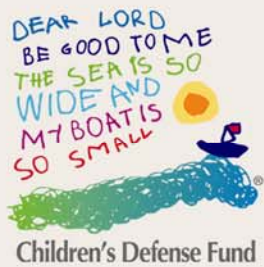


# Advocacy Training 101:

Raising our voices  
for Texas children

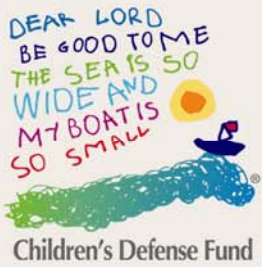
This presentation accompanies **A Toolkit for Child Advocacy 101** available at [www.cdftexas.org](http://www.cdftexas.org).

Presentation generously underwritten by  
Methodist Healthcare Ministries



# Children's Defense Fund Mission

The CDF Leave No Child Behind<sup>®</sup> mission is to ensure every child a ***Healthy Start***, a ***Head Start***, a ***Fair Start***, a ***Safe Start*** and a ***Moral Start*** in life and successful passage to adulthood with the help of caring families and communities.



# How CDF Advocates

- ❖ **By raising awareness** about the condition of Texas children,
- ❖ **By connecting children and families to programs and services** that help meet their needs, and
- ❖ **By working with partners** to form public policy solutions and to coordinate support for legislative action on behalf of Texas children.



# Learning Objectives

- Understand some of the important issues facing Texas children
- Learn to identify & contact key decision-makers
- Learn to connect to community resources
- Learn to increase awareness
- Feel confident in taking action on important issues



# What is Advocacy?



# Why is Advocacy Important?



Children's Defense Fund

# The State of Texas Children Today



# Child Health

Texas has the highest rate of uninsured children in the nation (17% or 1.2 million)!

About HALF of children in Texas rely on CHIP and Medicaid for health coverage.





# Education

Roughly 80% of Black and Latino fourth graders cannot read or do math at grade level.

If we make no changes today, by 2040, 1 in every 3 Texans will not have a high school diploma.



# Early Childhood Education

Only 3% of children nationwide are enrolled in early Head Start programs.

The lack of quality early childhood education is a leading indicator of many other risk factors in the lives of children.



# Child Poverty

1 in 4 children in Texas is poor.

The majority of poor children living in working families, with family incomes of less than \$17,600/year for a family of three.



# Three Advocacy Strategies

## Decision-Maker Advocacy

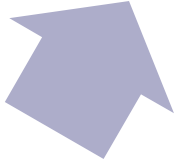
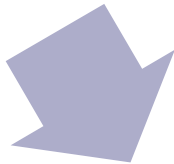
- Express support for or concern about a public policy directly with elected and community leaders

## Community/ Person-to-Person Advocacy

- Inform and recruit friends, family, and professional relationships to join you in support of an important cause

## Media Advocacy

- Communicate your point of view through social media, print, tv, or radio to build awareness or movement on important issues





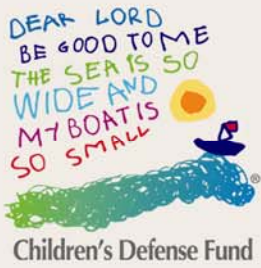
- Tamika Scott's son Devante lost his Medicaid coverage because of bureaucratic state policies for children's health coverage.
- After repeated unsuccessful attempts to resolve the problems with the state, Tamika shared her story with CDF.
- CDF was able to amplify her concerns by advocating and telling Devante's story publicly to lawmakers, reporters and the public.
- State Rep Sylvester Turner also used CDF's report at the Capitol to help get the laws that terminated Devante's coverage in the first place changed for thousands of other kids.
- House Bill 109 was passed, making improvements to the way the state now processes CHIP and Medicaid applications.
- **As a result, more than 850,000 Texas children have benefited.**





# Decision-Maker Advocacy

- ❖ **Identify:** who are your decision-makers
- ❖ **Store:** his/her contact info in your cell
- ❖ **Tips:** when calling your decision-maker:
  - Introduce who you are; who you represent
  - Speak from the heart and be respectful
  - Convey what's important to you
  - Ask if you can count on their support
  - Say thank you!



- Norma Bradley worked at a legal assistance program where numerous grandparents raising their children called to seek legal support.
- At the time, Houston offered no free legal services for this population.
- Mrs. Bradley applied for a grant from the state to provide services for these vulnerable families, and she got it!
- Now, Mrs. Bradley provides information, support and leadership training to hundreds of grandparents raising grandchildren each year.







# Community or Person-to-Person Advocacy

- ❖ Share resources with people you know.
- ❖ Talk with your community leaders.
- ❖ Involve your friends, relatives, co-workers, book club, mom's group, faith group...etc
- ❖ Help to raise funds for the cause.



# Person-to-Person or Individual Advocacy

## The United Way Help Line: 2-1-1

Did you know that by calling 2-1-1 you can get free and confidential information and referrals for...?

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Healthcare</li></ul> | <ul style="list-style-type: none"><li>• Employment</li></ul>    |
| <ul style="list-style-type: none"><li>• Food</li></ul>       | <ul style="list-style-type: none"><li>• Counseling</li></ul>    |
| <ul style="list-style-type: none"><li>• Housing</li></ul>    | <ul style="list-style-type: none"><li>• Much more...!</li></ul> |



- Katrina's mom died of complications from a drug addiction when Katrina was only eleven. Katrina was left orphaned and homeless.
- During her senior year of high school Katrina worked 40+ hours/ week to be able to afford a place to live.
- The Houston Chronicle published an article about Katrina and her amazing story of receiving CDF's Beat the Odds® scholarship.
- By speaking out and sharing her story with a reporter, Katrina became an inspiration for countless others facing tough times.



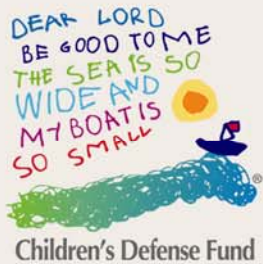
# Media Advocacy

- ❖ Be a spokesperson on causes you care about.
- ❖ Share YOUR story with local media.
- ❖ Use social media to inform others.



# CDF Issue Areas

- ❖ **A Healthy Start** – Expanding Children’s Health/Mental Coverage, Maternal and Infant Health, National Health Reform
- ❖ **A Head Start** – Early Childhood Education, K-12 Public Education, Full-Day Kindergarten, Youth Leadership Development, Higher Education
- ❖ **A Fair Start** – Ending Child and Family Poverty, Child Tax Credits and Benefits
- ❖ **A Safe Start** – Stopping Child Abuse/Neglect, Juvenile Justice, Gun Violence, Foster/Kinship Care
- ❖ **A Moral Start** – Interfaith movement building for children



# My Advocacy Action Plan

## MY ADVOCACY ACTION PLAN

2012

**MY BIG ISSUE IS:** \_Children w/learning differences doing well in school\_

**ORGANIZATIONS THAT WORK ON THIS ISSUE ARE:**

1. \_\_\_ Learning Disabilities Association of Texas \_\_\_\_\_
2. \_\_\_ Attention Deficit Disorders Association - Southern Region (ADDA-SR) \_\_\_\_\_
3. \_\_\_\_\_

**MY THREE ACTIONS:**

**BY WHEN:**

|  |           |
|--|-----------|
| Decision Maker: Send a letter to my child's school to see if there is a support group for parents of students with learning differences. | 2.1.2012  |
| Community: Attend the next ADDA-SR meeting.  | 3.15.2012 |
| Media: Share links to learning difference articles that I run across.  | 1.15.2012 |

**THINGS TO REMEMBER:**

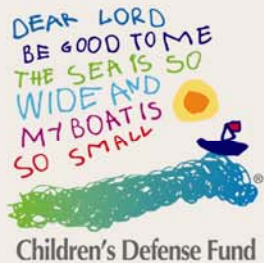
| Federal  | Federal   | Federal  |
|--|---|--|
| Name: John Cornyn (R)<br>District #: N/A<br>Phone #: 713-572-3337<br>Fax #: 713-572-3777<br>Email: | Name: Kay Bailey Hutchison (R)<br>District #: N/A<br>Phone #: 713-653-3456<br>Fax #: 713-209-3459<br>Email: | Name: Pete Olson (R)<br>District #: 22<br>Phone #: (281) 494-2690<br>Fax #: (281) 494-2649<br>Email: |

| State  | State  | County Commissioner  |
|--|--|--|
| Name: Ron Reynolds (D)<br>District #: 27<br>Phone #: (281) 208-3574<br>Fax #: (281) 208-3696<br>Email: | Name: Joan Huffman (R)<br>District #: 17<br>Phone #: (713) 662-3821<br>Fax #: (713) 682-3842<br>Email: | Name: Grady Prestage<br>District #: 2<br>Phone #: 281-403-8000<br>Fax #: 281-403-8009<br>Email: commgr2@co.fort-bend.tx.us |

| City Council   | School Superintendent   | School Board   |
|--|---|--|
| Name: N/A for us (we live in unincorporated area)<br>District #:<br>Phone #:<br>Fax #:<br>Email: | Name: Dr. Timothy Jenny<br>Phone #: 281-634-1000<br>Fax #:<br>Email: <a href="mailto:ljenny@elkinsisd.com">ljenny@elkinsisd.com</a> | Name:<br>District #:<br>Phone #:<br>Fax #:<br>Email: |

| Election Info  |
|--|
| Precinct #: 2061<br>Location: Elkins HS<br>Early Voting Location: Sienna Library<br><br>2012 Election Dates: Mar 6 – Primary Election; Nov 6 – General Election<br><a href="http://www.sos.state.tx.us/elections/voter">http://www.sos.state.tx.us/elections/voter</a> |





# My Big Important Issue

**MY BIG ISSUE IS:** Children w/learning differences doing well in school

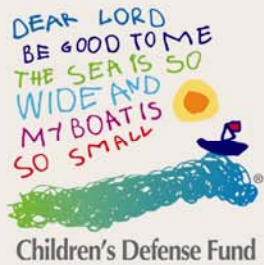
**ORGANIZATIONS THAT WORK ON THIS ISSUE ARE:**

1. Learning Disabilities Association of Texas
2. Attention Deficit Disorders Association - Southern Region (ADDA-SR)
3. \_\_\_\_\_

**MY THREE ACTIONS:**

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|   |           |
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| Decision Maker: Send a letter to my child's school to see if there is a support group for parents of students with learning differences | 2.1.2012  |
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| Media: Share links to learning difference articles that I run across.   | 1.15.2012 |



# Identifying My Decision Maker

## Federal

Name: John Comyn (R)  
District #: N/A  
Phone #: 713-572-3337  
Fax #: 713-572-3777  
Email:

## Federal

Name: Kay Bailey Hutchison  
(R)  
District #: N/A  
Phone #: 713-653-3456  
Fax #: 713-209-3459  
Email:

## Federal

Name: Pete Olson (R)  
District #: 22  
Phone #: (281) 494-2690  
Fax #: (281) 494-2649  
Email:

## State

Name: Ron Reynolds (D)  
District #: 27  
Phone #: (281) 208-3574  
Fax #: (281) 208-3696  
Email:

## State

Name: Joan Huffman (R)  
District #: 17  
Phone #: (713) 662-3821  
Fax #: (713) 682-3842  
Email:

## County Commissioner

Name: Grady Prestage  
District #: 2  
Phone #: 281-403-8000  
Fax #: 281-403-8009  
Email: [commgr2@co.fort-bend.tx.us](mailto:commgr2@co.fort-bend.tx.us)

## City Council

Name: N/A for us (we live in  
unincorporated area)  
District #:  
Phone #:  
Fax #:  
Email:

## School Superintendent

Name: Dr. Timothy Jenney  
Phone #: 281-634-1000  
Fax #:  
Email: [superintendent@fortbend.com](mailto:superintendent@fortbend.com)

## School Board

Name:  
District #:  
Phone #:  
Fax #:  
Email:





# Advocating for **Child Health**

(as an example)

The **Texas Well and Healthy Campaign** is a grassroots campaign that joins thousands of ordinary Texans in speaking up for a healthier future for our state.

[www.texaswellandhealthy.org](http://www.texaswellandhealthy.org)



# Advocating for Child Health

(continued)

## Sample actions you might take:

- Sign on to join the movement!
- Follow the Campaign on Facebook and Twitter.
- Respond to Action Alerts when called upon.
- Be a local partner for the Campaign.
- Get your friends to join!



# Small Group Exercise

- ❖ Develop your personal My Advocacy Action Plan
- ❖ Share your individual plan within the small group
- ❖ Small groups demonstrate advocacy actions
- ❖ Write yourself a self-addressed advocacy goal post card



# Recap: Ways to Get Involved

## 1. Join the Movement

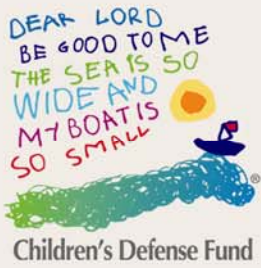
Stay connected to statewide advocacy efforts by signing up for emails from CDF or other groups that advocate for issues you care about.

## 2. Respond to the Call

When you get urgent action alerts on email or social media, it's only because something critical for kids needs your attention. Individual participation drives collective action. Do it. It makes a difference!

## 3. Recruit

When you take action on important issues, ask your friends to do the same! Following CDF on **Facebook** and **Twitter** makes it easy to share important actions with others in your social network.



# Stay Connected with CDF on Important Issues for Children

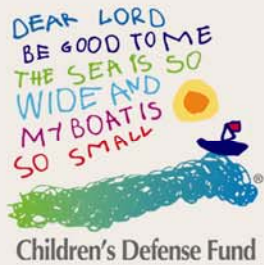


[www.facebook.com/CDFTexas](http://www.facebook.com/CDFTexas)



[www.twitter.com/CDFTexas](http://www.twitter.com/CDFTexas)

[www.CDFTexas.org](http://www.CDFTexas.org)



# Stay Connected with the Texas Well and Healthy Campaign

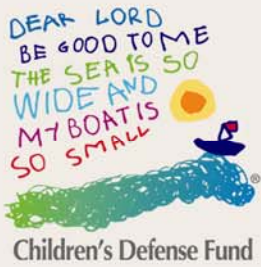


[www.twitter.com/TXWellHealthy](http://www.twitter.com/TXWellHealthy)



[www.facebook.com/KidsWellTexas](http://www.facebook.com/KidsWellTexas)

[www.TexasWellAndHealthy.org](http://www.TexasWellAndHealthy.org)



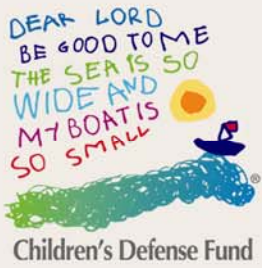
# Special Acknowledgements

This presentation was generously underwritten by:



## Special Thanks to Members of our Focus Group:

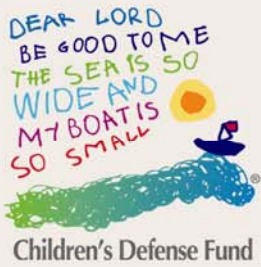
OneVoice Texas, Catholic Charities of the Diocese of Galveston-Houston, ECHOS, Senior Legal Center - Houston, and volunteer Sarah Abakwue



# Special Acknowledgements

Thanks for all **YOU** do and for all that you *will* do for children in Texas!!





# CDF-Texas Contacts

- **Kelli King-Jackson**, Outreach Director  
[kkingjackson@childrensdefense.org](mailto:kkingjackson@childrensdefense.org)
- **Carolyn DeV Vaughn**, Outreach Manager  
[cdevaughn@childrensdefense.org](mailto:cdevaughn@childrensdefense.org)
- **Laura Guerra-Cardus**, Associate Director / Policy Director  
[lguerracar@childrensdefense.org](mailto:lguerracar@childrensdefense.org)

**1.877.664.4080**