

GRASSROOTS ADVOCACY:



January 21, 2021

TODAY'S STRUCTURE

- ALL VIRTUAL advocacy day!
 - Zoom Housekeeping!
- Advocacy Training
- Legislative Briefings
- Connecting with your legislators – virtual packet!
- PHOTOS! – Take a selfie! Post to www.facebook.com/CAPPAadvocacy1/ or email to cappa@cappaonline.com
- Need anything throughout the day? Email Jason or Danielle: Jason@cappaonline.com, Danielle@cappaonline.com



WHY IS IT IMPORTANT TO ADVOCATE?

- If not you, then who?
- No one knows the families, the children or the programs better than those of you participating today
- It is impactful for legislators and their staffs to hear firsthand about the impact that past actions have had on access of families to our programs
- For newer legislators, this is our opportunity to underscore the huge unmet need of supporting California's children with access to environments that support their immediate and longer term needs
- Policy makers rely on hearing from us about how their votes will impact working families and children
- You make the issues real and tangible



THINGS TO KEEP IN MIND

DO

- Share your story of resilience in this field
- Share facts and district specific impacts if you have them
- Ask them how you can best inform them when legislative or budget issues come before them
– get a name



DON'T

- Assume that they know our programs
- Make up facts
- Talk about campaigns or elections
- Forget to send information (virtual packet!)
<https://www.cappaonline.com/january-21-2021-partner-advocacy-day>

WHAT'S IN THE VIRTUAL PACKET?



Contents:

- Leave behind “linked” information on how to access all of the information shared as well as information from other partners
- Provide your contact information should they need it as a resource later

THE INFORMATION & LEAVE BEHIND (OUR PRIORITIES!)



In partnership, we come together today to share with legislators and staff data and information to make impactful investments to end child poverty, increase access to child care and feeding California's children. Prior to COVID-19, many working moms and dads struggled with a multitude of poverty stressors that perpetuated the cycle of poverty then and for future generations. In the last months, these same families have been pushed into chaos and insolvency. We must work together to make meaningful investments in the lives of these families and children so that they are positioned to rebound and prosper.

Poverty is best addressed by the following proposals:

- **Safety Net:** Continue to expand on the CAEITC the Young Child Tax Credit. Support efforts to expand Pandemic EBT so that families can feed their families, during this economic crisis. Increase cash policies so that families can meet basic needs (i.e., increase SSI payments, UI for ITIN filers, etc...) 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 food. 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.
- **Comprehensive Housing Supports:** Increase overall housing availability and reduce evictions so that children and families don't face the trauma and stress of homelessness, exacerbated by the pandemic.
- **Child Care:** Improve access and availability to childcare and address the childcare crisis as exacerbated by the pandemic by adequately meeting the business needs of child care providers. Make sure child care workers can afford to send their own children to preschool or daycare, because child care is a lifeline to keep parents working and families stable.
- **Health Care Expansion:** Strengthen and expand community based and school-based health care clinics to meet families where they are so that they can get the comprehensive health care they need. Within an equity framework provide COVID vaccines in high needs communities and ensure health access for ALL families and children regardless of immigration status.
- **Coordination of Services:** Continue to improve the cost-effectiveness of programs that support families, focusing on community-based, collaborative, research-based solutions. Ensure that services can be easily accessed by families by streamlining systems. Within an equity framework, accessing comprehensive anti-poverty services should be made readily and easily available to families who have been struggling to navigate complex public service systems.

Child Care and Early Learning access is addressed by meeting the existing unmet need:

- **Access to Child Care:** From 2016-2019, California's babies and children with no access to care has surged by roughly 1.1 million. Today, it is estimated that nearly 2.3 million income eligible children in need of child care did not receive services, 86 percent are children of color.
- **Increase Child Care Voucher Slots for Essential and Fragile Families:** The 2020-21 budget cuts roughly 8,600 slots that our most fragile moms and essential workers can access. Fewer than 67,000 slots are proposed compared to 75,000 in 2019-20.
- **Focus on Funding Slots for Children Younger than Three:** Children younger than 3 years old are especially in need of child care, with 8 out of 9 eligible infants and toddlers not enrolled in a subsidized program. Investments in the expansion of slots for children 0 to 3 years old should include resources for infrastructure and workforce.
 - Sixty-two percent of Californians live in areas where child care is nearly impossible to find. There are more than five infants and toddlers for every licensed child care space. This is more than three times the ratio for 3 through 5-year old.
- **Support Whole Child Needs:** Invest in broad-scale mental health training, support and hazard pay for early childhood educators to alleviate work-related stress and improve environments.
- **Support a Fairly Paid Workforce:** Family child care providers and centers are reimbursed via a 2016 Regional Market Rate (RMR) survey based on 2015 data. To give an example of the rates paid for infant full-time care, rates can range from roughly \$3.20 per hour to roughly \$9.50 per hour depending on licensure status.
 - The increase in the minimum wage to \$14.00 per hour has compounded the exodus of the workforce.
- **Reimburse Child Care Providers and Centers based on Enrollment not Attendance:** Allow providers and centers the ability to budget for providing and holding slots for income eligible families. Providers have no control over the attendance of each family and should not be suffer a financial hardship due to this being out of their control.
- **2019-2020 Expansion Funds for CSPP and CCTR Contracts:** As part of the signed 2019-2020 budget, \$50 million was awarded to CCTR with \$31 million allocated in current year to expand access to care. Contractors have not yet been notified if they were awarded the expansion funding. We ask that CCTR and CSPP expansion funding letters as part of the 2019-2020 budget, be released immediately.
- **Hold Harmless for Direct Contracting Programs:** Extend the 2020-21 Contract Earnings based on guaranteed MRA or expenditures whichever is less for direct contracting programs for 2021-22
- **Establish a "Crisis" Factor Rate:** Funding must be provided to providers for increased costs related to remote learning, necessary cleaning and sanitation supplies, health and safety changes in facilities, and other activities necessary to remain open and reopen.

Food insecurity:

- COVID-19 and the recession that it spurred have led to unprecedented levels of hunger. Nearly one in four (23%) of low-income households with children experienced food insecurity according to the most recent survey data.
- Only 31% of low-income households with children were reached by free school meals or other programs serving children.
- Racial inequities in food insufficiency are stark in California during COVID-19. Black households were 3.5 times more likely to experience food insufficiency than white households, and Latinx households were twice as likely.
- In spring 2020, California's food banks were experiencing twice as much demand than pre-COVID levels, and, as unemployment remains high, food banks are continuing to experience unprecedented levels of demand.
- Child care providers have stepped up to the challenge of providing early learning and care to support California's families during this unprecedented crisis, but state and federal support are falling short.
- **The bottom line: Families with children are struggling to meet their basic needs, including food.** "Well, I have worried because they laid me off and I wondered how I was going to pay the rent. Then they raised my rent just to make things worse. The landlord didn't understand that I was desperate, and I really worried about how I was going to feed my daughters." - Focus Group Participant

Since before the pandemic, California's lowest income working moms and dads struggled with securing the barest of necessities such as access to child care, stable housing, health care and nutrition for their children. During this pandemic, these same families have fallen farther and farther behind. We must invest NOW in our human infrastructure if we are to break not only this existing cycle of poverty but of the next cycle of the children who know no difference.

"A budget is more than just a series of numbers on a page; it is an embodiment of our values."

DAY OF INFORMING & EDUCATING: *VIRTUALLY!*

This was created to help support you during follow ups.

Feel free to make this your own: YOU are the experts on your story and organization!

You can pick and choose what is the most relevant to your work.



HOW DO WE DO THAT

- We tell our story in our meetings, but in light of social distancing and virtual work: emails and calls!



- Before COVID: teams, meetings, talking points and hand shakes
- Now: Individual calls, emails, and reaching out one on one to share your priorities
- Instead of meetings: legislative briefings



CONNECTING WITH OFFICES

- Emails
 - Use draft script including in your virtual packet
 - Include link to member packet.
 - Build relationship with staff.
- Phone call
 - Use draft script if you need guidance.
 - Ask for a contact in the office to talk about child care/safety net/food programs.
 - Follow up via email.
- Social Media:
 - Tweet your members!



THE FOLLOW-UP

- If there was a request for more information, let CAPPA staff know or email jason@cappaonline.com
- Send a THANK YOU to those you talk to or respond to your email.



SOCIAL MEDIA & PICTURES

- Because we're virtual- Tweet them!
- Take selfies and post on Facebook & Twitter
- Post the selfies and "Say Thanks"

Include other organizations and legislator addresses too! List of Social Media handles are included on the Advocacy Day webpage:

<https://www.cappaonline.com/january-21-2021-partner-advocacy-day>

IN SUMMARY

- The landscape is different since January, and we are adjusting the best we can.
- No meetings, no problem: email and phone are effective tools!
- “Leave Behind” material – virtual packet!
 - Link to Advocacy Day webpage (<https://www.cappaonline.com/january-21-2021-partner-advocacy-day>)
 - District specific data if you have it
- Say “*Thank you*”
- Post to social media
- Technology can be our friend and foe: don’t worry!
- We’ll send out a quick survey to debrief your experience. This is new for us, and we want to hear how it went for you!

