

Strategies for Children

Meeting the Moment:
Opportunities to advocate!

Amy O'Leary



- **How. Much. More. Can. We. Take?**
- Incredible stories of the educators, program directors, family childcare providers, school age staff, CEOs and community **leaders who have shown up for children and families every single day since last March 10, 2020.**
- Inspired by this dedicated and resilient workforce and their **commitment to the problem solving, building partnerships and providing high-quality learning experiences under incredible circumstances.**
- **Press coverage** is at an **all-time high.**
- **Advocates have long called for early education and care to be treated as a public good** – just like public schools or our physical infrastructure of roads and bridges – needed to maintain a 21st century workforce.
- **Now. Is. Our. Chance. #HOPE**

- Public / private, mixed delivery system – what that really means.
- Flexible, stable, additional funding is critical and has helped to stabilize programs.
- The need for better data at all levels.
- Trust the providers.
- What parent choice really looks like.
- The connection of childcare to our economy.
- Families don't live in funding streams.
- We cannot one-time fund our way out of decades of neglect.

What has come into the light?

- The pandemic **highlighted inequities in so many of our systems** and raised broad, concrete awareness of how critical the early education and care sector is to our economy and to the future of our country.
- We are in the midst of a childcare **staffing crisis that is the result of years of chronic underinvestment** and low wages.
- Hearing the **real life, day-to-day challenges** has helped inform our **advocacy and must drive policy decisions** and match up resources with needs.

- Understand the different branches of government and the timeline and key dates at the local, state and federal level.
 - Legislation
 - Budget
 - Elections
- Be sure you know **who** you need to contact about **what**—at what level are the decisions being made and **when**.
- Don't be intimidated by the process—**YOU CAN DO IT.**

Who represents you at the Massachusetts State House?



Use your home address to find out who at www.WhereDoIVoteMA.com.
Complete the form!

Board of Early Education and Care Names
Amy Kershaw Acting Commissioner

Next EEC Board Meeting
Tuesday, June 14, 2022, 1-4 PM



Primary Election

Tuesday

September 20, 2022

Election Day

Tuesday

November 8, 2022

Office	Term of Office (years)	2022
Governor	4	X
Lt. Governor	4	X
Secretary of the Commonwealth	4	X
Attorney General	4	X
Treasurer	4	X
Auditor	4	X
State Senator	2	X
State Representative	2	X
US Representative	2	X

- You are the content expert. Be a reliable source. Tell your story.
- Be a resource and build relationships - candidates, elected officials, reporters, appointed officials, community leaders.
- Break down the research – one pagers and key findings.
- Local data is key.
- Look for opportunities and create your own.
- Change is incremental and takes a long time (longer than you think.)
- Sometimes we can be our own worst enemy.
- We need to learn, develop our skills and have opportunities to practice.
- **YOU ARE SMART, POWERFUL LEADERS FOR CHILDREN AND FAMILIES!**

- Advocate for the **maximum amounts of funding in the state budget** – contact the Conference Committee TODAY.
- **Advocate for the legislation - An Act to expand access to high quality, affordable early education and care** was favorably reported out by the Joint Committee on Education in May.
- **Attend Mayor Wu’s Neighborhood Coffee Hours** - a unique opportunity to speak directly with the Mayor and staff from City departments about open space and their neighborhoods.
- **Sign up for the 9:30 Call**
- Keep up the fight!

