Winning Beginning NY

Marketing materials to support community advocates

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Goals for this webinar

• Share new marketing materials with advocacy leaders
• Get you ready to work with others in your community
  – Legislators
  – Child advocates
  – General public

Answer your questions
You have a powerful story to tell

- You make the story come alive
- All politics are local
- Ability to bring it on home with
  - local programs
  - local families
  - local children
Here’s how to tell your story

- Letters
- Calls
- Meetings
- Media
- Presentations
Making the case for early investment in young children and their families

Winning Beginning NY
the early care and learning coalition
What is Winning Beginning NY

Winning Beginning NY is a statewide coalition working to inform policy-makers and the public about the many benefits of early care and learning including home visiting, child care, Head Start and Early Head Start and Pre-K. The coalition aims to build a broad-based constituency to make investment in quality early care and learning a top public priority in New York State.

Winning Beginning NY is co-convened by

- Child Care Inc
- Early Care and Learning Council
- NYS Association for the Education of Young Children
- Schuyler Center for Analysis and Advocacy
WBNY Vision

• Every child beginning at birth should get a healthy start and have the opportunity to acquire the skills necessary for success in school and life in today’s global economy.

• All early childhood programs should be of the highest quality by aligning public investments with quality improvements to help every child excel.
Why invest early?

• Scientific evidence supports it
• The brain is “wired up” very early in life
• Social/emotional foundations lay the groundwork for learning
• It makes economic sense – Dr. Heckman
• We can prevent the achievement gap
Scientific evidence for early investment

Research from many disciplines is pointing in the same direction

Cognitive scientists
Developmental psychologists
Medical researchers
Educational researchers
Neuroscience and the Brain

• 80% of the brain develops during the first 3 years

• Early experiences are the building blocks of brain architecture

• Healthy relationships are the active ingredients to brain activity and creating positive developmental outcomes
Neural Development

- newborn
- 1 month
- 3 months
- 6 months
Social/emotional foundations for learning

Emotion $\rightarrow$ Attention $\rightarrow$ Learning

• A securely attached infant is able to learn how to regulate her emotions.

• A child able to regulate her emotions can focus attention on learning about the world around her.

• A child focused on learning is set for achievement, academically and in life.
The Heckman Equation

Invest + Develop + Sustain

= Gain
Rates of Return to Human Capital Investment: Return to an Extra Dollar at Various Ages

Programs targeted towards the earliest years

Preschool programs

Schooling

Job training

Rate of return to investment in human capital

0-3
4-5
School
Post-school

Age

Dr. James Heckman
University of Chicago
Closing the achievement gap

• Ability gaps - cognitive and noncognitive – between advantaged and disadvantaged open up early in the lives of children.

• Family environments of young children are major predictors of cognitive and socio-emotional abilities as well as crime, health and obesity.
Disparities in Early Vocabulary Growth

43% of babies and toddlers in the United States live in low income families

Goals for young children

- Healthy Children
- Strong Families
- Early Learning

Supportive Communities\Coordinated Systems
Healthy Children

- Pregnancies are wanted, healthy, and safe
- Children are free from preventable injury, illness, and disability
- Children have optimal physical, social, emotional, and cognitive development
- Children receive early recognition & intervention for special needs
- Children are enrolled in public or private health insurance programs
- Children’s health, mental health, and oral health services are accessible, continuous, comprehensive, family centered, coordinated, compassionate and culturally effective
  (Medical Home)
**Strong Families**

Families have adequate and stable employment, income, and basic needs (food, shelter, clothing)

Families have the knowledge, skills, confidence, and social supports to nurture the health, safety, and positive development of children

Parents' special needs are recognized and supported, including health, mental health, & substance abuse

Families are empowered to seek, utilize, and actively participate in supportive services

- Families provide children with safe and healthy environments free from abuse and neglect
- Families provide children with positive, nurturing, consistent relationships
Early Learning

- Children have positive and consistent attachments to parents, caregivers, and educators
- Caregivers and other providers have the knowledge, skills, confidence, and social supports to nurture the health, safety, and positive development of children
  - Families have access to high quality, developmentally-appropriate early care and education
  - Families and caregivers support children's early literacy
    - Parents, caregivers, and educators communicate regularly about children's learning and development
Goals for young children

- Healthy Children
- Strong Families
- Early Learning

Supportive Communities\Coordinated Systems
Take Away Messages

• Infancy matters

• **All** children need support. Children with multiple risk factors need comprehensive and intensive services

• Positive outcomes are dependent upon a comprehensive approach that includes the family and all systems

• Costs skyrocket when we miss the opportunity for intervening early
Call to Action

- **Become an advocate** and promote universal, high quality early care and learning starting with the prenatal period

  Sign up for our E-Advocacy service
  **Go to: www.winningbeginningny.org**

- Add your expertise to the unified voice for better public policies during the first 8 years

- Act locally – how can you get others to understand the importance of early investment?
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Presentations to Local Civic Groups

• Call local groups to schedule presentations.
• Encourage others to join and support the WBNY policy agenda.
• Use the materials provided for the presentation.
• Stay on message and keep the presentation short.
• Identify local champions and teach other how to advocate.
• Collect contact information of participants and follow up helping them stay active and engaged.
Tips for Letter Writing

Send a personal letter.

State your reason for writing.

List bill number, author and title.

State what action you are seeking.

Include your return address in your letter – envelopes are often lost or thrown away!
Where to send your letters

Who are my state representatives? To send a letter to the Governor, you can write to:

NYS Assembly: www.assembly.state.ny.us

NYS Senate: www.senate.state.ny.us

Both sites feature a “zip code lookup” where you can find

Honorable David Paterson
Governor of NYS
Executive Chamber
Albany, NY 12224
E-mails and Calls

E-mailing your legislator
Member’s email address may be found at www.assembly.state.ny.us and your state Senator’s email address will be listed at www.senate.state.ny.us.

Calling your legislator
Letters are preferable to phone calls, because they are a tangible, lasting expression of your support. But if you don’t have time to draft a letter, a phone call can often be effective.
Meeting with your legislator

- Call ahead
- Prepare ahead of time
- Do your homework

- Be willing to meet with leg staff
- Be brief and stick to the issue
- Be prompt, patient and respectful

- Make the constituent connection
- Leave something behind
- Follow up
Use the media to your advantage

Take the time to research local media

Use the WBNY marketing kit

Be proactive
Creating something newsworthy

- Highlight an issue that affects a lot of people.
- Give an update or provide resolution.
- Provide a story that is based on compelling research.
- Provide a local angle.
- Develop a compelling human interest story.
Media Writing Dos & Don’ts

Following some basic rules will help you prepare and give you a better chance of seeing your news releases published.
• Put a name and contact information on every release and ALWAYS be available and return calls quickly after you send a release.

• Write the release as though it is a story already in the newspaper.

• Send the release to the most appropriate journalists only.

• Send first to journalists you already have a relationship with.

• Keep it sweet and simple. The most important information should appear in a short 2-3 sentence opening paragraph.
• Do not write an article in first person.

• Do not ask the reporter if they are going to use the release (you can, however, call and make sure they received it).

• Do not ask to review a story that a reporter is working on. But be available to them for fact-checking.

• Do not send out a release without having it proofed, reviewed and approved by appropriate staff.

• Do not send out multiple releases at the same time.

• Do not put in contact names of people that will be unavailable.
Thank you!

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