



Advocacy Training & Legislative Update

March 2020



What's Your Why?

About

Mission

To further child well-being by advancing the health, education, safety and development of Missouri children and their families, especially those who are at-risk because of poverty, abuse, neglect, racial inequities or other risk factors.

Vision

That Missouri children have the opportunity to be healthy, happy and successful.

History

- Started in 2013
- 90+ organizational members
- Determine our priorities annually through a collaborative process of stakeholders





Legislative Update



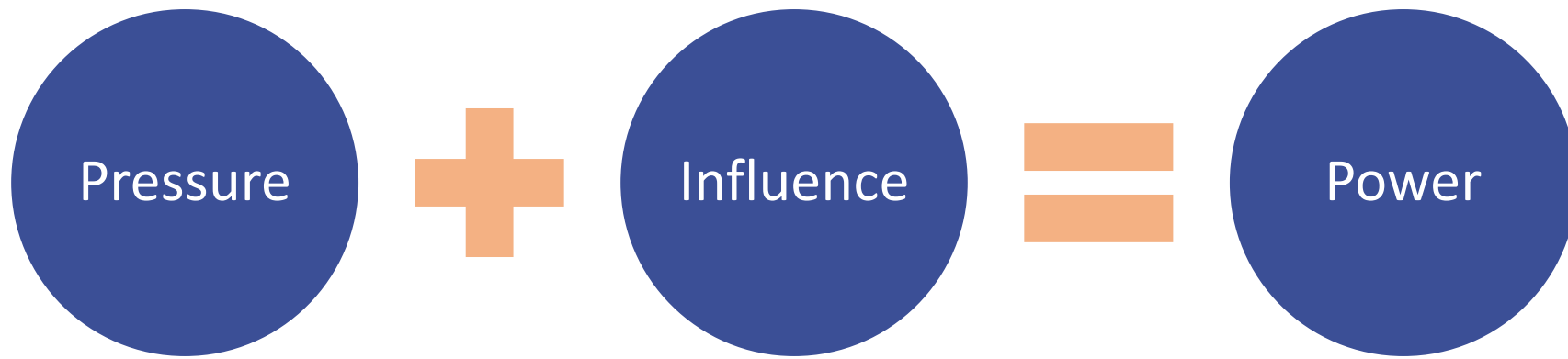


Advocating for Our Children



What is Advocacy?

Any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.



Advocacy vs. Lobbying

- All lobbying is advocacy. Not all advocacy is lobbying.
- Advocacy can include: educating policymakers, organizing to build a base, nonpartisan training efforts, educational conferences, and more
- Lobbying is advocating for or against specific legislation or administrative actions.



Informing yourself

- **Learn the language.**
- **Join and create coalitions.**
- **Leverage resources.**
- **Understand what is feasible.**



Cultivating champions

- **Invite legislators to your location for a tour or meeting.**
- **Find opportunities to mingle/network.**
- **Educate with research, facts, and data.**
- **Know your story and help THEM tell it.**



Making a strong case

- **Develop a persuasive message = Stories + Data**
- **Be sure your material is polished, accurate, well-written.**
- ***REALLY* know your stuff.**
- **Understand what has been done and what is on the table.**



Spreading the Word

- Engage with traditional and social media
- Share news/alerts within your network
- Reach out to leaders at all levels
- Participate with other groups/coalitions



Another way to think about advocacy

High Engagement

- **Meet with state leaders or members of Congress**
- **Testify before a legislative committee**

Medium Engagement

- **Write a letter to the editor**
- **Join a committee**

Low Engagement

- **Social media**
- **Participate in calls, follow issues important to you**

Engagement Pyramid



Don't Stop Advocating

- **Thank and recognize policymakers**
- **Power of incumbency**
- **Term limits**
- **Get to know your allies and build coalitions that are long-lasting**





2020 Early Childhood Priorities



2020 ECE Policy Priorities

- Expand access to voluntary, effective home visiting programs and services for families from prenatal to 5 that model relationship building, engage parents in their child's learning, and refer for additional supports as needed.
- Implement strategies to improve salaries, benefits, and working conditions for early childhood and after school educators, and support compensation parity across early learning programs (B-2nd grade) and establish a coordinated professional development system.
- Increase safety, quality and coordination of early childhood programs (across settings) through policy and regulatory changes.

Related to ECE:

Thoughts on:

- 1) Compensation**
- 2) Benefits**
- 3) Workforce Challenges**
- 4) Professional Development**
- 5) Recruitment into profession**
- 6) Supply (subsidy/special needs)**



Get Involved!



Join

kidswinmissouri.org/members/join

Collaborate

Attend a Quarterly Meeting

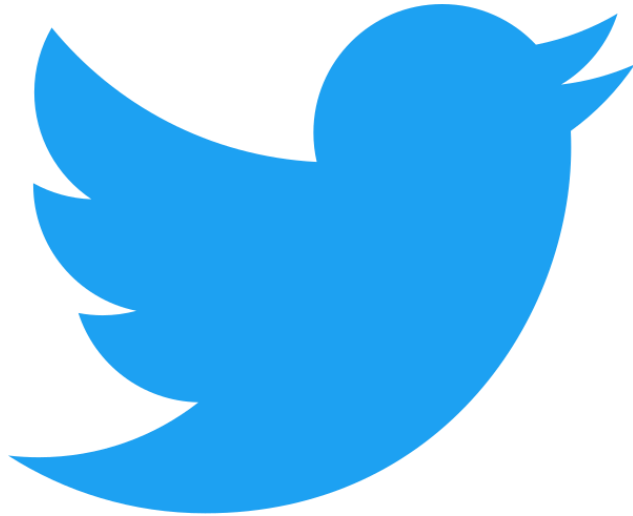
*Missouri Coalition for Community
Behavioral Healthcare (Jefferson City)*

Participate

Child Advocacy Day

April 8, 2020

State Capitol, Jefferson City



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@Craigs2040

@CaseyBHanson

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