



July 26, 2018

<p>SUBJECT</p> <p>FIRST 5 ADVOCACY CAPACITY BUILDING</p> <p>Strategic Priority Area 3. Public Will and Investment: Build public engagement in, investment in, and support of the optimal well-being and development of children prenatal through age 5, their families, and communities.</p> <p>Goal 3.2. Legislative Engagement and Leadership: Advocate for and influence policy change, both directly and in partnership with First 5 county commissions and other allies, from the local to federal levels that increase investments to improve conditions for children prenatal through age 5 and their families.</p>	<p><input checked="" type="checkbox"/> Action</p> <p><input type="checkbox"/> Information</p>
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SUMMARY OF THE ISSUE

Under the purview of the First 5 California (F5CA) Strategic Plan, F5CA has undertaken a dramatic shift over the past three years to maximize the public policy and advocacy components of its mission to “convene, partner in, support, and help lead the movement to create and implement a comprehensive, integrated, and coordinated system for California’s children, prenatal through 5 and their families.”

In order to continue expanding the Commission’s and First 5 (F5) counties’ capacity to achieve their public policy and advocacy goals, and the Commission’s overarching mission, F5CA staff requests the Commission grant authority to sustain and expand F5CA’s advocacy capacity in three distinct and supportive ways. This additional capacity building will ultimately yield success toward F5CA’s Children’s Policy Agenda (Attachment A) goals and assist in meeting the mandate of Proposition 10:

1. **Lobbying and Policymaker Education Capacity:** External contractors will continue to bolster F5CA’s internal public policy capacity and partnership efforts within the First 5 Network to achieve the goals of its Children’s Policy Agenda at the state and federal levels. F5CA’s lobbying and policy education strategy is currently conducted in concert with First 5 Los Angeles (F5LA) and the First 5 Association

(Association). Additionally, the contractors will introduce new and innovative capacities that will continue to increase policymaker awareness of early brain science, build the F5CA brand as a trusted policy resource, and influence policymakers at the state and federal levels.

To achieve the scope of work outlined above, F5CA staff request authority for up to \$550,000 over a three-year period to secure state and federal lobbying and policy education contracts.

2. **Strategic Partnerships and Coalitions:** In addition to core lobbying and policy education capacity, F5CA has successfully employed coalitions as a strategy to yield success on individual F5CA Children’s Policy Agenda goals.

To continue to expand stable support for coalition-based strategies, F5CA staff is requesting authority for up to \$500,000 over a three-year period for coalitions and strategic partnerships on up to three priority F5CA Children’s Policy Agenda goals.

3. **Policy Development:** Policy change requires feasible legislative proposals. In order to facilitate the creation of consensus-based and actionable policy recommendations necessary to articulate and achieve the goals of the Children’s Policy Agenda, external contractor capacity is necessary to: 1) convene stakeholders for policy development work, and 2) synthesize stakeholder input into concrete and actionable policy recommendations.

Because F5CA currently has a multi-year contract to support this Policy Development capacity, staff has no new request at this time.

RECOMMENDATION

F5CA staff recommends the Commission approve up to \$1.05 million from the Unallocated account over a three-year period to enter into contracts for F5CA lobbying, policy education, and strategic coalition efforts, and continue the three core strategies of advocacy: 1) Lobbying Capacity, 2) Strategic Partnerships and Coalitions, and 3) Policy Development.

BACKGROUND OF KEY ISSUES

The 2014–19 Strategic Plan launched F5CA’s re-entry into advocacy spheres at the state and federal levels, with a clear vision for legislative engagement:

SPA 3. Public Will and Investment | Build public engagement in, investment in, and support of the optimal wellbeing and development of children prenatal through age 5, their families, and communities.

Goal 3.2. Legislative Engagement and Leadership | Advocate for and influence policy change, both directly and in partnership with First 5 county commissions and other allies, from the local to federal levels that increase investments to improve conditions for children prenatal through age 5 and their families.

Objective 3.2.1. | Develop and implement a policy platform to advocate for and influence positive change for children prenatal through age 5.

As articulated in the Statement of Strategic Direction in the F5CA Strategic Plan, the Commission also has two overarching mandates that require robust advocacy capacity:

- 1) **Civic Engagement and Accountability:** We advocate for public policies and increased resources to improve outcomes and support systems for children prenatal through 5. We are responsible to the people of California for the wise and effective use of public funds.
- 2) **Sustainability:** We maintain and grow the impact and success of the First 5 movement for all children prenatal through 5 wherever they reside in California.

The legislative advocacy mandate in F5CA's current Strategic Plan comes directly from Proposition 10, which expressly tasks the Commission with catalyzing policy change:

130125. (j) Making recommendations to the Governor and the Legislature for changes in state laws, regulations, and services necessary or appropriate to carry out an integrated and comprehensive program of early childhood development in an effective and cost-efficient manner.

Since 2014, the Commission has implemented the F5CA Strategic Plan and has undertaken a dramatic shift to maximize the public policy and advocacy components of the mission to, "Convene, partner in, support, and help lead the movement to create and implement a comprehensive, integrated, and coordinated system for California's children, prenatal through age 5 and their families."

In 2015, and under the guidance of the F5CA Legislative Advisory Committee (LAC), F5CA adopted its first Children's Policy Agenda, which has guided and prioritized F5CA's advocacy work in the current Strategic Plan areas of Child Health, Early Learning, and Strong and Engaged Families. The Children's Policy Agenda, which has been revised and renewed annually, began as a guide for state advocacy and expanded to influence F5CA's federal advocacy work starting in 2017.

Under the guidance of the LAC, F5CA staff have developed an ambitious state and federal advocacy campaign over the past three years, in partnership with the Association and F5LA. To date, F5CA's advocacy strategy has been focused on three core methods of advocacy:

1) **Lobbying and Policy Education**

F5CA's lobbying and policymaker education efforts have included traditional elected officials, legislative staff, and agency leadership education, and direct advocacy methods, including internal lobbying efforts, joint lobbying efforts with F5LA, traditional F5 lobby days in the Capitol, and legislative staff briefings.

In 2017, F5CA expanded its state and federal lobbying and policy education capacity by securing registered lobbyist support through a contract with F5LA. In 2018, F5CA

independently issued a Request for Proposals (RFP), and selected the registered lobbyist firm California Strategies to further the achievement of the goals set by the F5CA 2018–19 Children's Policy Agenda, as it relates to state policy opportunities, and advocate for F5CA's priorities in state legislation, policies, and regulations. This one-year contract currently includes a range of diverse tasks such as relationship building with key decision makers, policy strategy assistance, policy communications strategies, and other direct lobbying to state agencies and the Legislature.

This external state lobbying contractor leverages F5CA's limited internal staff capacity and supports work toward F5CA's policy agenda and advocacy coordination time with F5 counties to increase common F5 statewide legislative and administrative advocacy activities and align with F5CA's existing state policy and advocacy program.

At the federal level, F5CA has continued to work with F5LA's contracted lobbyist, as a "First 5" voice in Washington D.C., however, F5CA does not currently contribute financially to the F5LA contract. F5CA's federal policy education and lobbying capacity remains relatively limited at this time, but should continue to grow with the F5 Network strategy.

Combining the support of external lobbyists with extensive internal staff experience and knowledge, F5CA has been able to serve in a pivotal leadership role within the Early Childhood Education (ECE) field in state-level policy discussions. In both 2017 and 2018, F5CA has been a sponsor and leader on some of the most consequential ECE legislation, including family leave protections, child care eligibility, and child care funding and infrastructure. F5CA actively tracked 30 bills in 2017, and is currently tracking and engaging on 31 bills in this year's legislative session that are relevant to the Children's Policy Agenda.

The 2017 and 2018 legislative years have provided F5CA staff with adequate experience to now recommend a multiyear investment in ongoing external contractor support for F5CA's state and federal advocacy work. This external contract support is not a substitute for internal staff capacity at F5CA, but should continue to leverage existing internal capacity and coverage, and grow F5CA's influence as part of the F5 Network and independently as a state agency. A multiyear investment will allow for a stable and consistent relationship with an external contractor, in order to build advocacy momentum as well as relationship continuity with policy makers. F5CA staff are recommending the Commission authorize funds over a three-year period to secure state and federal lobbying and policy education contracts that continue to increase policymaker awareness of early brain science, build the F5CA brand as a trusted policy resource, and influence policymakers at the state and federal levels.

2) **Strategic Partnerships and Coalitions**

In addition to independent lobbying and policy education, F5CA has employed strategic coalitions to pursue and achieve its Children's Policy Agenda goals.

In one of F5CA's most strategic and impactful policy capacity investments to date, F5CA co-funds the Early Care and Education Coalition (Coalition) with F5LA, and has been an influential member of this Coalition since 2015.

The Coalition is a team of child care service providers and advocates from across California that creates a unified position and advocacy strategy on state early care and education proposals impacting children ages 0 to 5 and their families. Most importantly, the Coalition expands support capacity for shared legislative advocacy. F5CA's funding support provides staff capacity for the Coalition to expand state policy and advocacy efforts, leverage state administrative and legislative opportunities, manage interagency coordination, and catalyze an increase in advocacy frequency to achieve the shared policy agenda goals of the state Coalition.

The current Coalition contractor, obtained by F5LA via a RFP, regularly convenes the Coalition throughout the year with additional meetings for the release of the Governor's budget, May Revise, and any other major event.

The Coalition has spearheaded successful budget efforts in the state legislature over the past three years. As covered in the standing Legislative Update item, this year's Coalition strategy yielded a historic \$960 million multiyear final budget package for early learning and care.

In addition to the Early Care and Education Coalition, F5CA is currently funding the Council for a Strong America to facilitate a Proposition 64 for Prevention Coalition. This less formal effort is a single-year strategy to catalyze advocacy in the child health and prevention field, so that policymakers and candidates view Proposition 64 marijuana taxation funds as a resource for child health prevention programs, including Home Visiting. This coalition effort has included unlikely partnership development, coalition messaging, administrative and legislative advocacy, and policymaker education.

The F5CA coalition- and partnership-based investments have proven to be a successful short- and long-term strategy to creating a sense of "movement" behind F5CA's Children's Policy Agenda goals. In addition to long-term funding stability for the Early Care and Education Coalition, F5CA staff recommend the Commission authorize funds over a three-year period to identify and capitalize on opportunities for further strategic coalitions and partnerships to achieve its Children's Policy Agenda goals.

3) **Policy Concept Development**

The F5CA Strategic Plan calls on the Commission to serve as a "convener." An emerging and critical convener role F5CA launched in 2018 is the role of policy development convener, in order to fill a vacuum of technical policy proposals in key Children's Policy Agenda areas.

Achieving the goals of the Children's Policy Agenda requires feasible legislative proposals. F5CA staff and partners have long been concerned with the lack of technical and feasible policy proposals in a number of ECE, child health, and family strengthening fields.

F5CA's solution has been to facilitate the creation of consensus-based and actionable policy recommendations necessary to articulate and achieve the goals of the Children's Policy Agenda. In order to manage this facilitation process, F5CA has recently retained

external contractor capacity with the Glen Price Group to: 1) convene stakeholders for policy development work, and 2) synthesize stakeholder input into concrete and actionable policy recommendations.

In 2018, two stakeholder efforts are underway and facilitated by the external contractor, in concert with internal F5CA staff involvement and participation. The topics, child care rate reform and AB 212 stipend reform, were both identified by an Association policy sequencing project as the two most important “first steps” in building a state child care system that supports quality instruction, statewide.

Because F5CA currently has a multi-year contract to support this Policy Development capacity, staff has no new request at this time.

Additional Advocacy Strategies

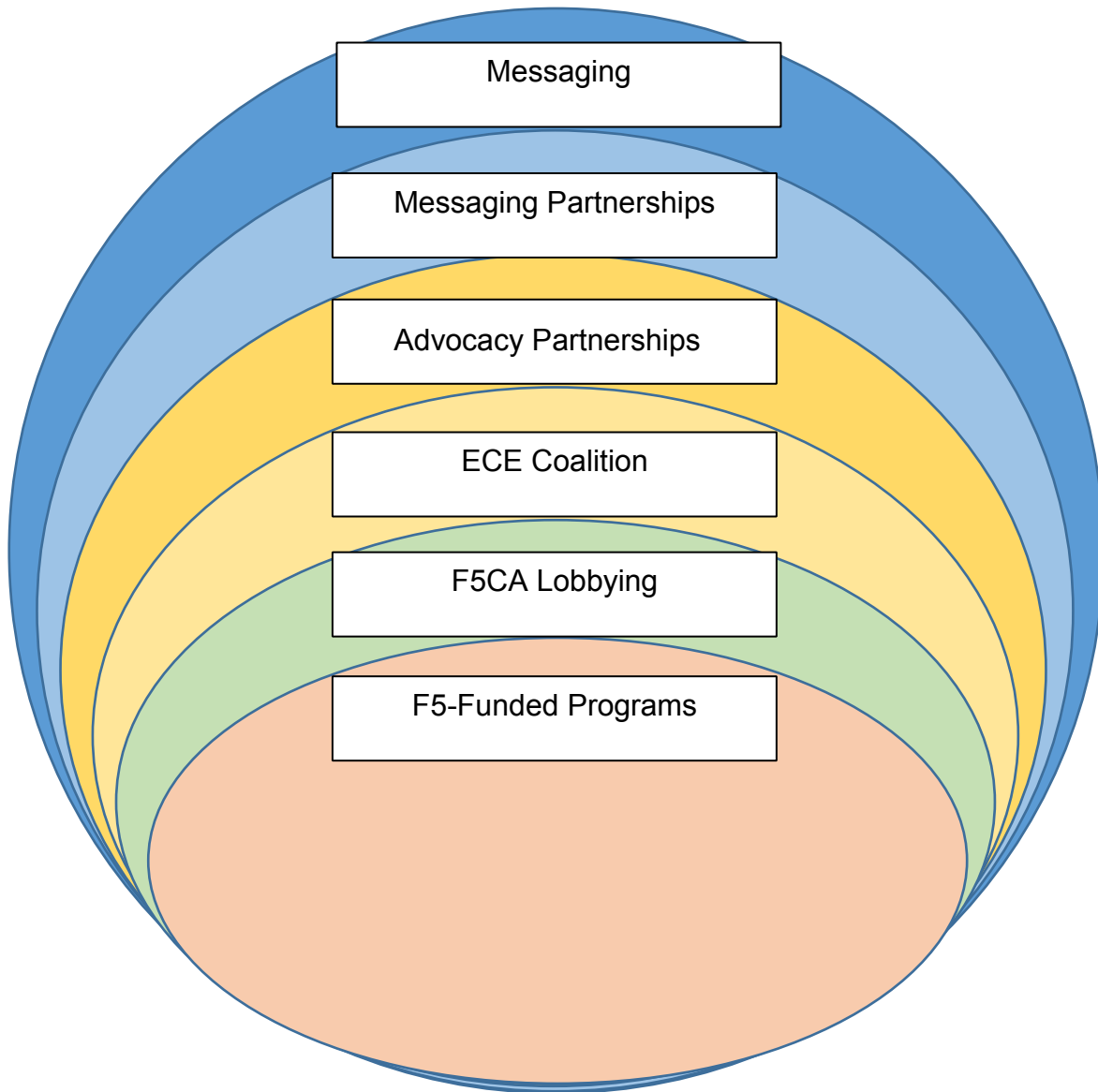
The sum of F5CA’s advocacy work is a combination of this item's Advocacy Blueprint, and the Public Relations Capacity plan authorized by the Commission in January 2018, as developing public relations capacity will bolster F5CA’s growing advocacy and influencing capacity. The Public Relations strategies of data communication tools, traditional public relations work, and county town halls are key advocacy building blocks not covered by this item.

As shared in the January 2018 Public Relations item, F5CA staff see the advocacy and public relations strategies interlocking, to create a comprehensive public and policymaker will-building approach, statewide, and in partnership with our F5 partners.

Figure A is a graphic representative of the six components F5CA staff believe are crucial to a comprehensive F5CA public will-building strategy: Messaging, Messaging Partnerships, Advocacy Partnerships, ECE Coalition Lobbying, F5CA Lobbying, and the policy power of F5-Funded Programs, such as First 5 IMPACT.

Figure A:

F5CA Will-Building Master Plan Components



SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

The State and Federal Budget and Legislative Update has been a standing action item for the Commission since January 2015.

At the April 2017 Commission Meeting, the Commission adopted changes to the F5CA Strategic Plan, as cited in this item.

At the January 2018 Commission Meeting, the Commission authorized the Public Relations capacity plan, as cited in this item.

ATTACHMENTS

A. 2018 Children's Policy Agenda



Vision: California's children receive the best possible start in life and thrive.

2018–19 CHILDREN'S POLICY AGENDA

First 5 California will advocate for the strong start all children deserve, with an emphasis on children prenatal through age 5 and their families, to optimize early childhood development and reduce childhood poverty.

STRONG AND ENGAGED FAMILIES AND COMMUNITIES
Support evidence-based parent education and engagement, including parent engagement on child brain development and Talk. Read. Sing.
Support sustainability of Family Resource Centers and other comprehensive community hubs for integrated services for children and families.
Increase supports for breastfeeding, family leave, and baby-friendly policies in all settings.
Expand voluntary home visit programs.
CHILD HEALTH
Protect children and families' access to health care, and support coordination across the health care system to ensure every pregnant mother and child ages 0 to 5 has affordable and comprehensive health insurance coverage.
Support and promote universal developmental screenings, assessment, referral, and treatment.
EARLY LEARNING
Expand access to quality early care and education programs for children ages 0 to 3.
Support implementation of high-quality universal preschool access for all low-income four-year-old children, and high-quality transitional kindergarten and kindergarten state-wide.
Support a high-quality early learning workforce through strengthened qualifications, compensation, stability, diversity, and robust professional development systems.
Promote statewide access to and participation in successful Quality Rating and Improvement Systems.
REVENUE
Promote inclusion of funding for children ages 0 to 5 and their families in existing and new revenue policy discussions.
Promote regulation of tobacco-related products, including electronic cigarettes, and sustainability of licensing and enforcement programs.

ITEM 5 – FIRST 5 ADVOCACY CAPACITY BUILDING

I move to approve up to \$1.05 million from the Unallocated account over a three-year period to enter into contracts for First 5 California lobbying, policy education, and strategic coalition efforts.

MOTION:

SECOND:

VOTE:	Aye	_____
	No	_____
	Abstain	_____
	Absent	_____