

Advocacy 101

We are all in this
together

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strategiesforchildren.org/covid-19.html





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Strategies for Children and its signature Early Education for All Campaign work to ensure that Massachusetts invests the resources needed for all children, from birth to age five, to access high- quality early education programs that prepare them for success in school and life.

**Policy
Development
and Monitoring**

**Constituency
Building**

Advocacy

Research

**Communications
and Outreach**

Implementation

- Say hello in chat –where you are zooming in from...
- Tell us more about you!

- We know there is fear, anxiety, worry, uncertainty, need for answers and accurate information and the commitment to best serve children and families.
- Before COVID-19, even at full enrollment the child care market was broken. The way the system is financed left too few children with access to high-quality early childhood settings, too many early childhood educators living on poverty-level wages, and too many programs one rent payment away from closing down.
- We know that our field is complex – with many funding streams – public and private dollars in the system.
- We know that programs are going to need flexible, stable additional funds to have a chance of making it in the new reality.

- We have a long road back. Things will be different as we return to a new reality.
- Hearing from you about real life, day-to-day challenges will help inform our advocacy and communication strategies and match up resources with needs.
- We will rely on the innovation, creativity and can-do attitude of the early education and care community.
- But that will not be enough.
- **We will need to advocate together for additional resources and support.**

Can you imagine yourself doing any of the following?

	YES	NO
Going down to City Hall to complain about a tax bill you think is too high?	_____	_____
Helping when your neighbor gets a confusing letter from Social Security, by making phone calls and dealing with the bureaucracy?	_____	_____
Write a letter to the editor, talk to a reporter, participate in a panel discussion, contact a local elected official.	_____	_____
Testifying before a state legislative committee as part of a panel on a subject you know well and care about?	_____	_____

What words or images come to mind when you hear the word **advocacy**?

Who are the **key decision-makers** that impact a child's early education and development?

What are some of the **barriers** when it comes to advocacy?

- Understand the different branches of government and the timeline and key dates at the local, state and federal level.
- Be sure you know **WHO** you need to contact about **WHAT** and **WHEN**— at what level are the decisions being made?
- **HOW** - legislation, state budget, elections, regulations, executive order?
- Be aware of other hot topics that may be getting more attention and figure out how to connect to them...or not!
- Do your homework to get accurate information, don't spread misinformation.
- Connect with groups and organizations who do this work— you don't have to figure it out on your own.
- **Don't be intimidated by the process – YOU CAN DO IT.**

Use your home address to find out who at

www.WhereDoIVoteMA.com

Complete the form and print it out!



Massachusetts is represented in Congress by two US senators and nine US representatives.

- Senator Elizabeth Warren and Senator Edward Markey
- You have one United States representative based on your home address.



US Senator Elizabeth Warren



US Senator Edward Markey

Massachusetts US House of Representatives

You have one US Representative based on your home address



1st Congressional District: Richard Neal

2nd Congressional District: James McGovern

3rd Congressional District: Lori Trahan

4th Congressional District: Joseph P. Kennedy III

5th Congressional District: Katherine Clark

6th Congressional District: Seth Moulton

7th Congressional District: Ayanna Pressley

8th Congressional District: Stephen F. Lynch

9th Congressional District: William Keating

Strategies for Children



Massachusetts Executive Branch



Governor
Charlie Baker (Swampscott)



Lieutenant Governor
Karyn Polito (Shrewsbury)

Education in Massachusetts

**Governor
Charlie Baker**

**Executive Office of Education
Secretary Jim Peyser**

**Department of Early
Education and Care**

**Board of Early
Education and Care**

**Commissioner
Samantha
Aigner Treworgy**

**Department of
Elementary and
Secondary Education**

**Board of Elementary
and Secondary
Education**

**Commissioner
Jeff Riley**

**Department of
Higher Education**

**Board of Higher
Education**

**Commissioner
Carlos Santiago**

Executive Office of Education

- Department of Early Education and Care
- Department of Elementary and Secondary Education
- Department of Higher Education



Education Secretary
Jim Peyser



Education
Undersecretary
Ann Reale



EEC Commissioner
Samantha Aigner
Treworgy



ESE Commissioner
Jeffrey Riley



DHE Commissioner
Carlos Santiago

- Massachusetts State Senate
40 state senators
- Massachusetts House of Representatives
160 state representatives
- You have one state senator and one state representative.
- Use your home address to find out who at WhereDoIVoteMA.com.



**Speaker of the House
Robert DeLeo
(Winthrop)**



**Senate President
Karen Spilka
(Ashland)**

2019

- January 2 – Legislators sworn in and Session starts
- January 3 – Governor Baker sworn in
- January 18 – Bill filling deadline for 2019-2020 Session
- January 23 – Governor Baker releases his FY18 budget recommendations (House1)
- January /February – Legislative leadership and committees announced
- April – House of Representatives files budget recommendations
- May – Senate files budget recommendations
- June – Conference Committee debates budget
- July 1 – FY20 Budget starts

2020

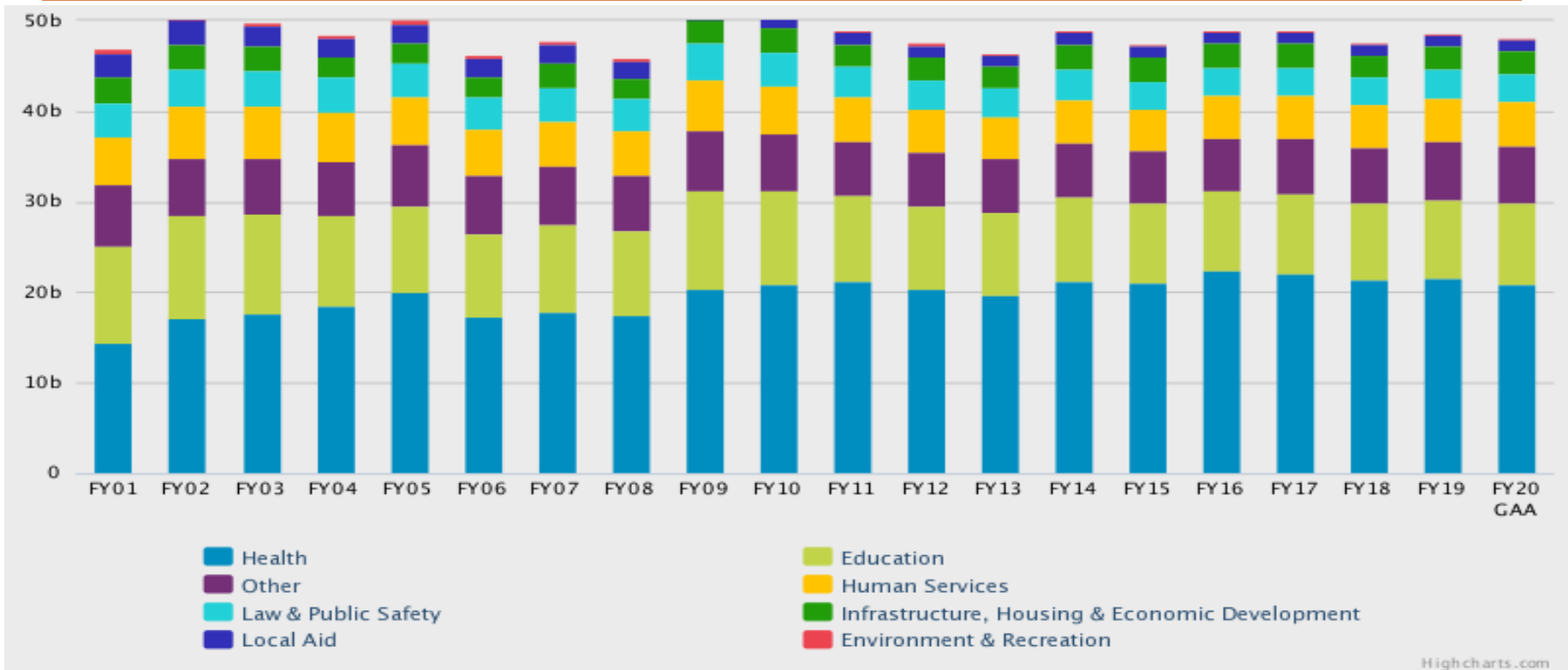
- January 22 - Governor Baker files his budget recommendations (House 2)
- April – House of Representatives files budget recommendations
- May – Senate files budget recommendations
- June – Conference Committee debates budget
- **July 1 – FY21 Budget starts**
- July 31 – Formal legislative session ends
- Tuesday, November 3, 2020 – Election Day

- Total capacity for 250,000 children up to 14 years old; 750,000 children in full time working households
- 55,000 children are supported by EEC subsidies targeted to low income and vulnerable families
- MA has a robust mixed delivery model for child care , including Family Child Care homes (FCC), a child care run from a private home, with small group sizes ranging from 6 - 12 children across all age groups.
- ~8,200 non profit and for profit business providers
 - 50% do not receive any public subsidy and are wholly funded by private pay fees from parents
 - 15% have most their enrollment subsidized (2/3 or more)
 - 35% have a mixed of private pay and subsidize enrollment
- Childcare was a \$4B industry in MA prior to the pandemic. Estimated losses of approximately \$250M per month during closure from private pay fees alone.

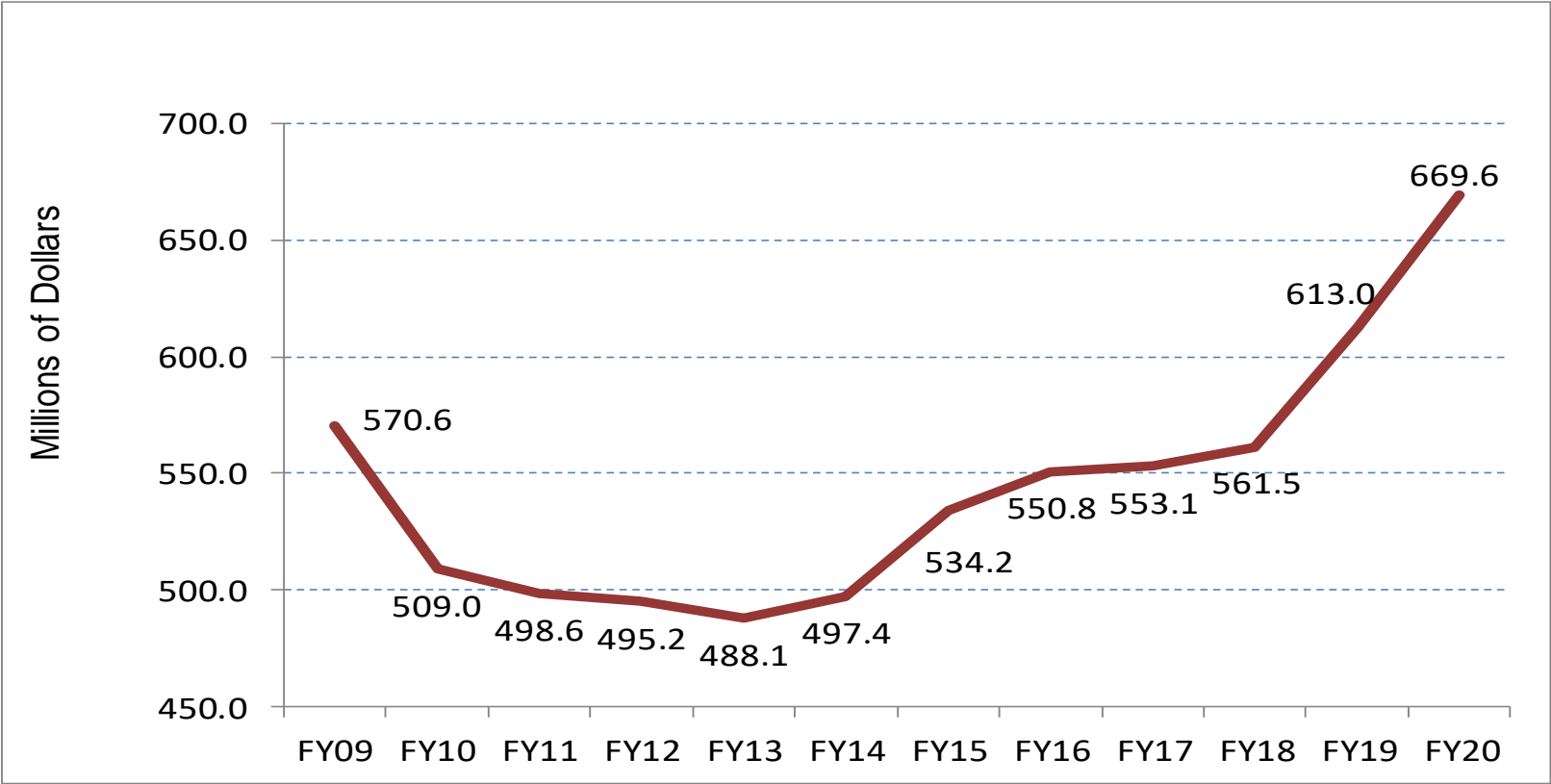
- Where do you get information?
- How do you share information?
- Are you part of a network, coalition, support group, association?
- How many list serves are you signed up for!?
- How do you communicate with co-workers?
- How do you communicate with the families you serve?
- What information do you need to make decisions?
- What else to you need to know?

Massachusetts State Budget

(funding levels adjusted for economic growth)



<http://www.massbudget.org/browser/index.php>



Children left off the census are missing for 10 years—almost an entire childhood

In 2010 in Massachusetts, the Census failed to count an estimated 20,000 young children ages 0 to 4.



- *Not realizing that all children should be counted*
- *Nervousness about listing all children*
- Multi-generational households
- Multi-family households
- Shared custody
- Newborns



Election Day - Tuesday, November 3, 2020

Offices	Term of Office (years)	2020	2022
President	4	★	
Vice President	4	★	
U.S. Senator	6	★	
U.S. Representative	2	★	★

Offices	Term of Office (years)	2020	2022
Governor	4		★
Lt. Governor	4		★
Secretary of the Commonwealth	4		★
Attorney General	4		★
Treasurer	4		★
Auditor	4		★
Governor's Council	2	★	★
State Senator	2	★	★
State Representative	2	★	★



- Make sure you know who represents you in the Massachusetts State House and in Washington DC.
- Develop and leverage relationships with elected and appointed officials.
- Get involved at the local level.
- Stay informed!
- Use your voice, tell your story.
- Be a resource – for the media, elected officials, community leaders.
- Practice!
- Sign up for our email list and subscribe to our Eye on Early Education blog.

Q/A

together



- You can make a difference!
- People working together can change policies and laws.
- Advocacy is easy.
- Policymakers need your expertise.

(Derived in part from *Charity Lobbying in the Public Interest*, www.clpi.org)

Strategies for Children



Early
Education
for All

Stay
informed



eye on early
education BLOG

