How to Advocate without Lobbying

From Congress to Communities
Welcome!

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

**Session Goal:** Raise awareness of the role that CCR&Rs can play in advocacy, and challenges and strategies within this role.
Agenda

- Welcome/Introductions
- Lobbying vs. Advocacy Basics
- CCR&R Advocacy Strategies
- CCDBG: Congress to Communities
- State CCDF Administrator Relationships & Responsibilities
- Challenges and Opportunities for CCR&Rs
Introductions

- **Jen Bump**, Senior Advisor, Child Care Aware of America
- **Sue Foley**, Region I State Systems Specialist, ICF – Office of Child Care Projects, State Capacity Building Center

**Participants:** Name, State, and Role (CCR&R Director, Government Administrator, Parent, etc.)
When you think about engaging in advocacy, what do you hope for as a result?
What’s the difference between advocacy and lobbying?

How would you define advocacy?

How would you describe lobbying?
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
What is “lobbying”?

**Direct Lobbying**
Communication with a legislator or staff:
- Refers to specific legislation
- Takes a position

**Grassroots Lobbying**
Communication with the public that:
- Refers to specific legislation
- Reflects a view of the legislation, and
- Contains a **call to action**

**Call to action**
- Asking the public to contact legislators or staff
- Providing contact information & providing the means
Types of lobbying

Nonprofit Lobbying

• The IRS does NOT prohibit lobbying by nonprofit agencies (except those funded solely by the government)
• The tax code restricts lobbying expenses based on an agency’s budget.
• Nonprofit agencies have choices about tracking.
• Tracking is for an agency’s protection.

Key Resources: IRS.gov & Your Agency Executive Director
CCR&R Advocacy Performed by CCR&Rs

26% Distribute Voter Registration Materials
Allowable electoral activities

**NO**
- Endorse candidates for office
- Contribute money to candidates
- Let candidates use office space, equipment, mailing lists, or other 501(c)(3) resources
- Rate candidates
- Publicize which candidates share the organization’s view on contested issues

**YES**
- Register people to vote
- Sponsor nonpartisan candidate forums or debates
- Help new voters understand elections and the voting process
- Provide briefings to all candidates on the organization’s issues
- Encourage and help people get to the polls on election day

Key Resources: IRS.gov & Your Agency Executive Director
CCR&R Advocacy Performed by CCR&Rs

67% Perform advocacy outreach, training, and engagement activities with FAMILIES

- 2018 CCAoA Survey of Local CCR&Rs
CCR&R Advocacy Performed by CCR&Rs

73% Perform advocacy outreach, training, and engagement activities with PROVIDERS

- 2018 CCAoA Survey of Local CCR&Rs
CCR&R Advocacy Performed by CCR&Rs

77% Perform advocacy outreach, training, and engagement activities with COMMUNITY (and Business) STAKEHOLDERS

- 2018 CCAoA Survey of Local CCR&Rs
The intersecting Role of CCR&Rs as Advocates and as Contractors for State CCDF Administrators…

- 67% Perform advocacy outreach, training, and engagement activities with FAMILIES
- 73% Perform advocacy outreach, training, and engagement activities with PROVIDERS
- 77% Perform advocacy outreach, training, and engagement activities with COMMUNITY (and Business) STAKEHOLDERS

And….

- 100% of CCR&Rs are funded with CCDF dollars

- 2018 CCAoA Survey of Local CCR&Rs
Welcome to “An Introduction to the Fundamentals of CCDF Administration”
Introduction to the Child Care and Development Fund (CCDF)

• What is CCDF?
• What is the difference between CCDBG (Child Care and Development Block Grant) and CCDF?
• How is CCDF administered at the federal level?
• What is the Office of Child Care (OCC)?
• What entities have a CCDF grant?
Relationship between Law, Rule, and Plan

CCDBG Act → CCDF final rule → CCDF Plan
The Lead Agency is responsible for administering the CCDF program and has the authority to do the following:

1. Administer and implement programs
2. Retain its overall responsibility for CCDF programs
3. Serve as the single point of contact for the administration of the CCDF program
4. Develop and administer the CCDF Plan
CCDF Administrator Relationships and Responsibilities

- Office of Child Care
  *Central Office
  *Regional Office

- ECAC/SAC
- Lead Agency Staff
  Information Technology
  and Financial Staff
- Tribal Organizations
- Child Welfare
- Child Care Providers
- Education
- IDEA Part C
- IDEA Part B
- General Public
- Subsidy
- Head Start/Early Head Start
- Professional Development
- Licensing
- After-school
- QRIS
- Health
- CCR&R
- Services to Children & Families Experiencing Homelessness

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Define CCDF Leadership and Coordination with Relevant Systems
Consultation on the Development of the Plan
Expanding Accessibility and Continuity of Care through Coordination of Services

Coordination can help states provide
• full-day and full-year services,
• improved quality of services,
• smooth transitions,
• comprehensive services, and
• an increased supply of quality care for vulnerable populations.
Child Care Resource and Referral (CCR&R) Services

- Engage families with consumer education on child care options and quality, as well as information about child care financial assistance (subsidy)
- Engage child care providers to disseminate information about the availability of child care
- Provide training and technical assistance for child care providers
- Promote and help child care providers achieve higher quality
Support Continuous Quality Improvement

- Licensing
- Child Care Subsidy
- Professional Development
- Quality Improvement
## Focus on Quality Improvement

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Thank You

Phone: 877-296-2401
Email: CapacityBuildingCenter@ecetta.info

State Capacity Building Center
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Considering the multi-faceted role of the State CCDF Administrator and the advocacy role of CCR&Rs…

- What challenges have you faced?
- What successes have you had?
- What are your lessons learned?
Thank you!

**Jen Bump**, Senior Advisor, Child Care Aware of America, [jen.bump@usa.childcareaware.org](mailto:jen.bump@usa.childcareaware.org)

**Sue Foley**, Region I State Systems Specialist, ICF – Office of Child Care Projects, State Capacity Building Center, [sue.foley@icf.com](mailto:sue.foley@icf.com)