ECE Leadership in the COVID-19 Crisis

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WELCOME!

Please use the chat box to enter your:

- **Name & Role**
- **Program Name & City**
- **# of years in ECE field**

- All participants are automatically muted and unable to share video.
- Please share comments and questions during the panel discussion in the chat box or Q+A section.
- PQAS credit is available for today’s session. Please allow up to 10 business days for it to appear on your registry account.
Agenda:

- Welcome, introduction, goals & objectives
- COVID-19 impact on ECE system
- Advocacy 101
- Advocacy in Action
- Take Action Now and Later
- Wrap up & closing
GOAL: Advocate for the child care industry during the COVID-19 crisis and after this crisis has abated. Take action & mobilize others to advocate, too.

OBJECTIVES: Participants will understand:

1) top challenges being faced by child care providers

2) ways to advocate on behalf of the ECE system

3) tools & resources available to support advocacy efforts
What has been accomplished in the ECE field over the past 20 years?

Please enter your response in chat box
COVID-19 Impact on Child care

A Philly day-care owner laid off 100 people because of the coronavirus: ‘It was the worst day of my life’

by Barbara Laker, Updated: March 30, 2020

From March 12-16, more than 6,000 providers responded to the survey, from all 50 states and the District of Columbia. 33 percent of respondents work in center-based child care, and another 53 percent work in family child care homes.

- 30% say they would not survive a closure of more than two weeks without significant public investment and support that would allow them to compensate and retain staff, pay rent or mortgages, and cover other fixed costs.

- 17% say they would not survive a closure of any amount of time without support.

- 16% would not survive longer than a month, and, because of the uncertainty of the situation, an additional

- 25% do not know how long they could close and still re-open without support.

Only 11% of programs are confident they could survive a closure of an indeterminate length without support.
COVID-19 Impact on your program

Respond to these 2 questions in the chat box:

◦ What is the biggest challenge being faced by your child care program right now during COVID-19 crisis?

◦ What are you doing to support the children, families & staff of your program? What’s working well?
Who can provide child care programs with the resources needed to stay afloat and be able to reopen?

- Stimulus CARES package
- Paycheck Protection Program
- Small Business Loans
- Economic Injury Disaster Loan
Inadequate Stimulus Support

AIRLINE INDUSTRY ASKED FOR $58 BILLION AND GOT $58 BILLION.

CHILDCARE INDUSTRY ASKED FOR $50 BILLION AND GOT $3.5 BILLION.
Early Learning PA- 6 Week Plan

**Week of April 27:**
- Continue to pay for CC subsidy / pre-k counts and HS payments until May 30.
- $17 million to cover parent co-pays

**Week of May 4:**
- Emergency CC Tax Credit
- Immunity from liability measure

**Week of May 11:**
- Lost private pay at subsidy rate

**Week of May 18:**
- Cleaning Costs

**Week of May 25:**
- Summer Instruction - Pre-K / HS

**Week of June 1:**
- Final Push on All asks!

**Week of June 8:**
- Tiered Reimbursement

- 27 Apr.
- 11 May
- 25 May
- 1 June
- 8 June
Advocacy 101
Key Elements of Advocacy

**Goals:** What do we want?

**Audiences:** Who can give it to us?

**Messages:** What do they need to hear?

**Messengers:** Who do they need to hear it from?

**Delivery:** How can we get them to hear it?

**First Steps:** How do we begin?

**Evaluation:** How do we tell if it’s working?
Where does ECE funding come from?

**FEDERAL:** CHILD CARE DEVELOPMENT BLOCK GRANT (CCDBG)

**STATE:** PRE-K COUNTS, HEAD START SUPPLEMENTAL PROGRAMS, QUALITY IMPROVEMENT INITIATIVES
Overview of the budget process at the state level
Questions?

Submit questions by using the Q&A tab.
Advocacy in Action
Advocacy examples and impacts
Pre-K for PA Campaign

Campaign launched in 2014
State funding for Pre-K: $126.5 million

Campaign enters 6th year
State funding for Pre-K: $251.5 million
We are building a powerful base of supporters

Weekly reach via email 16,823
Facebook followers 17,353
Twitter followers 2,846
Providers, partners, and parents never stop building the campaign.
Success Story: Senator Killion

I asked my staff to check in with staff to the Senate Health & Human Services Committee, who indicated that they participated in a call with members of the child care coalition and this important topic was the basis of the call. She indicates in addition to whatever assistance Pennsylvania receives from the federal stimulus package, which looks to provide some generous support in this arena, it certainly won’t likely be enough.

As discussions continue, please know I appreciate having the benefit of your views and I will be sure to keep you advised. I have always supported early education funding and programs for our children and students and I will continue to do so along with my colleagues as we continue our work in the days and weeks and months ahead.

Thank you for all you do for so many in our community; families and children. We will get through this together.
Develop your Advocacy skills
**Developmental continuum**

There is a developmental continuum for every skill, i.e. for swimming.

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<tr>
<td>1.</td>
<td>I can dip my toes in the water</td>
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<tr>
<td>2.</td>
<td>I can doggie-paddle with a float</td>
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<tr>
<td>3.</td>
<td>I can doggie-paddle for short distances without a float</td>
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<tr>
<td>4.</td>
<td>I can put my head underwater and swim a lap</td>
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<tr>
<td>5.</td>
<td>I can swim effortlessly for long distances.</td>
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I can open my mouth when I or a loved one is in clear and immediate danger.

I can talk to people I’m comfortable with about things I see that need to change.

I can share my perspective on ECE in a variety of situations.

I have a grasp of the current issues in ECE, understand the arguments of those who are in opposition, and can speak persuasively to legislators and other public figures.

I understand the factors that keep others from engaging in advocacy, and am able to design strategies to bring people with a diversity of obstacles into advocacy leadership, sharing with them what I know.
TAKE ACTION RIGHT NOW!
Sign on to support Early Learning PA Campaigns

Improve healthy development outcomes for infants & toddlers by increasing support for and improving the quality of child care programs that serve them

www.startstrongpa.org/sign-on-support

Ensure that all children can enter school ready to succeed by making high-quality pre-k affordable and accessible to every 3- and 4-year-old in PA

http://www.prekforpa.org/sign-up-individual/
Phone2Action
Email to your legislators

Child care must be part of PA's Stimulus package. Many child care programs will NOT survive if stimulus funds are not available to them. Urge the Governor and General Assembly to take swift action to preserve and ready early learning programs – without them we have no chance at a successful economic recovery.

https://startstrongpa.org/take-action
Identify Your Legislator

www.legis.state.pa.us/cfdocs/legis/home/findyourlegislator/
TAKE ACTION TOMORROW!
Use Social Media

➢ Twitter Handles
@FirstUpEarlyEd
@StartStrongPA
@PreK4PA

➢ Hashtags
#ChildCare
#ECE
#StrongerTogether

Get Social with Us!
Join the ECE conversation and connect with First Up on Instagram, Facebook and Twitter!

Instagram: @firstupearlyed
www.facebook.com/firstupearlyed
To sign up for our weekly newsletter e-mail rebecca.tyrrell@firstup.org
Complete 2020 Census Questionnaire

Now is the time to count!

The census is critical to ensuring that our communities get the necessary funding for health care, public safety, and education, to improve our neighborhoods. This Covid-19 situation is highlighting the critical need of accurate counting since funding is dispersed based on this census count.

https://my2020census.gov/

#CountAllKids

First Up
Champions for Early Education
TAKE ACTION
GOING
FORWARD!
Leadership in Action Program
# 4 Styles of Advocacy

<table>
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<tr>
<th>Helper</th>
<th>Advocate</th>
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<tr>
<td>Personally do what you can to remedy a situation:</td>
<td>Speak out to an authority to correct an injustice or problem:</td>
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<td>Assist individuals in ways that affirm their dignity and self-worth</td>
<td>Use institutions like courts and elected officials to get new goals and values adopted.</td>
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<td>Educate about the larger social system.</td>
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<tr>
<th>Rebel</th>
<th>Organizer</th>
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<td>Hold up injustices to view to motivate people to take them seriously:</td>
<td>Collect people and turn them into a team:</td>
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<td>Target powerholders and institutions</td>
<td>Believe in people power; build mass-based grassroots groups and networks</td>
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<tr>
<td>Put problems and policies in public spotlight.</td>
<td>Nurture the growth of natural leaders.</td>
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Building Your Capacity for Advocacy

1. **Being identified as a resource in your community**: offering services and resources, engaging your parents in a variety of ways, having children’s artwork in local businesses.

2. **Getting informed**: signing up for a newsletter like First Up's now-weekly bulletin.

3. **Building a relationship with elected officials**: sending children’s artwork; sharing milestones; including them in your newsletter; taking a field trip to their office.

4. **Developing capacity in your program**: advocacy bulletin board; updates at staff meetings; regular content in newsletters and social media; getting staff and families to do videos.
Call Your Elected Officials

EVERYONE CAN:

Call your local members of the Pennsylvania State Legislature
Tell them to make saving the child care sector their top priority

PHILADELPHIA RESIDENTS CAN ALSO:

Call their local member of City Council
Tell them to support expanding opportunities to help child care providers during this crisis.
Introduce yourself to the policy maker: Good morning. Thanks for taking my call. My name is Mary and I’m a constituent and small business owner in your district.

State the problem as a personal story: I’m a child care provider in West Philadelphia and I’ve had to close my small business due to the current Covid-19 crisis. Although I was able to retain and pay my staff for the first two weeks, I am no longer able to do so and recently laid off most of my staff. I never thought I’d find myself in this situation. I’m struggling to identify help I may be eligible to receive in order to reopen my business when the crisis subsides. I was heartened to hear of economic stimulus recommendations to benefit child care providers being considered in Harrisburg. I’m calling to urge your support of these measures.

Create a context for the conversation using a point of common agreement: I think you’d agree that the child care industry must remain viable for when businesses reopen and parents return to work. It’s been my life’s work to care for and educate young children. The child care sector must remain whole to accommodate children coming back to our programs when their parents resume their work schedules.

State your position and ask about theirs: I support the economic stimulus recommendations to benefit child care providers. What’s your position on supporting the child care sector during the current crisis? Would you support these measures as part of the budget stimulus package?
Send a Letter to Your Elected Officials

Write a letter directly to your elected official

Let them know that you demand that they commit to helping child care providers and the children and families they serve as a condition of your vote.
Dear Senator/Representative ________________,

As a business owner/child care provider in your district, I've had the pleasure to serve working families for __ years by educating their children while they are at work. (Insert personal narrative here).

Parents need this service to be provided knowing their children are safe, secure and gaining important social and learning skills, while they are working to support their families and the local economy. For the years we’ve been in business, it’s never been easy to make our center financially secure and now we seem to be staring down a dark tunnel of even deeper insecurity during this pandemic.

Like many businesses, we are grateful for the loan/grant programs and employment laws that have already been enacted at the state and federal levels. These measures will be extremely helpful, but in this unique sector, child care providers have complicated financial infrastructure needs as we try to support the rest of the economy. A few financial issues we face while our business is closed are:

- We no longer receive co-pays from parents, which provides critical revenue that we count on to meet expenses.
- We lose revenues for other types of enrollment, including private pay parents.
- We have little or no reserves to cover all these unanticipated loses yet we have full exposure to all our expenses ranging from rent, salaries, insurance, utilities, etc.

These immediate shortfalls put our business and industry in jeopardy. I am sure you know that (insert county), along with the entire Commonwealth, will need ready-to-work employees once this crisis eases. There’s a realistic chance that quality child care services won’t be there to enable them to fully return to work. Right now, it’s estimated that 1 out of 3 child care centers may have to close if additional relief isn’t provided by the General Assembly during the shutdown. We may end up being one of those centers.

As you know, these are troubling times for everyone, including small businesses. Let’s ensure we can all return to an economy with a sound foundation once we get through this crisis. I have attached what the Pre-K for PA and Start Strong PA campaigns believe will help small businesses, like mine, in Pennsylvania’s child care industry.

I am asking you to support these measures to ensure the businesses involved in the child care sector can be there for working parents so (insert county) and Pennsylvania’s economy can jumpstart again. Will you support these businesses? I look forward to hearing from you. Thank you.

Sincerely,
Business Owner’s Name/Address
Write to Your Local Newspaper

Write a letter to the editor or op-ed to your local newspaper

To raise awareness about the potential collapse of the child care system during the Covid-19 crisis

They are read by lawmakers, action groups and citizens and can help play a role in shaping policies to benefit the child care sector and our region’s children.
Letter to the editor

I’ve owned and operated _________ Center since ____. Since then I’ve earned _____ degree, and achieved a STAR 4 rating, which is the highest quality rating in Pennsylvania. Since the Covid-19 outbreak, like so many of my colleagues in early learning, I’ve had to close my child care center – where I also provide high-quality Pre-K Counts classes.

I want nothing more than to be able to re-open when this health crisis has passed, and provide child care and early learning in a caring and high-quality environment for the ___ families I serve – all of whom are counting on me to return to work. This is a really important way our early learning system is connected in Pennsylvania. Did you know that 48% of Pre-K Counts kids are served by STAR 3 and 4 child care providers?

I’m writing today with my community in mind, and in response to your article ___________ published on April 10th. How will our economy recover if child care centers are closed for good? The Covid-19 crisis has exposed the fragility of the system – we’ve always operated on the slimmest of margins, but this will force so many to shut their doors for good – we could lose up to half of the child care capacity in the state! We are all doing our best to keep people safe by closing down our businesses. The likelihood of these valuable community assets – offering families high-quality child care and pre-k – reopening without some support is very low.
Get creative!

Video shared with permission from St. Mary’s Nursery School
# Planning your Advocacy

## SHORT TERM

- What is something you can do in the coming week?
- What resources do you need to accomplish this?
- Who can help you?
- Tell us what would be helpful to you now (enter in the chat box)

## LONG TERM

- What is something you can envision yourself doing in the future?
- What would be able to pull off in the longer term?
- I have capacity to do more, how can I evolve myself?
Questions?
COVID-19 Resources

COVID Toolkit for Providers

www.FirstUp.org/COVID-19
STAY IN TOUCH

Public Citizens for Children & Youth

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Thank you!!
Reconnect to Zoom

Join from a PC, Mac, iPad, iPhone or Android device: Please click this URL to join.

https://zoom.us/s/99802228382?pwd=ZCtjWHpWWFII
S01DRHBvbWkvblM5dz09

Password: 495075

Or, join by phone:  (312)626-6799  or  (929)436-2866
Webinar ID: 998 0222 8382