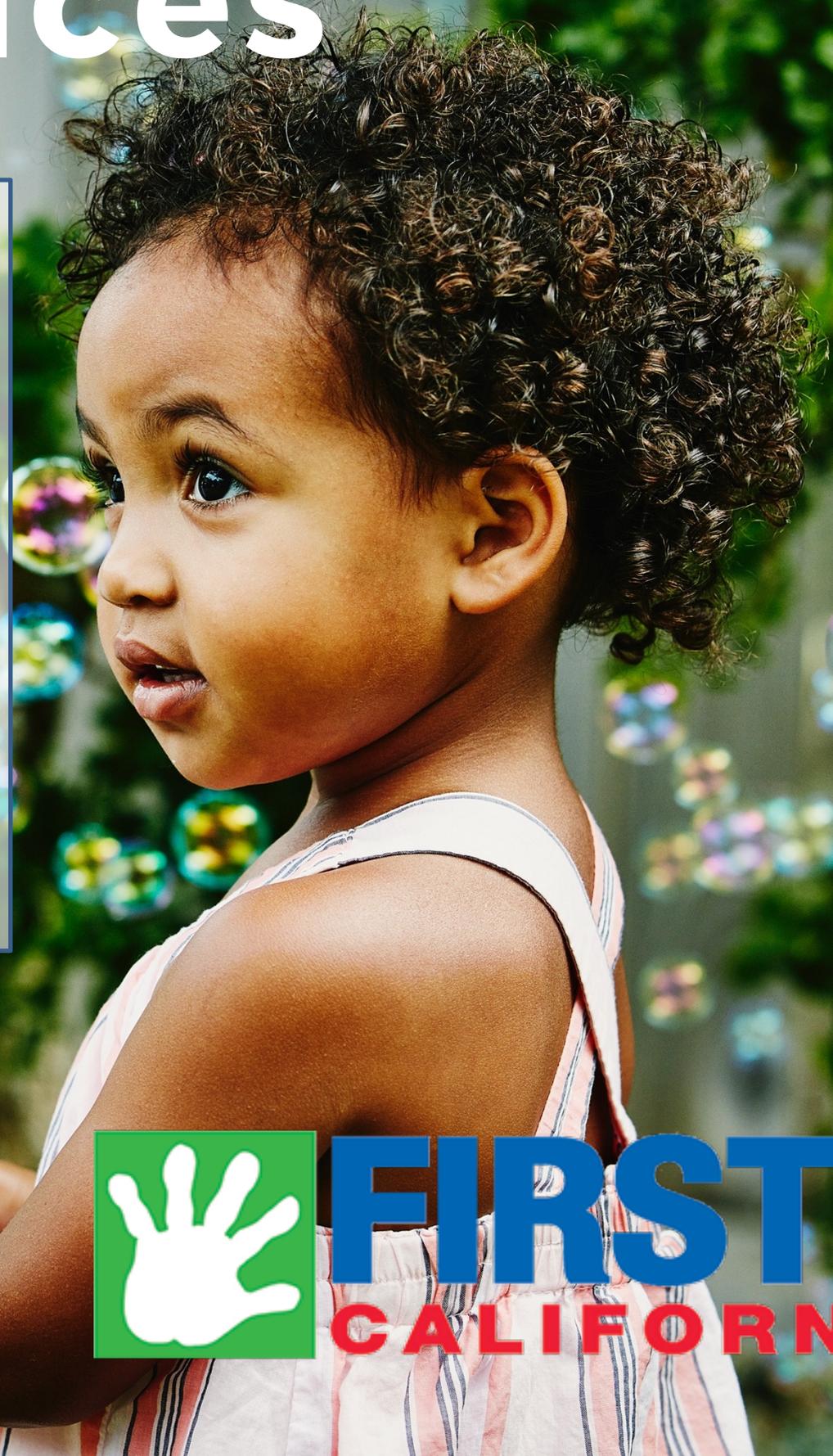


Strategic Advocacy Support Services



Request

What: Approval of up to \$4.5 million from the Education and Research and Development accounts for 4 years.

Why: Expand the Commission's and First 5 counties' capacity to achieve their public policy and advocacy goals, and the Commission's overarching mission.

How: Sustain and expand F5CA's advocacy capacity in four distinct and supportive ways.

1. Advocacy and Policymaker Education
2. Strategic Partnerships and Coalitions
3. Policy Development
4. Public Policy Research and Education





Additional Information

The approval of strategic advocacy support services will be critical to achieving the goals of F5CA's Children's Policy Agenda, including investments that relate to child and family well-being in the areas of:

- ACEs
- Child care
- Home visitation
- Child welfare
- Paid Family Leave
- Race, Equity, Diversity, and Inclusion (REDI)
- Mental health

History

In January 2018, the Commission approved F5CA staff's request for \$2.7 million, over two years, as part of a three-pronged strategy to support public policy and advocacy goals:

1. Dedicated public relations contract. (Golin/Harris, Inc.)
*Concluded April 2021, now incorporated into media contract.
2. Creation and dissemination of data communication tools. (California Budget and Policy Center) *Concluded January 2021.
3. Supporting the strategic dissemination of information and data at town hall events by local First 5 Commissions. (Various First 5 Commissions) *Concluded 2019.



History - Continued

In July 2018, the Commission approved up to \$1.05 million over a three-year period to enter into contracts for F5CA advocacy and policymaker education capacity, and strategic partnerships and coalitions, resulting in several contracts.

Main contract is with California Strategies, LLC (\$775,000), whose scope includes:

- State advocacy on behalf of F5CA
- Support and facilitation of the ECE Coalition

*Concludes September 30, 2022.



Deliverables

Examples of Prior Work

The California Budget and Policy Center's state budget analyses included data on the economic well-being of California's families and supported presentations to the Family Economic Security Partnership, the First 5 Association, and other F5CA stakeholders and partners.

- [Webinar Briefing on the Governor's May Revision to the Proposed 2019-20 State Budget](#) (May 2019, with more than 300 attendees). Screen shot below.

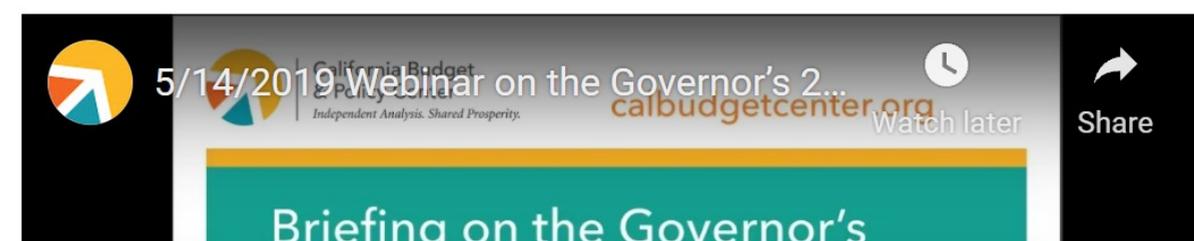
Policy Perspectives Speakers Series: Webinar Briefing on the Governor's May Revision to the Proposed 2019-20 State Budget

May 14, 2019 @ 11:00 am - 12:00 pm

As part of the [Policy Perspective Speakers Series](#), the Budget Center hosted a budget briefing webinar to discuss the May Revision of the 2019-20 proposed state budget. This webinar featured Budget Center staff discussing major components of the Governor's revised budget and their implications for low- and middle-income Californians.

[Read our "First Look" analysis of the May Revision.](#)

[View slide deck from the webinar.](#)



Additional Example

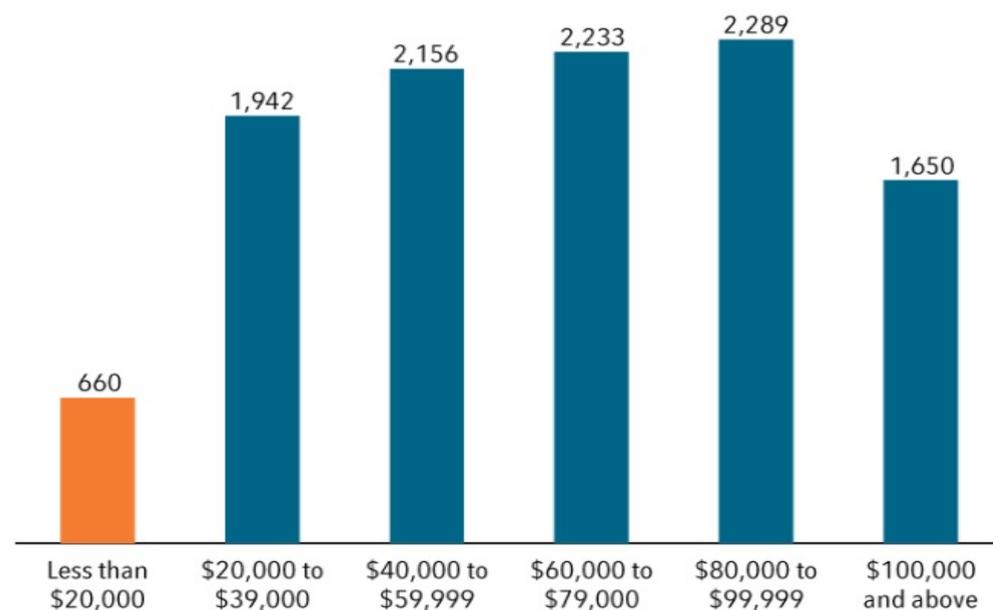
Analyses of early childhood issues helped illustrate the need for expanded investments in:

- Paid Family Leave
- Child care
- Home visitation
- Maternal mental health
- COVID-19 recovery supports to combat the impact of the pandemic on children and families.

Screen shot: [California's Paid Family Leave Program is Out of Reach for Workers With Very Low Wages](#) (March 2020)

California Workers With Very Low Wages Are Far Less Likely to Utilize Paid Family Leave

Rate of Paid Family Leave Claims Per 100,000 Eligible Workers by Wage Bracket, 2018



Note: Workers are eligible for paid family leave if they earn at least \$300 during the "base period" (a 12-month period ranging from 5 to 18 months prior to the claim) while contributing to the Disability

Advocacy Achievements

- Billions of dollars in early childhood investments
- Strengthening of the ECE Coalition to coalesce the field around a united annual budget ask, resulting in unprecedented 0 to 5 investments
- Strengthening of California's Paid Family Leave policies through a contract with Legal Aid at Work, expanding the program to more workers
- Ensuring the inclusion of prevention services for children and youth in the Proposition 64 (cannabis tax) Youth Fund through a contract with Council for a Strong America and convening of a Proposition 64 Prevention Coalition
- A federal lobbying contract, expected to be executed in November 2021, that will expand the First 5 Network's capacity to engage in Washington, D.C.

FIRST 5
CALIFORNIASM

Commission Request

Request approval of up to \$4.5 million from the Education and Research and Development accounts.

F5CA's policy agenda will be supported via multiple strategic advocacy support services that enable F5CA to bridge data gaps, and support staff, Commissioners, the First 5 Network, and other stakeholders in distilling, shaping, communicating, and advocating for policy priorities.



FIRST 5
CALIFORNIASM

Outcomes

Approval allows staff to:

- Increase F5CA's internal and First 5 Network public policy capacity
- Expand stable support for coalition-based strategies
- Facilitate consensus-based and actionable policy recommendations to achieve the goals of F5CA's Children's Policy Agenda
- Further build F5CA's public policy research and education via analyses on multiple topics using multiple mediums

Next Steps

Upon approval, staff will consult with the Legislative Advisory Committee to provide further details for input prior to posting the Request for Proposal(s).

The intent is to have contractors on board as soon as possible and minimize gaps in coverage. The first quarter of 2022 is the goal for the earliest contract(s).

Questions?



Thank you!

