

ALLIANCE FOR EARLY SUCCESS
A Proposal to Advance Home Visiting in Florida
As Part of a Multi-Sector 0-3 Agenda

The First 1000 Days & Early Learning Consortium: Organizational Overview

The First 1000 Days Florida Coalition was formed in 2014 to foster a common agenda and collective action by organizations and agencies working to improve early childhood services and outcomes. Members include health and social service providers, researchers, advocates and others at the state and community level committed to



focusing attention and promoting investment in this critical period of development. For the first time, these groups came together in 2015 to develop a common public policy agenda that addresses needs across maternal and child health, prevention of abuse and neglect, early intervention, infant mental health and school readiness. Founding members include: Florida Children's Council, United Way of Miami-Dade, The Children's Forum, The Association of Early Learning Coalitions, The FSU Center for Prevention & Early Intervention Policy, The Children's Services Council of Martin County, Healthy Start Coalition of Miami-Dade, Florida Maternal, Infant and Early Childhood Home Visiting

Initiative, The Children's Trust, The Ounce of Prevention Fund of Florida, Healthy Families Florida, Florida Association for Infant Mental Health, The Children's Movement of Florida, The Children's Services Council of Palm Beach, United Way of Florida and The Florida Association of Healthy Start Coalitions. Policy priorities developed by the Coalition were subsequently endorsed by the Florida Children & Youth Cabinet.

The Early Learning Consortium was established in 2015 with recognition that to effectuate meaningful system change, unity among key stakeholders, experts and advocates was essential. Collectively, early learning system issues are researched, vetted and the result is identification of more effective public policies supporting young children's development. The strength of the Consortium is working together to support key early learning objectives through an increased, aggressive role in influencing legislation in Florida. Members pool resources to support high-level advocacy work. Members include: The Children's Forum, Common Sense Kids Action, Florida Association for Child Care Management, Florida Association for the Education of Young Children, Florida Children's Council, The Children's Movement of Florida, and United Way of Florida. The Consortium works year round to develop strategies and collateral material that are used during legislative session. Consortium leaders have recognized the need to include family engagement and support strategies earlier along the birth-3 continuum, offering a potential advocacy partnership for home visiting by securing a seat at the table for the Florida Maternal, Infant and Early Childhood Home Visiting Initiative. Participation in this high-level group will meaningfully bring the issue of home visiting into the early learning conversation -- and, ultimately, build political support and momentum for home visiting priorities.

Advancing Home Visiting

Home visiting is recognized by the First 1000 Days Coalition and Early Learning Consortium as an effective service delivery strategy for providing education and support to vulnerable families. Home visiting offers parents—who ask for help—relationship-based care that contributes to their success in raising their children. Florida has invested significant funding in Healthy Families, the state Healthy Start program, and other in-home initiatives, despite its refusal to accept federal home visiting funding available under the Affordable Care Act (ACA). Maternal, Infant and Early Childhood Home Visiting (MIECHV) funds are currently administered in the state by a nonprofit organization that is an active member of the First 1000 Days Coalition. We believe the most effective advocacy strategy in Florida is to integrate home visiting into other early childhood agendas, including early learning which serves the same families. Advancing home visiting in the state will require strengthening advocacy partnerships, especially with the early learning and business communities; building infrastructure, and

crafting messaging that resonates with Florida policymakers and business leaders. Nesting home visiting within existing multi-sector 0-3 consortia, such as the First 1000 Days Coalition and Early Learning Consortium, is critical to the success of this effort.

Next Steps

Leveraging relationships developed by the Children’s Movement of Florida and other members of the First 1000 Days Coalition, we are proposing a three-part strategy to strengthen advocacy for public investment in a continuum of services, including home visiting, for vulnerable families with children age 0-3:

1. **Engaging the business community and expanding collaboration with early learning** – Business representatives will be engaged on home visiting and other issues on the advocacy agenda of the First 1000 Days Coalition through the Florida Chamber’s Business Alliance for Early Learning. We will seek opportunities to present on the value of home visiting and its contribution to school readiness at an Alliance meeting and to identify business champions. Sponsorship will be provided to support Dr. Pat Levitt, a world renowned USC neuroscientist and expert on brain development, to speak at the summer Chamber conference in Miami. Dr. Levitt will highlight the role of home visiting and other supports promoting early learning and school readiness. Florida MIECHV will expand its involvement and participation with the Early Learning Consortium leveraging advocacy partnerships. Members of the consortium each contribute \$10,000, pooling resources around a common public policy agenda supporting early childhood success.
2. **Building advocacy infrastructure** – Effective advocacy requires a strong communications structure capable of reaching both the grass-roots and grass-tips, as well as a respected and recognizable brand. Resources are needed to develop and implement plans for the First 1000 Days website enhancements and social media activities. The 700 participants at the 2015 First 1000 Days summit provide a foundation for grass-roots advocacy to advance public policy that supports Florida’s families. The website and social media is hosted by the Miami Children’s Trust, a founding member of the coalition. A key strategy is linking First 1000 days content to websites and social media of partner advocacy organizations. During the four-month implementation period, we will contract with Little Fish Media (<http://littlefishmedia.net/>) to expand website content and visibility of home visiting (www.first1000daysfl.org), and develop and implement a detailed social media plan. LFM will manage the First 1000 Days Coalition’s Facebook, Twitter and YouTube pages, posts and growth. LFM will work with the Coalition to ensure thorough coverage of issues, including home visiting, key legislative developments, and outreach to specific influencers. Finally, LFM will assist the Coalition in developing a sustainability plan.
3. **Targeted Messaging** – Developing new frames for home visiting and other early childhood services is key to building support among business leaders and state policymakers. There is a critical need to develop effective messaging around home visiting, particularly federal MIECHV funding, because of Florida’s past experience. As part of the annual policy retreat organized by the Florida Children’s Council, we are proposing to engage a consultant to work with the First 1000 Days membership, to craft and test messages that will resonate with the private sector and policymakers. Funds will also be used to develop and produce targeted collateral materials for key audiences.

The Children’s Movement of Florida will serve as the fiscal agent for this advocacy project. It will work closely with the Florida Association of Healthy Start Coalitions (administrator of the Florida Maternal, Infant and Early Childhood Home Visiting Initiative), and other key partners on implementation activities.

Implementation Milestones & Products

May, 2016 – Coordinator in place. Speaker secured for Chamber meeting. Opportunities identified for presentation to Chamber’s Business Alliance for Early Learning. FL MIECHV joins Early Learning Consortium.

June, 2016 – Media consultant hired. Plan developed for First 1000 Days website, social media.

July, 2016 – Implementation of media plan. Communications network established. Presentation to Business

Alliance.

August, 2016 – FCC Policy Retreat: targeted messaging developed and tested. Implementation of media plan (website, social media) completed. Production and printing of collateral material.

Proposed Budget

Category/Task	Amount
Project Coordinator Contract staff to assist in project coordination activities. Calculated at 16 weeks, 15 hours/week @ \$40/hour.	\$9,600
FL MIECHV Membership in Early Learning Consortium Each member organization contributes \$10,000 year and pools resources around an early childhood public policy agenda. Membership fees support consultants to provide research and alerts, data, background materials, drafting bill and amendment legislation. Membership for FL MIECHV will expand the group's focus to include home visiting.	\$10,000
Media Consultant Responsible for development and implementation of First 1000 Days website enhancements, targeted social media, First 1000 Days campaign branding, described above. Based on detailed proposal for 4-months of professional services by Little Fish Media. Includes 9-10 hours of professional services weekly.	\$11,000
Publication Production & Printing Professional designer for collateral material, policy briefs. Printing and postage of material.	\$6,000
Speaker Sponsorship Travel, honorarium for Chamber meeting speaker (Dr. Pat Levitt). Includes \$5,000 honorarium and travel expenses.	\$6,500
Florida Children's Council Annual Retreat Facilitator/consultant to assist members in developing targeted messaging around home visiting, early childhood services.	\$5,500
Other Supplies, shared support, administration.	\$1,400
TOTAL	\$50,000

4-20-2016