



Building a better workforce for Missouri
by crafting public policy that improves the health and education of children ages birth to five

Alliance
for childhood education



ADVOCACY TOOLKIT:

COMMUNITY STAKEHOLDERS

Fall/Winter 2014-15

Finding new funding opportunities for early childhood health and education priorities in Missouri

Experts agree that a child's first five years of development are the most critical. However, Missouri ranks in the bottom third of states for pre-Kindergarten funding. Many children are behind before they ever get started in school. We need a game changer.

Raise Your Hand for Kids is an alliance of business, health, education and service leaders committed to public policy that will lift up young children and push them towards academic success and workforce readiness. This toolkit will show you how you can join the effort.



OUR MISSION GOAL

We are working to pass a tobacco tax that will generate at least \$250 million annually so local communities can invest in early childhood health and education programs.

OUR GRASSROOTS GOAL

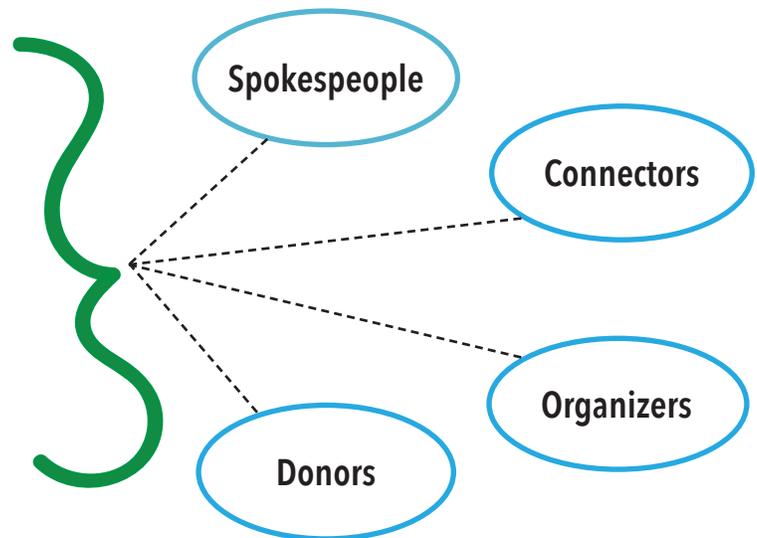
We are building a statewide coalition for advocacy, outreach and support by reaching into the business, education, health and service communities. We need your help in identifying support from groups in your community who will join the effort. Who do you know? Think of individuals in each of these sectors who can strengthen our effort by serving in a variety of roles.

BUSINESS
Chambers of Commerce
Economic Councils
Industry Associations
Women's Business Groups
Minority Business Groups

EDUCATION
PTAs & PTOs
School Boards
K-12 Public & Private
Higher Ed Institutions
Child Care Resources

HEALTH
Public Health Agencies
Local Hospitals
Advocacy Groups
Community Health Centers

VOLUNTEER & SERVICE
Faith-based Groups
Non-Profits
Civic Organizations
Service Clubs



EDUCATION & AWARENESS

As the movement towards investing in early childhood gains traction, it's important to familiarize yourself with research and findings that support changes to Missouri's current state policy. Here are some online sources that will help you learn more:

Podcast - Planet Money 1: Why Preschool Can Save the World (20 minutes)

<http://www.npr.org/blogs/money/2012/10/19/163256866/episode-411-why-preschool-i-can-save-the-world>

Video - Heckman - Why Investment Matters (2 minutes)

<http://www.heckmanequation.org/content/resource/why-early-investment-matters>

For more by Heckman on early childhood, visit

<http://www.heckmanequation.org/>

Video - Brookings - The Importance of Early Childhood Development (4 minutes)

<http://www.brookings.edu/blogs/education-plus-development/posts/2014/09/22-early-childhood-development-atinc-gustafsson#.VCVk2sDRQ-s.email>

White paper - Pew Center on the States - Attracting, Maintaining & Developing Human Capital

http://www.readynation.org/uploads/20110719_BartikWebBriefFINAL.pdf

OUTREACH & ADVOCACY

Help us spread the word about the benefits of early childhood investment. Communicate with your community by:

- Writing a letter to the editor or editorial to be published in your local newspaper
- Engaging your friends and followers on social media such as Facebook and Twitter
- Discussing the initiative at your organization's next meeting
- Talking about the effort with local elected officials
- Sharing information about the policy with your family, friends and co-workers



TALKING POINTS

Below are messages you can use when reaching out to community members and advocating for early childhood investment.

- Early childhood investment leads to lower rates of incarceration and substance abuse, decreased teenage pregnancy, higher graduation and college attendance rates, and increased employment rates and higher earnings in adulthood.
- Studies show early childhood investment reduces the need for future spending on social services, saving taxpayers money.
- Preschool prepares children for success in life, teaching them attentiveness, motivation and self-control.
- For every 3 kids who are prevented from smoking as a result of higher tobacco taxes, there is 1 less smoking death in the future.