

# ECE Leadership in the COVID-19 Crisis

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# WELCOME!

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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.

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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?

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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

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Respond to these 2 questions in the chat box:

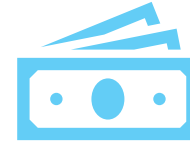
- What is the biggest challenge being faced by your child care program right now during COVID-19 crisis?
- What are you doing to support the children, families & staff of your program? What's working well?



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

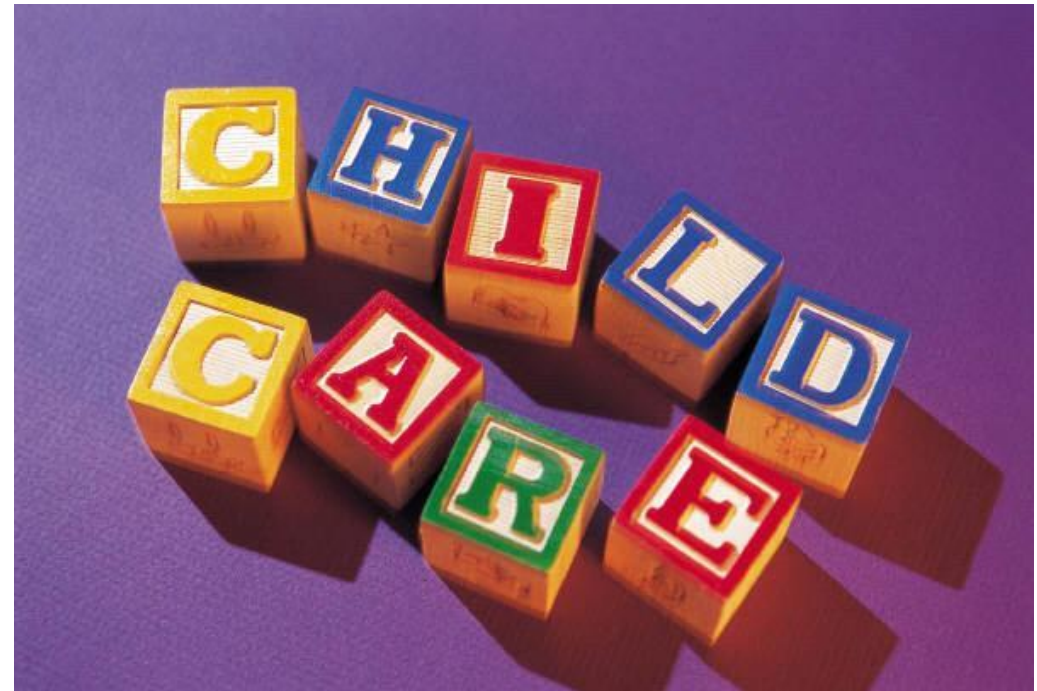
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AIRLINE INDUSTRY ASKED FOR \$58 BILLION AND GOT \$58 BILLION.



[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)

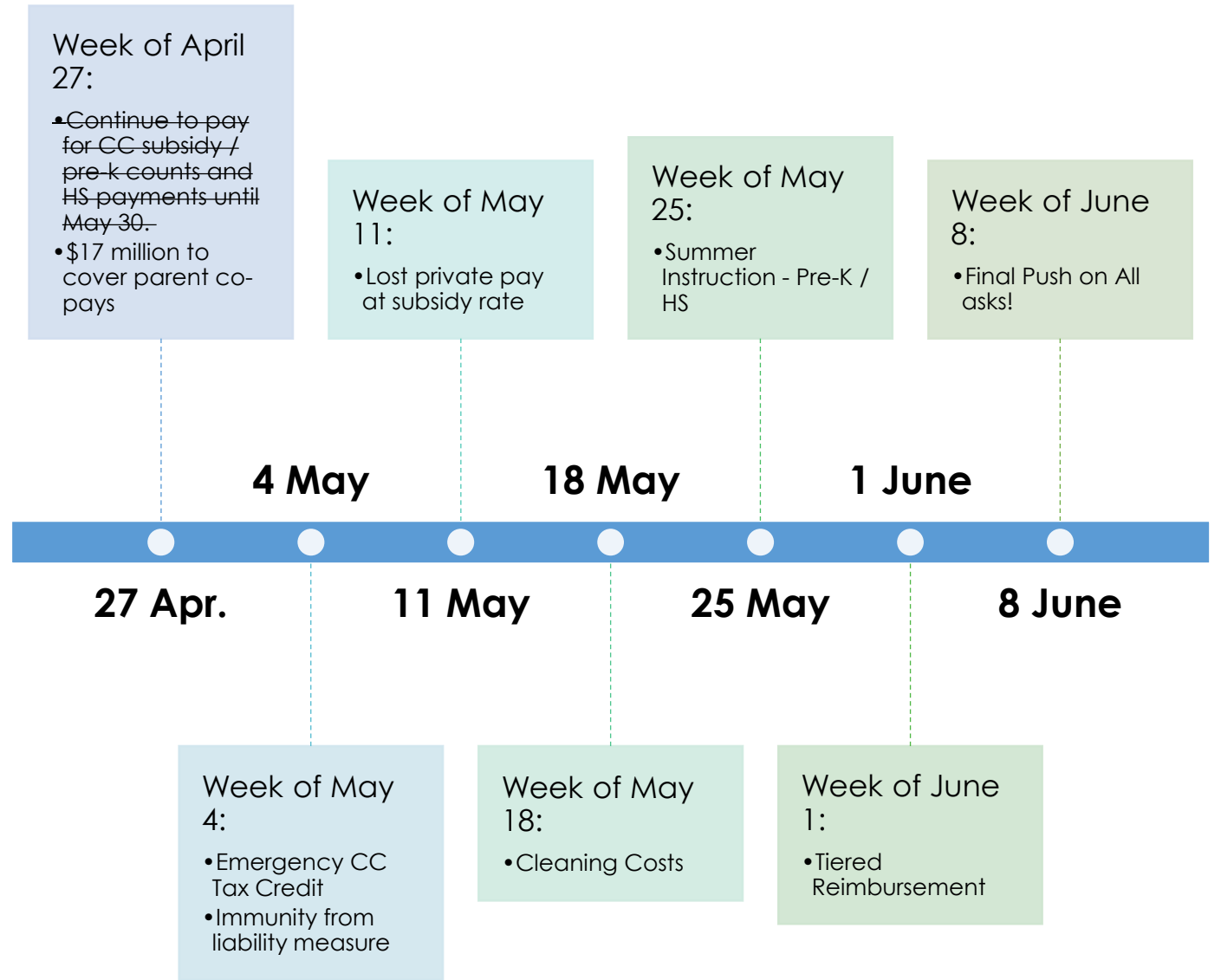
CHILDCARE INDUSTRY ASKED FOR \$50 BILLION AND GOT \$3.5 BILLION.



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# Early Learning PA- 6 Week Plan



# Advocacy 101

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# Key Elements of Advocacy

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**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?

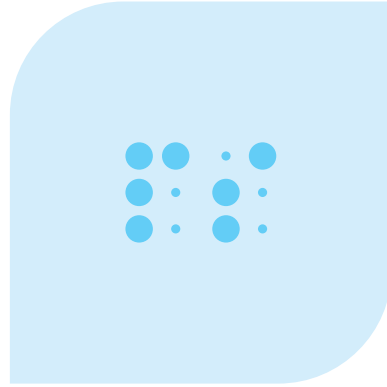
**Delivery:** How can we get them to hear it?

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

**Evaluation:** How do we tell if it's working?



# Where does ECE funding come from?

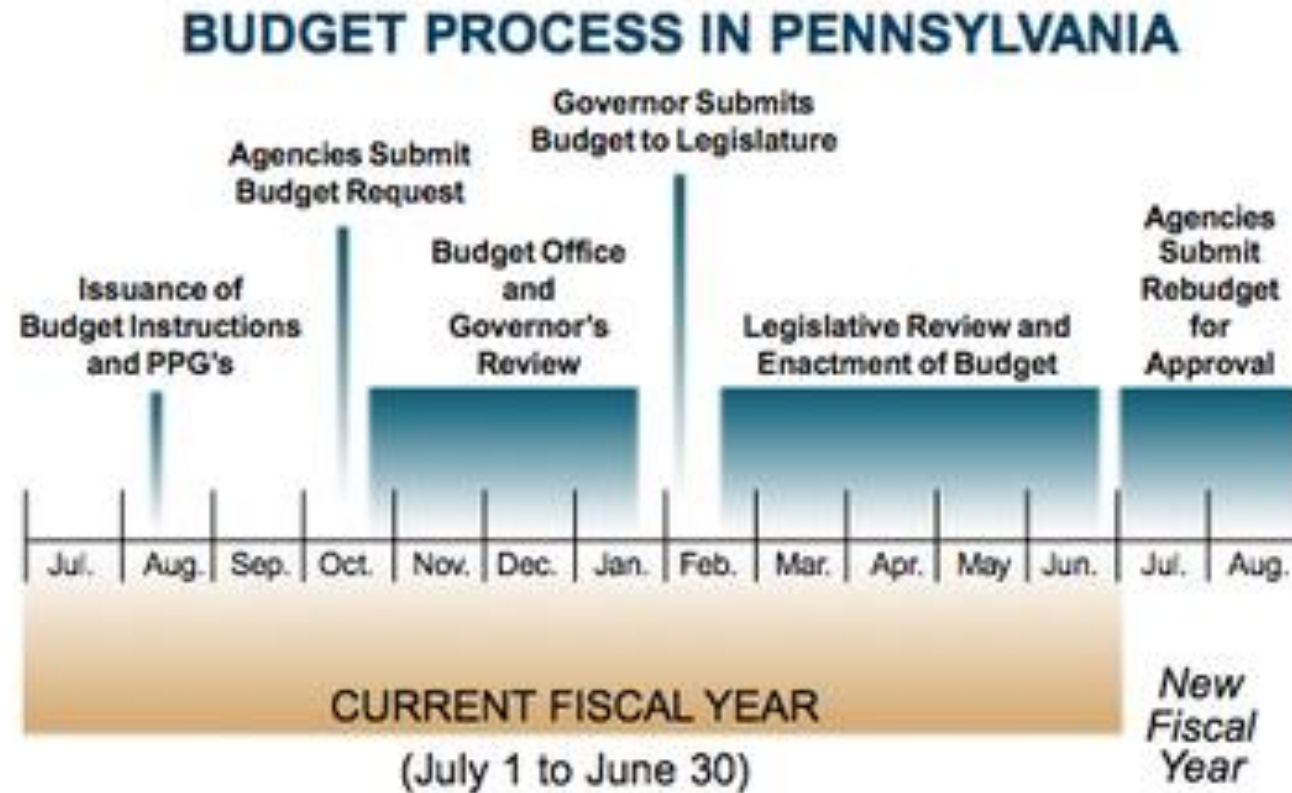


**FEDERAL-** CHILD CARE  
DEVELOPMENT BLOCK GRANT  
(CCDBG)



**STATE-** PRE-K COUNTS, HEAD START  
SUPPLEMENTAL PROGRAMS,  
QUALITY IMPROVEMENT INITIATIVES

# Overview of the budget process at the state level



# Questions?

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Submit questions by using the Q+A tab.

# Advocacy in Action

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Advocacy examples and impacts



# Pre-K for PA Campaign

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



Campaign enters 6<sup>th</sup> 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



Pre-K for PA

Published by Kristi Del Grande 175 - October 8 at 8:23 PM - 🌐

Philadelphia Eagles defensive end Chris Long is pledging a quarter of his 2018 salary to launch the "First Quarter for Literacy" drive to help increase early literacy among young children. Wow! #FlyEaglesFly #IamPreK



CHRIS LONG LAUNCHES LITERACY PROGRAM

6ABC.COM

Chris Long pledging portion of salary to start early-literacy program

Providers,  
partners,  
and  
parents  
never stop  
building the  
campaign



# Success Story: Senator Killion

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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

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# Developmental continuum

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

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1. I can dip my toes in the water

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2. I can doggie-paddle with a float

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3. I can doggie-paddle for short distances without a float

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4. I can put my head underwater and swim a lap

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5. I can swim effortlessly for long distances.

# Advocacy continuum

## Beginner



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.

## Intermediate



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

## Advanced



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!**

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# Sign on to support Early Learning PA Campaigns

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

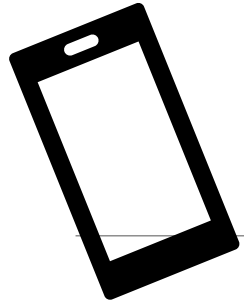
[www.startstrongpa.org/sign-on-support](http://www.startstrongpa.org/sign-on-support)



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

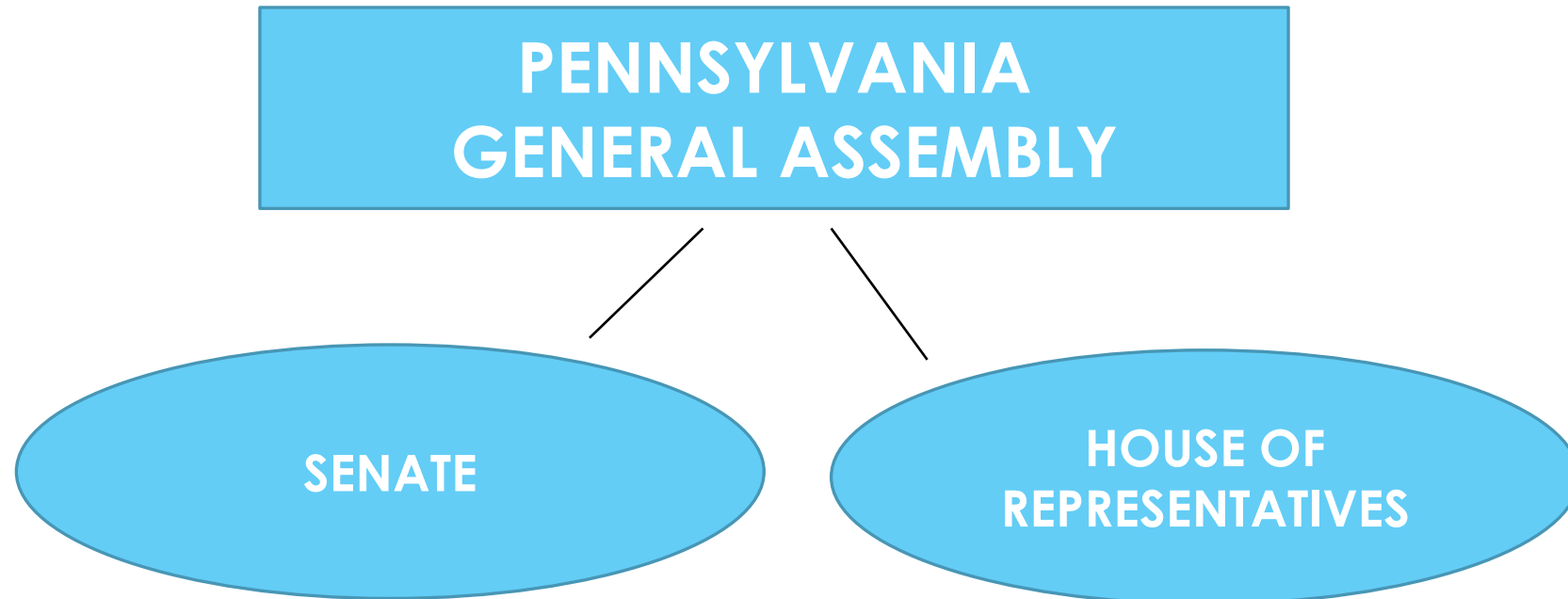
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Child care must be part of PAs Stimulus package. Many child care programs will NOT survive if stimulus funds are not available to them. Urge the Governor and General Assembly to take swift action to preserve and ready early learning programs – without 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/](http://www.legis.state.pa.us/cfdocs/legis/home/findyourlegislator/)

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**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](http://www.facebook.com/firstupearlyed)

To sign up for our weekly newsletter e-mail

[rebecca.tyrrell@firstup.org](mailto:rebecca.tyrrell@firstup.org)

The First Up logo, consisting of a blue square icon with a white triangle pointing up, followed by the text "First Up" in a bold, blue, sans-serif font.

Champions for Early Education

# Complete 2020 Census Questionnaire

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## 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/>



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**TAKE ACTION  
GOING  
FORWARD!**



# Leadership in Action Program

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# 4 Styles of Advocacy

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



# Building Your Capacity for Advocacy

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- 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

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## 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.



# The CALL



**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

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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

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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 10<sup>th</sup>. 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

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## 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?

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# COVID-19 Resources

COVID Toolkit for  
Providers

[www.FirstUp.org/COVID-19](http://www.FirstUp.org/COVID-19)

# STAY IN TOUCH

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## Public Citizens for Children & Youth

**Shirlee Howe** – [shirleeh@pccy.org](mailto:shirleeh@pccy.org)

Montgomery & Delaware County Coordinator

**Dan O'Brien** – [dano@pccy.org](mailto:dano@pccy.org)

Bucks County Coordinator

[www.pccy.org](http://www.pccy.org), @PCCYteam

## First Up: Champions for Early Education

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Director of Government & External Affairs

[www.firstup.org](http://www.firstup.org), @FirstUpEarlyEd



Thank you!!

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# Reconnect to Zoom

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

<https://zoom.us/j/99802228382?pwd=ZCtjWHpWWFlS01DRHBvbWkvbIM5dz09>

Password: 495075

Or, join by phone: (312) 626-6799 or (929) 436-2866

Webinar ID: 998 0222 8382

