Doing!!!
2. **Encouraging parents**, and other child care consumers, to identify their issues, solutions, and course of action.

- **Local chapters meet monthly** and always provide food and child care. Parents build relationships which provide mutual support and helps build confidence in order to organize, lead, and participate in non-violent direct actions.

- **Parent Voices events and actions** are 100% planned and executed by either local chapter members or by the statewide steering committee.
3. Acting with passion and resolve by utilizing a variety of advocacy strategies.

- **Grassroots**: Parent leaders organize the annual Stand for Children Day, testify before budget hearings, and meeting with legislators.
• **Media:** Press conferences and demonstrations with a twist are organized throughout the year. Examples include a mock State Fair - the State UN-Fair - to protest state cuts to child care.
4. Building strong, articulate parents who govern the policies of the organization

- **Parent Voices Steering Committee** sets policies, develops campaigns, and approves activities. Each chapter chooses a representative and an alternate for the Committee.

- Every year the steering committee participates in a **Leadership Retreat** to develop campaigns and strategy. Vote on the Parent Voices Platform for the coming year.
Communication

• **Local Chapter Meetings** – especially during February, March, and April.
• **Organizer Calls** and meetings.
• **Steering Committee Calls and meetings** – all organizers and elected parent leaders.
• Facebook pages, www.parentvoices.org
• Twitter Handle: @ParentVoicesCA
What Doesn’t Work?

• Controlling the agenda.
• Not listening to parents’ needs.
• Trying to do for the parents instead of with the parents.
• Creating a base of parents to ONLY support YOUR cause.
• Assuming you know what’s best for parents without asking them
Parent Voices
Successes!

• **Restored the Stage 3 Child Care Program** after Gov Schwarzenegger vetoed it.

• **Defrosted the SMI** by unfreezing 5 year old income eligibility guidelines in 2007

• **Increased media coverage** – hundreds of parents’ stories featured in the press.

• **Thousands of parents testified** and attended hearings in Sacramento.

• **Parents at the policy table** – Met with the White House Domestic Policy Council, Linda Smith Federal Child Care Administrator, Department of Education and Department of Finance, and hold positions on Local Child Care Planning Councils.

• **Coalition** – Parent Voices worked in coalition with the Woman's Caucus and other advocates to increase funding by 500 million dollars in the 2016 budget for rates, slots, and quality.

• **Parents won eligibility and income changes Statewide!** in 2017 parents lead the way to increase income eligibility guidelines and to provide 12 months of continuous eligibility for families using child care subsidies.
Before I joined Parent Voices I never knew my voice mattered. Today I know better, I am empowered by my experiences with Parent Voices and use it to empower others. I have evolved into a passionate speaker that gives me permission to be true to myself and stand up for what I believe in and what I know is not fair. Parent Voices has changed the person I used to be into the person I always wanted to be, strong, confident, and fearless!
CCAoA Resources

- Action Centers
- Social Media
- Family Voices Blog
- State Fact Sheets
- Cost of Care report
- General TA
Join Our Twitterstorm!

How has the cost of child care impacted you?

Tweet today at 3pm
See link in chat box!
Next Steps

• Sign up for next webinar in series: 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.
Questions?

Lauren Robertson, Digital Advocacy Manager
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Chrisi West, Director of Advocacy
chrisi.west@usa.childcareaware.org
Share Your Voice

• Poll: I now feel ______________ about recruiting and building advocate networks.

• Poll: I want to learn more about...