



Central Coast Early Childhood Advocacy Network - Phase 1 Report

June, 2018

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Overview

From February through June, 2018, First 5 Monterey County contracted with Allison Guevara and Nicole Young to facilitate the development of a tri-county early childhood advocacy network with stakeholders from Monterey, Santa Cruz, and San Benito Counties. This report lays out key accomplishments, network structure, and recommended next steps following this phase of network development.

In just two convenings on [3/26/18](#) and [5/21/18](#)¹, the network was able to align around guiding principles and a policy platform, and begin to do coordinated advocacy with more plans to come. A total of 60 stakeholders representing all three counties participated. These Central Coast Early Childhood Advocacy Network [Overview Slides](#) provide a good picture of the Network's mission, vision, values, intended reach and impact.

Key Accomplishments

I. Guiding Principles & Policy Platform

The network developed and approved a set of [Guiding Principles and Policy Platform](#), including their shared vision, mission, values, target population, and key policy priorities. The Network's Policy Platform used the foundation of the First 5 Association of California Platform based on the unique input from the Central Coast stakeholders, who reviewed the final document and agreed that it captures all of their main policy goals. The four main policy areas are: 1) Strong Families, 2) Health and Wellbeing, 3) Quality Early Care and Learning, and 4) Effective and Sustainable Systems. These guiding documents not only unify Network members, but have also proven useful in talking with legislators about the Network. Further, they help build a common framework and language that creates an echo chamber around early childhood issues and solutions.

II. Network List and Communications

With 60 participants representing 30 different organizations throughout Monterey, Santa Cruz and San Benito Counties, the Network list itself is a testament to the growing regional early childhood movement. This level of engagement shows that there is strong potential for organized political power, and a strong interest in learning from and collaborating with partners across our region.

¹ See hyperlinks for meeting notes or view appendix below.

The Google Group Listserv set up to facilitate communication will hopefully provide a platform for the appropriate sharing of advocacy opportunities, and staying in touch with Network members. As it goes with email, it will be important to maintain strong personal ties with Network members so that listserv emails don't get buried in their inboxes. This is one reason why setting up workgroups/committees may be instrumental in keeping people engaged.

III. District Visits

Advocates proudly represented the new Central Coast EC Advocacy Network at district lobbying visits with Assemblymembers Anna Caballero and Mark Stone to ask for support on current legislation (AB 2023, AB 2292, AB 11, SB 937) and discuss long-term strategies to fund early childhood services. We were well-received at both visits, and participants left feeling energized and determined to continue our advocacy. Creating opportunities like this for Network members to take action together will be key to building momentum, learning what is needed, strengthening relationships, and further coordinating our advocacy efforts. Planning Group leaders led the coordination for these visits with support from Allison Guevara and Manuel Valencia, III. Maintaining and growing the capacity to schedule, prepare, and coordinate such activities will be crucial for the Network moving forward.

[6/8/18 Assemblymember Caballero Meeting Notes](#)

[6/22/18 Assemblymember Mark Stone Meeting Notes](#)

IV. Planning Group Leadership

Early in the Network development process, we formed a Planning Group with two representatives from each county to lead the effort:

- Nina Alcaraz, First 5 Monterey
- Megan Kennedy-Chouane, Bright Beginnings Monterey
- David Brody, First 5 Santa Cruz
- Robbie Gonzalez-Dow, Community Bridges/WIC & CA Breastfeeding Coalition
- Lisa Faulkner, First 5 San Benito
- Czarina Bowers, Doula

The Planning Group met twice (on [2/20/18](#) and 4/23/18) to co-design the network development process, goals, and stakeholder convening agendas. Planning Group members also co-facilitated parts of the convenings, including leading preliminary work groups focused on district visits, ECE provider compensation and local children's funds. Their leadership has been critical in creating a sense of co-ownership within the Network, as well as in recruiting EC advocates from their respective counties to participate. Planning Group members have affirmed their

commitment to continue investing their time in leading the Network, and all three First 5s have committed funding to supporting the ongoing development process and Network coordination through 2018-2019.

Network Structure

As mentioned above, the network structure currently consists of:


- Guiding Principles & Policy Platform
- The Planning Group
- Stakeholders/Network Participants
- Google Group email listserv
- 3 Preliminary workgroups: 1) Children's Funds, 2) Statewide initiatives, legislation & lobbying, and 3) Provider Compensation
- Funding from First 5s

So far decisions have been made through discussion and informal consensus-building at Planning Group meetings and stakeholder convenings. We do not yet have in place an official governance structure or decision-making process. Also, we have not yet formalized what it means to be a Network member. Currently, the Network is primarily serving as a convener and facilitator to bring EC advocates together across the region and encourage coordinated advocacy, and there is interest in ramping up to be able to run organized campaigns in the future. It's important to keep in mind that not all participants are willing or able to do all types of advocacy activities. For example, public sector workers representing their agencies may not feel it is appropriate to endorse or lobby for specific legislation. As we further define what it means to be a Network member, we will want to develop an inclusive structure that creates opportunities for diverse participants to contribute.

Recommendations & Next Steps

I. Build 2018-2019 Action Plan & Learn by Doing

The Network was successful in building a lot of excitement and momentum, so it will be important to channel that through concrete actions that contribute to our policy goals. This could include organizing a workshop or conference on a specific topic, further lobbying efforts, or other coordinated advocacy activities. At their next meeting, the Planning Group should develop a timeline of activities with a clear set of outcomes by the end of the year to keep the momentum going.



Keep in mind, we don't need to have everything figured out in order to be in action, and, in fact, sometimes we can only figure things out by being in action. We will want a balance between planning and doing next year.

II. Grow Network Leadership & Structure

As recognized at the last stakeholder meeting, much of the activities the Network is interested in pursuing will require a high level of coordination and leadership. This leadership will need to come from the Planning Group and Network participants. As we approach our meetings next year, we will be looking to position PG members and other participants in leadership roles and to model a leaderful organization. Some forms this may take are forming workgroups with designated leaders, having PG members co-facilitate convenings, or partnering with members on specific projects. For example, Manuel Valencia, III played a key supporting role in the district visits by looking up the status of legislation, preparing materials, taking notes and leading parts of the meeting. We should continue to identify such leaders to grow the capacity to carry out the Network's strategies, and to nurture and grow our base of EC leaders.

Meanwhile, the Network may benefit from having a somewhat more formal governance structure so that it is clear to all how decisions are being made and who is playing what role. Likewise, it may be useful to explore creating a sliding dues structure to pool additional resources to sustain Network coordination. This development work should be factored into the 2018-2019 Action Plan. The ultimate goal is to create a sustainable, inclusive, and democratic structure that effectively builds and activates a diverse group of advocates.

III. Deepen Inclusion

As reflected in the Guiding Principles, the Network feels strongly that community voice should be at the center of what we do. This takes intentional effort to invite, support and include parents, childcare workers and other stakeholders. Going forward, the Network will continue to offer interpretation at Network events and activities, design inclusive agendas, and perhaps consider providing participant incentives for those who could otherwise not afford to participate. When considering the 2018-2019 Action Plan, the Network will look for activities that will help build skills, knowledge, and leadership among new participants. This is about movement building, not just policy change, and creating opportunities to co-lead with parents, childcare workers, and other community members.

Appendix

1. [Central Coast EC Advocacy Network Stakeholder Convening 3/26/18](#)
2. [Central Coast EC Advocacy Network Stakeholder Convening #2 5/11/18](#)
3. [Central Coast EC Advocacy Network Overview Slides](#)
4. [Guiding Principles & 2018 Policy Platform](#)
5. [District Visit with Assemblymember Caballero Notes 6/8/18](#)
6. [District Visit with Assemblymember Stone Notes 6/22/18](#)
7. [Planning Group Kickoff Notes 2/20/18](#)

40 Diverse participants from Monterey, Santa Cruz and San Benito gathered for the first Central Coast Early Childhood Advocacy Network Stakeholder meeting to begin forming a vision and framework for regional advocacy efforts.

Meeting Objectives:

- Goal is to create a sustainable structure to align tri-county advocacy efforts
- Build capacity (skills, investment of time, coordination, communication channels) to lead regional advocacy
- Balance planning/visioning process with getting people into action
- Define major policy goals (rethink systems) and local needs/opportunities

Setting the Stage - Vision Statement

In our initial stakeholder convening we asked participants to co-generate a vision statement of what the community would look like when we are successful at the mission of “Strengthening and advocating for systems that support thriving families.”

“A thriving community of joy that is resilient, healthy, connected, with equity, and promotes wellbeing, access, rights, awareness, and celebrates civic engagement.”

The following is a list of all key vision statement words (from all groups, including the words above):

Equitable x 4	Civic engagement	Integrated
Accessibility x 2	Confident	Joy
Collective x 2	Diversity	Literate
Connected x 2	Engaged	Resilient
Wellbeing x 2	Full potential	Rights
Acts	Healthy	Thriving
Awareness	Holistic	Unified
Caring	Inclusive	

Revised vision statement: An equitable, joyful and resilient community that acts collectively so that every child and caregiver thrives and reaches their full potential.

Building a common vision - Building on What’s Working

After hearing presentations about 4 regional success stories, participants built on the list of “keys to success” and “values present.”

Keys to success:

- Don't let perfect be the enemy of good
- Create a synergy of "yes"
- Make it easy for people to jump in
- Have a process leader
- Organize
- Start with interested influencers
- Equity: use data to name it, make it meaningful through stories/lived experience
- Need both data AND authentic voices
- Draw on established models/solutions

AND

- Find what can be shared quickly
- Getting cannabis \$/more revenue
- Clear ask
- Leverage power
- United voice
- Communication: education, common language
- Understand assets & gaps
- Diversity in bandwidth
- Find silent leaders
- Clear expectations
- Co-creation of solutions - value process/commitment/partner/everyone

Values:

- Co-powerment (as distinct from empowerment)
- Authentic inclusion/voice
- Equity

AND

- Accountability
- System for communication
- Alignment of action
- Transparency
- Community at the center
- Persistence/resilience
- Persistent positivity

Building a common vision - What will success look like?

If we take our policy advocacy work to "the next level" that would mean:

- Equal access - facilitated access

- Affordability
- Increase proactivity, decrease reactivity
- Grounded in real life
- Families won't be struggling
- Safe, heard, healthy
- Thriving

As a result of our network actions, policymakers will:

- Engage community in decision-making
- Listen
- Accountable for evaluating impact
- Policy lens re: impact on children's rights & wellbeing
- Racial/equity lens - get to root cause with data
- More platforms for genuine growth
- More informed/committed to research
- More diversity

Setting Policy Priorities - Key Policy Domains

The group acknowledged that there are often similar, but slightly different, ways of naming EC policy categories. In order to build understanding between advocates, as well as with other policymakers and decision-makers, we developed a set of broad domains or "buckets" so that we can avoid confusion and speak with a common language.

- **Health & Wellbeing** (all aspects physical, emotional, behavioral): other names/labels for this broad bucket include Healthy Children, Family Wellness, Comprehensive Health & Development)
 - Prenatal included
- **Quality Early Care & Learning** (safe, nurturing, high-quality learning environments & experiences, cradle to career): other names/labels for this broad bucket include Children Learning & Ready for School, School Readiness, Quality Early Childhood Services)
 - Access
 - Affordable
- **Family Strengthening** (families have resources & supports they need to raise thriving kids): other names/labels for this broad bucket include Strong Families, Family Support, Resilient Families)
 - Prenatal knowledge of child health & development
 - Consider rewording name/label for broad bucket to reflect the desired result (e.g. [Strong Families \(recommended\)](#), Resilient Families or other label) instead of an action that is being done to families (e.g. ("strengthening"))
- **Integrated Systems & Sustainability** (ensure services & systems are accessible, coordinated, high quality, family-friendly, funded, etc): other names/labels for this broad bucket include Integrated Services/Systems, System & Capacity-Building, System

Sustainability & Reach)

- Developmentally appropriate
- Access
- Affordability
- Consider using “Effective” in addition to or in place of “Integrated” to reflect the purpose of focusing on systems and sustainability
- “Early Childhood” defined as 0-5+

Setting Policy Priorities - Key Criteria

Participants developed, tested and agreed to a set of criteria for selecting network policy priorities:

1. **Data:** we understand and can demonstrate the need. *Which policy has the most compelling quantitative and qualitative data about needs & potential impact?*
2. **Equity:** policies that level the playing field. *Which policy will level the playing field the most?*
3. **Impact:** policies that are actionable and visionary and effective. *Which policy will leave the most children better off?*
4. **Relevance:** Central Coast families are raising their voices about this, it’s timely/urgent and opportune. *Which policy is most relevant to our community?*
5. **Big Picture/Strategic:** this is strategic about level of intervention (e.g. regional/state) and how other systems and policies factor in, including thinking through unintended consequences & whether other orgs/campaigns are working on it (what should we lead vs support?) *Have we thought through how this fits with other systems/policies/campaigns, and is this an issues the Central Coast EC Network should lead on? Which is the most strategic level of intervention for our network, and has the greatest positive ripple effects (and least negative)?*

Policy Scan

Participants shared and briefly discussed current and prospective policy campaigns for the network to consider supporting. Initial discussions focused on home visiting, lactation accommodations, developmental screenings, dedicated children’s funds/cannabis tax revenue, universal preschool, and the importance of policy champions.

Health & Wellbeing	Quality Early Care & Learning	Family Strengthening	Integrated Systems & Sustainability
Holistic education training for teachers, PreK, caregivers & parents including social/emotional development, brain & body connection, nutrition & activity	Increase reimbursement factor infants/toddlers for providers	Parent education	Increased salaries/subsidies for working EC teachers/caregivers
LCAP money allocated to social & emotional services	Better pay & benefits, job security for EC educators	Home visiting AB 992 Arambala - CA	Training & compensation improvement for ECE

(e.g. mental health counselors)		level McVIE - federal level	
Sufficient benefits for EC teachers/caregivers	# kids not cars - early care space minimums in housing & business development (instead of parking minimum)	Maintaining parent/child/family contact for families affected by incarceration (when appropriate)	Better pay to attract & retain qualified ECE teachers
CA Healthy Youth Act (CHYA) Comp. sex ed in middle/high school	Support for community college ECE lab schools	Trauma informed programs to illuminate abuse support, healing and respectful communication	Capacity building for trauma informed providers: medical public health, mental health, and educators/policymakers
Nurse-family partnership as Medi-Cal benefit	Better compensation & benefits for caregivers	Maternal mental health	Demonstration trauma informed family center funded by cannabis tax
Evidenced-based (or driven) home visiting	Capacity building for infant care	Parent education around early language development 0-5	Integrated primary care and follow-up services
Paid family leave 20 weeks (including men 90 days)	Unified early registration for kindergarten across whole county	Support & education for fathers & young men	Behavioral health services integrated into primary care
Pesticide and air pollution regulations	Language development through parent education	Lactation accommodation (Employment) SB 937 (Schools) AB 2785	Trauma informed policies
Universal development screenings with appropriate referrals	Availability of quality child care		Cannabis business tax allocation
Access to early interventions to prevent further disability	Universal preschool & quality childcare space & accessibility		Dedicated children's fund
1 & 2 year old lead testing (% @ risk toddlers not tested!)	City children's fund		Better pay to attract and retain qualified ECE teachers
Universal vision/hearing screening (not all PCPs compliant)	Universal preK: 24 hrs/week of top quality care for all 3-5-5 year olds (in city)		Higher salaries for EC teachers
Mental health services available for all children's family			AB 605 Birth to 1st grade license option
Maternal mental health screening and treatment			Childcare priority for student parents (highschool, college, trade, etc.)
Universal prenatal screening for			

PMAD/mental health			
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Next Steps

- Schedule the next Stakeholder meeting
- Invite others
- Provide interpretation
- Planning group works to synthesize recommendations and bring back a proposed structure for moving forward
- Coordinate district lobbying visits for June
- Address different levels of advocacy (with public sector staff in mind) and how that fits with the network

[Meeting Evaluations](#)

[Participant List](#)

Meeting Notes

Strengthening and advocating for policies and systems that support thriving families.

Meeting Objectives

- Alignment on Network’s Guiding Principles and long-range Policy Platform
- Developing action plans, including plans for district visits, developing local children’s funds, and addressing EC provider compensation
- Preliminary agreements about the structure, roles, and “backbone support” needed to ensure the Network’s success and effectiveness

Our Foundation

We reviewed the proposed [Guiding Principles and Policy Platform](#), which were developed based on the discussion at the first Stakeholder Convening. The group have a “thumbs up” to use these as working document to represent the Network, with the understanding we will revise as needed moving forward. A few edits were recommended, and incorporated into the working draft. Planning Group members should do a final review.

Action Groups

We formed into small groups focused on 3 “hot topics” that emerged from first Stakeholder convening to identify strategies and actions steps we’d like the network to take.

1) District Lobbying with State Legislators

Network development needs:

- Maintain long-term strategic focus with a multi-year agenda
- Create a pot of money to fund coordination of these lobbying efforts
- Leverage statewide resources for bill analysis (via CA Legislature, SVCAN, Children Now, Childcare Law Center, etc.)

Spring 2018 district visit focus:

- Form subcommittee to organize district visits (David B/F5SCC, COPA)
- ID 3 priorities: aligning bills with top priorities from beginning of meeting (mental health, infant/toddler care, home visitation, homeless families)
- Crosswalk bills with our criteria – filter & decide on what to prioritize
- Make sure we understand which bills are supported by local legislators
- What is potential impact of these bills? What’s the opportunity for success?
- Also don’t want to go in with an easy list- ID bills that are at a tipping point, extra push is needed.

TOP ISSUES, needs, Opportunities:

- Educate ourselves about bills coming up
- Identify key constituents to speak on specific topics/legislation and tell compelling stories *authentic voices/messengers*
- Identify future legislation consistent with our mission & values.
- Identify assets & lived experience of network
- Coordinate activities with bill sponsors
- Identify local policy challenges

TOP ISSUES (Continued)

- Develop public outreach strategies - local press, social media etc.

- ☐ Mental Health Awareness
 - Remove stigma/education
 - ↑ Resources & educate about existing resources - Infant child & family mental health (integrated)
- ☐ ↑ Home Visitation Program
 - ↑ coordinated
- ☐ ↑ Infant Toddler Care
 - Affordability, Quality, Availability, Provider Comp.
- ☐ Homeless families (Children 0-8)

ACTION:
Identify 3 Priorities

NEXT STEPS:
Align bills with identified priorities
Crosswalk bills with Criteria (e.g. IMPACT) (opt for success)
ID Supported by local legislators (what needs the most help)

- Form Subcommittee
- Develop Expert recommendations

STRUCTURE / PROCESS:

- Leverage statewide resources
- WHO: First 5 Community Colleges? COPA
- Process that supports multi-year Advocacy on issues
- Leverage Legislator website
- Disseminating information via email

2) Dedicated Local Children's Funds

Pursue a ballot initiative in our various jurisdictions

- Craft language together, share beginning parts of campaign and then campaign in our respective counties
- Get a campaign advisor (Funding the Next Generation) – **Martine talked with Margaret Brodtkin and she is interested in coming to our next convening**
- Monterey County Policy Funders – **Francine will reach out to them to see if they would fund a tri-county initiative**
- Learn what an action plan/timeline would look like moving forward
- \$ makes \$ - funding needed

Opportunities	Priority/Action	Who? Resources Energy
1) Public Health/F5 Cannabis	Ballot Initiative	
2) SHARED EXPERIENCE	Commitment	
1. language	Coalition	
2. Relationships	Champion	MCOE
3. Advocates/	Fundraiser	ECP Policy Funders Francine
3) Other sources of Revenue Outside of Marijuana tax	Researcher	
4) Budget Advocacy, reflect valuing children	Media Campaigns	Martine, Book, Maya
	Campaign Advisor	Margaret Brodtkin Funding Next Generation Edwardo
	Campaign Manager	
	Pollster	Metz secondary data state wide Lisa
	Fiscal lead (aligned w/ fiscal compliance)	
	Endorsements	
	Volunteer Base	

Priority: Budget Advocacy Training	Who? What?
Action	
Convene local elected officials	
Budget Expert	

3) EC Provider Compensation

- Commission research to understand successful funding models that provide for adequate compensation
- Create an action team/committee to coordinate – maybe work with childcare planning councils
- Continue convening partners across the region to foster networking and knowledge exchange
- ID funding for research

Top issues?

- undervalued
- "anyone can do it"
- \emptyset special training needed
- facilities - lack of representation in funding letz. \emptyset in policy
- qualified staff \rightarrow specific ages
- no motivation for students, pay is so low - widespread understanding
- burden of licensing promotion.
- community colleges - \emptyset lab schools \rightarrow \$\$\$
- Needs closely supervised training exp. Opportunities 'value'

- Ignorance of importance
- women as secondary citizen
- caregiver mentality, STRIKES! \leftarrow couldn't do
- Raise awareness, educate community on brain, socio-emotional dev't, kinder readiness
- "Developmentalism" concepts

- turning point: Nixon veto 1975
- cultural value of nuclear family \emptyset interpretation
- economic shifts, working, \uparrow making jobs \rightarrow geographic working against childcare
- Need stable funds \Rightarrow jobs to be attractive
- finding \emptyset sustainable pilots \rightarrow \emptyset
- \emptyset business models, \emptyset training, education
- TK/K-12 system pays more
- benefits
- hours

Network Development

Based on the action plans discussed above, we reflected on what level of coordination and capacity needed to succeed. Each group organized their action items by the level of network development from "Individual Efforts" to a full-on "Organized CC Network Campaign." The majority of strategies fell under "Coordinated Ad Hoc Activities" and "Organized Network Campaign," which require greater investments of time, resources and coordination.

The whiteboard is divided into four columns, each representing a different level of network development:

- INDIVIDUAL EFFORTS/INFORM:**
 - Educate ourselves on current bills
 - Identify 3 Bill priorities
- SUPPORT OTHERS' CAMPAIGNS:**
 - Paid family leave @ state level
 - Identify local policy challenges in WIC consultation or advice
 - Influence Governor & elections \rightarrow policies, work/life
 - Encourage Funders to Prioritize ECD
 - SAVED Information in language
- COORDINATED AD HOC ACTIVITIES:**
 - Convene ELECTORIAL CANDIDATES
 - Gaming Tax (potential source)
 - messaging
 - SOURCES or FUNDS Practices
 - Support wages for ECE participating in quality reports
 - Ballot Initiative
- ORGANIZED NETWORK CAMPAIGN:**
 - General fund "set-aside" \rightarrow Assessments Develop a Proposition to put on ballot-tax increase
 - Workforce development Program based on LEAD, mee (Public non-teaching)
 - Inventory list of assets Professionals + community districts Personal assets
 - Public outreach strategies Social media Local press
 - Identify future legislation, consult other voices
 - Tri-County Council Ask for more working
 - Budget Advocacy Training Collective Action
 - Participate in study about the state's early childhood and transportation in the county
 - Designate ECE blend funding options

CENTRAL COAST EARLY CHILDHOOD ADVOCACY NETWORK DEVELOPMENT

Continuum of Network Development & Activities Working definitions <i>(Examples)</i>	Individual Efforts, Inform Network Individual people, orgs or counties advocate for policies based on their interests/capacity Keep Network informed, may invite/ask others to support <i>(e.g. letters/speak in support of a specific local Children's Fund)</i>	Support Others' Campaigns The Network takes collective action on advocacy campaigns led by other orgs Individuals/orgs/counties may also take action on their own <i>(e.g. Children Now, Click My Cause, Choose Children, etc.)</i>	Coordinated Ad Hoc Activities The Network initiates and takes collective action on a periodic or time-limited basis Activities are coordinated to ensure a clear message and "ask" <i>(e.g. District visits, resolutions of support from electeds)</i>	Organized CC Network Campaign The Network initiates and leads advocacy campaign(s), involves others in taking action <i>(e.g. AB 300 advocacy, replicate successful local policies in other CC counties, lay groundwork for ballot measure, etc.)</i>
<i>What Actions do we want to take?</i>				
<i>What are our Next Steps to move forward with these Actions?</i>				
<i>Who will do it?</i> Is there the commitment, capacity, and capability?				
<i>What structure & processes do we need to set up?</i> Coordination, communication, decision-making, logistics				

This informs the structure and capacity we need to build within our network. E.g. mechanism in place to fill the need to call for advocacy. Letter templates, coordination.

Network Coordination & Planning Group Commitment

The Planning Group expressed their commitment to continuing investing their time in following through on strategic joint advocacy efforts, and developing the network's capacity. Each First 5 (Monterey, Santa Cruz, and San Benito) offered to commit funding to support the coordination of these efforts. Other participants expressed an eagerness to move into action and continue working together.

Next Steps

- Send stakeholders a thank you & request RSVPs for district visits - *Nina sent*
- District visit committee & coordination - *Robbie, David & Allison are leading*
 - Schedule a call with all DV participants to prep them (or schedule time directly before the district visits to meet in person)
- Create a Google Group for all network participants - *Nina did this*
- Create and share a Google Docs Folder to share all key documents - *Allison/Nina did this*
- First 5 leaders will discuss a budget for future network coordination & development - *Nina & others, ongoing*
- Create and conduct a survey of PG members before our August meeting - *Allison will send this out*
 - What support do we need?
 - What should it look like moving forward?
 - What do want for next year?
- Our 3rd Planning Group meeting will be held on 7/31 or 8/1 (this is the final PG meeting under the current contract with Allison & Nicole)
 - Map out a year of what this could look like – structures in place
 - Next PG meeting: put a cap on phase 1, plan for phase 2.
 - Review report on initial phase of network development & recommendations for future
- Send mid-August message to stakeholders about fall convening
- Phase 2 Contracting process – preliminary discussion in June
- Phase 2 project notes:
 - Convening with Margaret Brodtkin
 - Convene a budget advocacy workshop (both County & State), building block to ballot initiative (figure out timeline, plan, etc.)
 - Eduardo Aguilar hired by First 5 Association – interested in helping to support

A group of people are silhouetted against a large, vibrant blue digital display. The display shows an underwater scene with numerous small fish swimming in the background and a few larger fish in the foreground. The people are standing in a line, looking towards the screen. The overall atmosphere is one of collective observation and engagement.

Central Coast Early Childhood Advocacy Network

A Voice for the Future



Objective





Our Network

Forming a tri-county Early Childhood Policy and Advocacy Network will allow Monterey, Santa Cruz and San Benito Counties to articulate a common vision for early childhood policy and maximize a variety of organizational strengths. With current levels of early childhood funding diminishing, now is the time to focus on developing strategic coordination to influence policy for children and families.

3

Central Coast counties
working together

94K

Children 0-8 in our region

14%

ROI for high-quality 0-5
programs



Our Members

Bright Beginnings
Building Healthy Communities –
Action Council
California Breastfeeding Coalition
California Work and Family Coalition
Catholic Charities Diocese of Monterey
Community Bridges WIC Program
First 5 Monterey County
First 5 San Benito County
First 5 Santa Cruz County
Go Kids, Inc.
Health Improvement Partnership

Healthy Mothers Healthy Babies –
Doula
Monterey County Behavioral Health
Live Oak Cradle to Career Initiative
Monterey County Office of Education
PVUSD: Pajaro Valley Unified School
District
Quality Matters (QRIS)
Read to Me Project
Salinas LULAC Council #2055
San Benito County Health & Human
Services

San Benito County office of Education
Santa Cruz Advocacy Council
Santa Cruz Community Ventures
Santa Cruz County Office of Education
Santa Cruz County Public Health
Supervisor Ryan Coonerty's office
United Way Monterey County
United Way Santa Cruz
Youth Alliance

Guiding Principles



Learn by doing

Mutual trust and collaboration will grow by taking action together. We will learn to build the plane while flying.



Build on our strengths

Our region is rich with early childhood advocates - our job is to amplify our collective power.



Empower the community

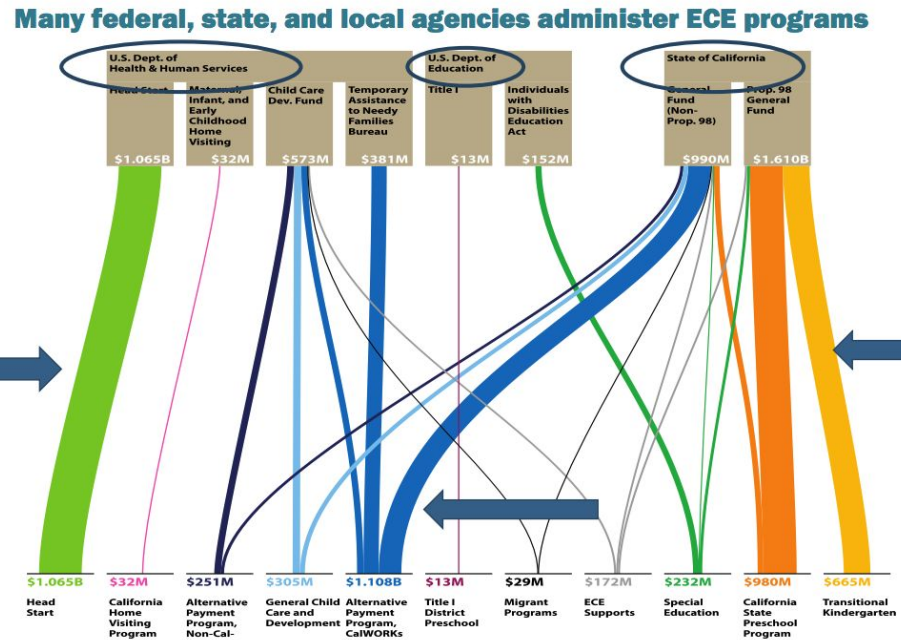
Families are our most powerful voices. Our aim is to create opportunities for them to lead the early childhood movement.

From Fragmentation to Alignment

Today's early childhood care system is underfunded and fragmented, leaving programs competing for survival. Recent gains have been made when EC advocates aligned around key priorities and lobbied with a unified voice to raise the profile and political weight of EC issues.

Network Implications:

We don't expect to agree on everything, but we will develop points of unity based on the needs we hear from our communities. Shared leadership and a common voice will be key to engaging diverse stakeholders and generating results.



Source: Learning Policy Institute

Our Vision:

THRIVING
of
Joy

A Community that is resilience, healthy, connected with Equity

and Promotes Well-Being, access, RIGHTS, Awareness and celebrates CIVIC Engagement

HEALTH & WELL-BEING
 - physical, social, emotional, mental
 - prenatal
 AKA:
 • Healthy Children
 • Family Wellness
 • Comprehensive Health & Development

INTEGRATED SYSTEMS & SUSTAINABILITY
Effective, cohesive
 - dev. approp. AKA:
 - access, affordability
 • Integrated Services/Systems
 • System & Capacity Building
 • System Sustainability & Reach

QUALITY EARLY CARE & LEARNING
 AKA:
 - access
 - affordable
 • Children learning & Ready for School
 • School Readiness
 • Quality Early Childhood Services

FAMILY STRENGTHENING
 AKA:
 - prenatal, knowledge, child health & dev.
 • Strong Families
 • Family Support
 • Resilient families



Mission

Strengthening and advocating for policies and systems that support thriving families.

Vision

An equitable, joyful and resilient community that acts collectively so that every child and caregiver thrives and reaches their full potential.

Values

Equity

Just and fair inclusion into a society in which all can participate, prosper, and reach their full potential.

Co-powerment

Distinct from empowerment - we amplify community power and grow side-by-side with community leaders

Authentic inclusion

Community voice is at the center

Resilience

Unstoppable grit, learning and positive persistence

Target Population

94K Prenatal through 8 year old children and their families in Monterey, Santa Cruz and San Benito Counties

Key Early Childhood Policy

Domains

- Health & wellbeing
- Quality early care & learning
- Strong families
- Effective & sustainable systems

Criteria for Policy Priorities

Data

Policies have disaggregated quantitative and qualitative data about needs & demonstrated potential impact

Equity

Policies will level the playing field

Impact

Policies are research-informed and represent a strategic level of intervention for our network that aspires to have the greatest positive effects on the most children possible.

Relevance to our region's families

Policies are highly relevant to the needs of Central Coast families

Central Coast Early Childhood Advocacy Network

Guiding Principles

Key Policy Goals for Thriving Children & Families (2018)

Strong Families

1. Expand access to effective, trauma-informed, and multicultural/multilingual family strengthening programs that build resilience, including home visiting and parent education, to optimize child development and reduce the adverse effects of abuse and neglect.
2. Support community hubs for integrated services and crisis supports for children and families, including support for families facing incarceration and immigration issues.
3. Support parent engagement on child brain development, including Talk. Read. Sing. Play.
4. Protect and strengthen the social safety net to build family resiliency and promote self-sufficiency (e.g protect WIC, increase affordable housing).
5. Increase access to family-supporting jobs with paid leave, lactation accommodation, fair and flexible scheduling, living wages and benefits, as well as access to adult education.

Quality Early Care & Learning

1. Increase supply of high-quality early learning programs for children 0–5, including expanding opportunities for ECE career pathways, and enhancing informal or unfunded care settings.
2. Embed high-quality standards in all state-funded early learning programs and support state and local efforts to meet them.
3. Promote affordability of early learning programs, while ensuring fair workforce compensation.

Health & Wellbeing

1. Ensure all families and caregivers supporting children ages 0–8 have affordable and comprehensive health insurance.
2. Protect and increase use of essential Medi-Cal services, especially dental, mental health, lactation, and vision services for both children & parents.
3. Increase coordination across systems of care to connect young children and caregivers to screening and early intervention, including lead testing and depression screenings.
4. Expand availability of healthcare providers and professionals, including mental/behavioral health, integrated care, and access to multicultural/multilingual providers.
5. Foster healthy lifestyles, including nutrition, physical activity and the built environment.

Effective & Sustainable Systems

1. Build alternative revenue sources for children’s services (including cannabis tax revenue and dedicated City/County Children’s Funds).
2. Improve and integrate county data systems to track and evaluate children’s outcomes.
3. Mitigate public health risks that widely affect children’s health and wellbeing (including pollution, pesticides, violence and public safety threats)



Emerging Work Groups

Dedicated Children's Funds

Sharing knowledge and developing strategies to create local dedicated children's funds.

ECE Provider Compensation

Exploring strategies to increase provider pay & benefits.

Lobbying

Leading and coordinating district lobbying visits to build relationships with regional legislators, pass state legislation, and build a long-term strategy.

Guiding Principles

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Relevance to our region's families

Policies are highly relevant to the needs of Central Coast families

¹ From PolicyLink's [Equity Manifesto](#)

² DOF Projected Population of 0-8 year olds in 2018: 57,700 Monterey, 29,188 Santa Cruz, 6,652 San Benito

2018 Policy Platform

Key Policy Goals for Thriving Children & Families³

Strong Families

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³ Platform adapted from the First 5 Association of CA 2018 Policy Agenda based on input from the Central Coast EC Advocacy Network

District Visit with Assemblymember Anna Caballero

June 8, 2018

Attendees

In attendance were Nina Alcaraz, David Brody, Alma Cervantes, Robbie Gonzalez-Dow, Wilma Gold, Alma Loreda and Manuel Valencia, III.

Overview

On June 8, 2018, members of the Central Coast Early Childhood Advocacy Network met with Assemblymember Anna Caballero regarding the formation of our Network, past bills on which the Assemblymember worked and to discuss key legislation that the Network was interested in supporting.

Notes

- Nina provided the introduction, thanking the Assemblymember on her support for AB 300 and SB 63. Further, Nina described the creation of the Network thanks, in part, to the momentum around AB 300. Finally, Nina touched on our big picture goals regarding a dedicated children's fund. At this point, Assemblymember Caballero described her work on local non-profits and the need to seek federal grants, such as the Healthy Students Grant. Caballero further recommended the creation of some sort of report, to set benchmark goals for us to strive for. She envisioned some sort of report card with measurable outcomes. The key would be determining the proper population measures since the data could be heavily skewed, not reflecting the targeted population of low-income families, if (for example), the data included higher income areas like Carmel. Among the funding resources for such a report that Anna listed were Department of Education and the Agricultural industry. Assemblymember Caballero stated this was analogous to how we have attacked climate change by being goal-oriented: "Set goals and attack the issue."
 - The Assemblymember also tied our mission back to how it can positively affect the lives of her district's largest population: Young adults with the average age of 18
-

years. Since her district focus was gang prevention, she emphasized two major keys to this violence prevention:

- Early child-care development, and;
 - The indicator of 3rd grade reading proficiency.
- Next, David reviewed the bills that we liked, giving a brief synopsis on why we liked these bills: AB 2023, AB 2292 and AB 11. When discussing AB 11, the Assemblymember was asked about her interest in co-sponsoring the bill and she said that she would consider it. As these are non-controversial bills that the Assemblymember either supported, or was carrying, there was minimal discussion about them. Robbie then presented on SB 937 (Wiener), Workplace Lactation Accommodation, which would enact provisions intended to facilitate the ability of working mothers to express and store breast milk at their place of employment. Since Assemblymember Caballero had previously voted “no” on a similar bill (AB 1976, which still passed the Assembly and is now set to be heard in the Senate), Robbie asked what concerns Caballero might have regarding SB 937. Anna expressed concerns for small businesses, and ag jobs, stating, “Not all work places are the same.” Anna emphasized that there needed to be more flexibility and there was a fear of excessive litigation if stringent requirements were not met. The Assemblymember then went on to draw comparisons to another bill that required mandatory sick leave, which she felt did not offer flexibility to employers, thus, putting an undue burden on their businesses. At this time, The Assemblymember noted she had yet to review SB 937. Robbie reassured Anna that there was flexibility language already present in SB 937, noting there were “undue hardship” exceptions, it included other alternatives like tents and/or cars, in lieu of “rooms,” and the option to use rechargeable pumps that do not require electricity out in the fields. Caballero again reiterated that she was unaware of this flexibility component (as she had yet to review it) and stated, more than once, “If it’s there, I’m likely to support this bill.” She stated, again, if the flexibility language is there, “I’m there (in support).” Robbie then concluded that AB 937 lines up with federal law, regarding exemptions for small businesses “employing 50 persons or less.”
 - The meeting concluded with a nice group photo with the Assemblymember. Overall, it was an excellent meeting: We got to introduce ourselves, discuss our bills and had a meaningful dialogue. Assemblymember Caballero really gave us some good direction, and advice, as we move forward both regarding funding and ways to ensure AB 937 (Wiener and Leyva) gets her vote. Thank you to everyone who helped to put this meeting together and/or were able to participate!

Notes Provided by:

Manuel Valencia, III

Director of Communications,

Salinas LULAC Council #2055

<http://lulacsalinas2055.org/>

District Visit with Assemblymember Mark Stone

June 22, 2018

Attendees

1. Allison Guevara (Social Impact Consultant)
2. Megan Kennedy-Chouane (Bright Beginnings/First 5 Monterey County)
3. Lisa Faulkner (First 5 San Benito County)
4. Melanie Sluggett (LOSD Child Development Director)
5. Diana Valavez, (Live Oak Cradle to Career Parent Leader)
6. Reina Calvillo (Live Oak Cradle to Career Parent Leader)
7. Jim Coffis (Educator/Community Activist)
8. Vicki Coffis (Educator/Community Activist)
9. Manuel Valencia, III (Salinas LULAC Council #2055)

Overview

On June 22, 2018, members of the Central Coast Early Childhood Advocacy Network met with Assemblymember Mark Stone regarding the formation of our Network, current legislation and big picture EC funding strategies.

Allison's takeaways on Stone's feedback:

- He supports all of the bills, but sees these as band-aids
 - We need to create additional, dedicated funding for 0-5 and bring it into the educational system (currently it is outside of Prop 98)
 - Hopefully, a new Governor and Director of Health will understand this and be able to effect change
 - Cannabis tax revenue is not a silver bullet at this point (the industry needs to get on its feet first), but could be helpful
 - He encourages us to demonstrate the effectiveness of integrated systems (health/mental health/education) at the local/program level, and use that to push for major shifts at the statewide level (Stone is currently focused on doing this with foster care, juvenile justice, & child welfare)
 - We need to see 0-5 providers as teachers not nannies
 - We invited Stone's staff to join our network, and have added his Field Rep, Andrea Eberle, to this Google Group.
-


Manuel's discussion notes:

On June 22, 2018, members of the Central Coast Early Childhood Advocacy Network met with Assemblymember Mark Stone at his Santa Cruz District Office regarding the formation of our Network, to discuss key legislation that the Network was interested in supporting, share personal stories in which Network members were impacted by early childhood programs and to explore new funding opportunities/strategies.

Allison provided the introduction, thanking the Assemblymember for being a champion for the issues important to the Network. Allison also segued into funding opportunities, and strategies, that Assemblymember Stone might see for us, moving forward. She cited the "Thrive by Three" and Alameda's 2018 Measure A "sales tax measure for childcare and early education" (which narrowly missed the required 2/3 vote passage) as examples of attempts to fund crucial early childcare programs. Manuel then gave a brief synopsis of the bills supported by the Network: AB 11, AB 2023, AB 2292 and SB 937. The Assemblymember had neither any questions about, nor expressed any concerns with, these bills.

Regarding funding strategy, Stone explained that he saw an institutional disconnect in governmental structure: Instead of providing an "early childcare slot," the structure collapses it into the K-12 education slot. Unfortunately, under this structure, K-12 often gets priority while the government relies on non-profits to address 0-5 funding. He noted that it was counterintuitive since early education is crucial to educational success. Stone reiterated that he was optimistic that the new Governor of California would be more open to embracing a structure in which 0-5 years childcare programs were a priority, necessitating its own funding slot in the state budget. The Assemblymember also explained that Prop. 98 presented another barrier as it is limited to K-18 funding. He noted there might be fear of taking from the already limited resources of K-18 funding, so, did not provide a viable option.

Stone reiterated two points: One, a structural change to governmental funding was key, specifically providing a funding slot for early childcare programs. Two, we need to build support for these early childcare programs by demonstrating its importance and the way it impacts both education and health. Again, the Assemblyman noted that he believed the new Governor and Director of Health Care Services may help in these endeavors. In all, it was clear to Stone that California needs to structurally dedicate funding to 0-5 years programs.




Allison asked what this new structure might look like and Stone was candid in stating he did not know. He again noted whatever the structure was, it needed to be more comprehensive, including a 0-5 years component. In his view, the state was mainly focused on K-12 programs. Stone went on to describe the cultural differences between Health Care Departments and Education Departments wherein there wasn't much flexibility, leading to the disconnect. In real life, he explained that they overlap; therefore, this "stove-piping" structure in which both departments work independently is a structural challenge.

The Assemblymember went on to express his concern that the public perception of revenue generated by a cannabis tax might be overstated. In the short-term, he feels the focus should be on the business infrastructure of this new industry. Down the road, he felt more funds for early childcare programs might be available from this tax.

Getting back to the structural issue, Stone felt that success made by groups such as our Network could help push the governmental restructure necessary to fund early childhood programs: "This is the model and positive outcome." Essentially, it would be a "bottom-up" plan.

Another challenge he saw was turf wars between local programs. In order to show progress, and highlight what works, would involve holding local programs accountable and Stone felt there might be resistance to it. Stone noted First Five Santa Cruz benchmarks as an example of a way to provide the government with examples of success. Allison added the Live Oak Cradle to Career Initiative as another example where they are tracking data to show success. If you build in data and quantify it, you ensure success. In all, we need to be able to have programs show progress and/or success in a quantifiable manner to ensure early childhood program funding becomes a permanent part of the governmental structure.

The Network next shifted the discussion wherein members expressed ways that early childcare programs had a strong, positive impact on their lives. Diana Valavez then explained that she was grateful for the "Cradle to Career" program as it greatly benefitted her life. Reina Calvillo then spoke about the way that a home-visit and post-partum care event had empowered her and enriched her life, as well. Allison next invited both Assemblyman Stone and his staff to join the Network at its next convening.



The Assemblyman then asked if we were making sure to involve fathers in the Network as he felt their participation was important too. One of the phrases Stone expressed was, “If not California, where?”

Vicki Coffis asked since Prop. 98 funding was an issue, how do we change this? Stone replied that we need to put more money on the table and make it clear that it was earmarked specifically for 0-5/early childhood development programs. We need to be specific, but, also need to fund it. Vicki explained that we needed to create good childcare centers to build a community, and better prepared families, among other things. Stone agreed, adding that health care has a presence in schools; therefore, it’s more effective and cost efficient to find ways to combine education and health programs. Allison also stated provider wages needed to be increased. Stone agreed, explained that we need to see ECE providers as teachers, not nannies. He went on to explain much of this was dependent on decisions made at the local level.

The discussion shifted to the mental health component necessary in this overall strategy. In all, we agreed that mental healthcare needed to be provided upfront, early in a child’s life. Early intervention, and treatment, saves both lives and money. We need reimbursable mental healthcare up-front, instead of waiting until a child is already in the juvenile justice system. Again, the strategy model involves making a given change, proving it works for 0-5 aged (via hard data) and expanding it to older children and adults. The overall theme was the holistic approach, utilizing both education and health: They are not mutually exclusive and should not be treated as such (as is the case under the current structure). Furthering this holistic approach, we need to address the family as well as the child. The Assemblyman concluded by emphasizing, again, in order to make the needed funding structural change in government, we need to show success and expand it to other demographics.

The meeting concluded with a nice group photo with Assemblymember Stone. Overall, it was a productive, informative meeting: Stone was candid and gave us direction on how we should approach establishing a permanent funding mechanism for early childcare programs. Thank you to everyone who helped to put this meeting together and/or were able to participate and thank you Megan for translating; it was a great team effort!

Notes Provided by:
Manuel Valencia, III
Director of Communications,



Salinas LULAC Council #2055
<http://lulacsalinas2055.org/>

CENTRAL COAST EC ADVOCACY NETWORK PLANNING GROUP KICKOFF NOTES 2/20/18

PARTICIPANTS

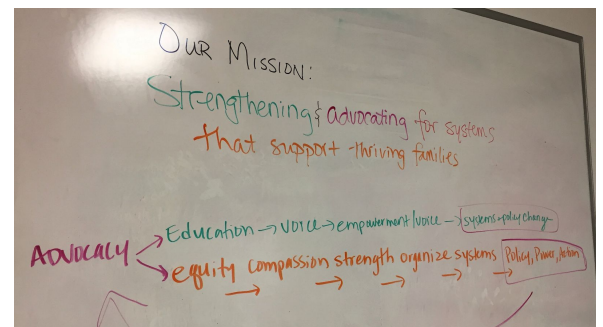
Lisa Faulkner, David Brody, Robbie Gonzalez-Dow, & Megan Kennedy-Chouane, facilitated by Allison Guevara & Nicole Young

SLIDES

NOTES

Mission statement icebreaker:

Strengthening and advocating for systems that support thriving families.



Building a common vision - general discussion:

- Cross-cutting policy change (e.g. looking at how transportation affects families)
- Working with family supporting organizations on the full continuum of child development & family wellbeing
- Creating a strategy that brings people together - build alignment (rather than siloing or competing)
- Make the invisible visible - don't let the current system determine our vision and possibilities
- Q: Is the current system good and we should be bringing more kids/families into it? Or, should we be redesigning the whole system?

Sharing success stories

- Santa Cruz County Baby-Friendly Hospitals
- Hollister Dunne Park - teen parent "Change Team" revitalizing park, which evolved into an anti-poverty/pro-literacy coalition that is now focused on trauma-informed care
- Santa Cruz County Thrive by Three Fund
- AB 300 campaign

Santa Cruz - TRT

- Elected Leadership
 - Personal Connection - pros/cons
- First 5 (Quality)
- Open-ended Process
 - x For whom
 - x Who should be at table
 - x For what
- Clear focus on goal
- Leave institutional values/priorities @ door.

AB300
 2009
 1st 5
 + Santa Cruz passage
 - cross country
 - First 5 (Quality)
 Child care Plan (Council)
 - Caballero
 - need clear, middle class working families technical, data #s not used backed
 - valuing lived experience
 - grass roots
 - people "jumped in" perfect ≠ good (+) action

Dunne Park

GATHERED TEEN Parents
 "Change team"

Knocked 700 DOORS

Youth Voices talked to the City "authentic voices"

Epigenetic Green Spine obesity

Social equity"

San Benito

Baby-Friendly Initiative

Santa Cruz Breastfeeding Coalition

- Utilized media advocacy
- Established path for change
- many voices - Demonstration Model
- Data

Values -

- equitable access to quality
- access to best practices - standards of care
- promoting first food

San Cruz

Learning from success stories - common threads:

- Perfect can't become the enemy of good
- Create synergy of "yes"
- Create synergy between campaigns
- Make it easy for people to jump in - clear asks, small/doable
- Have a process leader
- Organize
- Start with interested influencers
- Equity: use data to name it, make it meaningful through stories/lived experience
- Need both data AND authentic voices
- Established path for change - demonstrated models/solutions

Common Threads

- Start w/interested influencers
- Equity: use data to name it, make it meaningful thru stories/lived experience
- Need both data and authentic voices
- Demonstrated models/solutions

Common Threads

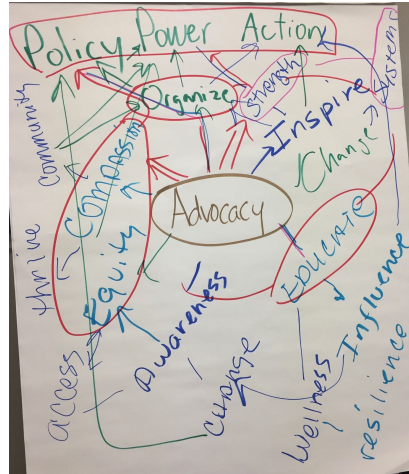
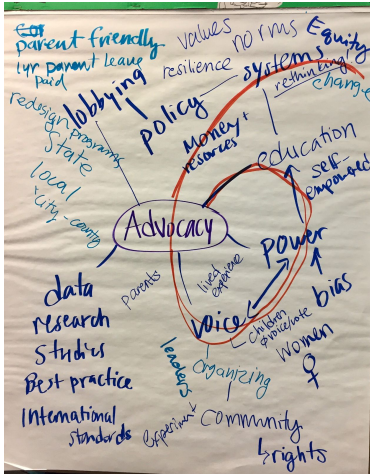
- Perfect can't become enemy of the good
- Synergies
 - AB300 helped push narrative of TBT
 - Synergy of "yes" → build on small wins
- Make it easy for ppl to jump in
 - Clear asks; small/doable
- Process leader
 - organizing

Biggest vision for a tri-county EC advocacy network:

Advocacy → education → voice → empowerment → systems & policy change

Advocacy → compassion → strength → organize → systems → policy, power & action

- We will foster a transformational process where the means are valuable in themselves - we seek both policy victories AND movement-building



Our development process and timeline

- Overall the process and timeline look good
- Eagerness to get concrete with policy priorities and advocacy plans
- Explore how we may apply the Race Forward racial equity toolkit - Robbie will share
- Lobbying activities are not yet defined. May include statewide campaigns, as well as local efforts (e.g. cannabis-related)
- Other key dates:
 - Monterey County Early Childhood strategic plan release on April 16
 - Correction: First 5 Lobby Day is May 2nd (not 5/20)
 - Santa Cruz County Thrive by Three report on May 23
 - Santa Cruz County Breastfeeding advocates speak at BOS in August

Role of the Planning Group - Getting the work done

- The proposed scope looks good
- Request for Nina to take the lead on coordinating district visits
- Request for consultants to help keep the group oriented towards core values (e.g. equity, empowerment, systems change)
- PG members willing to pool/leverage resources to support the network

Planning the first stakeholder convening

- Goal is to create a sustainable structure to align tri-county advocacy efforts
- Balance planning/visioning process with getting people into action
- Define major policy goals (rethink systems) and local needs/opportunities (specifically including cannabis, housing/affordability, and immigration)

- Hold a 3-hour meeting (not 2)

Engaging key partners

- Criteria for who to invite to the 1st convening:
 - People with lived experience and diverse perspectives
 - People with networks/constituencies
 - Strategic partners for cross-sector systems change
 - Early childhood supporters (not people who need to be persuaded)
 - Seasoned policy advocates AND new/upcoming leaders
- Talking points & invitation needed
 - This builds on recent successes last year (e.g. AB 300, etc.)
 - We can be more impactful as a tri-county force

ACTION ITEMS

- Email Allison and Nicole information on current early childhood policy-related campaigns - all
- Email Allison and Nicole information on other similar advocacy networks - all
- Recruit stakeholders to the convening - Please track in this [Google Sheet](#) - all
- Draft invitation and talking points - Allison/Nicole/Nina
- Set date & location for stakeholder convening **3/26 2-5pm, location TBD** - Nina
- Next Planning Group meeting will be 4/23 1:30-4:30 at First 5 Santa Cruz County