Advocacy 101 and Sharing Your Story
Welcome!

Our Goal:
We want you to be effective advocates when talking to your elected officials, partners, and media.

Join the movement: childcareworks.org
Agenda

- Welcome/Introductions
- The Impact of Storytelling
- Messaging Models
- CCAoA Resources
- Next Steps
Opportunities to Influence Legislation/Budgets (Federal level - Regular Order)

• Early February: President submits budget request to Congress
• April 15: Congress completes action on budget resolution
• May-July: House consideration of appropriations bills
• June 30: Target date for House completion of all appropriations bills
• June-September: Senate consideration of appropriations bills
• September 30: Last day of current Fiscal Year
• October 1: New Fiscal Year begins
Opportunities to influence legislation – State Level

http://www.pewtrusts.org/stateline
What is "advocacy"?

Advocacy
Public support for or recommendation of a particular cause or policy

• Standing up for what you believe
• Sharing your passion
• Sharing what you see
• Sharing your story
Why Do We Focus on 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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<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

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 2016, 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 2016, the cost for center-based infant care exceeded one year’s tuition and fees at a four-year public college in 29 states and the District of Columbia.

CHILD CARE VS. HOUSEHOLD EXPENSES
In 2016, the cost of center-based child care for an infant in a child care center exceeded the costs of food and transportation combined.

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Messaging Triangle Model

Problem

Solution

Opportunity
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<td>I had to leave my job to stay home with my kids – the cost of child care was more than our mortgage and it took almost my entire take home salary.</td>
<td>The upcoming 2020 election is driving more diverse candidates to run for office, and specifically more women. This is the time to bring the issue front and center in 2019.</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) Congress currently has the highest number of women in history!</td>
<td>1) For every $1 invested, society reaps $13 is 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 candidates 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)
Practice Sharing Your Story

**Which model do you choose?**
- Is your story more heartfelt?
- Is your story more topical or data-driven?

**Tips**
- Keep it brief, but make sure it’s still YOURS
- Summarize the problem after your story
- Pivot to the legislative ask
You Have Your Story. Now What?

Get it out there online
• Action centers
• Social media
• Family Voices blog

Get it out there in-person
• Town halls
• Meetings w/ legislators
• Hearings
Questions?

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