

Children, Caregiving, and the 2024 Election



**Webinar on Our Future Hosted by VoteKids2024
Thursday, August 15, 2024 2:00 p.m. eastern**

***What It (the Care Agenda) Is ... Why It's
Good Policy and How It's Good Politics
... What We Can Do***



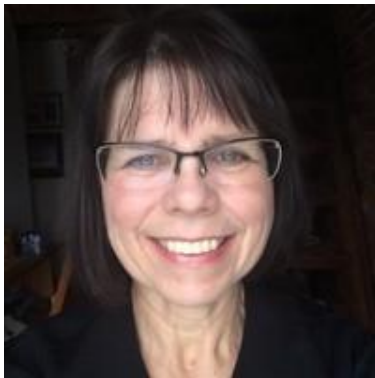
**Mayra Alvarez, Children's Partnership
Donna Norton, MomsRising
Jaimie Worker, Caring Across Generations
Ailen Arreaza, Parents Together**



Introduction and Context

Introduction

- ❖ The National Caregiving Agenda
- ❖ Child Policy Advocacy and the Caregiving Agenda
- ❖ The Caregiving Workforce as Persuadables and Influencers



Moderator, Kay Johnson
Introduction, Charles Bruner
VoteKids



National Caregiving Agenda In Brief

- ❖ In 2020 election and through federal responses to COVID-19, **a comprehensive federal caregiving agenda exists.**
- ❖ Key components initiated (most temporarily), with the White House and leaders in Congress continuing to promote it.
- ❖ 2024 election will determine if there is continued leadership in the White House and a working majority in Congress to enact it.

Caregiving Agenda Core Components

- ❖ Expand the **Child Tax Credit** to its level in the American Rescue Plan Act
- ❖ Establish **paid family leave**
- ❖ Make **child care** affordable and available
- ❖ Expand **home-and-community-based services** under Medicaid
- ❖ Pay the **caregiving workforce** a living wage, with rights and recognition

Topline Messages/Frames About the Caregiving Agenda

- ❖ Values parents and families in their critical roles and responsibilities.
- ❖ Provides essential care to respond to emergencies and meet special health care needs.
- ❖ Supports local workforces and economic development.
- ❖ Creates middle-class jobs.
- ❖ Supports children in their nurturing, health, education, safety, and economic security.
- ❖ Should be a part of the federal electoral dialogue.

Child Policy Advocacy and the Caregiving Agenda

- ❖ Child advocates have developed a comprehensive, evidenced-based investment agenda to ensure all children have the opportunity to succeed: health, school readiness, school success, child safety and opportunity, and economic security.
- ❖ The federal caregiving agenda incorporates a major share of that child investment agenda: child tax credit (economic security), paid family leave and child care and preschool (school readiness), and child health coverage and services, including HCBS (health).
- ❖ Multiple policy organizations at the national and state level can promote this agenda – 80-member Children’s Budget Coalition, 30-member End Child Poverty Group, 50-member Partnership for America’s Children state network

Children and Caregiving

- ❖ Parents and family members have the major role and responsibility in raising their children, but they (and the private sector) cannot do it alone.
- ❖ Government must support families in fulfilling their nurturing and caregiving roles and provide additional help (and a caregiving workforce) when family members have special needs.
- ❖ Government cannot short-change its support to those caregivers without jeopardizing the healthy development of children.
- ❖ This is an agenda that can bring us together around our common concerns and values.

The Big Tent: Other Names for and Supporters of the Caregivers Agenda

Pro-Child Agenda

Children's Budget Coalition

BUILD Initiative

Success by Six

Alliance for Early Success, etc.

Community Building Agenda

Caring Across Generations/Care Can't Wait

Community-Based Workforce Alliance

National Association for the Education of Young Children

Women's Law Center, etc.

Valuing Families Agenda

MomsRising Together

Family Support Network

Families USA

Parents Together, etc.

Economic Security Agenda

End Child Poverty Group

Center for Law and Social Policy

Center of Budget and Policy Priorities, etc.

The Caregiving and Education Workforce as Part of Population

	Number	% of Workforce
❖ Elementary and Secondary Teachers	6.1 million	4.0 %
❖ Counselors and Social Workers	2.4 million	1.6 %
❖ Medical Care Professionals	6.2 million	4.1 %
❖ (<i>Frontline Caregiving</i>) Direct care, home and residential care, personal care, child care etc.	9.0 million	5.9 %

Bureau of Labor Statistics, May, 2023

Importance of the Frontline Caregiving Workforce

- ❖ One of fastest growing and most in demand parts of workforce
- ❖ 85-90 percent women, disproportionally BIPOC
- ❖ Heroes of the COVID-19 pandemic
- ❖ Employment usually relies upon government funding

- ❖ Underpaid and often struggling to make ends meet
- ❖ Managers of household budgets and most acutely aware of meeting basic needs (impact of inflation) and their children's futures
- ❖ Politically persuadable
- ❖ Largely not aware of the caregiving agenda

Message, Messengers, and Audiences

Message (Frame plus policies):

We can vote for candidates who recognize and support all of us in raising the next generation and will bring us together and not pit us against one another.

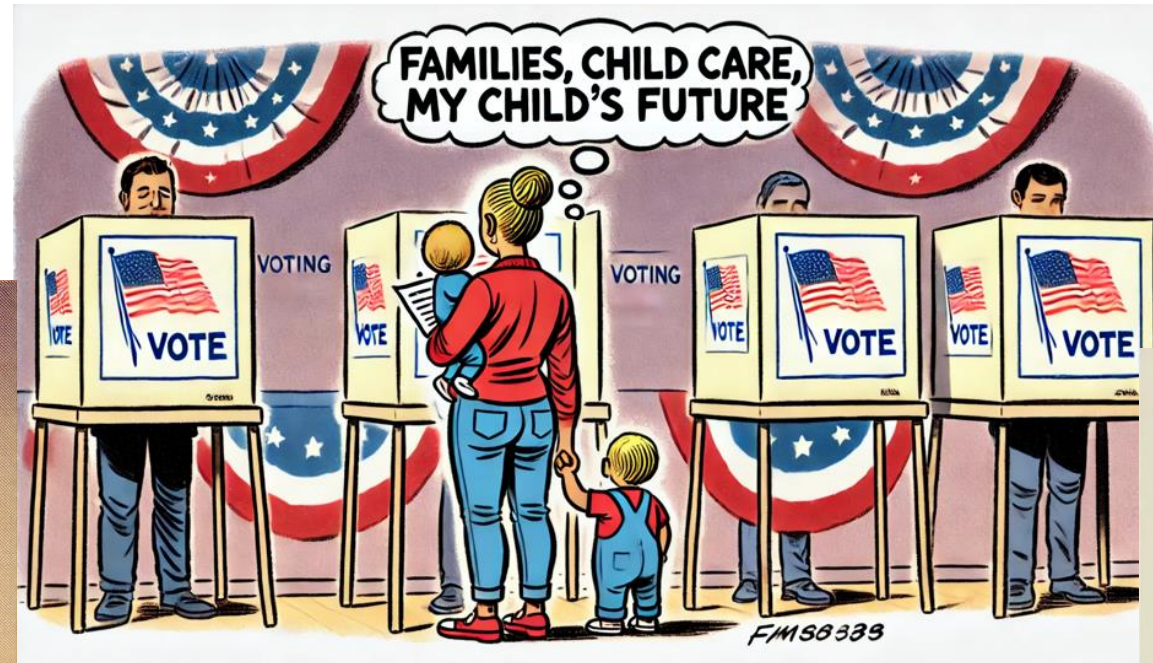
Messengers:

US (and those we contribute to)

Audiences:

Persuadables and Influencers (particularly caregivers and those they serve, including parents and grandparents)

Power at the Polls: 9 Million Caregivers, 63 Million Parents, 70 Million Grandparents



Children, Caregiving, and the 2024 Election: Presenters

*Messages, Messengers, and Audiences
ALIGNED AND REINFORCING PERSPECTIVES*

Mayra Alvarez, President, Children's Partnership (California)

Donna Norton, Executive Vice-President, MomsRising

Jaimie Worker, Director of Public Policy, Caring Across Generations

Ailen Arreaza, Executive Director, Parents Together



❖ **OUR VISION:** All children – regardless of their race, ethnicity or place of birth – have the resources and opportunities they need to grow up healthy and thrive.

❖ **PILLARS OF OUR WORK**

- Advance an Equity Agenda for Children
- Build and Elevate Partnerships
- Drive Community-Informed Research and Policy
- Be the Leading Voice for Children
- Promote a Dynamic and Innovative Organizational Culture

❖ **STATE MEMBER**



**PARTNERSHIP
FOR AMERICA'S
CHILDREN**
State and local child advocates working
together for a better future

If we are to rectify health inequities, we must ensure the optimal health and development of our nation's children and invest in an enriched and transformed child health system.

-- Mayra Alvarez, Children's Partnership





MomsRising Together, a 501(c)(4) social welfare organization, and
MomsRising Education Fund, a 501(c)(3) public charity

❖ **A transformative on-the-ground and online multicultural organization of more than a million members and over a hundred aligned organizations.**

- Take on the most critical issues facing women, mothers, and families by educating the public and mobilizing massive grassroots actions to:
- Bring the voices and real world experiences of women and mothers straight to our local, state, and nation's leaders;
- Amplify women's voices and policy issues in the national dialogue & in the media across all platforms (print, radio, blogs, social media, and more);
- Accelerate grassroots impact on Capitol Hill and at state capitols ;
- Hold corporations accountable for fair treatment of women and mothers & for ensuring the safety of their products.



Donna Norton

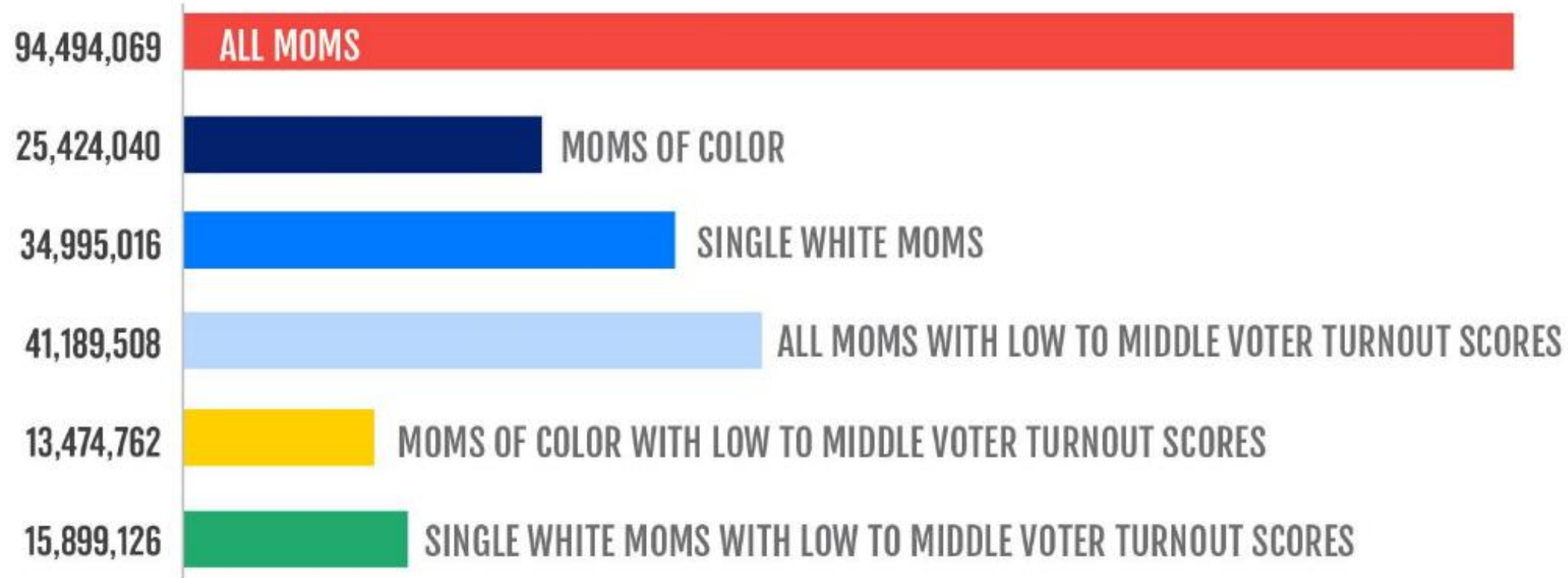
2024 Top 10 Policy Priority Areas

- ★ **High-Quality, Affordable Child Care**
- ★ **Paid Family and Medical Leave**
- ★ **Access to Health Care & Aging and Disability Care**
- ★ **Fair Taxation**
- ★ **Mental Health Care**
- ★ **Reproductive Rights and Maternal Health**
- ★ **Fair Treatment of Immigrant Families**
- ★ **Fight Gun Violence**
- ★ **Youth and Family Justice**
- ★ **Democracy Protection**



Voter Mobilization - Moms Voters Are Powerful

MOM POWER: REGISTERED MOM VOTES



*Low to middle voter turnout scores are between 10% and 70% voter turnout.

Mom Voters VOTE For Care: Polling Shows



7 IN 10 AMERICANS are more likely to go out to vote for candidates who advocate for **child care**. (First Five Years)



86% OF VOTERS feel Congress should take action to improve the availability of **quality, affordable aging and disability care in homes and communities**.

Including **98% of Democrats, 86% of Independents, and 75% of Republicans**

(Caring Across Generations)



85% SUPPORT PAID FAMILY / MEDICAL LEAVE

Among the **85% of voters: 82% are Independents and 76% are Republicans**

(Paid Leave for All)



"Whether it is affordable, quality home care, childcare, or paid family and medical leave, **voters are more likely to vote for a Democrat who supports these policies than a Republican who does not by a margin of at least 32 points.**"

(Hart Research, Geoff Garin)



TWO-THIRDS OF AMERICANS WANT ABORTION ACCESS

And **affordability of healthcare is a top concern of voters.** (Pew)



Across political spectrums respondents favor **increasing taxes on wealthy corporations so they pay their fair share (58% strongly favor, 82% favor).**

These tax policy changes could – and should – **pay for care infrastructure policies.** (MomsRising & NWLC)

Target Mom Voters in Presidential States and 2020 Margins of Victory

STATE	TARGET MOM VOTERS	2020 WINNER	MARGIN OF VICTORY
ARIZONA	317,771	BIDEN	10,457
GEORGIA	432,847	BIDEN	11,779
NEVADA	160,784	BIDEN	33,596
PENNSYLVANIA	427,650	BIDEN	80,555

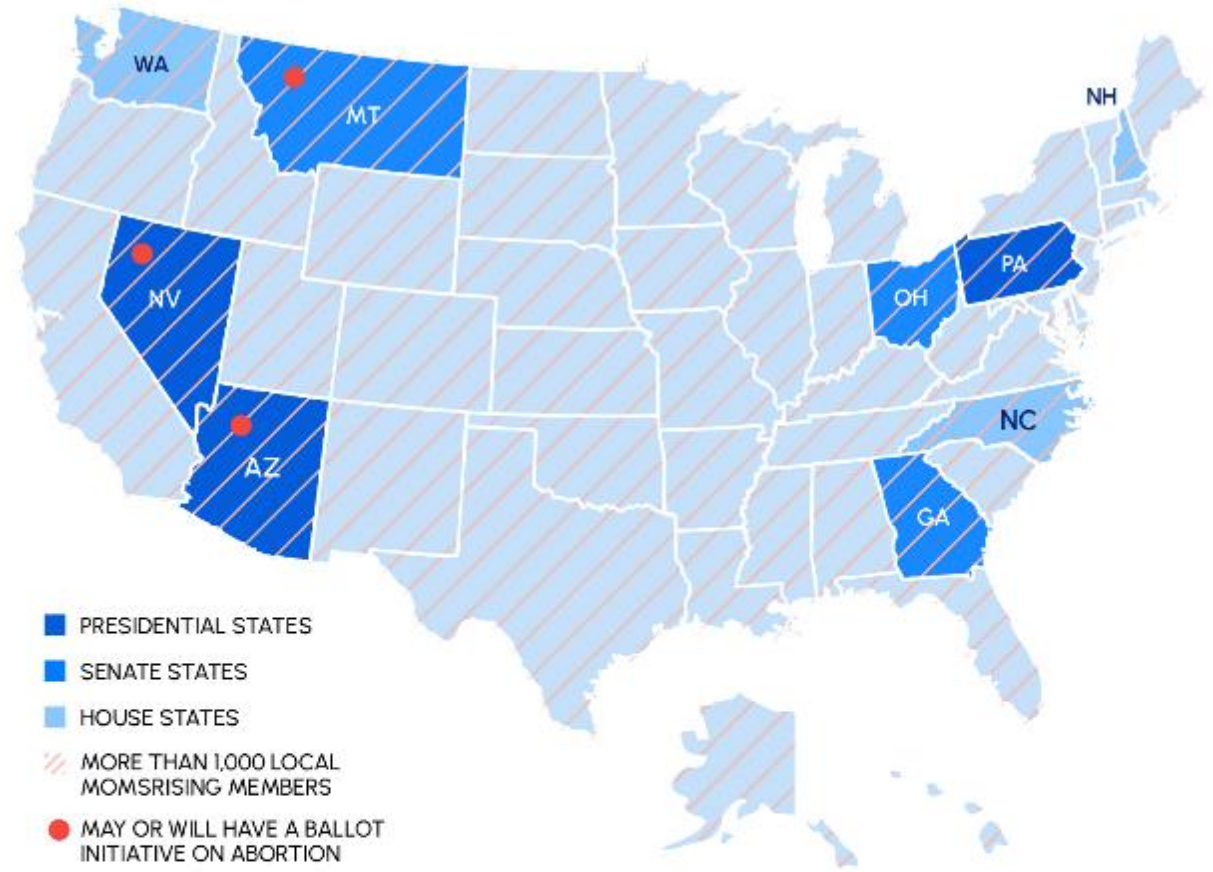
Target Mom Voters in Senate States and Margins of Victory

STATE	TARGET MOM VOTERS	2018 WINNER	MARGIN OF VICTORY
MONTANA	19,965	SENATE – TESTER	17,913
OHIO	338,475	SENATE – BROWN	300,949

MomsRising Together is planning programs in the following states and will expand as resources allow: **Arizona, Georgia, Nevada, Pennsylvania, Montana, Ohio, North Carolina, New Hampshire and Washington**. There are enough Mom Voters in these locations to affect the outcomes of the Presidential race, along with outcomes in key U.S Senate & House races – and MomsRising Together knows how to turn moms out to vote.

Case Study Examples:
The targeted mom vote in key areas regularly exceeds the margin of victory in prior elections.

MomsRising has the volunteers in key areas to make a difference in getting out the moms vote.



Number of MomsRising Members in Target States

PRESIDENTIAL		SENATE	HOUSE	
ARIZONA 22,815	PENNSYLVANIA 50,972	MONTANA 3,027	NORTH CAROLINA 34,710	WASHINGTON 42,026
NEVADA 7,879	GEORGIA 21,570	OHIO 33,986	NEW HAMPSHIRE 5,872	
NATIONAL MEMBERS: 1,044,085				

MomsRising Delivering the Message

- 2,110,000 personally-written Moms-to-Moms postcards
- 23,690,000 texts and phone calls to low-voting frequency moms
- 88,3750,00 reached on social media in English and Spanish
- 90+ videos completed and distributed through influencers
- 14,200,000 reached through digital ads
- 270 Beacons of hope precinct captains



Thank you!

Join our fight to uplift moms and families by connecting: Donna@momsrising.org



[@MomsRising.org](#)

[@MamasconPoder](#)



[@MomsRising](#)

[@MamasConPoder](#)



[@MomsRising](#)

[@MamasConPoder](#)



[@MomsRising](#)



Caring Across Generations

- ❖ **ABOUT US.** Founded in 2011, Caring Across Generations is a national organization of family caregivers, care workers, disabled people, and aging adults working to transform the way we care in this country.
- ❖ **VISION:** Caring Across Generations envisions a world in which care in this country is accessible, affordable, and equitable – so that everyone can live, work and age with dignity.
- ❖ **MISSION.** Our mission is to change our culture and policy in America to value and support caregiving. To that end, we seek to transform cultural norms and narratives about aging, disability and care; to win federal and state-level policy change; and to create a powerful coalition across the millions of us who are touched by care.



Jaimie Worker

Caregiving brings us together and is the foundation for who we are. Focusing upon building the best caregiving system can get us beyond culture wars and political gridlock. It's cross-generational but it has its biggest long-term impact upon children and our future. It's not only the right policy, it's also the right politics.



ParentsTogether

- ❖ Our mission is to provide the news families need. We cover the latest research, policies, and trends affecting kids and families, so busy parents have the information they need to help their families thrive.
- ❖ We believe that parents can be an unstoppable force for good. We show up for parents with inspiring and actionable journalism, so parents can show up for their families and communities.
- ❖ Parent-led and parent-powered, ParentsTogether reaches over 2.5 million parents via Facebook, SMS, email, and web.



Ailen Arreaza

Parents Together Action

Families First Narrative



Parents Together
ACTION

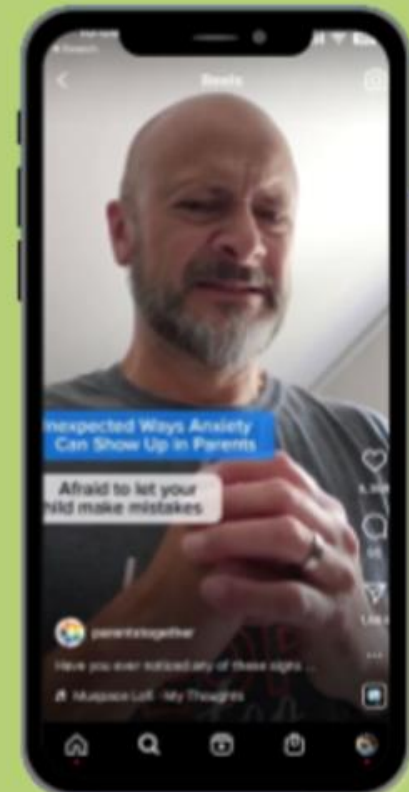
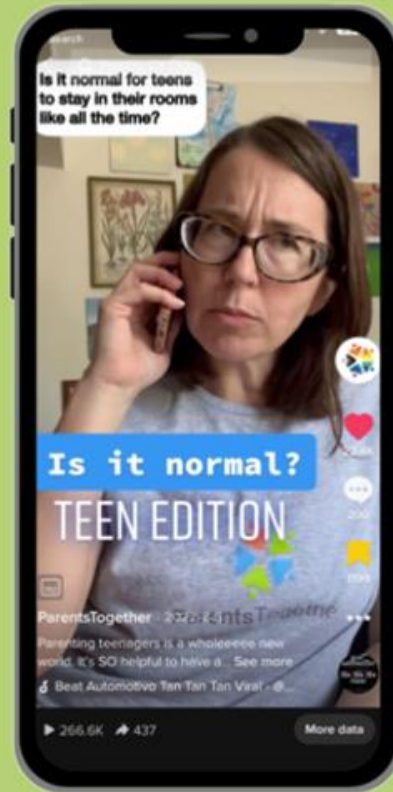


Parent-centered impact media

By talking to parents as parents, we connect to their most fundamental, life-altering identity.

The Guardian

Becoming a parent is the greatest identity change we go through



TO WHAT EXTENT ARE EACH OF THE FOLLOWING A PART OF YOUR IDENTITY? (% 'A BIG PART')



1 out of 5 voters has kids under 18

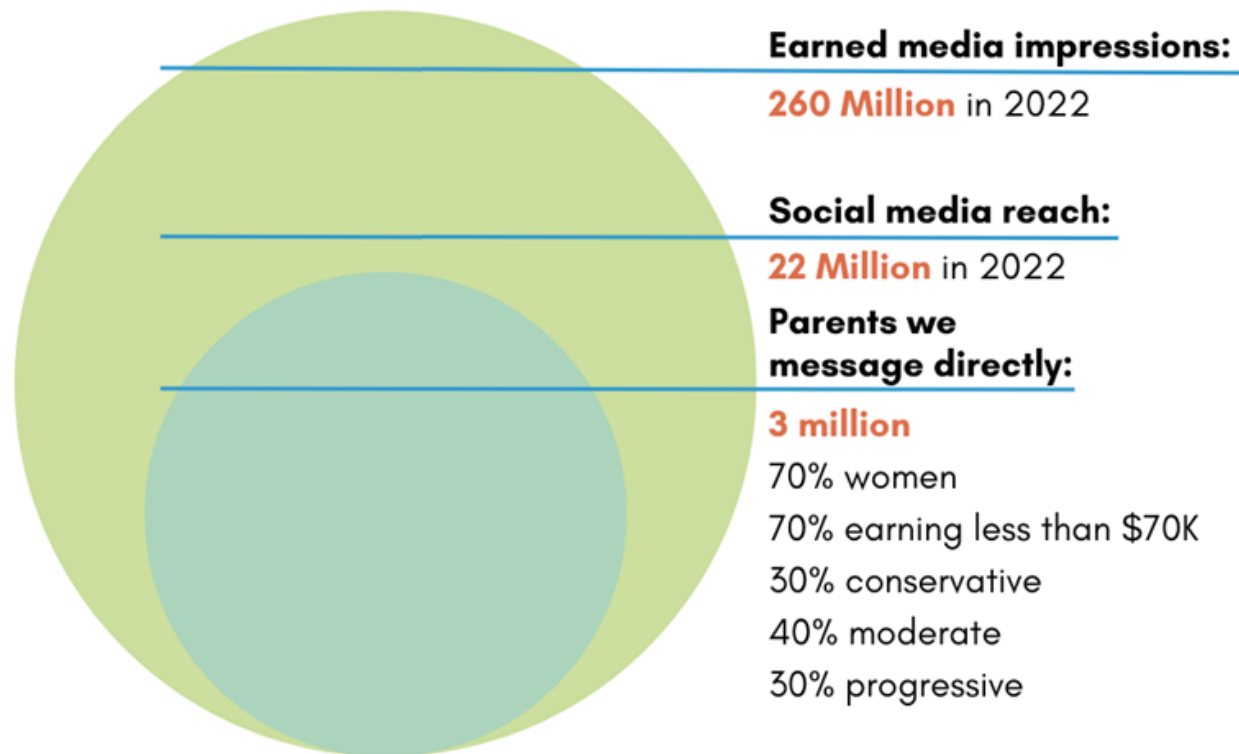
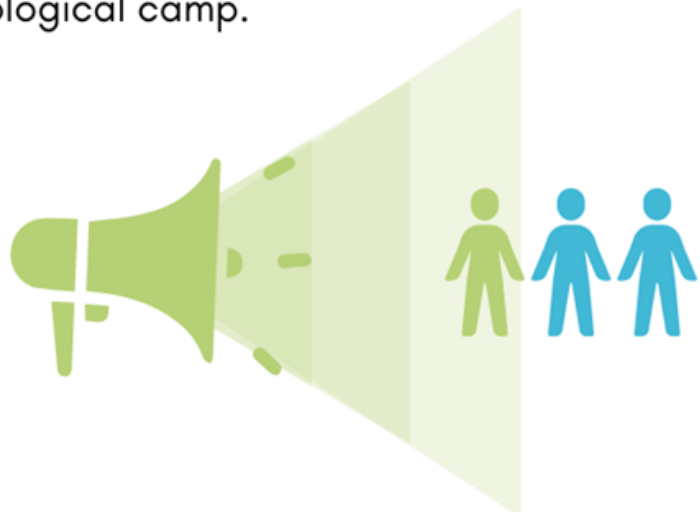
Source: Change Research, National Likely Voter Poll (June 24-27 2024, n=1,5240)

CLOSING THE NARRATIVE GAP

Massive Reach

ParentsTogether's megaphone reaches **1 in 3 parents** in the US through a combination of direct messaging, powerful social media channels, and a robust influencer and earned media apparatus.

We extend far "beyond the choir" with a particular focus on cross-pressured parents - "moveable moms" and "divided dads" who aren't political and don't fall within any ideological camp.



CLOSING THE NARRATIVE GAP

Driving change through parent media

ParentsTogether shines a spotlight on the biggest issues families face, lifts up common sense solutions, and calls out those who are standing in the way.

Our winning formula:

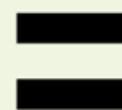
Trusted
Relationships



Massive
Reach



Data-driven
Messaging &
Mobilization

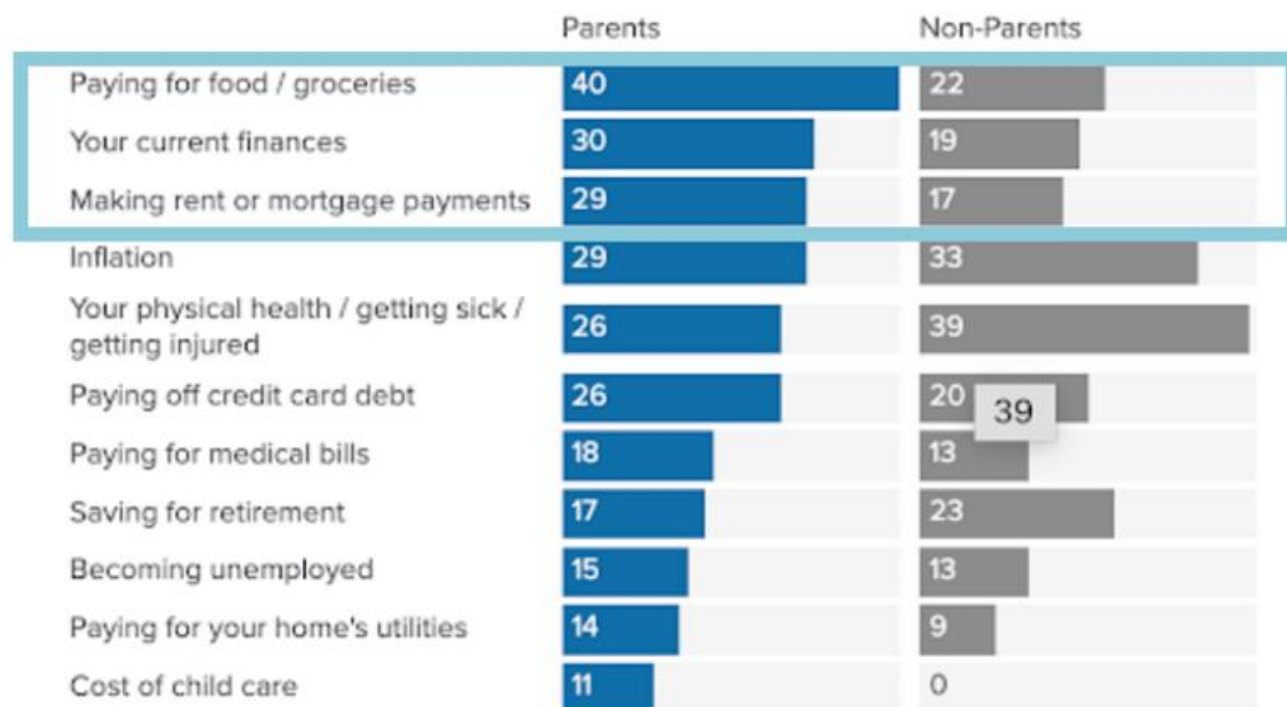


**Change for
Families**

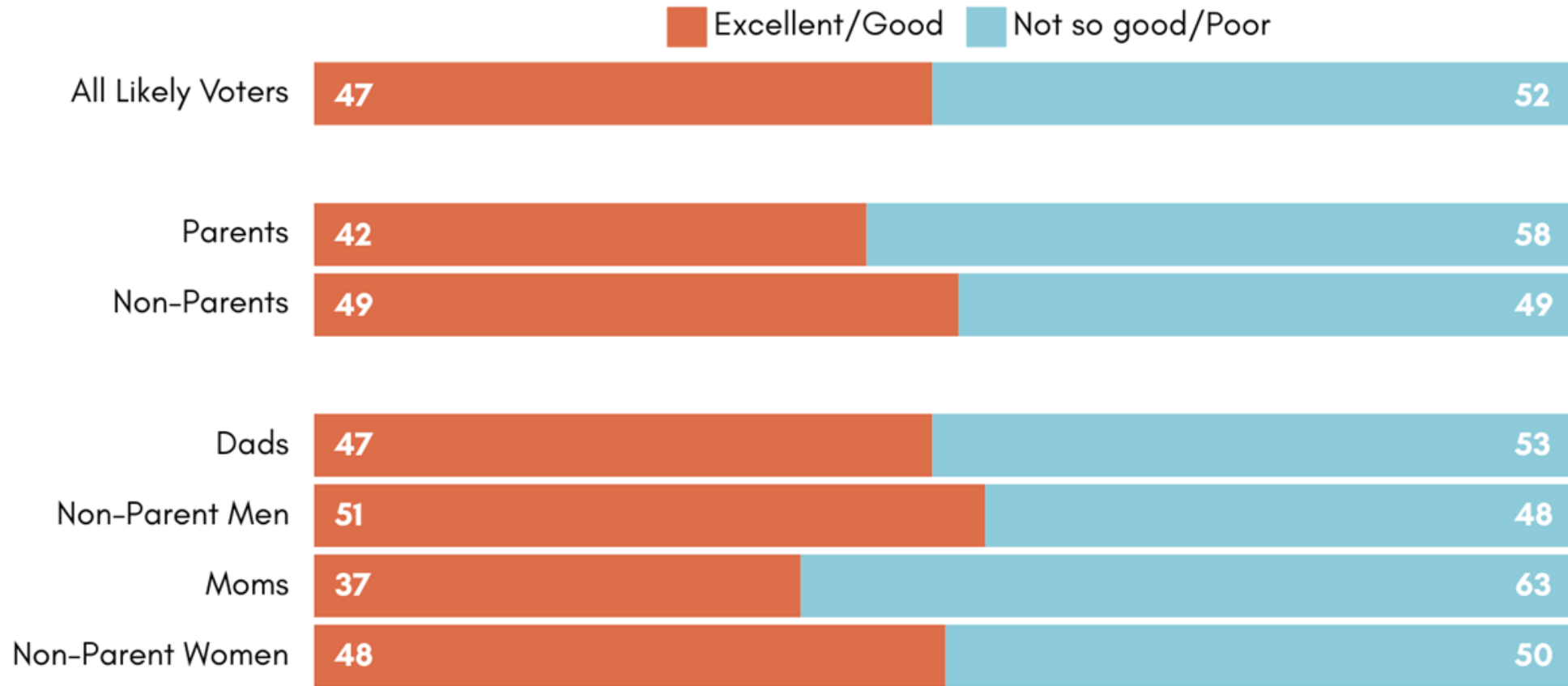
Parents are very
moveable.

WHY? IT'S (MOSTLY) THE ECONOMY, STUPID.

Which of the following things do you worry about the most? Select up to **THREE**.



How would you rate your personal finances?



Source: Change Research, National Likely Voter Poll (Junen 24-27 2024, n=1,524)

IN THEIR OWN WORDS

“Im 28 years old and honestly don't know much about the president stuff i just know us single mothers can't even make ends meet and enjoy time with our babies the cost of living is ridiculous...we can't get our own homes because we will never in god's creation be able to afford it”

- Kimber Brooks

THE FAMILIES FIRST NARRATIVE

- Connect around shared values of love and care
- Acknowledge economic pain
- Bridge to solutions like CTC that would make a difference
- Point out who's standing in the way

THE FAMILIES FIRST NARRATIVE

We all want to be able to love and care for our families - and it shouldn't be so hard. But some politicians are using culture wars to distract and divide us so they can cater to the corporate and special interests keeping them in power. We need leaders who will help families thrive by championing paid family leave so parents can be there when it matters, holding big tech accountable for keeping our kids safe online, and the expanded child tax credit to put \$300 a month per child in parents' wallets to make ends meet.

Additional Reflections

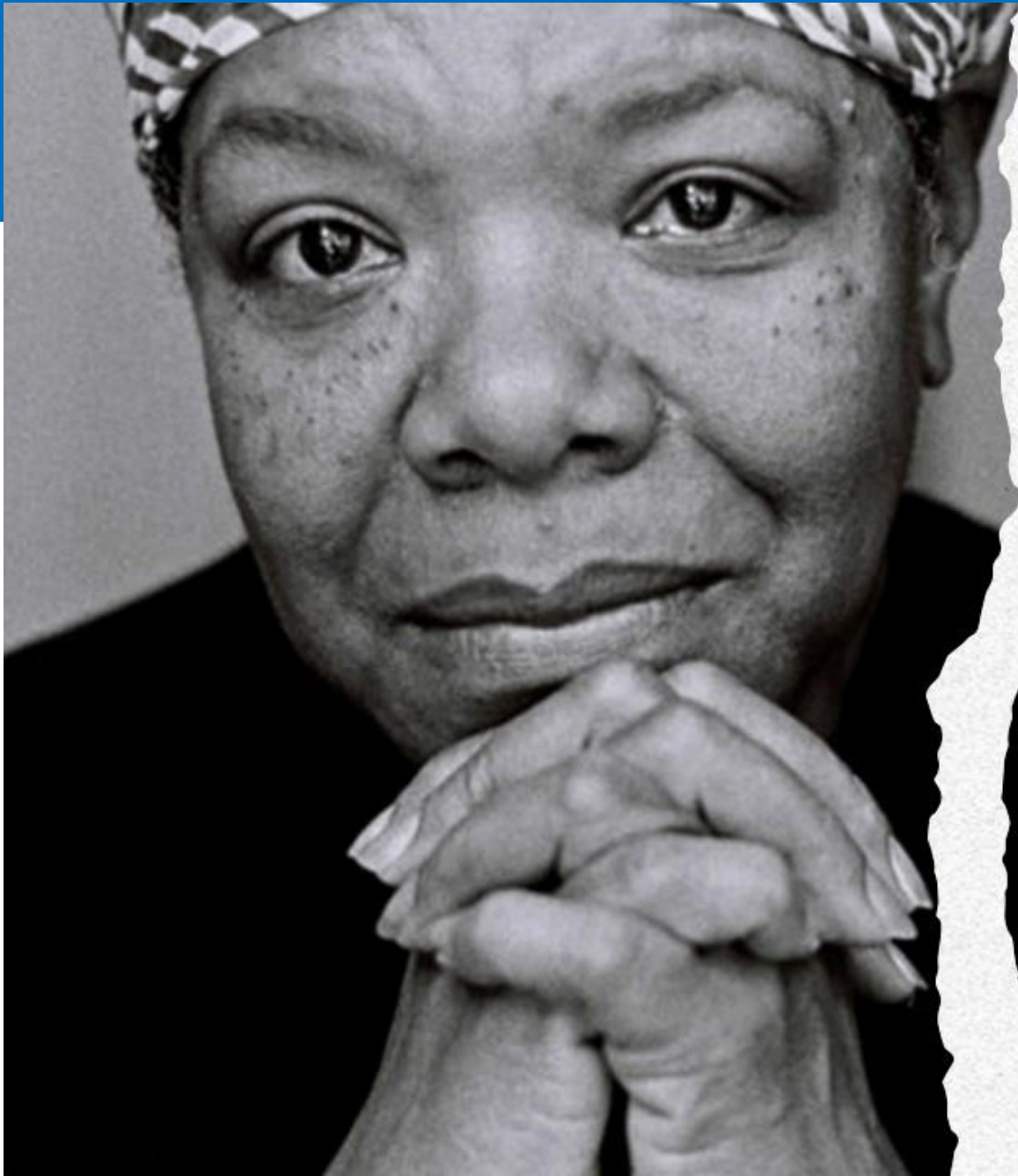
Further Wise Thoughts to Guide Us

The moral imperative to do right by our children and leave no child behind must be the political imperative for those we elect to public office.



There are only four kinds of people in the world - those who have been caregivers, those who are caregivers, those who will be caregivers and those who will need caregivers. – Rosalynn Carter

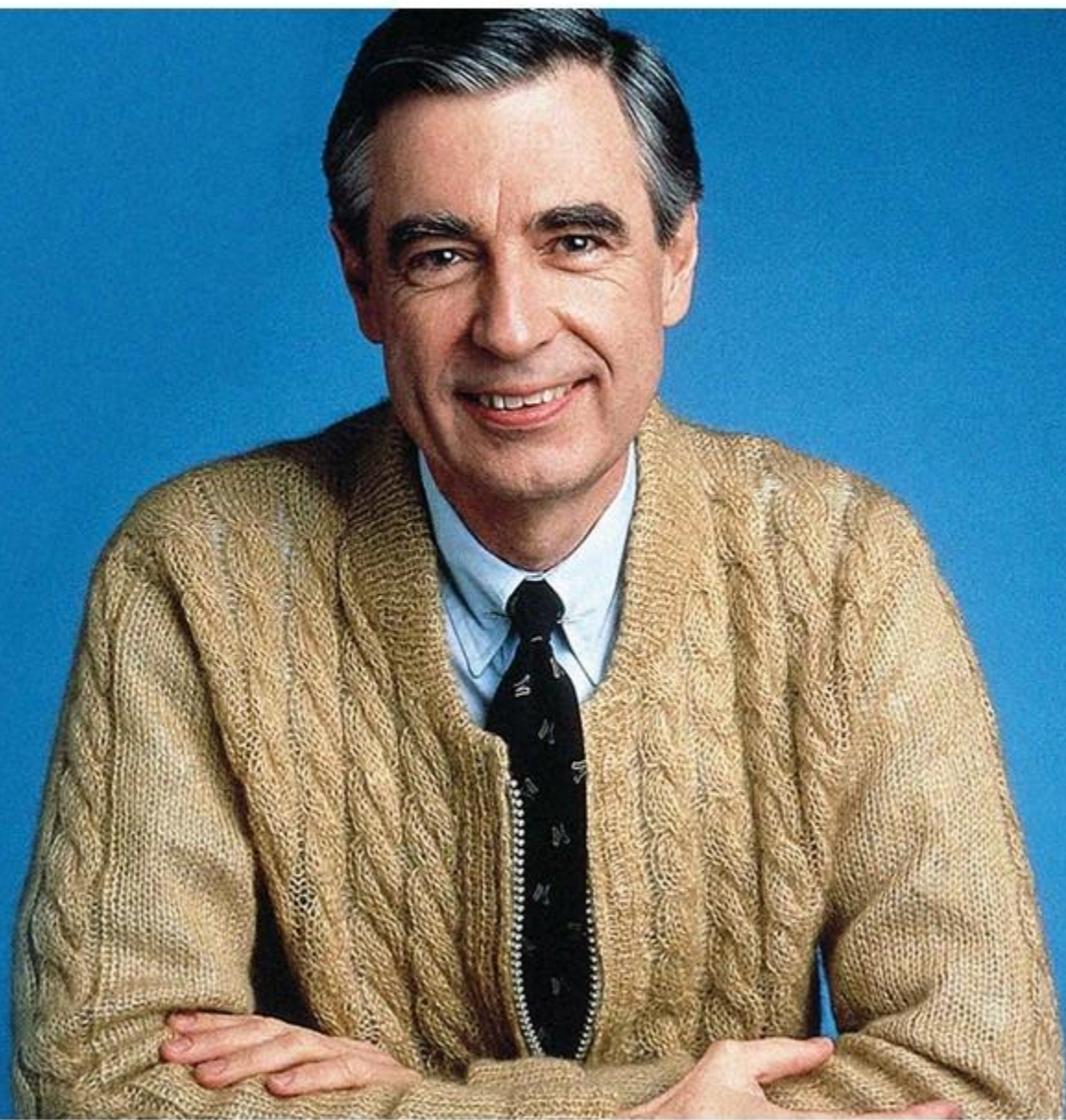




Each child belongs
to all of us and
they will bring us
a tomorrow in
direct relation to
the responsibility
we have shown to
them.

-- *Maya Angelou*

When I was a young boy and saw scary things in the news, my mother always said, "Look for the helpers. There are always helpers."





“There can be no keener revelation of a society’s soul than the way it treats its children.”

-- Nelson Mandela

The Care Agenda*

- ❖ Expand the **Child Tax Credit**
- ❖ Establish **paid family leave**
- ❖ Make **child care** affordable and available
- ❖ Expand **home-and-community-based services** under Medicaid
- ❖ Pay the **caregiving workforce** a living wage, with rights and recognition
- ❖ **\$500+ billion over ten years** financed by billionaires' paying their fair share

* President Biden April 9th speech celebrating caregivers month.



“If we want the best economy in the world, we need the best caregiving economy in the world.”

73 Million Reasons to Vote!



Child Tax Credit



Paid Family Leave



Child Care and Preschool



Home and Community Services
(and more)

