

# ***Mobilizing Public and Political Support For ECEC and Vulnerable Groups***

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# How do we define public and political support?

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- Campaigns have targeted policymakers, the business community, and middle class populations
- In order to “go deep” we need sustained, need-driven campaigns-----or advocacy



# Age, Gender, and Origin

## Age, Gender, and Origin of the U.S. Population (ages 16 and older), by Nativity, 2009-13

	Total		Native Born		Foreign Born	
	Number	Number	Percent	Number	Percent	
Total population ages 16 and over	246,129,000	208,055,000	100%	38,074,000	100%	
<b>Age Groups</b>						
16 to 18	13,092,000	12,167,000	6%	925,000	2%	
19 to 24	26,495,000	23,576,000	11%	2,919,000	8%	
25 to 44	82,818,000	66,194,000	32%	16,624,000	44%	
45 to 59	64,454,000	54,354,000	26%	10,100,000	27%	
60 and over	59,270,000	51,765,000	25%	7,506,000	20%	
<b>Gender</b>						
Female	126,289,000	106,851,000	51%	19,437,000	51%	
<b>Regions of Birth (excluding birth at sea and unspecified countries)</b>						
Africa	X	X	X	1,483,000	4%	
Asia	X	X	X	10,703,000	28%	
Europe	X	X	X	4,821,000	13%	
Latin America	X	X	X	20,058,000	53%	
Northern America	X	X	X	806,000	2%	
Oceania	X	X	X	175,000	0%	

*Note:* Latin America includes South America, Central America, Mexico, and the Caribbean; Northern America includes Canada, Bermuda, Greenland, and St. Pierre and Miquelon.

*Source:* MPI analysis of pooled 2009-13 ACS.

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## More Context

- Young Dual language Learners represent 31% of young children under 9
- The majority of young DLLs are racial and ethnic minorities of immigrant background
- 25% of children from 0 to 8 have at least one immigrant parent
- Only 54 percent of three- and four-year-olds in the United States were enrolled in some kind of pre-K program



# Successful Campaigns

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- At least 24 states passed significant child care bills in 2015
- Thirty-two states and the District of Columbia increased spending on preschool
- City leaders around the country taking early-childhood education into their own hands
- A \$750 million preschool grant program was included in a recently passed federal education law



## However

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- The level of program quality varies significantly from state to state
- While many states have been ramping up their programs for four-year-olds, the vast majority of states have yet to provide services for three-year-olds
- Even in pre-K programs that serve both three- and four-year-olds, there is often only the capacity and funding available to serve a small minority of eligible children





# Reaching and Engaging All Stakeholders

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- Choose your target audience
- Determine what messages resonate with the target audience
- Rely on credible messengers
- Make use of the right vehicle





# Strategies Targeting Minority Communities

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- *Too Small to Fail*
  - *Foundation led*
- Adopting a Common Core
  - Public/Private partnership
- Every Student Succeeds Act
  - Advocate led



# Too Small to Fail

Browser address bar: <http://toosmall.org/en-espanol> | Migration Policy Institute | En Español | Too Small T... | How to take a screenshot

**PEQUEÑOS Y VALIOSOS**



HOME MISSION BLOG NEWSROOM VIDEO PARENTS & CAREGIVERS COMMUNITY EN ESPAÑOL SEARCH

EN ESPAÑOL JOIN OUR MAILING LIST JOIN

Para obtener más información de Pequeños y Valiosos, haga clic [aquí](#).



**"Creo mucho en el poder de los padres, son heroes"**

## TWITTER

### Tweets

Follow

 **Too Small to Fail** @2SmallToFail 3h

RT @PlayLSI: A new #InclusivePlayground is open thanks to @ShanesPlay & @2SmalltoFail! Read more & see photos. [wp.me/p2D2SX-do](http://wp.me/p2D2SX-do)

 **Too Small to Fail** @2SmallToFail 18h

#TalkingIsTeaching Talk to your child about differences and similarities in

Tweet to @2SmallToFail

## FACEBOOK



# The Common Core



● **READY TO SUCCEED!**  
—————  —————  
**RUMBO AL TRIUNFO!** ●






# Targeted Messages

● **READY TO SUCCEED** !  
● **RUMBO AL TRIUNFO** ●

Estándares académicos consistentes y exámenes más precisos preparan a nuestros niños para el futuro.

Yo quiero que mi hijo salga adelante y vaya a la universidad. Tendrá que trabajar duro para lograrlo.

**3x** 

El número de estudiantes latinos matriculados en la universidad se triplicó entre 1993 y 2012.  
Fuente: Pew Research Center, 2014

**No basta tan solo con ingresar a la universidad**

Estudiantes latinos

**30%**

Y ya estando en la universidad, ¿cómo voy a saber si él está realmente preparado para triunfar allí?



# Every Student Succeeds Act

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- Decision-making moves to the state level
- Opportunity for stakeholder involvement in shaping implementation
- Information campaign
- Support for advocacy



# Lessons Learned

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- Expand notion of public and political support
- Meet stakeholders on their ground
- Believe your own message---stakeholders must shape their own approach



# Thank You

## For more information:

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