

national collaborative for infants & toddlers



Advocating to improve health during pregnancy and early childhood: Making the Most of Meetings with Legislators

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STARTING WITH WHY

- Why National Collaborative for Infants and Toddlers?
- Why now?
- Why freshman legislators?

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PN-3

KEY POLICY AREAS

- **Healthy Beginnings:** Policies that support a healthy pregnancy and healthy babies
- **Supportive Families:** Policies that foster safe, stable, and nurturing families and communities
- **Quality Care and Learning:** Policies that help to assure that children are cared for in high-quality settings that support social, emotional, and intellectual development



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UNDERSTANDING YOUR LEGISLATOR

- What is important to them? Can you speak their language?
- It is critical to understand the needs, values and feelings of your legislator

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WHY “NOT” VIRTUAL MEETINGS?

HOW CAN YOU USE A VIRTUAL MEETING?



- Meet during challenging times
- Expand your reach
- Expand your voice
- Maintain relationships

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VIRTUAL MEETING STARTER KIT



- Check Your Tech
- Check Your Background
- Check Your Name



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PRE-PARTY BEFORE THE MEETING

- Schedule Early
- Plan topic(s), attendees
 - Ideally 3-4 (zoom or in person)
- Provide link and have all materials prepared
- Do a run through in advance
- Rem ind/confirm meeting the day before

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GO INTO THE MEETING KNOWING:

1. What do you want?

- Specific equity-centered policy change (legislation, regulation, appropriations)

2. Why do you want it?

- The data to define the problem and defend/support the proposed solution

3. Who has the power to give it to you?

- Name names of the key decision-makers that are gate-keepers and decision-makers

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THE MEETING!

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KNOW YOUR ROLES

- Meeting Leader
- Story Teller
- Pitch Person
- Note Taker
- Time Keeper



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THE POWER OF STORY TELLING

- It's a Universal Language
- We Think in Stories
- They Invoke Emotions
- Stories Inspire Us

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SAMPLE MEETING AGENDA

- Introductions (2 m in)
- Overview of issues (2 m in)
- Personal stories (3 m in)
- Deliver materials (2 m in)
- Make the "ask" (6-8 m in)
- Next steps (2-3 m in)

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PRO TIPS

- Do not record the meeting!!!!
- Dress appropriately..even if it is only from the waist up.
- Pay attention!!!!
- Watch your face.
- Don't use the chat box for private chat



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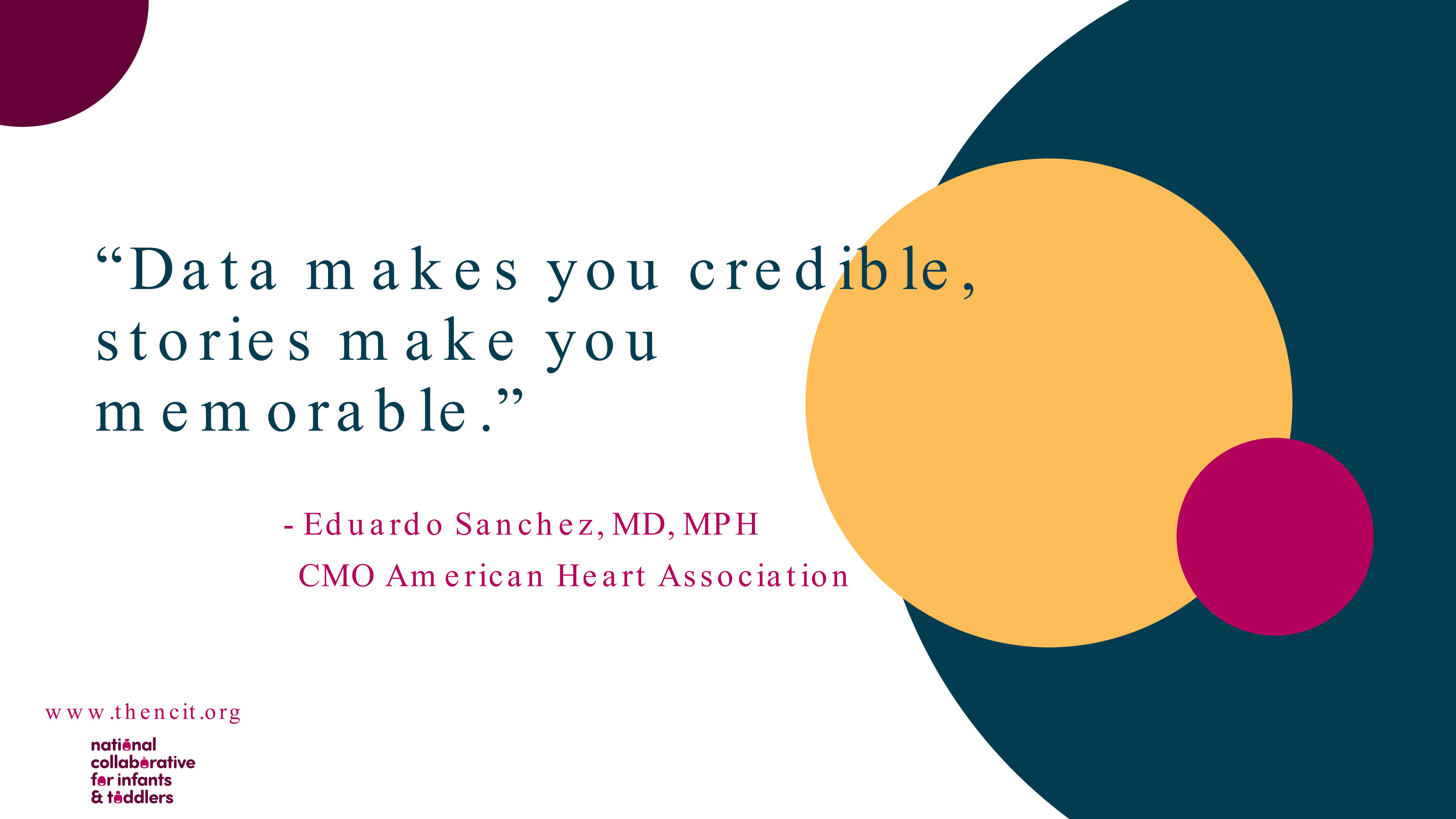


THE AFTER PARTY & FOLLOW UP

- Hold a debrief with those included in the meeting on separate zoom or in a different space.
- Send follow up materials as requested/discussed
- Thank the person for meeting via email and outline your next steps
- Provide notes to your colleagues

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“Data makes you credible,
stories make you
memorable.”

- Eduardo Sanchez, MD, MPH
CMO American Heart Association

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2022 State Roadmaps: Prenatal-to-3 Policy Impact Center



A Roadmap to Strengthen Your State's Prenatal-to-3 System of Care

The Prenatal-to-3 State Policy Roadmap provides guidance to state leaders on the most effective investments states can make to ensure all children thrive from the start. Grounded in the science of the developing child and based on comprehensive reviews of the most rigorous evidence available, the Roadmap provides detailed information on five effective policies and six effective strategies that foster the nurturing environments infants and toddlers need, and that reduce longstanding disparities in access and outcomes among racial and ethnic groups and socioeconomic statuses.

The Roadmap is an annual guide for each state to:

- Assess the wellbeing of its infants and toddlers and prioritize state PN-3 policy goals;
- Identify the evidence-based policy solutions proven to impact PN-3 policy goals;
- Monitor states' adoption and implementation of the 11 effective Roadmap policies and strategies;
- Track the impact that policy changes have on improving the wellbeing of children and families and reducing disparities between racial and ethnic groups.

Adopted and Implemented Policy Count by State



Few States Are Doing It All, But Many Are Moving Forward

Six states have adopted and fully implemented all five effective policies. This year, Connecticut and Washington joined California, the District of Columbia, Massachusetts, and New Jersey in fully implementing all five Roadmap policies.

Resources & Success Stories

Fast Facts and Messaging *Ready to use*

www.VoicesForHealthyKids.org

Build A Campaign

- Recruit
- Engage
- Mobilize

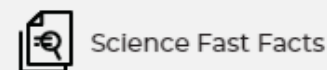
Resources

Success Stories

HEALTHY, EQUITABLE SCHOOLS

Fast Facts for Water Access in Schools

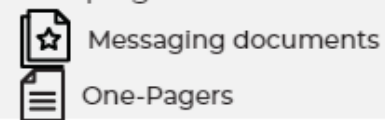
American Heart Association science-approved fast facts for campaigns focused on Water Access in Schools.



HEALTHY, ACCESSIBLE FOOD AND DRINKS

Water In Schools Messaging One-pager

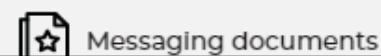
Messaging documents provide everything from simple phrases you can use to sample language you can copy, paste and customize in your campaign.



HEALTHY, ACCESSIBLE FOOD AND DRINKS

Water Access Message Wheel

Messaging documents provide everything from simple phrases you can use to sample language you can copy, paste and customize in your campaign.



HEALTHY, ACCESSIBLE FOOD AND DRINKS

What is the germiest thing in a school?!

What is the germiest surface at a school? The water fountain!



Serving healthy drinks to children in Maryland

HEALTHY, EQUITABLE SCHOOLS



Creating a healthy food financing initiative in Ohio

HEALTHY, ACCESSIBLE FOOD AND DRINKS



Mississippi's State Wide Education and Outreach Campaign

ACTIVE, EQUITABLE COMMUNITIES



Florida's Law Requiring Transportation Planning Include Bicycle and Pedestrian Considerations

ACTIVE, EQUITABLE COMMUNITIES



Creating Opportunities for Healthier School Foods for Native American Students

HEALTHY, ACCESSIBLE FOOD AND DRINKS



Philadelphia win puts sugary drinks in crosshairs nationwide

HEALTHY, ACCESSIBLE FOOD AND DRINKS



State Specific Data
Reports using
Mysidewalk Data
Platform

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Parents, Infants and Toddlers Florida Fast Facts

Lifelong Impact

Policy Solutions

The Importance of the Prenatal-to-3 Period

FACT #1: Increasing evidence suggests that the earliest years, including the prenatal period, impact lifelong health and wellbeing. What happens during this period can have substantial effects on both short- and long-term health outcomes in learning behavior, and both physical and mental health.

- Children begin learning before they are even born. In fact, their experiences during the prenatal period, can impact their short-and long-term health.
- A child's experiences, including their early years and those during the prenatal period, can have short- and long-term health outcomes.
- A child's experiences, including those during the prenatal period, can impact their mental health, physical health and learning behavior in both the short- and long-term.



68%

Receiving prenatal care in first trimester

Florida

Among the lowest rates in the country

Prenatal Care



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Advocacy & Technical Assistance

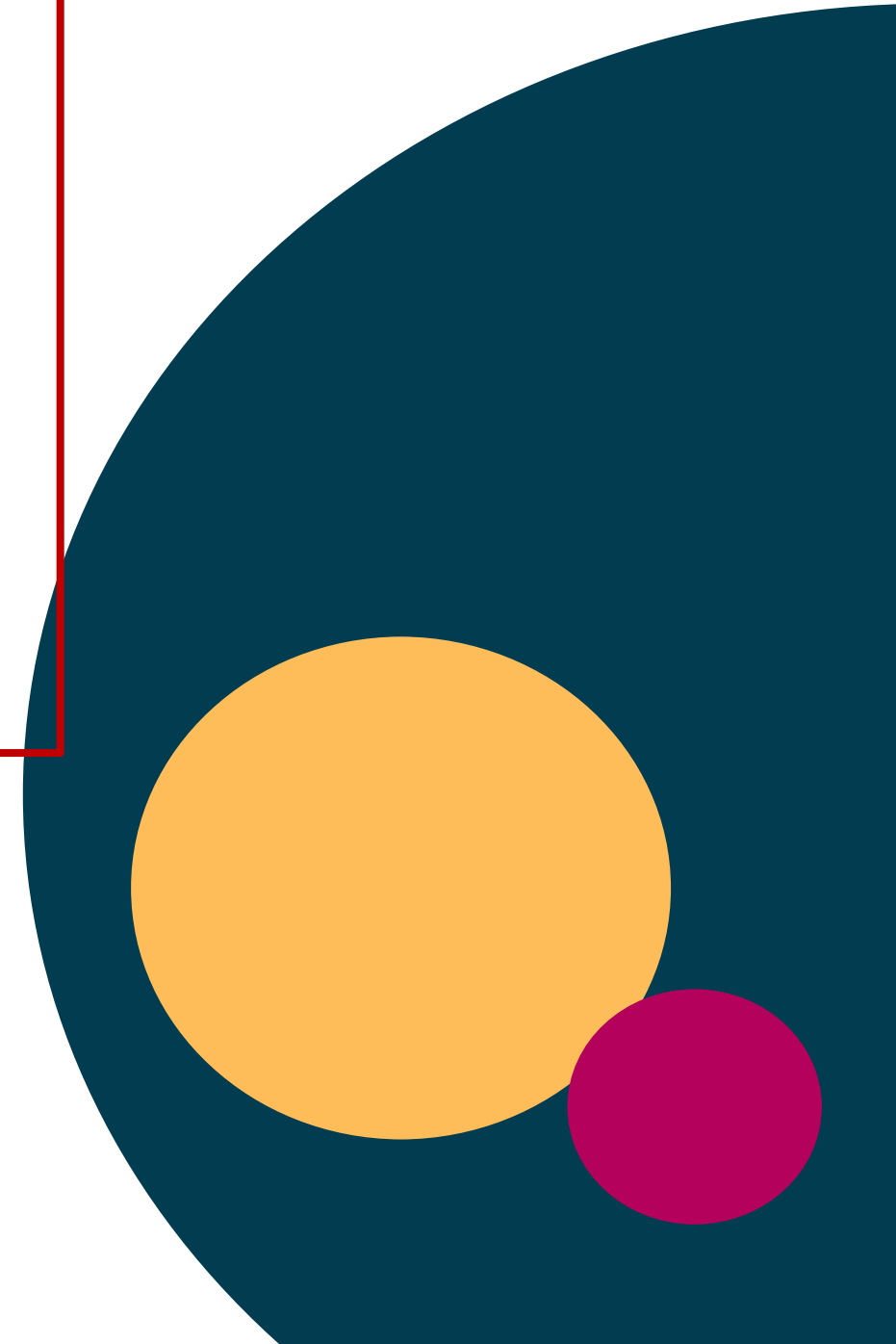
<https://voicesforhealthykids.org/internal/technical-assistance-portal>

- Coalition & Community Engagement
- Decision Maker Advocacy
- Data Support
- Fundraising and Development
- Health Equity and Inclusion
- Legal Review
- Media Advocacy
- National Partner Engagement
- Offline Grassroots Engagement
- Online Grassroots Engagement

- Policy Language Development
- Policy Language Review
- Polling, Focus Groups & Other Message Research
- Research Technical Assistance
- Science Review
- Subject Matter Expertise
- Training and Capacity Building
- Translation Services

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SMALL GROUPS: TIME TO ROLE PLAY



- Meeting Leader
- Story Teller
- Pitch Person
- Note Taker
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