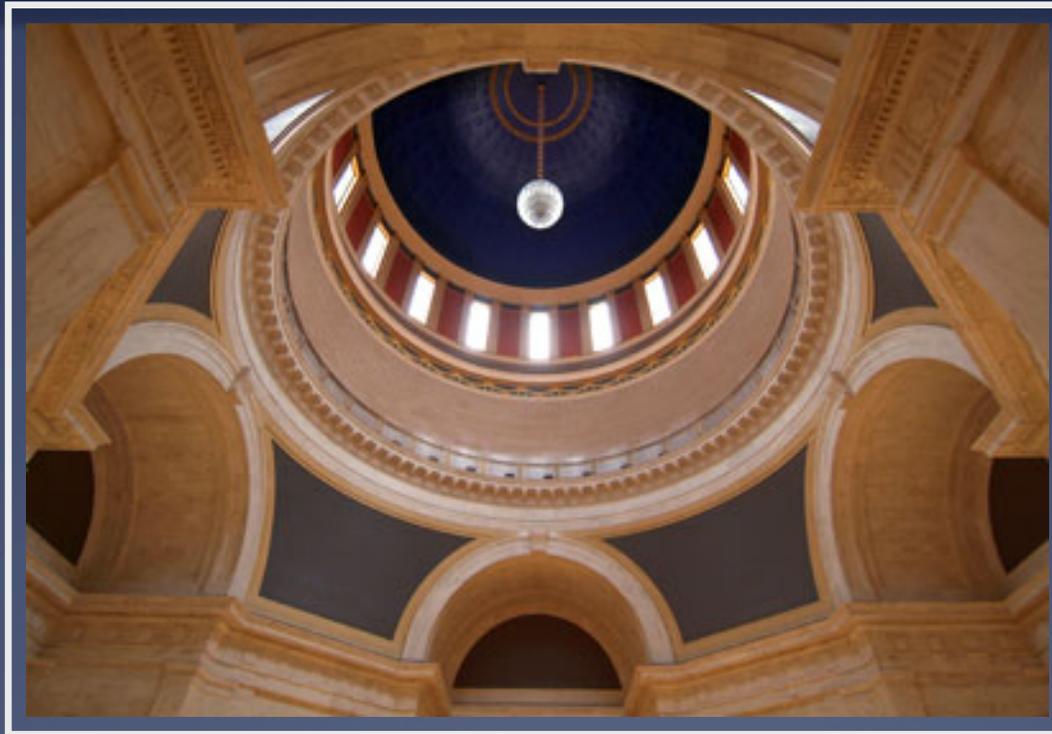


Educating Decision Makers and Telling Our Story



Slides posted at
<http://www.slideshare.net/pcawv>

Why should we get
involved?

If not now, when? If not you, who?

Public Policy

Public policy is generally defined as the course of action (or inaction) taken by government entities with regard to a particular issue or set of issues.

Public policy is also a set of decisions we make as a society about how we will care for one another, our communities and the land.

Advocacy vs. Lobbying

Advocacy is the active promotion of a cause or principle through education, current research, and background information on a specific topic.

Lobbying involves conducting activities aimed at influencing public officials regarding specific legislation.

Advocacy is speaking on behalf
of others who are unable to
speak for themselves

- You are a voice for your constituents
- You are the only voice for your mission

Myths About Advocacy

Myth #1: You need to be a policy expert.

Myth #2: You need a thousand people.

Myth #3: You have to go to the Capitol.

Myth#4: People who work for non-profits cannot be involved in policy making.

501 (c) (3) Organizations (Public Charities) Can and Should Advocate

- You already advocate for your clients
- You should advocate for public policies that support those clients and further your mission

Alliance for Justice –
www.bolderadvocacy.org

501 (c) (3) Organizations (Public Charities) Can and Should Lobby

- The “insubstantial parts test”
- The “expenditure test”
- Except for private foundations (where lobbying expenses become taxable)

The “Expenditure Test”

- Select this option by filing IRS Form 5768 (less than ½ page)
- Sets a clear dollar limit on direct and grassroots lobbying expenditures

Expenditure Test Limits

- Organizations that spend less than \$500,000 per year can spend 20% of budget on lobbying
- Larger organizations
 - plus 15% of the next \$500,000
 - plus 10% of the next \$500,000
 - plus 5% of anything additional

The “Insubstantial Parts Test”

- Is the default, requiring no action on your part
- Allows lobbying as long as that activity (or related expenditures) do not become a “substantial” part of overall activities
- Is undefined and case law is unclear

Steps to Success...

- Get organized
- Get educated
- Develop an effective message
- Communicate with your representative
- Set up a face-to-face meeting
- Make “the Ask”
- Keep the momentum going



Hope is not
a strategy.

A Framework for Changing Public Policy



The Wellstone Triangle
Wellstone.org

Advocacy Lessons from the Emerald City



Define Goals

- What do you want to accomplish or change?
- Assess the situation.
- Map out your course.
- Be aspirational!

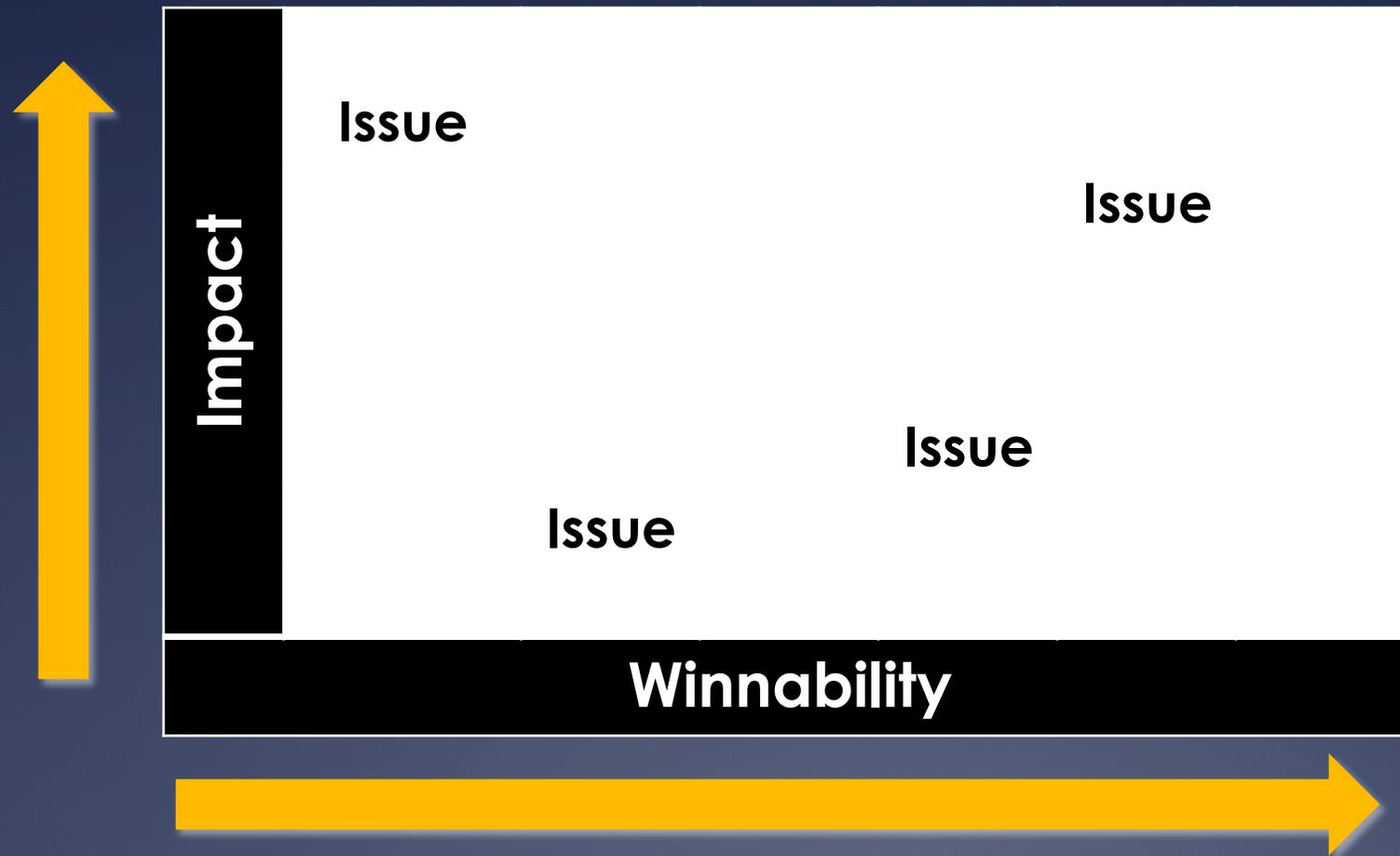


Use your brain

- Use good strategy.
- Determine effective messaging.
- Identify tactics and activities.



Impact and Winnability



Use your heart

- Be passionate about your cause.
- Self-interest drives action – to move people, speak to their self-interest, not yours.
- Desire trumps need – people have needs; people seek wants.



Brainstorm:

What are the skills and tools you
need to make policy?

“The answer to every problem
is a person.”

The Action Connection

5. Core
Message



1. Your Desired
Action

4. Overlap

2. Your Audiences
3. Their Desires

One-to-One Relational Meetings

Face to Face

Scheduled and Purposeful

2 people

Exploration and Exchange:

- What matters to you?
- What matters to me?
- Can we work together?

Commitment

Purposeful Curiosity

Sample Questions:

- Where did you grow up?
- How did you get from there to here?
- When did you first start doing
[whatever the person does now]?
- What were you doing before that?
- How did that change come about?

Be courageous

- Be willing to take risks.
- Recognize that challenging authority can be daunting.
- Support each other in overcoming their fears.



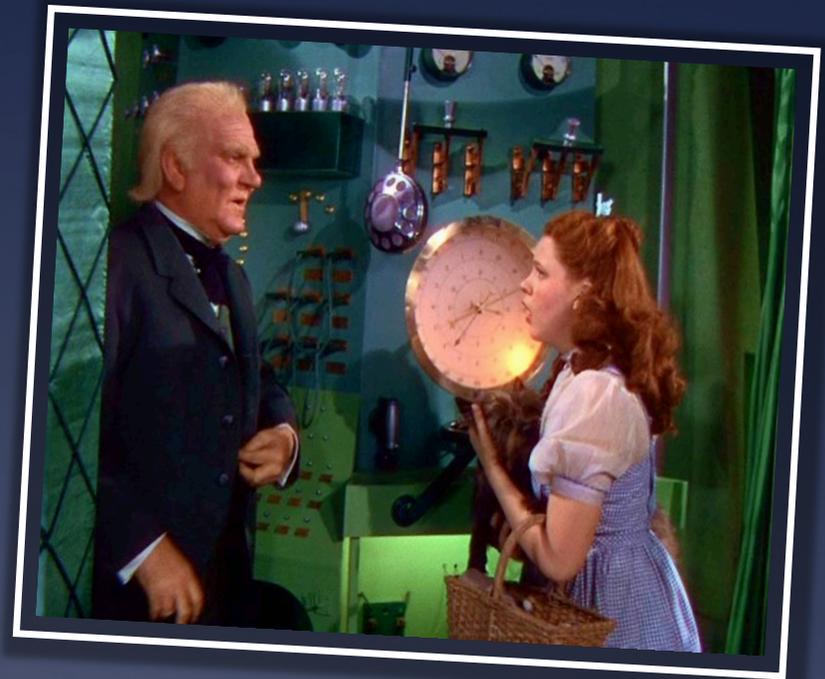
Identify your opponents (and their weaknesses)

- Who opposes our desired action?
- How can their opposition be neutralized?
- Divide and conquer.



Behind the curtain

- Don't be distracted by majesty of the Capitol.
- Lawmakers are real people with real lives.
- Lawmakers want to look good to their followers.
- Most things are viewed through "green glasses".



Calculating Social Math

Social math is the process of translating large numbers to be interesting to journalists and meaningful to audiences.

Using familiar things, break down numbers by

- Time (# per year, month, week, day, hour)
- Place (enough people to fill classrooms, school buses, a stadium, a specific city)
- Dollars (spent on ice cream, shoes, coffee)
- Ironic comparisons (highlights value by comparing to less important things)

State of California Gun Dealer Comparisons

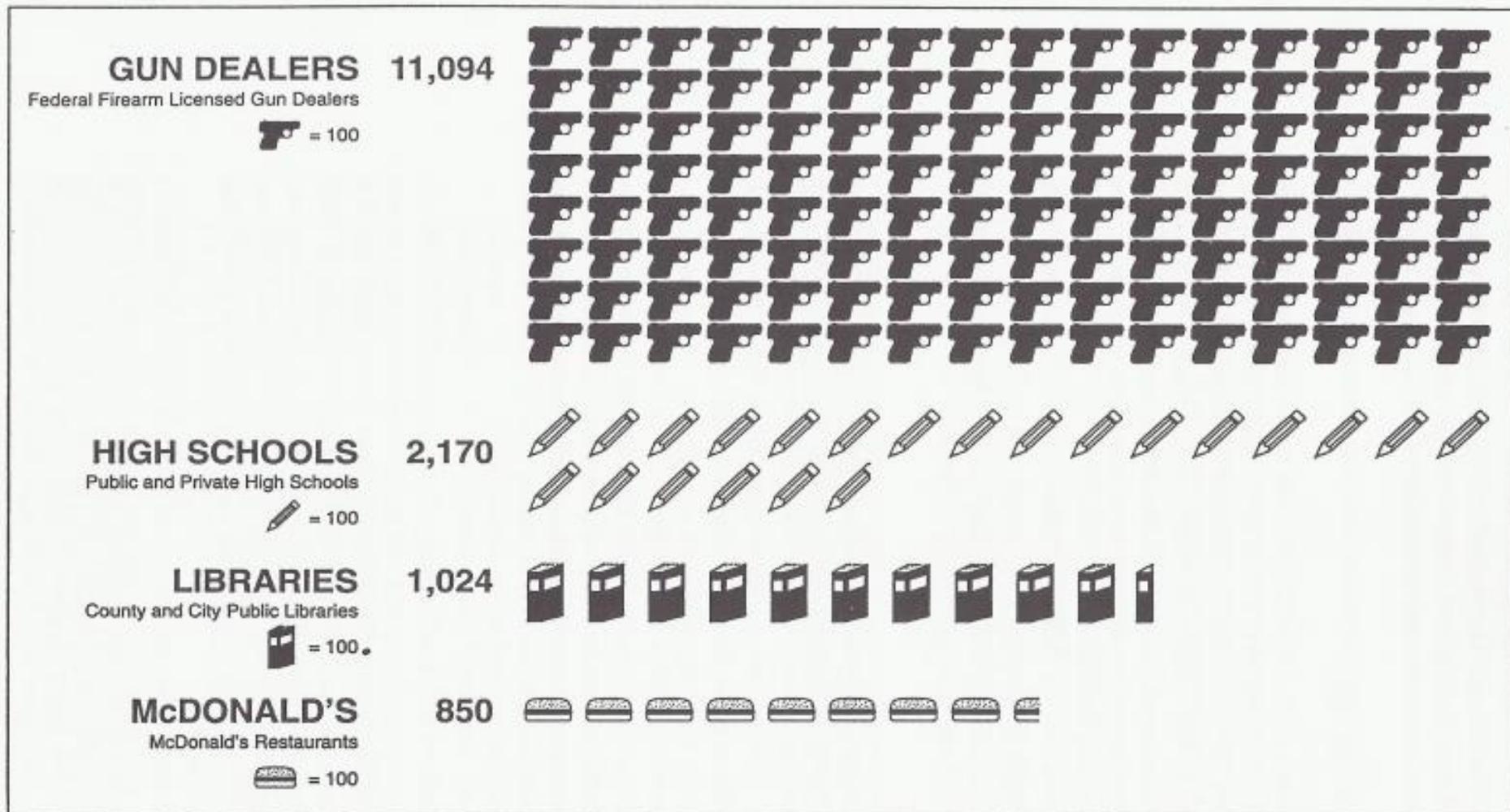


Figure 4.1. A Chart Created by Prevent Handgun Violence Against Kids

SOURCE: Prevent Handgun Violence Against Kids is a public education campaign funded by a grant to Martin & Glantz LLC from The California Wellness Foundation. All statistics are for the State of California. Data on gun dealers: Bureau of Alcohol, Tobacco and Firearms, Jan. 22, 1996; data on high schools: Department of Education, Educational Demographics Unit, 1994; data on libraries: California State Library, Library Services Bureau, 1994; data on McDonald's: McDonald's Corporate Headquarters, 1996.

Social Math

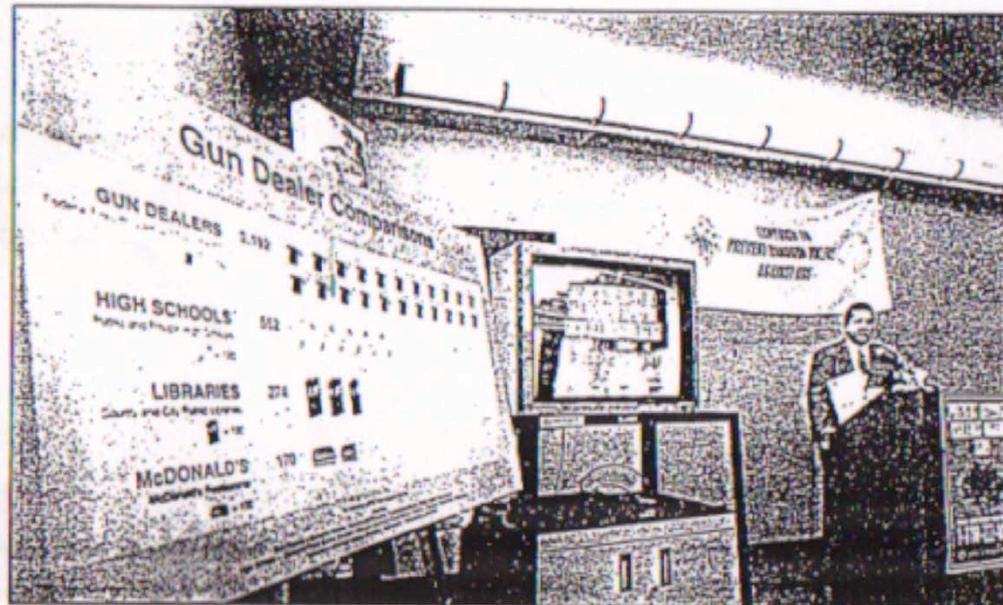
Poll Indicates Support for More Gun Control

■ **Violence:** Health foundation survey shows backing for ban on the sale and use of cheap handguns.

By **PAUL H. JOHNSON**
TIMES STAFF WRITER

A Los Angeles-based health care foundation that advocates treating gun violence as a public health crisis released a survey Wednesday showing strong support in Los Angeles and Orange counties for stricter gun control regulations—including a ban on the sale and manufacture of so-called Saturday night specials.

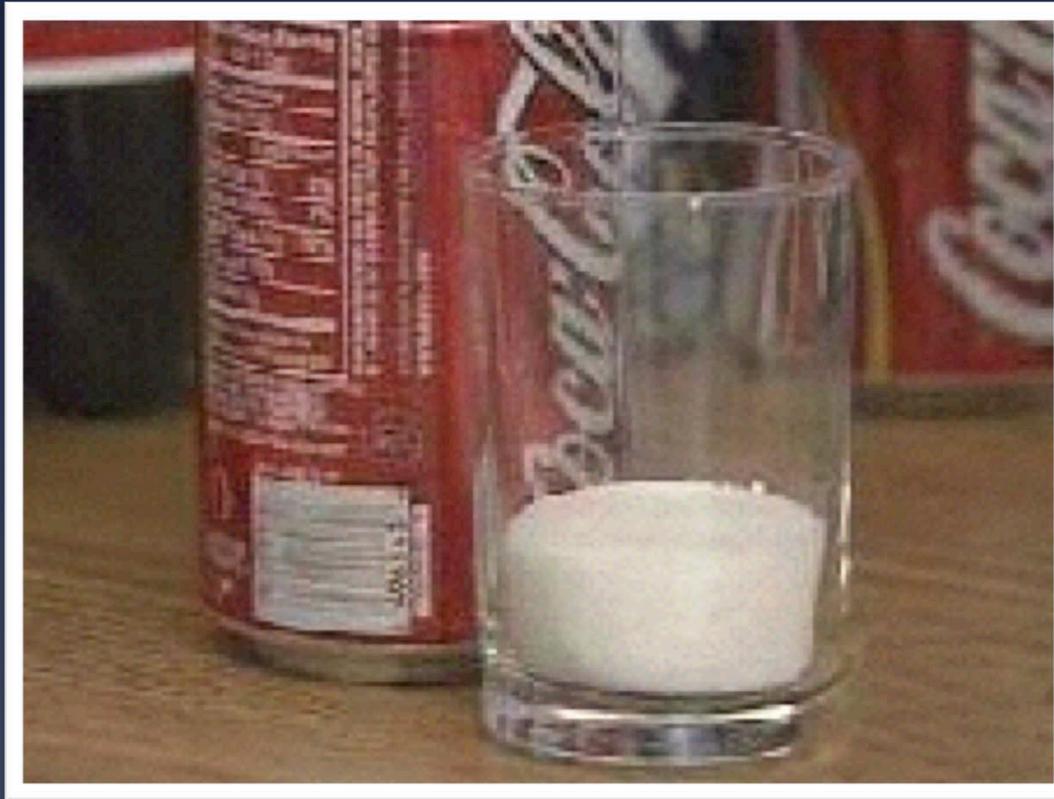
In a telephone survey of 1,000 registered voters, the California Wellness Foundation found that 55% of Los Angeles County residents and 58% of Orange County residents support a ban on the sale and use of the small cheap handguns. Seventy-one percent in



RICK REYER / Los Angeles Times

California Wellness Foundation compares the number of licensed gun dealers to other things.

Social Math



The average 12-oz can of soda contains about 10 teaspoons of refined sugar.

The cost of child abuse and neglect in Alabama (2013)

\$2.3 Billion per year.

\$6.3 Million per day.

\$262,557 per hour...

Be kind to the gatekeeper

- Be sure to nurture a relationship with the receptionist, scheduler, etc.
- They are juggling many demands.
- Show them kindness and you will be rewarded.



There's no place like home

- Connect with lawmakers at home.
- Engage your family, friends and neighbors in your advocacy.
- Remember these decisions affect people's lives.





“We gotta get creative about who we’re goin’ after... where we’re goin’ after ‘em... and how we’re goin’ after ‘em.”

-- Coach Red Dawson, We Are Marshall

A Winning Team @ the Meeting

- An “influential” / Board member – (someone who knows the lawmaker)
- Program Executive / Representative (You)
- Person with the story!



what is it we want...

What policies help children and families thrive?



CSSP – Early Childhood LINC

Building blocks of early learning

- Community leadership, commitment and public will to make young children and their families a priority
- Quality services that work for young children and their families
- Neighborhoods where families can thrive
- Policies that support families



Policy Agenda

1. To what extent the policy promotes or undermines:

- Optimal child development
- Strengthened families
- Safe, stable nurturing relationships and environments
- A reduction in child maltreatment

2. To what extent the policy promotes or undermines protective factors:

- Parental resilience
- Social connections
- Knowledge of parenting and child development
- Concrete support in times of need
- Social and emotional competence of children

3. To what extent the policy promotes or undermines issues of:

- Equity
- Diversity
- Inclusiveness



High Priority Issues:

Child Abuse Prevention & Treatment Act
(CAPTA) Reauthorization

Family First Prevention Services Act

Maternal Infant Early Childhood Home Visiting
(MIECHV) Reauthorization

Advocating recommendations to the
Commission to Eliminate Child Abuse &
Neglect Fatalities



Support / Endorse

- Child Care Development Block Grant (CCDBG) Reauthorization (**PASSED**)
- Children's Health Insurance Program (CHIP) Reauthorization
- Preventing Sex Trafficking and Strengthening Families Act (**PASSED**)
- Social Services Block Grant (SSBG) continuation
- Lifespan Respite Care Program Reauthorization
- Violence Against Women Act Appropriations
- Legislation improving the well-being of children of incarcerated parents
- Sustained appropriations for children and family programs

Endorse policies with impact on reductions in child maltreatment:

Temporary Assistance for Needy Families (TANF)

Pre-K, Head Start, quality childcare and early childhood programs with parental involvement

Continuous eligibility for health care insurance for children

Policies that decrease unplanned pregnancies

Anti-corporal punishment legislation

Endorse policies with impact on RISK factors for child maltreatment

- Minimum wage is a livable wage
- Earned income tax credit (EITC)
- Child tax credit
- Cash and in-kind transfers from:
 - Food and nutrition programs (SNAP/Food Stamps, School Lunch, WIC);
 - Other means tested transfers (SSI, Housing Subsidies, LIHEAP); and
 - Social insurance programs (Social Security, Unemployment Insurance, Worker's Compensation, Veteran's Payments, and government pensions)
- Housing vouchers
- Increasing teen and adult access to health insurance
- Paid maternity leave, family medical leave, earned sick leave, and parental leave
- Increasing access to substance abuse prevention and treatment
- Increasing access to mental health services



COMMISSION TO ELIMINATE CHILD ABUSE AND NEGLECT FATALITIES

Child Abuse Fatalities

Opportunities for Prevention

- Focus attention on issue
- Spur concern
- Can be catalyst for change

Challenges for Prevention

- Desire to assign blame
- Narrow focus on particular event / circumstances
- Responses are often punitive



COMMISSION TO ELIMINATE CHILD ABUSE AND NEGLECT FATALITIES

- Established by the Protect Our Kids Act of 2012 to develop a national strategy and recommendations for reducing child fatalities resulting from abuse and neglect.
- Beginning in 2014, twelve Commissioners, appointed by the President and Congress, began two-year process of holding public hearings in 11 jurisdictions.
- Recommendations issued March 17.



Alliance Recommendations to the Commission:

1. Invest additional resources for prevention.
2. Importance of strong prevention infrastructure and using public health approach for prevention.
3. Realign child welfare financing.
4. Enact policies with studies showing impact on child maltreatment rates and risk factors.
5. Take research-based action-oriented approach to preventing child neglect.

3 challenges identified by CECANF



1. Lack of sustained leadership and accountability at the federal, state, and local levels.
2. Lack of evidence-based research and clear data about number of children who die each year and the circumstances of those deaths.
3. Lack of cross-system collaboration places too much of the onus on CPS for identifying children at risk and preventing abuse before it happens.

Commission Findings



- An estimated four to eight children die each day from abuse and neglect.
- Children who die from abuse and neglect are very young; approximately half are less than a year old, and 75% are under 3 years of age.
- A call to a CPS hotline is best predictor of a child's potential risk of injury death before age 5.
- Many fatalities were not known to CPS, but were seen by other professionals (e.g., health care), highlighting importance of coordinated and multisystem efforts.

Commission Findings (con't.)



- Access to real-time information about families is vital to child protection efforts, but legal and policy barriers prevent this from occurring.
- Do not know exact number of children who die from abuse and neglect, but it's critical to have this data to understand what works.
- Can identify what puts children at risk, but Commission notes few promising solutions shown to reduce fatalities.

CECANF Recommendations

1. Immediate actions intended to begin saving children's lives right away.
 - Review fatalities in recent years
 - Review screening processes – particularly for very young
2. Elevate Children's Bureau to report to Sec. of DHHS
3. Requirement that states implement plans for preventing child abuse and neglect fatalities.
4. Changes to create redefined "child welfare system of 21st century" including a public health approach to prevention.
5. Increased flexibility for use of child welfare funds.
6. Improved data collection and data sharing across systems.
7. Endorsed Family First Act.

CECANF Report

- Report, “Within Our Reach” released March 17
- Lack of consensus as deliberations concluded.
- Dissenting reports were offered by Commissioners Bevan and Martin.
- Disagreement on whether to recommend \$1 billion in new funding for CAPTA.
- Report and Commission recommendations have been criticized prior to its release.



Additional Policy Opportunities

- Hatch-Wyden Family First Prevention Act
- Child Abuse Prevention & Treatment Act (CAPTA)
- Budget and Appropriations
- Maternal Infant Early Childhood Home Visiting (MIECHV)
- Every Child Succeeds Act
- Comprehensive Addiction and Recovery Act (CARA)
- Childcare Development Block Grant (CCDBG)
- Social Services Block Grant Program (SSBG)

Hatch Wyden Family First Act



- Goal to keep children safe and supported at home.
- Support services for families with child at risk of entering the child welfare system.
- Provide mechanism for Title IV-E funds for child welfare to be used for prevention services:
 - Substance abuse prevention,
 - Mental health services,
 - In-home parent skills-based programs, including parent training and individual and family counseling.

Hatch Wyden Family First Act



“If, as the bill is currently proposed, we are able to use Title IV-E to fund prevention, that will be a game changer for the social sector in this country.”

-- Rafael López, Health and Human Services Commissioner for the Administration on Children, Youth and Families

“Child welfare reforms have traditionally been achieved on a bipartisan, bicameral basis. The Senate has developed a proposal and shared it with the (House Ways and Means) Committee, and we are reviewing it now. We look forward to working with the Senate to reach agreement on a broad set of policies to improve the child welfare system.”

-- Emily Schillinger, House Ways and Means Committee, Communications Director

Alliance Action Alert and Fact Sheet



- ASKING SENATORS TO SUPPORT THE HATCH-WYDEN FAMILY FIRST ACT!
- <http://www.ctfalliance.org/action.htm>

Child Abuse Prevention and Treatment Act (CAPTA)



- Scheduled for reauthorization in 2016.
- Created in 1974 to address child maltreatment and was nation's first recognition of importance of protecting children from abuse and neglect.
- Appropriations are well below authorization levels.
- CAPTA Discretionary State Grants support state efforts to improve their child protective practices in preventing and treating child abuse and neglect.
- Funds National Child Abuse & Neglect Data System.

Child Abuse Prevention and Treatment Act (CAPTA)



- Title II of CAPTA authorizes Community-Based Child Abuse Prevention Grants (CB-CAP).
- FY 2014, CBCAP funded at \$40 million, (half of federal authorization cap of \$80 million).
- Supports variety of community-based, prevention-focused family support programs.
- 70% funding based on child population.
- Remaining 30% based on leveraged funds.

Maternal Infant Early Childhood Home Visiting (MIECHV)



Reauthorized in March 2015.

\$400 million / year for 2 years

Reauthorization needed September 30, 2017

Searching for legislative vehicles

National Home Visiting Coalition is leading advocacy efforts

Every Student Succeeds Act



Student Support & Academic Enrichment (SSAE)
Grants can be used for:

- Child sexual abuse awareness and prevention programs or activities;
- Bullying and harassment prevention programs;
- Reducing exclusionary discipline practices;
- Professional development and training for drug and violence prevention;
- School-based mental health services;

Every Student Succeeds Act



- Improve instructional practices and safety through recognition and prevention of coercion, violence, or abuse;
- Implementation of school-wide positive behavioral supports;
- Training for school personnel related to suicide prevention and trauma-informed practices in classroom management;
- Designating site resource coordinator at a school or school district to provide a variety of services, such as:
 - Establishing partnerships within the community to provide resources and support for schools; and,
 - Strengthening relationships between schools and communities.

Comprehensive Addiction and Recovery Act (CARA)



Signed into law by President Obama, Friday, July 22

Bill includes provisions aimed at strengthening the Plan of Safe care requirement in CAPTA but no new money for CAPTA.

Budget and Appropriations



- Expecting Congress to pass a Continuing Resolution (CR) in September to maintain current funding levels through some portion of FY2017, which begins October 1.
- Most child welfare-related programs, including CAPTA, were flat-funded by both the House and Senate appropriations committees.

Child Care Development Block Grant (CCDBG)

Reauthorization of CCDBG included a number of improvements:

- Increased safety inspections, increased quality improvements and greater guarantees of continued child care subsidies
- Upgraded standards for health and safety in centers (required training on identifying and reporting child abuse)

Places new demands on funding

Estimated \$1 billion increase in funds necessary to maintain current coverage with new law

Social Services Block Grant Program (SSBG)



SSBG is a source of funding for programs that help abused and neglected children

- Includes foster care, child abuse prevention services, child protective services

Bill: HR 4724 trying to eliminate SSBG

March 16: House Ways and Means voted to pass HR 4724



**A snowflake is one of nature's
most fragile things...**

But look at what they can do when they stick together!

For More Information



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Slides posted at

<http://www.slideshare.net/pcauw>