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REASONS FOR ELECTION ANXIETY AND THE CARE AGENDA AS ANTIDOTE

Different Reasons for Election Anxiety

The future of democracy (autocracy, polarization, disregard for truth, intolerance)

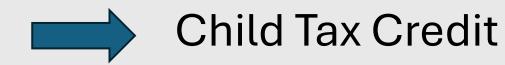
Threats to the American way-of-life ("traditional" family values, inflation and stagnant wages, immigration, crime)

Climate change and conflicts in the world

Everpresent media focusing upon conflict and danger produces...

... Stress, sense of being divided, fatigue.

73 Million Positive Reasons to Vote : The Care Agenda for Children





Paid Family and Medical Leave

Child Care and Preschool





Home and Community-Based Services

Bringing Us Together for Our Future

Key Points - Care Agenda for Children"

- Result of child advocacy efforts over last forty years
- In recognized areas of federal government responsibility
- Now with a specific Congressional and Administrative agenda (initiated in the American Rescue Plan Act) which can be transformational for our future
- > Showing strong polling popularity with all voters (D, R, I)

Based upon common values and goals for children, families, and communities

...But with limited voter attention or understanding – even among those who it helps most

www.2020visionforchildren.com

Bringing Us Together: The Care Agenda for Children

PRO-CHILD

PRO-PARENT

PRO-ECONOMY

Improves nurturing and child learning Ensures meeting basic needs Addresses special health needs

Offers options, choices, quality time Improves family economic security Reduces stress and extra care burden

Improves worker productivity Creates more decent paying jobs (in care) Invests in local community economy

www.2020visionforchildren.com

From Nonpartisan to Candidate Specific: Core Part of the Harris Care and Opportunity Agenda

The Harris Care Agenda for Children

73 Million Reasons to Vote

www.harrisforkids.com



YOUR ROLE IN EASING ANXIETY AND MAKING A DIFFERENCE – **SPREADING THE WORD**

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 Network prime-time 30 second political ad 	\$ 2,000
Congressional candidate professional poll	\$ 25,000
 100 hours of political consultant advice 	\$ 8,000
 Congressional bulk mail to newly registered voters, 	\$ 9,800
Total federal campaign expenditures	\$16 billior

Your message to others about the importance of the Care

Agenda for Children to you, them, and our country... PRICELESS



-- www.harrisforkids.com --

Relational Campaigning and Micro-Targeting on the Care Agenda Are Very Effective Strategies

RELATIONAL CAMPAIGNING– drawing upon a positive personal connection and credibility with another person/voter and engaging, educating, and influencing their vote. [INFLUENCER]

MICRO-TARGETING – identifying people/voters who are undecided in terms of whether and how they will vote. [PERSIADABLE]

GOOD INFLUENCERS are those who with careers or volunteer experiences in the care community and understand the role of policy in supporting care (you).

PERSUADABLES are parents with care needs for their children or loved ones or themselves and workers in frontline care occupations (people you know and listen to you)

Relational, Micro-Targeting Actions in These Last Three Weeks

Use communication channels you have (email lists, tweets, Instagram, facebook, etc.), as well as just plain talking, texting, or emailing, to spread the word, with an emphasis on **reaching persuadables –** short pitch, graphic, and link to websites for more information

I'm excited about Kamala Harris because she is really committed to a care agenda that is important to children, families, and our coutnry. A good place for information on it is the informational website, harrisforkids.com

> possible accompany graphic





Harris for Kids Website harrisforkids.com

HOME PAGE – Key points about the Harris Care Agenda for Children and how to make it a reality.

INFLUENCER RESOURCE PAGE – Different talking points, tools, graphics, and messages to make the case for supporting Harris and the Care Agenda for Children.

SHEROES PAGE – Additional encouragement for those both politically active and in health, education, and human service careers to unleash their SUPERPOWERS.

*****THREE TWEETS FOR VICTORY PAGE –** Five dissemination-ready messages and graphics to choose from in getting out the word.

GRAPHICS TO GO WITH EMAILS, FACEBOOK POSTS, TWEETS, INSTAGRAMS, AND OTHER COMMUNICATIONS

> also on three tweets webpage: harrisforkids.com/three-tweets

Supporting the Best in Us

The Harris Care Agenda For Children

* Child tax credit
* Paid family and medical leave
* Child care and preschool
* Home and community services



Let others know about the agenda. Visit the informational website: www.harrisforkids.com

GRANDMOTHERS FOR OUR GRANDKIDS' FUTURE



The Harris Care Agenda for Children 73 Million

Reasons to Vote

Whatever our language, grandparents support the Harris Agenda for Children.

www.harrisforkids.com

Supporting Parents' Most Important Role

The Harris Care Agenda For Children

- * Child tax credit
 * Paid family and medical leave
 * Child care and preschool
 * Home and community convice
- * Home and community services



The Harris Care Agenda for Children 73 Million Reasons to Vote

Pro-Child...Pro-Parent...Pro-Economy. Visit the informational website: www.harrisforkids.com

Valuing Care and Those Who Provide It

The Harris Care Agenda For Children

- * Child tax credit
- * Paid family and medical leave
- * Child care and preschool
- * Home and community services
- * Child and direct care worker rights and pay



The Harris Care Agenda for Children 73 Million Reasons to Vote

Pro-Child...Pro-Parent...**Pro-Caregiver.** Visit the informational website: www.harrisforkids.com

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The Harris Care Agenda for Children

73 Million Reasons to Vote



... and my tip of the hat for all you do!





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