



ADVOCACY PLATFORM

FINAL March 2010

*Special Thanks to the Sonoma County LPC for the draft Advocacy Platform

The Local Early Education Planning Council of Santa Clara County supports affordable, available, accessible, and quality child care for all families in Santa Clara County. While families (parents and guardians) are the primary caregivers of their children, child care and development programs are vital to the children and families they serve, and to the overall quality of life in Santa Clara County. Quality child care fosters children's health and development, and is a critical part of our economy, allowing our businesses and community to grow strong. The child care profession merits equal respect and compensation as other professions and industries. Training and retention of child care and development professionals are fundamental to quality child care services.

Therefore, the Local Early Education Planning Council of Santa Clara County advocates for the changes necessary to realize the following goals:

- All families have access to high quality learning experiences and child care programs that address the cognitive, physical, emotional, and social development of each child.
- All children are cared for in child care and development programs that are safe, healthy, nurturing, stimulating, interactive, culturally appropriate and sensitive to the needs of each individual child.
- All child care programs include integrated, comprehensive and coordinated services for children and their families and focus on the strengths of each individual family and incorporate principles that respect and value culture and diversity.
- All families have access to available child care that meets a variety of needs, including infant care, school-age care, care for mildly ill children, back up care, all hour care, and care for children with special needs.



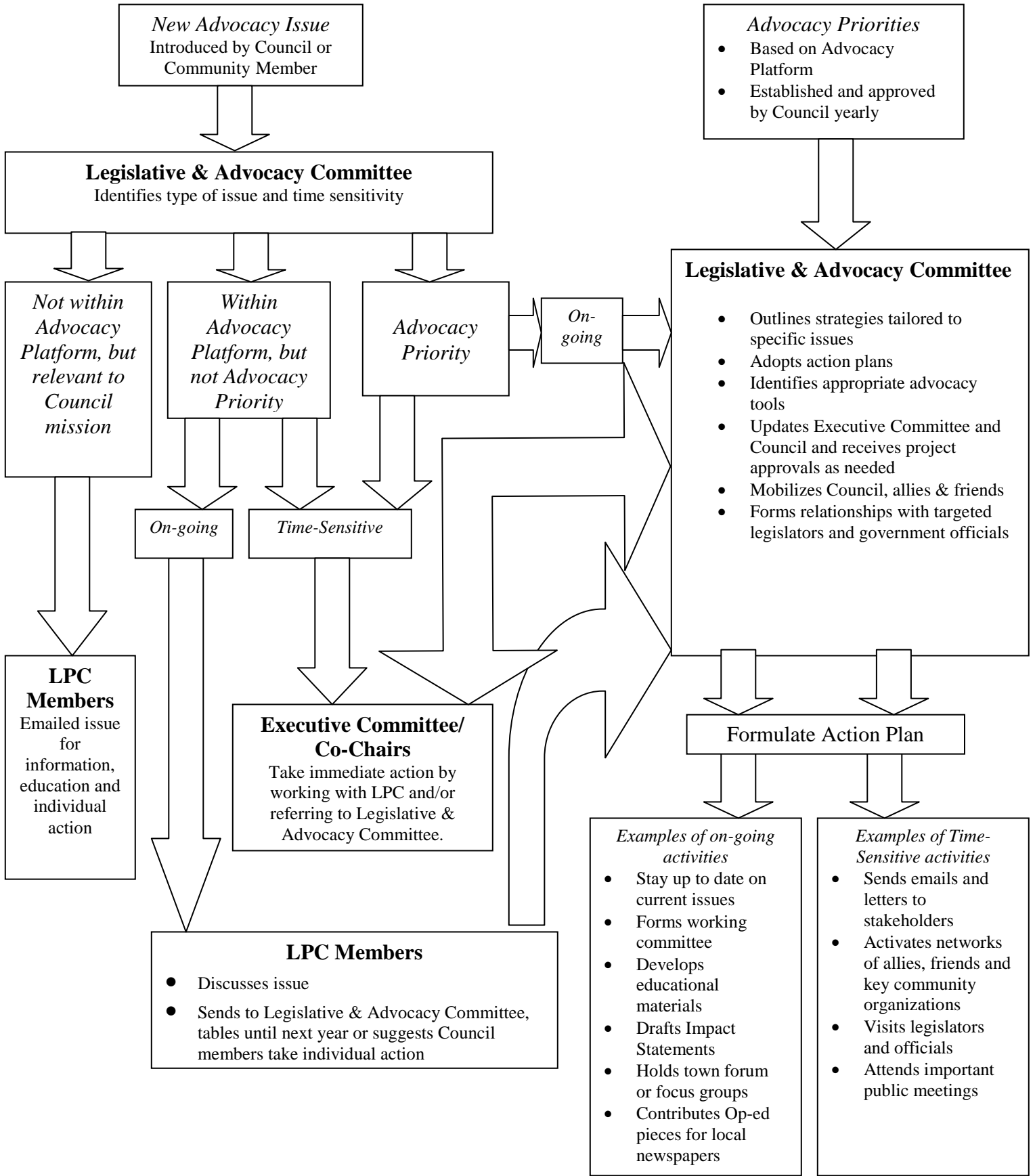
- Child care services are affordable and available to meet the needs of families at all income levels, and subsidized child care services are available for all eligible children.
- The child care and development workforce is highly trained, valued as professionals, and fairly compensated for their work, including benefits, commensurate with professionals in comparable fields. The retention of professionals is integral to quality child care.
- Government adopts streamlined, affordable processes for building and developing licensed child care facilities, including zoning and licensing.
- Quality, affordable, and accessible child care and development programs are recognized as a critical part of the infrastructure that sustains the County's economic growth and community development.
- Individuals, business, schools, government, and community collaborate to provide our children and families with family-friendly policies, flexible work schedules, and assistance with affordable, accessible, and quality care.

**Local Early Education Planning Council of Santa Clara County
Draft Advocacy Protocol**

As of 2.24.2010

To Ensure that Issues Affecting the Children of Santa Clara County Are Addressed Effectively & Efficiently

Special thanks to the Sonoma County LPC for the Advocacy Protocol Template



New Advocacy Issue
Introduced by Council or
Community Member

Advocacy Priorities

- Based on Advocacy Platform
- Established and approved by Council yearly

Legislative & Advocacy Committee
Identifies type of issue and time sensitivity

Legislative & Advocacy Committee

- Outlines strategies tailored to specific issues
- Adopts action plans
- Identifies appropriate advocacy tools
- Updates Executive Committee and Council and receives project approvals as needed
- Mobilizes Council, allies & friends
- Forms relationships with targeted legislators and government officials

*Not within
Advocacy
Platform, but
relevant to
Council
mission*

*Within
Advocacy
Platform, but
not Advocacy
Priority*

*Advocacy
Priority*

*On-
going*

On-going

Time-Sensitive

**LPC
Members**
Emailed issue for
information,
education and
individual
action

**Executive Committee/
Co-Chairs**
Take immediate action by
working with LPC and/or
referring to Legislative &
Advocacy Committee.

Formulate Action Plan

LPC Members

- Discusses issue
- Sends to Legislative & Advocacy Committee, tables until next year or suggests Council members take individual action

Examples of on-going activities

- Stay up to date on current issues
- Forms working committee
- Develops educational materials
- Drafts Impact Statements
- Holds town forum or focus groups
- Contributes Op-ed pieces for local newspapers

Examples of Time-Sensitive activities

- Sends emails and letters to stakeholders
- Activates networks of allies, friends and key community organizations
- Visits legislators and officials
- Attends important public meetings