

Seizing the Moment: Advocacy Strategies and Easy-to-Use Tools that Work

Child Care Aware Symposium
May 2024



Today's Presenters

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About Children's Council of San Francisco

Children's Council of San Francisco is celebrating 50 years of:

- **Advocating** for quality early care and education
- **Empowering** families with information and financial support
- **Building** the capabilities of educators

To ensure that every child in San Francisco has the opportunity to reach their full potential.



What We Do

Each year, Children's Council's 130+ staff members...

- Touch the lives of **25,000+ families**
- Assist **10,000+ families** in navigating child care system
- Help **5,000+ families** secure and maintain child care financial assistance
- Support **2,000+ educators** to launch and grow sustainable, quality child care careers
- Present **250+ workshops** for families and caregivers



What We Believe

We believe in a San Francisco where every child is able to reach their full potential and thrive.



Parent Voices San Francisco

- Parent-led advocacy coalition throughout California
- Through grassroots organizing and leadership development, we activate and center the wisdom of parents to transform child care and ensure all systems that impact our families are just, fair, and inclusive.



Today, we'll cover:



Advocacy best practices



Examples of wins and losses (learning opportunities)



How to choose a winnable issue



How to hone your messaging



Coalition building

Break out Activity:

What type of organizer are you?

(Scan QR code to take the quiz)

Scan the QR code below:



Community Helpers

- Community Helpers focus on supporting others. They are empathetic listeners and dedicated volunteers, always ready to lend a helping hand.
- At their best, community helpers affirm the dignity of those they are assisting, provide an educational role about the services they offer and system needs, and are responsive to changing services to fit needs.
- Their work fosters nurturing communities for children, families, and educators.



Policy Advocates

- Policy Advocates fight for systemic changes and advocate for marginalized communities at the legal, legislative, and policy level.
- Passionate about social justice and equality, they work tirelessly to change policies, challenge injustices, and develop background research that will amplify the voices of the unheard.
- Policy Advocates use official mainstream institutions and parliamentary means to achieve advocacy goals. They adapt strategies and assure enforcement through close government oversight and follow up.



Rebels / Public Protestors

- Rebels/Public Protesters spotlight issues and community support for positions through public shows of strength.
- They use strategic protests to challenge power holders and their institutions.
- They are activists who are not afraid to speak out and stage unconventional protests to make their point, or find creative ways to put the problem, policies, and solutions in the public spotlight.

REBEL / PUBLIC PROTESER

反叛者/公眾抗議者



**MANIFESTANTE
REBELDE/PÚBLICO**

Community Organizers

- Community Organizers focus on organizing people's power to bring about change.
- They recognize transformational change is needed and will require broad participation.
- They shape demands from community-identified needs and involve grassroots organizations and leaders, community discourse and education, and promote immediate change to build momentum toward long-term paradigm shifts.



Our Scenario

- Due to a deficit, the City is proposing to **decrease** how much money child care gets from the General Fund - **a cut of \$5 million annually to child care funding!**
- The community needs to organize, and we all play different, but essential, roles! You have an important role to play to help the greater ECE community stop this campaign.
- We just found out at the end of May and only have a month to take action and stop it!

Group Share

What did each group discuss?

Our Advocacy Framework



Identify the problem to address and explore solutions you want



Fact find/collect data, consult stakeholders



Narrow down messaging and exact ask



Decide if you want partners and who, at what level



Develop an advocacy plan and timeline



IMPLEMENT! ORGANIZE! ADVOCATE!



Review and Reflect

Example of a Win: Protecting Baby Prop C



Example of a Win: Protecting Baby Prop C

Baby Prop C is a voter initiative

- Tax on income generated from commercial rent income over \$1 million. It more than doubled SF's child care funding generating up to \$175 million in a good year

Legal challenges: Baby Prop C was challenged in court by the Howard Jarvis Taxpayers Association. For years the funds built up but were unable to be spent

A Historic Budget Deficit – The City and County of San Francisco, staring down a \$400 million budget shortfall, turns its eyes to the accumulated Baby Prop C funds to balance the budget on the backs of babies.

Steps We Took - Immediately started gathering information, meeting with the Controller, Supervisors, their aides and started to organize community.

Results - After turning out nearly 1,000 child care advocates, educators and providers to City Hall to rally and make public comment, we saved \$120 M in child care funding and kept baseline funding in tact.

San Francisco ECE Advocacy Coalition



Tell the City of San Francisco We Won't Balance the Budget on the Backs of our Babies!



Baby Prop C is in danger. There are currently proposals being introduced without community input to take Baby Prop C money away from our infants and toddlers so that the City and County can balance the budget:

1. Make a change to the way Prop C is taxed so that big businesses get tax exemptions and don't have to contribute to our child care community or pay into Baby Prop C, the SF Controller states **this will decrease annual child care revenue by \$17 million**

childrenscouncil.org • facebook.com/childrenscouncil • twitter.com/childcaresf

We just need few pieces of information to connect you with your representatives.

First Name*

Last Name*

Email Address*

Address, line 1*

City*

State*

Choose one... ▾

Zip Code*

I'd like to receive updates from this organization

Subject: Stand Up to Protect Baby Prop C!

Message:

Hello,

We need you to vote NO on both proposals introduced regarding Baby Prop C. As a San Franciscan and child care advocate, I am concerned about the future of our Baby Prop C and our children and families.

In 2018, we rallied at City Hall in support of Baby Prop C, to create a dedicated fund for our historically underfunded and under-resourced child care system and educators. Later that year, the voters of San Francisco made their voices heard, passing Baby

Prop C.

F
see me
after class!

*Unfortunately, this statement is misleading and irrelevant to the proposals. Prop C legislation clearly states all Prop C funding should be **ADDITIVE** for **NEW** programs. To say that cutting Prop C does not harm existing programs shows a fundamental misunderstanding of the intent of this voter-passed ordinance. Please rework.*

Summary of Mayor's Proposed Changes to Proposition C – "Baby C" and Department of Early Childhood

FY 2023-24 & FY 2024-25

The proposed budget includes several changes to "Baby C" revenues and funding levels in the Department of Early Childhood. These changes will have no impact on the current level of services the City delivers—City-funded early educators will continue to receive their increased compensation, and additional child care vouchers will be distributed this fiscal year (an increase from 10,000 to 12,000 child care vouchers).

Background and Funding the Mayor's Proposed Budget

In June of 2018, San Francisco voters passed "Proposition C," also known as "Baby C." The Department of Early Childhood (DEC) is tasked with supporting children under the age of six, their families, and early educators, using Baby C.

Baby C is a commercial rent tax that generates revenue for children under six, their families, and early educators. Baby C was held up in litigation until 2021. During that time, a large balance accumulated in a reserve. Currently, the Prop C reserve has a balance of \$400 million. In the Mayor's proposed budget, \$160M* of the reserve is earmarked for:

- **\$70M for capacity expansion.** Because of statewide rollout of transitional kindergarten through the school district, this funding will be used to increase infant/toddler child care spaces, repair and renovate for high quality indoor and outdoor environments; Prekindergarten classroom conversion to infant/toddler spaces (including planning grants, IT coursework, and incentives for teacher recruitment);
- **\$30M for workforce development.** For teacher pipeline, scholarships stipends, AA/BA cohorts, and Teacher residencies and recruitment incentives (with priority on increasing Black and African American educators);
- **\$60M for early educator salary support grant reserve.** Establish a reserve to ensure that City-funded early educators continue to receive their increased salaries, even in the face of economic uncertainty

*Note that this \$160 million funding is *not* part of the total DEC budget shown in the budget book since it was appropriated in prior years.

Additionally, the proposed budget will:

- Expand the number of child care vouchers annually from 10,000 to 12,000.
- Sustain the recent landmark compensation initiative for more than 2,000 City-funded early educators, who received raises of anywhere from \$8,000 to \$30,000 last year.
- Sustain all local funding for Family Resource Centers.

*There are over 700 FCCs and 300 Centers in SF. Less than half of FCCs and roughly half of all centers are **NOT** in our city system. This means they do not receive **ANY** city resources. Prop C is meant to bring **ALL** into the city system. This would **double DEC Prop C** spending on wages! Again, **Baby C is for GROWTH!***

*In Jan, DEC presented its spending plan to the community **AND** the Mayor's office for \$370 million from the Prop C balance (not a "reserve"). All \$370 m is allocated by DEC **even** if the Mayor's office only acknowledges \$160m. This does not even include community plans for Prop C balance!*

Oppose the two harmful Baby Prop C Proposals!

Talking Points (SHORT)

(note - you have 1 minute to speak only!)

— ENGLISH —

[\(Link to longer talking points\)](#)

My name is [____], and I [live/work] in San Francisco in [neighborhood]. I am urging you to **vote no on the sublease change to Baby Prop C and yes on the amended baseline proposal.**

Tell the Supervisors either: How has Prop C helped you? What do you still need from Prop C?

Prop C has helped me _____

Even with help of Prop C, I still need _____

Thank you

— 中文 (CHINESE) —

反對這兩項對嬰兒C提案有害的修改提議！

註 - 您只有1分鐘的發言時間！

[\(鏈接到更長的談話要點\)](#)

我的名字是 [____]，我 [生活/工作] 在舊金山的 [社區]。我敦促您對嬰兒C的转租變更投反對票，對修訂後的基線提案投贊成票。

告訴市參事：嬰兒C提案對您有何幫助？你還需要從Prop C得到什麼？

嬰兒C提案幫助了我 _____

即使有嬰兒C提案的幫助，我仍然需要 _____

謝謝

— SPANISH —

Puntos de conversación (CORTO)

nota: ¡solo tienes 1 minuto para hablar!

[\(Enlace a puntos de conversación más extensos\)](#)

Mi nombre es [____] y [vivo/trabajo] en San Francisco en [vecindario]. Le insto a que vote no sobre el cambio de subarrendamiento a Baby Prop C y sí sobre la propuesta de línea de base enmendada.

Dígale a los supervisores: ¿Cómo le ha ayudado la Prop C? ¿Qué necesita todavía de la Proposición C?

La Proposición C me ha ayudado _____

Incluso con la ayuda de la Proposición C, todavía necesito _____

Gracias



Example of a Win: Family Fees Reform



Example of a Win: Family Fees Reform



Family Fees were waived during the pandemic



This waiver was successfully renewed for a few years thanks to advocates



The waiver agreement was set to expire in July '23 putting families at risk

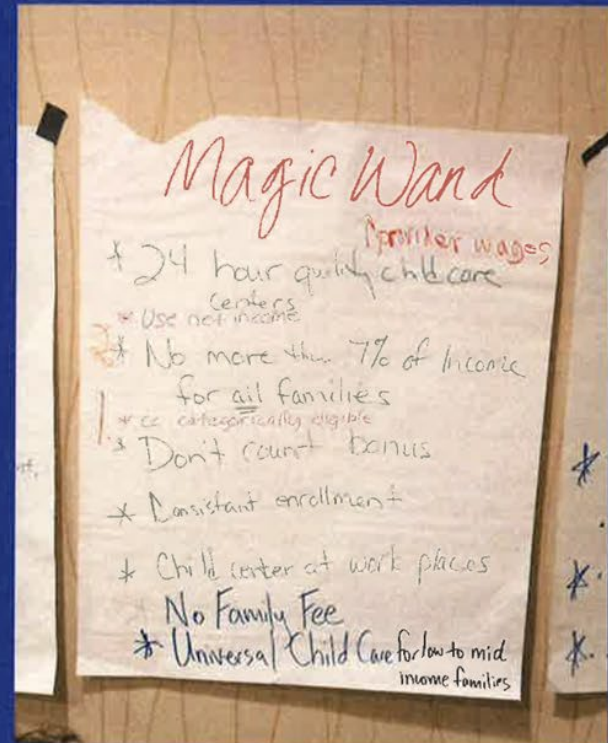


Advocacy strategy: -> educate, inform, advocate



Success: Families earning less than 75% SMI saved over \$68M

Problem/Problema



Family fees are what many families must pay if they receive a child care subsidy.



These families are mostly Black, Latinx, and other families of color who haven't been able to build wealth due to centuries of racist laws.

The idea behind family fees stems from the myth of the 'welfare queen,' and the idea that families in poverty don't deserve help without severe restrictions.

.....
by Parent Voices California, Child Care Law Center, Child Care Resource Center, California Child Care Resource & Referral Network

Solution

- 1) Change the law and state plan, federal approval
- 2) Convince Legislature and Governor to include fee waivers in budget
- 3) No harm to providers or less slots, need additional money to pay for it
- 4) New Equitable Fee Schedule



Action



Years 1-3 Federal Covid
Co-payment waivers
allowed us to waive fees
through Sept 30, 2023.

- Annual fee waivers in budget
- Legislation to educate legislature

Action - State Level

- a) Budget and Legislative Strategy: LWC, Leg Champions, Budget Chairs, Gov'r, DOF
- b) Administrative: Lead Agency - DSS
- c) Coalition strategy: ONE MESSAGE w Union & ECE Partners



Action - Federal Level

CLASP
The Center for Law and Social Policy

Fact Sheet

Updated November 2021

By Alejandra Londono Gomez and Alycia Hardy

Capping the Co-pay: A State-by-State Analysis Child Care Proposal Will Keep More Money in Families' Pockets

Originally published September 2021. Updated November 2021 to incorporate 250% SMI and remove inflation to better align with methodology used by the White House.

It is no secret that the cost of child care is unbearable for most families. In many states, the monthly cost of child care often exceeds the average mortgage payment and the annual cost is higher than in-state college tuition. Historically, this cost has fallen to parents and providers as the child care system has been significantly underfunded. The lack of funding exacerbates the structural racism embedded in the system and disproportionately affects families of color, women, and single parents.

To make matters worse, the COVID-19 pandemic ravaged the child care system, significantly impacting parents and providers. The pandemic has made it even more difficult for families to afford the high cost of care. Moreover, the lack of affordable child care falls most directly on women, whose labor participation has fallen drastically throughout the pandemic. The risk of mothers' departure from the labor force or reduced work hours as the result of caregiving needs could cost up to \$64.5 billion per year in lost wages and economic activity. Investing in an equitable system that supports families, children, and essential workers who are caring for them, is crucial to the economic recovery of our country.

The **BUILD Back Better (BBB) Act**, which recently passed in the house, includes historic investments in child care and pre-kindergarten totalling \$390 billion. The White House estimates 20 million children would be eligible for the program. With this investment, it is essential to make care affordable and control the out-of-pocket costs for families. The **Child Care for Working Families Act (CCWFA)**, which was reintroduced in Congress this year, provides a sliding scale structure for co-payments. Under this plan, families' co-payments, or their share

State Median Income Range	Co-payment as a Share of Income
Under 75% of SMI	0% of income
75-100% of SMI	>0% but <2% of income
100-125% of SMI	>2% but <4% of income
125-150% of SMI	>4% but <7% of income
150-250% of SMI	7% of income

National Partners: CLASP

Administration of Children and Families and Regional Offices

WH Domestic Policy Council

Jan 2021-June 2022

LIBERATE
FAMILIES
FROM CHILD
CARE FAMILY
FEES

MARISOL

Dance classes are bringing joy to my kids again! I am able to breathe every month because I had those extra 500 dollars to make choices that benefitted by entire family .

One less bill, one less worry.



Example of a Loss: Renewing State funding for child care business T/A



Background



The [Family Child Care \(FCC\) Business Incubator](#), one of our signature BizNest programs, launched in 2019 and has since supported hundreds of established and aspiring FCCs in opening and growing their business.

Background



Children's Council is positioned to scale the FCC Business Incubator to other California regions and has since launched a “train the trainer” program to bring the FCC Business Incubator curriculum to other California Child Care Resource & Referral organizations (R&Rs).

Background



In summer 2021, Children's Council partnered with Social Policy Research Associates (SPRA) to conduct an evaluation of the FCC Business Incubator. Among other outcomes, participating in the FCC Business Incubator program **increased FCC child enrollment by 27%**.

The FCC Fundamentals Series workshops include:

Design Your Unique Program
Activities and Curriculum Design
Create Your Best Environment
Market Your Business

Contracts and Policies
Communication with Families
Business Finances
Prepare for Business Taxes

1,067

prospective and established providers served across 12 California counties since 2019

Of these, **65%** (n=627) identify as BIPOC



Participants represent **21 of 37** San Francisco neighborhoods

100+

new child care businesses successfully trained and launched in San Francisco



56 California cities reached since 2019

800+

new child care slots created by new child care businesses that have participated in our Incubator

Renewing State funding for child care business T/A

- Expanded funding made available during the pandemic to support child care businesses to launch, grow and stabilize
- Have vigilance in tracking money available for your particular issue
- If you care about it, speak up.
- Build your own coalition... don't wait for others to lead just because it is their 'territory'

An Introduction: Elements of a Successful Message

- Developing successful messages help us reach our goal
- Most of the time your messages will not contain all the elements
- The first 4 are critical but the rest are also useful and important
- **ALWAYS REMEMBER:** keep it short & repeat, repeat, repeat!

Elements of a Successful Message

- Speak in Shared Values
- Talk About What is at Stake
- Frame for Institutional Responsibility instead of Individual
- Assert Moral Authority and Leadership (Ask Audience to do the Right Thing)
- Take a Stand, Point to a Solution. ASK
- Name the Target, Look Like a Winner (Because you are)
- Evoke Pictures
- Use Mainstream Language (Avoid Jargon & Technical Terms)

Controlling the terms of the debate in a media Interview or a legislative visit

- Don't answer the question, deliver your message.
- Answer with one of three key messages written out in paper in front of you (no matter what the question is).
- Know everything you will say and not say in advance.
- Nothing is off the record.
- Avoid saying things that can be taken out of context: "No, but..." nor "Yes, but ..."; or "I agree, however..."
- Practice or role play the visit or interview ahead of time.
- Defer questions you are not prepared to answer .
- Don't speculate, don't lie.
- Be positive, warm and confident.

Activity:

Please form groups of
four participants

Three-Legged Dog Exercise: Enhancing Collaboration and Communication

- Two individuals will act out scenarios such as: *meeting with a supervisor, testifying at public comment, or being interviewed by a reporter.*
- Other two participants will provide 'sandwich feedback,' highlighting the elements used in the performance.



Three-Legged Dog Exercise: Enhancing Collaboration and Communication

Examples

Why is child care important to you?

What would happen if you lost your child care?

Why should you be paid more as an educator? Don't you make enough!

Do you think it's fair that taxpayers have to pay for child care for your kids?

Why don't you take care of your own children?



Please Stay in Touch!

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