

ADDITIONAL RESOURCES



Prenatal to three issues have cross-partisan appeal nationwide. It's important for advocates to engage with candidates directly on the issues that impact infants, toddlers, expectant parents, and families. As a practical resource, the following sets of talking points are designed to be taken with your organization's supporters when attending events. They can be supplemented with your own organizational talking points.

KEY TALKING POINTS ON

High-Quality, Affordable Child Care:

PROBLEM — affordability and access. Many families can't afford child care, and nearly half live in areas with limited access, leaving 48% of low-income children unprepared for kindergarten.

SOLUTION — increase funding. Boost funding to make high-quality child care affordable and accessible for all families, particularly those in greatest need while supporting crucial brain development that takes place from birth to age three.

- **BENEFIT — economic impact.** Addressing the child care crisis can prevent \$57 billion annually in lost productivity, revenue, and earnings while supporting the development of our future workers. Across the political spectrum, voters agree that access to high-quality, affordable child care is important to strengthen the economy.
- **BENEFIT — constituents care.** Voters are more likely to support candidates who support child care solutions. An overwhelming majority of voters across the political spectrum (85%) want candidates to have a plan or policies ready to help working parents afford high-quality child care.



[Click here for more detailed talking points.](#)

[Click here for new polling for the 2024 election from the First Five Years Fund.](#)

KEY TALKING POINTS ON

Maternal and Infant Health:

PROBLEM — maternal and infant mortality is a crisis: Maternal and infant mortality are at a crisis point. Over 5 in 1,000 babies born in the U.S. will not see their first birthday — and Black infants are disproportionately impacted by this crisis (over 10 in 1,000 babies).

SOLUTION — expand access: Increase Medicaid and Children’s Health Insurance Program (CHIP) coverage for expectant parents, infants, and children to improve health outcomes and school readiness.

- **BENEFIT — address disparities and improve care:** Support culturally sensitive care models like midwifery and doula services to improve outcomes and combat the racial and economic disparities our system perpetuates.
- **BENEFIT — economic impact:** Health coverage for parents and children leads to better long-term health, education, and employment outcomes and reduces costly interventions.

 [Click here for more detailed talking points.](#)

KEY TALKING POINTS ON

Early Head Start:

PROBLEM — inequitable access: Early Head Start positively affects children’s cognitive and language skills, behavior, and health, yet the program only serves 11% of eligible infants and toddlers. Nearly 19% of U.S. babies live below the poverty line, facing systemic barriers to crucial resources.

SOLUTION — expand investments: Increase funding for Early Head Start to support early development and equip parents with essential skills.

- **BENEFIT — community impact:** Investing in Early Head Start can accommodate cost of living increases and benefit the early childhood workforce. Supporting Early Head Start drives economic growth and fosters healthy child development, benefiting families and communities.
- **BENEFIT — address community needs:** Expanding investments in Early Head Start supports the program’s responsiveness to local and tribal needs ensuring all children get the strong start they deserve, regardless of where they live.

 [Click here for more detailed talking points.](#)

KEY TALKING POINTS ON

Paid Family and Medical Leave:

PROBLEM — false choice for parents: Only 15% of U.S. workers have paid leave, forcing many parents to choose between caring for their children and job security — especially Black and Latinx workers who are disproportionately impacted.

SOLUTION — invest in paid leave: Establishing a permanent paid family and medical leave program ensures parents can care for children during the crucial early years of their development and care for their own postpartum mental and physical health without jeopardizing their financial and job security.

- **BENEFIT — economic impact:** Paid leave lowers healthcare costs, reduces work absences, and boosts productivity by allowing time to find quality child care.
- **BENEFIT — constituents care:** Eight in ten voters across the political spectrum support a comprehensive paid family and medical leave policy that covers all people who work.

 [Click here for more detailed talking points.](#)

KEY TALKING POINTS ON

Economic Security:

PROBLEM — reduce families' financial burden: Child care for infants consumes 21% of a median family's income, devastating to parents with low income. We put our nation's present and future at risk when high poverty rates impact families' access to basic needs.

SOLUTION — invest in the early years: Address poverty through targeted investments, such as the Child Tax Credit, that promote safe housing, food security, and stable incomes for families with young children. In fact, a majority of voters say Congress and the White House should make expanding access to quality child care a top or high priority.

- **BENEFIT — promote equity:** Nearly 20% of infants live in poverty, with higher rates among American Indian/Native and Black children. Addressing these disparities is crucial for building stronger communities.
- **BENEFIT — economic impact:** Investing in early childhood stability breaks the poverty cycle, improves education and health, and strengthens communities, our economy, and the future workforce.

 [Click here for more detailed talking points.](#)

KEY TALKING POINTS ON

SNAP:

PROBLEM — food insecurity: 1 in 5 children in the U.S. faces food insecurity or hunger. That's over 13 million children – a huge jump in recent years.

SOLUTION — keep SNAP strong in the farm bill: SNAP ensures that children, older adults, and people with disabilities have consistent access to food, which improves overall health in our communities.

- **BENEFIT — economic impact:** For every dollar spent on SNAP, \$1.50 to \$1.80 is generated in economic activity, supporting local businesses and stimulating the economy.
- **BENEFIT — improved nutrition quality:** Keeping SNAP strong in the farm bill will maximize opportunities for SNAP to improve nutrition quality through promising pilot programs.

 [Click here for more detailed talking points.](#)

KEY TALKING POINTS ON

WIC:

PROBLEM — poverty and food insecurity impact development: Over 7 million families live below the poverty line in the U.S., and 1 in 5 children in the U.S. faces food insecurity or hunger, both of which can significantly impact early childhood development and family well-being.

SOLUTION — invest in WIC: Fully fund WIC for every expectant parent, infant, and toddler who needs access to healthy nutrition. WIC is a successful program that reduces healthcare costs and improves birth outcomes. It provides nutritious food, education, and support to over six million eligible women and children.

- **BENEFIT — economic impact:** WIC not only helps lift families out of poverty, but it supports our farmers. When WIC participants use their fruit and vegetable benefits, it translates into a sales lift of more than \$1 billion nationally and a wider variety of fresh produce being purchased.
- **BENEFIT — healthcare cost savings:** WIC participation improves birth outcomes and reduces healthcare costs by supporting prenatal care and addressing nutrition health risks.

 [Click here for more detailed talking points.](#)