

Lifting Up Families Advocacy Day

January 22, 2025

Tips for a successful meeting

INTRODUCTION

- Thank you and introduction of those participating **(TAKE A PICTURE/SCREEN SHOT)**
 - Say a bit about where you are from, if you are a contractor what is important to you, and if you are a parent your experience and need.
- We want to provide you background information on what brings us here today. First off, start with a THANK YOU for what has been secured thus far:
 - Continued promise to fund 206,800 new slots by 2027-28; 146,000 secured thus far.
 - Honoring the promise to our family child care providers and centers by providing them with a number of stipends and cost-plus rate increases until such time as California pays providers the true cost of care.
 - California is moving to fully fund universal school meals.
- However, we still need to:
 - Help parents access critical services wherever they access be in child care, food, housing, mental health and more (*No Wrong Door*)
 - Support public and private partnerships in every county that break down bureaucracies and focus on meeting the needs of families.
 - Support a well-resourced child care and early education workforce to meet the need of working families with a focus on infant and toddler capacity; as well as to support employer with a stable workforce.
 - Address California's child care desert wherein demand outstrips availability of roughly 60 percent.
 - For infant child care, that percentage raises to roughly 90 percent
 - Recognize that not adequately funding child care overwhelmingly impacts families of color that comprise 74.7% of Californian's childhood population. Children of color make-up 86.1% of children eligible for subsidized child care and development programs. For these families, 70 percent of families are struggling to access care.
- More work to be done to:
 - Create a well-resourced pathway to realize more family child care and center businesses.
 - Support a true public and private child care and learning system that meets the real needs of families in California's 24-hour/seven days per week economy.
 - Support expanding the Child Poverty Tax Credit: Get families the money they need so they don't have to choose between keeping the lights on, putting gas in the car, or paying for child care. Families are striving to escape extreme poverty; they know how to best spend their money; we can provide the boost for them to do it.
 - Support the coordination of housing, food, child care and other supports needed to break the cycle of poverty and lift families towards self-sufficiency.
- Share experiences from your community.
- Say Thank You for the meeting. Make sure to exchange contact information.

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Social Media Information for the Day

[Click here](#) to see the social media toolkit.

Please take pictures and tag the following social media pages!

- Facebook – [Thriving Families California TFC](#)
- X - [@TFC_advocacy](#)
- Instagram – [thrivingfamiliescalifornia](#)
- LinkedIn – [ThrivingFamiliesCalifornia](#)
- Bluesky - [thrivingfamiliesca.bsky.social](#)

⇒ HASHTAGS ⇐

- #LiftingUpFamilies, #SupportWorkingFamilies, #ChildCare, #EndHunger, #Housing, #FosterCare, #MentalHealth, #Healthcare, #CALeg #CABudget

Please make sure to recognize the legislators and/or their staff in your social media.

- A list of social media handles for legislators can be found on the [toolkit](#).



QR code linking to the 120 legislator packets