



Save the Children
Action Network™

BE A VOICE

FOR CHILDREN



WE ARE THE BOOTS ON THE GROUND FOR KIDS

Save the Children Action Network (SCAN) is the political voice for kids – and a powerful force for those who support children in policy and practice. Poll after public opinion poll shows strong bipartisan voter support for greater public investment in early learning domestically. Research also shows Americans support international health assistance to ensure young kids survive childhood.

These children don't have a political voice, but you do. Giving voice to children through your campaign wins the support of our organization and its grassroots advocates. The 2018 midterm elections offer candidates for federal office the opportunity to not only talk about their record and experience, but also communicate the legislative priorities of the 116th Congress alongside their vision for the country passed on to future generations.

SCAN crafted this packet with your campaign in mind. We would like to work with you and your campaign team to build a constructive relationship prior to Election Day so that we can hit the ground running in 2019 to ensure all children have a strong start in life.

This packet includes powerful data on effective domestic and international public policies that are proven to resonate with voters. We also stand ready to provide useful issue language that can easily be incorporated into your campaign website and materials or serve as relevant talking points for interviews or stump speeches. We are at your service – no matter your party – to work together and help amplify a possible agenda for early childhood.

As a candidate for Congress, you have the power to influence public dialogue and policy to bring these issues to the forefront of the national discussion. Ultimately, that is what will lead to policy solutions in the next Congress and create lasting change for young children everywhere.



Kris Perry
President
Save the Children Action Network



LET'S WORK TOGETHER FOR KIDS

We deliver what most early childhood advocacy organizations don't have: real people mobilized into enduring political and legislative support for providing every American child with access to high-quality early childhood education (ECE) and every child in the developing world a chance to reach their fifth birthday and beyond. Good policies are made possible by a public with clear priorities and a strong voice. We give people that voice and lift it up through electoral and legislative activities that make the best early childhood policies possible.

We've got a smart strategy for big impact.

Kids can't vote. We can. They can't back political candidates. We can. They can't get a seat at the table with elected officials. We can. They can't mobilize support for policies that will help them thrive. We can, and we do. SCAN starts by working in key states ripe for the most impact. Each gets a custom strategy for developing advocates, infrastructure, influence and wins. All contain highly coordinated tactics that start with empowering voters and finish with professionals who know how to leverage popular local, state and national support into policy wins.

250,000 SUPPORTERS STATEWIDE AND NATIONWIDE READY TO ACT

Over the past four years, SCAN has become a powerful voice for children in the U.S. with staff and volunteer leaders in seven states – Colorado, Illinois, Iowa, New Hampshire, South Carolina, Tennessee and Washington – and a grassroots network of more than 250,000 supporters from every state in the nation. In 2017 alone, our supporters conducted over 230 visits to local, state and federal lawmakers' offices and delivered nearly 900,000 messages to elected officials on behalf of kids.

In 2018, we are targeting two new states where ECE policy is already moving and gubernatorial candidates have made early childhood a central part of their agenda: New Mexico and Rhode Island. By leading with electoral engagement in support of candidates who have clear ECE proposals as part of their campaigns, SCAN is raising awareness while simultaneously mobilizing the grassroots and building the government relations infrastructure necessary to change policies for the better.

**ON-THE-GROUND
STAFF IN
7 STATES**



**BUILDING
OPERATIONS IN
NEW MEXICO AND
RHODE ISLAND**



**230 VISITS
TO LOCAL, STATE
AND FEDERAL
LAWMAKERS**



**900,000
MESSAGES TO
ELECTED
OFFICIALS**

SUPPORT EARLY CHILDHOOD EDUCATION

“The long-term benefits of early learning make preschool programs some of the smartest investments we can make.”

- SENATOR JOHNNY ISAKSON (R-GA)

As a candidate and, eventually, a member of Congress, it makes dollars and sense to support increasing access to high-quality ECE programs. Such programs save taxpayer money, alleviate the financial burden on working-class families, level the playing field for all children and help ensure that the American promise of equal opportunity remains alive and well. Let's look at the facts.

Early education – starting at birth and continuing until a child's first day of school – is a critical window for ensuring future academic achievement and overall well-being. But that window closes fast.

By age five, a child's brain is almost completely developed, yet only three out of five American children are enrolled in quality ECE programs that foster healthy brain development and give them an equal chance at success in school and life. At just two years old, kids from low-income families can be up to six months behind their wealthier peers in language development. Many never catch up. Disadvantaged children who don't participate in high-quality ECE programs are¹:

50%
MORE LIKELY
TO BE PLACED
IN SPECIAL ED

25%
MORE LIKELY
TO DROP OUT
OF SCHOOL

60%
MORE LIKELY TO
NEVER ATTEND
COLLEGE

70%
MORE LIKELY TO
BE ARRESTED FOR
A VIOLENT CRIME

40%
MORE LIKELY
TO BECOME A
TEEN PARENT

In contrast, there are strong social and economic benefits to high-quality ECE programs. For example, the Perry Preschool Program in Ypsilanti, Michigan demonstrated a social rate of return between seven and ten percent. Participants were tracked through a longitudinal study that spanned 40 years. More recently, preschool programs in Tulsa and Boston have shown significant gains ranging from a half to full year of added learning in literacy, language and math.

Research from Nobel Prize-winning economist Dr. James Heckman also shows the rate of return on investment in early childhood development for many children can be 13 percent per child, per year due to improved outcomes in education, health, sociability, economic productivity and reduced crime. ECE yields long-term gains for children and society as a whole but also provides immediate benefits to families today:



HELPS PARENTS
OBTAIN AND MAINTAIN
EMPLOYMENT



HELPS INCREASE
MATERNAL LABOR FORCE
PARTICIPATION



REDUCES DEPENDENCE
ON GOVERNMENT
ASSISTANCE

“One of the best steps we can take in the long run to boost wages is to invest in early learning so that every child has a fair shot to achieve his or her dreams. The research into the benefits of early learning is overwhelming. If children learn more early in life they earn more later in life.”

- SENATOR BOB CASEY (D-PA)



Although quality child care is prohibitively expensive for many low- and middle-income families, it’s also the key for those families to reach a higher socioeconomic status. Robust investments in ECE at the local, state and federal levels benefit the child and family today and for generations to come.

Voters connect with ECE on a personal level. According to a national poll of likely voters in battleground states conducted by SCAN, 90 percent of respondents think ECE is critical to children’s success. In addition, 63 percent of respondents answered that public education should start with preschool and be offered to all four-year-olds. That figure represents a majority of Republicans, of independents and of Democrats; it also represents a majority in each of the five swing states surveyed.

Given these results, SCAN believes that the question is not how to create more evidence-based programs, but rather how to scale what we already know is working. Our policy recommendations are focused on financing solutions to expand access to ECE. By identifying proven techniques for intervention, the number of kids receiving a quality start to life across the country can increase. These tools range from new models, such as pay-for-success financing, to expanding existing concepts like the child care tax credit, to dedicating new sources of revenue.

“We know if children are not being prepared to read at or above grade level, particularly by the time they arrive in kindergarten going through third grade, that is one of those critical times. That affects the rest of education which, of course, affects the rest of your life.”


- GOVERNOR SCOTT WALKER (R-WI)

ECE is not just about education or health. At its root, ECE is fundamentally an economic issue on which our nation’s future depends. As such, SCAN’s toolbox is an economic approach – it’s about development, and it’s about scale. SCAN believes the federal government should incentivize what is most effective and politically viable for local and state partners. This is not a top-down approach, but rather a partnership modeled on the way America has built and sustained a strong economy over the years – through federal, state and local collaboration.

The next Congress has an opportunity to recognize the power of these tools and support the federal government in catalyzing new financing mechanisms. Children may only comprise a quarter of our population now, but they represent our entire future. Investments in our kids are the best ones we, as a country, can make. The fact that ECE is also a winning political issue that appeals to voters across the political spectrum is simply an added bonus.

“As a former preschool teacher, I’ve seen firsthand the kind of transformation that early learning can inspire in a child. It gives kids a strong foundation – not just to start kindergarten ready to learn, but also to succeed later in life. And the long-term benefits of early learning make preschool programs some of the smartest investments we can make.”

- SENATOR PATTY MURRAY (D-WA)



ENSURE MOMS AND KIDS SURVIVE AND THRIVE

Foreign policy matters often get less attention than domestic concerns during political campaigns. While voters connect with rhetoric about their kid's education or their child care needs, igniting the same level of passion for issues related to international aid requires useful facts. SCAN understands this reality. We stand ready to work side by side with you once you win your election and take up your seat in Congress.

U.S. leadership in addressing the needs of children around the world has never been more critical. Families – and children in particular – face escalating challenges, thus putting a premium on strong American leadership and increased demands on the International Affairs Budget, which accounts for only one percent of the federal budget. At a time of important progress for children around the world, many still face tough challenges.

More than ever, we must remember that the well-being of our nation is inextricably linked to creating a more stable and prosperous world, an outcome supported by these investments. Around 20 million people in places like Nigeria, Somalia, South Sudan and Yemen are threatened by famine-like conditions. Now is not the time to scale back engagement nor funding for critical programs that impact women and children around the world.

Maternal, newborn and child survival (MNCS) is a significant component of the U.S. foreign assistance agenda. This is an issue Americans feel a moral obligation to support, but they are often uninformed about what our government is doing to solve the problem. **Most are unaware that the reduction in preventable deaths of children and their mothers around the globe is one of the greatest successes in international development in the last 25 years, and one that the U.S. contributed to significantly.** Since 1990, the world has reduced mortality rates for children under age five by more than half and for mothers by nearly 45 percent. Increasing access to proven interventions, such as routine immunizations, clean birthing practices, safe drinking water, dietary supplements and breastfeeding has largely driven this success. Nevertheless:



**15,000 KIDS AND
800 MOTHERS**

AROUND THE WORLD DIE EACH DAY FROM
PREVENTABLE AND TREATABLE CAUSES

**5.6 million
children and
300,000 women
die each year**

Newborn deaths constitute a significant portion of under-five deaths; approximately one million babies die on the very day they are born. Those at greatest risk come from marginalized groups such as girls and people living in poverty, more remote rural areas or urban slums. Ensuring a fair chance at a healthy start for all children and mothers is within our grasp, and the next Congress has the unique opportunity to do more to improve maternal and child survival.

“...it is a tragedy that so many preventable deaths still occur. By supporting simple, proven and cost-effective interventions, our bipartisan legislation will improve the health and well-being of mothers and children in developing countries and bring us closer to achieving the goal of ending preventable maternal and child deaths worldwide.”

- SENATOR SUSAN COLLINS (R-ME)

The U.S. is a leader in the global effort to improve the lives of women and children, helping to build the capacity of other countries to care for their most vulnerable citizens. Continuing this longstanding moral leadership, the U.S. has committed to a global goal of ending preventable child and maternal deaths by 2030. This goal is achievable as long as programs are being used to maximum impact.

The bipartisan Reach Every Mother and Child Act of 2017 (S.1730/H.R.4022), in front of Congress right now, would enact key reforms necessary to ensure that U.S. maternal and child health programs are as effective as possible. These reforms include: requiring a U.S. government strategy for implementing high-impact solutions; establishing rigorous reporting requirements to enhance transparency and accountability; and, establishing a Child and Maternal Survival Coordinator to oversee such programs. Because the U.S. cannot do it alone, the bill would also encourage USAID to explore and implement innovative financing tools, such as pay-for-success contracting, which can reduce risk to U.S. taxpayers and encourage new participants in global health activities.

The next Congress must support effective, compassionate federal policies that will help prevent needless suffering, strengthen families, encourage economic development and – most importantly – save lives. Our moral leadership and national security depend upon making these smart and targeted investments in the global community. SCAN stands ready to work with you to achieve a bipartisan breakthrough for kids come January 2019.



“The Reach Act directs USAID to deliver a comprehensive strategy that prioritizes cost-effective, proven interventions to prevent these tragic deaths. This bipartisan bill will bring relief to mothers who can safely carry, deliver and raise their newborns knowing that the care they need is now available.”

- SENATOR CHRIS COONS (D-DE)

HELPING YOU HAVE IMPACT

SCAN stands ready and willing to work with candidates and campaign teams to develop policy proposals, talking points and communications materials capable of engaging voters and the news media, such as:

- 1. PROVIDING ADVICE ON POLICY POSITIONS:** SCAN is available to consult with the campaign on specific policy recommendations as well as how best to incorporate ECE and/or MNCS into their platform and priorities.
- 2. DRAFTING POSITION PAPERS:** SCAN will work with the campaign to create original documents that reflect the candidate's personal message on ECE and/or MNCS.
- 3. DRAFTING SPEECHES:** SCAN will provide original talking points and speech materials on ECE and/or MNCS upon request.
- 4. DRAFTING LANGUAGE FOR POLITICAL WEBSITES:** SCAN will provide language for incorporating ECE and/or MNCS on your campaign website.
- 5. SUPPORTING THROUGH TRADITIONAL MEDIA:** SCAN is available to provide prep materials and talking points for traditional media interviews and engagements as well as sample press releases.
- 6. SUPPORTING THROUGH SOCIAL MEDIA:** SCAN will provide tweets and posts on these issues and can also assist in coordinating a Twitter Town Hall or Google Hangout to connect in real time with voters who care about ECE and/or MNCS.
- 7. PROVIDING POLLING DATA:** SCAN has commissioned extensive research on voter attitudes since its inception. Our data, the result of work from a bipartisan pair of nationally recognized political polling firms, is available upon request.

LET'S TALK

SCAN's experienced team of full-time government and public relations staff and expert bipartisan consultants stands ready to assist you with integrating our legislative priorities into your issues portfolio. Please do not hesitate to reach out to SCAN's Director of Government Relations, Roy Chrobocinski, at rchrobocinski@savechildren.org with direct questions, inquiries or requests for additional briefing materials.

