

# GRASSROOTS ADVOCACY: VIRTUALLY!



# 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/](https://www.facebook.com/CAPPAadvocacy1/) or email to [cappa@cappaonline.com](mailto:cappa@cappaonline.com)
- Need anything throughout the day? Email Donna: [donna@cappaonline.com](mailto:donna@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 in this room
- 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!)



# WHAT'S IN THE VIRTUAL PACKET?



## Contents:

- Leave behind information sheet with all the partner logos & policy & budget asks
- CAPPA background paper on child care budget asks
- End Child Poverty CA handout
- Head Start CA handout
- CA Association of Food Banks handout
- Other background papers from partner organizations.



# THE INFORMATION & LEAVE BEHIND (OUR “ASKS”!)



## Child Care & End Child Poverty Virtual Advocacy Day June 4, 2020

Due to the devastation of COVID-19, California's economy has been pummeled into a recession deeper than we have seen since the Great Depression. Our robust pre-COVID economy still didn't make it possible for California's families to make ends meet, especially families of color. The current pandemic has put a spotlight on the inequities in our current economic structures that disproportionately impact women, communities of color, the unhoused and elderly.

In crisis, we also have opportunity.

As FDR crafted the New Deal, he knew that the nation needed more than response, more than recovery. He called for the reform of systems that were meant to take care of all of us. In this moment, we have the opportunity to create a path to recovery that reforms systems and builds a more inclusive economy. We envision a post-pandemic California that prioritizes the economic stability of California families: Black and Brown, documented and undocumented, who continue to be the backbone of California's economic success. We do this together by building strong and supported early care and education programs, ensuring food and housing security for families, and providing access to the funds parents and caregivers need to care for their families.

We know the coronavirus crisis' health and economic effects are devastating--California's unemployment rate is projected by the Department of Finance to reach 24 percent--and the challenges ahead are formidable.

## THE CRITICAL NEED:

Prior to COVID-19, California--the fifth largest economy in the world--had the highest poverty rate with almost 2 million children living in poverty and 450 thousand in extreme poverty.

According to the California Budget and Policy Center, communities of color face much higher child poverty rates and less access to resources. The child poverty rates are 31% for Latinx children, 28% for Black children, 18% for other children of color, and 12% for White children.

Among the one in five Americans who have lost jobs during the pandemic, researchers have found that those hit the hardest financially were the least educated and lowest paid, further exacerbating the impact on children and families of color.

A shocking 31 percent of Californians report food insecurity, approximately 12 million people--nearly triple the pre-COVID level. Rates are even higher for households with children, and higher still for families of color. With the summer upon us, when hunger among K-12 students increases, many children are at risk of not having a single nutritious meal in a day.

Prior to COVID-19, only one in nine qualified children had a voucher to access a family child care home or center. With the addition of prioritizing the needs of income-eligible essential workers on the front lines, it's estimated over 2.5 million children will not have access to child care.

Compounding the child care crisis are the numbers of family child care providers and centers that permanently shuttered during the pandemic, estimated by some to be about 70 percent of the existing child care capacity.

To not only maintain some fragment of a safety net for our poorest families and children, as well as to support a foundation from which to grow, strategic investments must be made. This devastation will reach every corner of California's population, yet together we can make strategic changes to strengthen our future.

To best support California's working families and lessen the devastating impact of this crisis, we bring forward the following policy and budget recommendations.

## THE JUNE BUDGET SOLUTIONS

### Family poverty and child poverty is best addressed by:

- Ending the exclusion of undocumented families from economic public policy by extending California's Earned Income Tax Credit (EITC) and Young Child Tax Credit (YCTC) to ITIN filers and establishing an undocumented worker safety net similar to unemployment insurance (in accordance with Asm. Kalra's budget proposal).
- Continuing to bolster our income support programs, especially during this time by 1) Keeping the CalEITC Outreach and VITA program funding, and 2) support innovative ways to streamline direct payments to families (SB 1409 - Caballero).
- Investing in effective workforce training programs that lead to high wage jobs with benefits and provide the supports that will lead to success for poor communities and disconnected youth (SB 1103 - Hurtado).

# DAY OF INFORMING & EDUCATING: *VIRTUALLY!*

This was created to help support you during follow ups.

Use the draft email and/or phone script

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 [donna@cappaonline.com](mailto:donna@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"
  - On Twitter
  - #California4Kids
  - #FundChildCare
  - #EndChildPovertyCA
  - #EndHunger
  - @CAPPAonline
  - @EndChildPovCA
  - @HeadStartCA
  - @CAFoodBanks

Include other organizations and legislator addresses too!

# 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 Google Drive virtual packet (in your email)
  - 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!

