

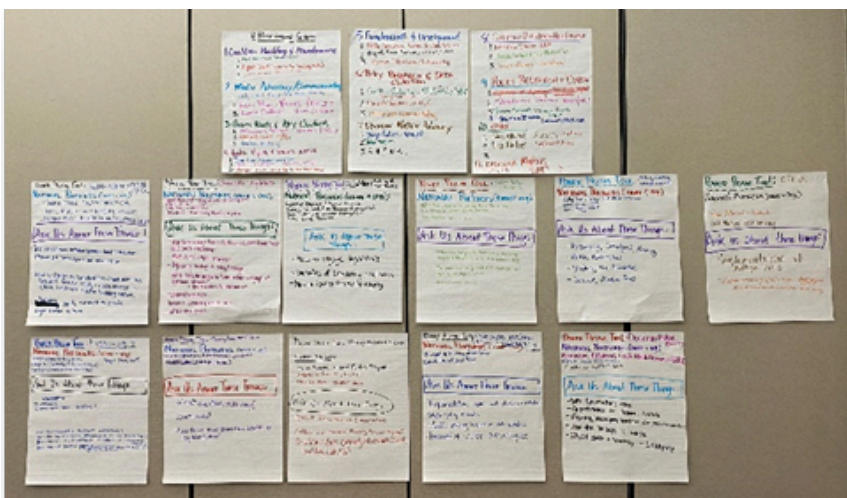
POWER SHARING MARKETPLACE

National Partners self-selected into a Power Prism category that aligned with the resources offered by their organization to form a table with other National Partners. Each table listed what to “Ask Us About” as a conversation starter, while State Advocates were encouraged to go wherever they were interested in learning more and to ask as many questions as possible. States largely drove the conversations while Partners listened and answered questions through 4 rounds of dialogue.



POWER SHARING REFLECTION

State’s were asked, What was a helpful nugget you received? Partners were asked, What trends did you notice across the three groups?



National Partners (Table 6)

- Cynthia Osborn, PN3 Policy Impact
- Hannah Oppermann, NWLC
- Hailey Gibbs, Center for Am Progress

Ask us about:

- What are other states doing?
- What works?
- How do we show short-term benefits of long-term policies?

National Partners (Table 9)

- Melodie Baker, Impact STATs INC
- Stephanie Scarmo, Voices / NCIT
- Bruno Showers, Children & Funding Project

Ask us about:

- What are other states doing?
- What works?
- How do we show short-term benefits of long-term policies?

REFLECTIONS

- Making a strong case to the business community helped by a Partner who is already working on a white paper about how Child Care Paid Family Leave and Nutrition Security - meaningful to impact on employees in businesses
- Create research to be shared to legislatures and communities - frameworks that center that family - a shift in the way we are articulating the things we know to be true. Humanization of the data.
- **Trends:** Lack of disaggregation of data, specifically by race in the states. States opting out of federal data collection. Qualitative interviews may be a way to fill a gap, externally funded, if goals are aligned. Or use of existing federal data - though it may be dated. Starting somewhere. Ensuring it's lead by community members.
- **Trends:** How to communicate the benefits to businesses, through cost savings or otherwise.

DECISION MAKER ADVOCACY

National Partners (Table 7)

- Paige Falion, AMCHP
- Paige Ferguson
- Will Devine

Ask us about:

- Why lawmakers care
- Opportunities for federal funding
- Framing/messaging strategies for decision makers
- How the sausage is made
- C3/C4 divide and strategy and lobbying

National Partners (Table 11)

- Emily Workman, PN3 Policy Impact Center
- Suzanne Wikle

Ask us about:

- Implementation issues with decision makers
- State policy trends
- What's moving issues in red states
- Benefit cost analysis

REFLECTIONS

- Getting the really great cost and benefit analysis for our legislatures - because it's a key benefit for them. Just reach out and ask. Having a connection and being told that we want to help makes a difference in staying motivated to take action
- Perception that all politics is local - becoming flipped as local bodies are being driven by national narratives. Need to figure out how to put the issue or topic of discussion into those gaps in the national narratives.
- **Trends:** Messaging and framing - i.e. all politics are local shift to what resonates to the different audiences. Messaging appreciation for the work that policymakers are doing or have already done.
- **Trends:** Cost of policies and the misinformation within the states - and the need to be able to provide more accurate information about the real costs of policies - with the cost benefit analysis of policies that benefit children and families - which WE provide

National Partners (Table 2)

- Kelly Crane, Prevent Child Abuse America
- Lori Poag, Voices / NCIT
- Laura Coleman - Voices / NCIT

Ask us about:

- Messaging strategies, framing
- Media relationships
- Shifting the narrative
- Social media tools

REFLECTIONS

- Local organizations aren't tagging local media
- Could be using collaborations with other organizations more than they are
- Like minded organizations teaming up to get messages out amplify across networks
- Consistency: social and all media are a job in themselves. With a social media manager, try to create a calendar or schedule to stay on top of regular postings.
- Iz - Building relationships with news reporters is always a worthwhile investment. This is their job and you can tailor to the issues they care about, then tag them in messages.
- Repeated messages can increase their impact. Same story same ask.
- Tag reporters!

GRASSROOTS AND KEY CONTACTS

National Partners (Table 3)

- Maura Devine, Voices / NCIT
- Karina Burciaga, AP / OD
- Nina Perez, Moms Rising
- Sally Pulleo, All Our Kin

Ask us about:

- How can we engage family childcare educators/home-based childcare in advocacy?
- Moms as the original organizers
- Organizing strategy vs policy strategy
- What tools are needed to communicate and engage with grassroots advocates?
- How to reach rural communities
- National connections
- Organize communicate centered events
- Uplift parent voice

REFLECTIONS

- Reporting for foundations that struggle to get grassroots orgs to complete their reports. Maybe provide them with a survey to help them with their report. Do one report and not two.
- **Trends:** Every group involves storytellers in building relationships.
- **Trend:** How to find common ground to overcome silos in grassroots organizations and/or movements.

National Partners (Table 5)

- Mandy Ableidinger, Alliance for Early Success
- Raquel Bueno-Morales, Voices / NCIT
- Marquita Little Numan, The Partnership

Ask us about:

- How do funders support lobbying?
- How do you cultivate relationships with funders?
- How do you ID/prospect funders in advocacy space?
- How are we shaping our prioritization around equity?

REFLECTIONS

- There is someone in my area that is doing the work - conversation with them. Scheduled a meeting!
- A couple people in the room, conversations re: the Research areas they are interested in and what we're funding.
- **Trend:** Request for funding for advocacy specifically. Especially, organizations for whom that's not their main area.
- **Trend:** Varied needs.

National Partners (Table 1)

- Fred Jones / Lee Johnson (SEF)
- Nighisti Dawit, Center on the Developing Child
- Jared Busker: Zero to Three

Ask us about:

- Effective strategies for building and sustaining support mechanisms for cross-state resource sharing
- The science of early childhood development and how it can help shape conversations
- Building and maintaining relationships

National Partners (Table 8)

- Kameron Dawson, ABB
- Jessica Garland & Ian Pfeiffer (Six)
- Nancy Fishman, Ready Nation

Ask us about:

- How to engage legislators
- Benefits of broadening coalitions
- How to develop shared messaging

REFLECTIONS

- Trying to understand different models and frameworks for coalitions, and how to build them for the long term. Identifying intermediate policy goals - was helpful. Focus on the goal of the coalition - which may be the policy or the infrastructure of the coalition itself
- Ask partners what are the systemic changes that are needed for them to do their work better
- Asset mapping exercises provided by NCIT, supporting implementation follow through with decision makers on action plans, reporting out on the action steps, engaging and debriefing staffers with one pagers
- Praising legislatures when they are doing the right things in those spaces
- **Trends:** The need for accessible advocacy materials, shared messaging for coalition partners, and community members who are interested even if they are not in the coalition, how to engage them in an equitable way that takes into account racial/economic/gender justice.
- Relationships take time. Coalition building takes time. Go slow to go farther together.

HEALTH EQUITY AND RACIAL JUSTICE

National Partners (Table 4)

- Tiwani Dseni, Health Connect One
- April Wallace, Voices / NCIT
- Morgan Reiss, Help Me Grow National

Ask us about:

- The connection between community-based birth worker programs and health, equity and racial justice
- How a targeted universalism framework can advance health equity and racial justice in early childhood system building efforts
- Building equity mindset to shift organization culture

REFLECTIONS

- How we frame the narrative into an asset framing as opposed to what's missing. Shifting the storytelling to an asset rather than a negative
- Using historical information to build out the stories.
- Trends: the narrative of creating the stories and how to talk about equity and racial justice in conservative states
- Incredible health justice focused work within the states
- Qualitative data isn't enough most of the time. In order to get people to care, need to see faces. It can sometimes feel overwhelming, or like trauma dumping but it's important to connect directly to true stories.

OTHER

National Partners (Table 4)

- Tania Villarroel - UnidosUS (Latinos)
- Lisa Matter (Implementation)

Ask us about:

- Implementation at multiple levels
- Latino community specific needs, dual language learners
- Early childhood education, workforce, home visiting

REFLECTIONS

- Sometimes we need to cut corners, may not always prioritize community voices that I need to include - but that can't be the standard operating practice. NEED to have local voices - especially in developing messages and testimonials that can be shared.
- **Trends:** bottlenecks. People. (re implementation) All of the best of the tools apply at every level. If the bottleneck is at any level, you might need ALL of the tools. There might be a need for placing people who can help with bottlenecks / bottleneck navigators.

LEARNINGS OVERALL

- We have more in common than we have differences. We all have the same goal, but we are just doing it in different ways. Wonderful to hear how people are overcoming obstacles. Hope to stay connected.
- A lot of us have contested messaging in the states, how can states talk to each other about the learnings they have gathered in their trial and error of messaging. I.e. - use of workforce laws, or global assets training to pass immigration legislation - cross pollination and analysis of messaging across states
- Heard a lot about successes / what works. But we can learn so much from failures, and it's really helpful to hear what was tried and didn't work. I.e. the bills that get killed - so much to learn from those
- We're all doing offense and defense at the same time - and they require a lot of capacity.
- Funders at the national level, often competing, a lot of similarities but we also differ greatly in our strengths. Difficult when funders are limiting their scope across geographies or gaps.
- These people (policy in hard states) are MY people. And this work is intergenerational, people have come before you and will continue after and we have to be careful of the burnout.

