



CHILDREN'S BUDGET SUMMIT

PERSPECTIVES ON CHILDREN AS A NATIONAL PRIORITY



Children's Budget 2011

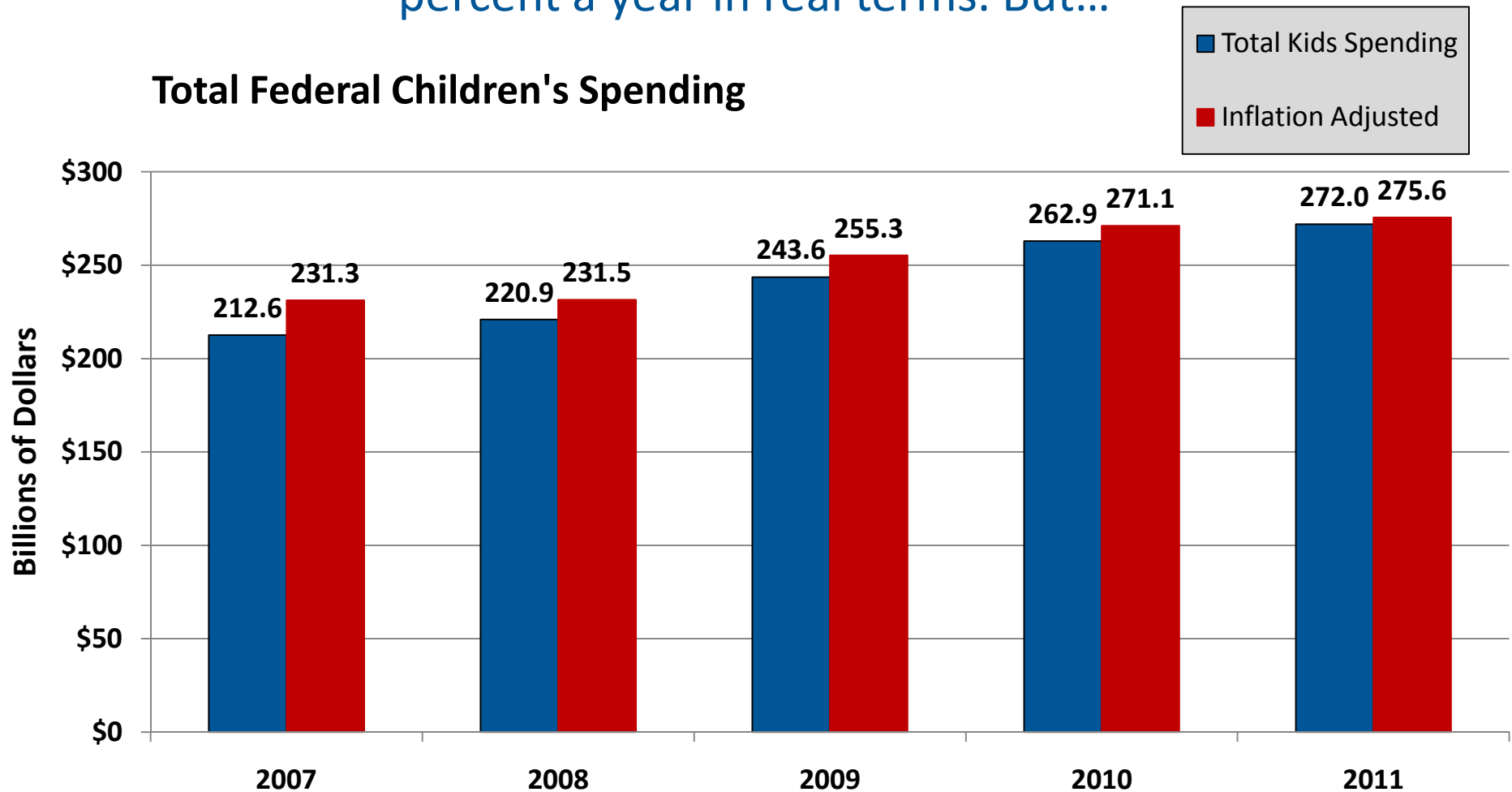
Core Elements:

- ➔ Descriptions of 180+ programs that benefit children
- ➔ Current 2011 appropriation levels and levels from the past four years
- ➔ Analysis of the ARRA funding
- ➔ Proposed funding levels from the President's Budget Request
- ➔ The change over time in funding as a percentage of growth (both in nominal and inflation adjusted terms)



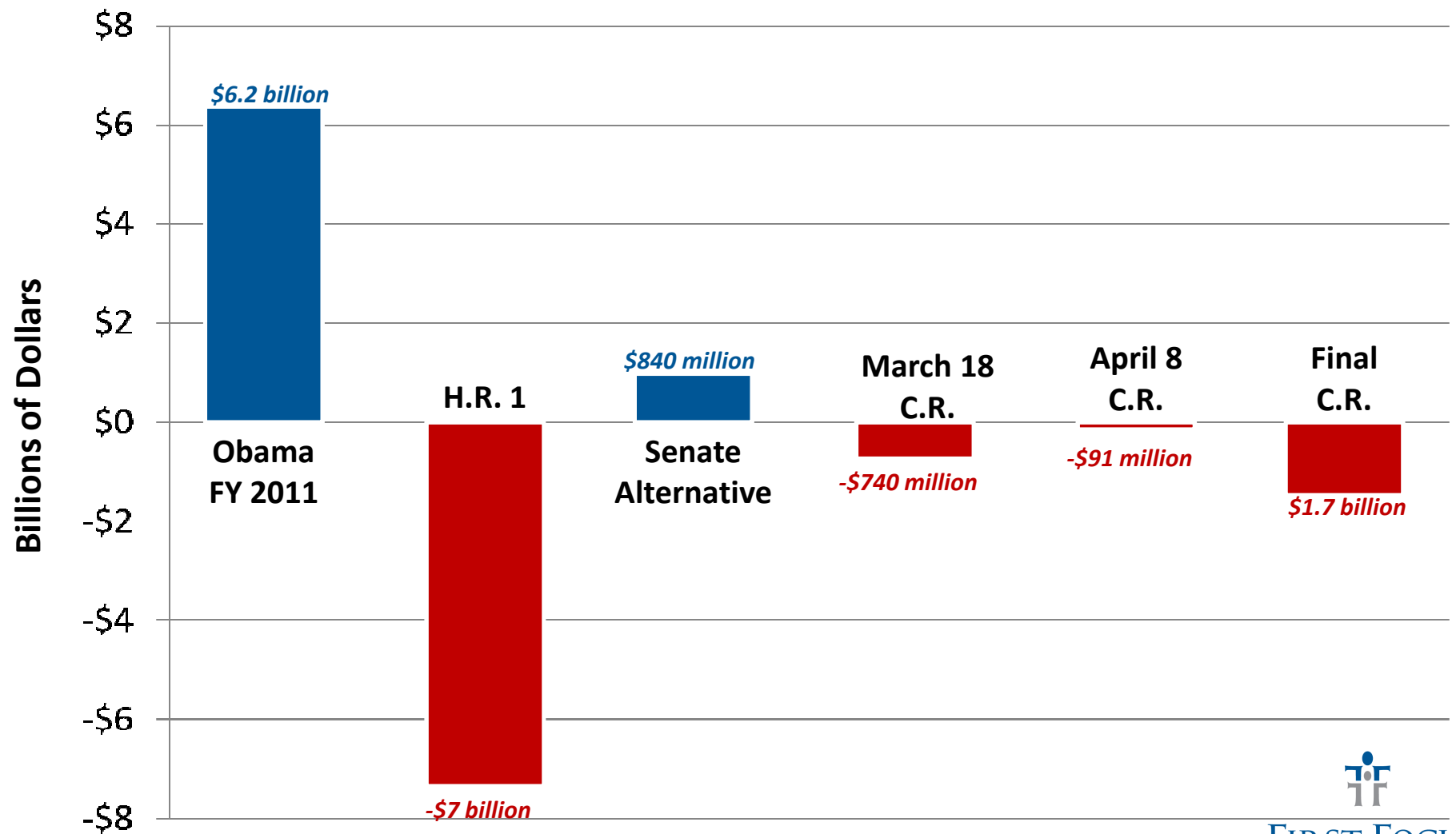
Children's Spending

Over the last 5 years, federal spending on children grew on average 3.8 percent a year in real terms. But...





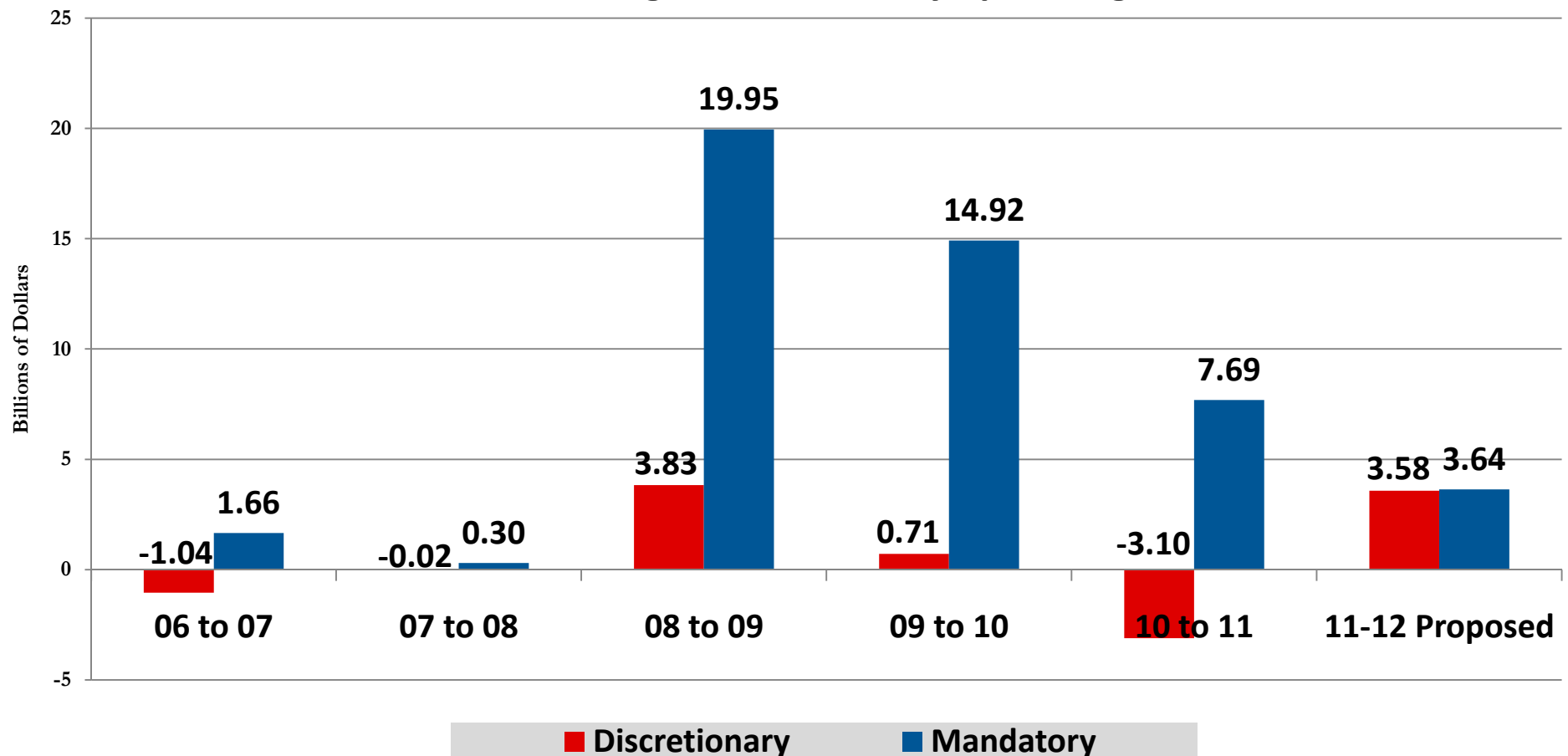
Final Act on 2011



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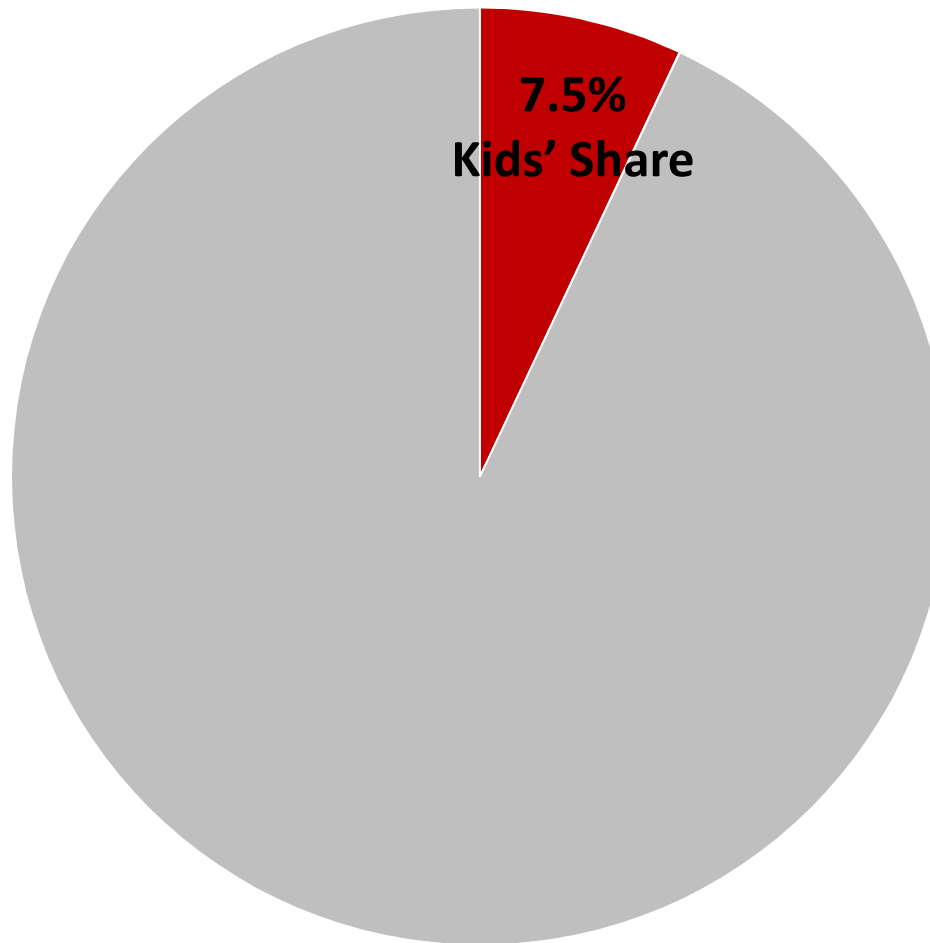
Discretionary vs. Mandatory

Real Change in Discretionary Spending vs
Real Change in Mandatory Spending



Share of Total Federal Spending

Children in the Federal Budget, 2011



Share of federal spending is **8.4%** with ARRA spending.



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The President's Fiscal Year 2012 Budget

If not for the investments made in ARRA, the share of the federal budget going to children's programs in 2011 would be less than it was in 2007.

Total Children's Spending as a Percent of Total Government Spending

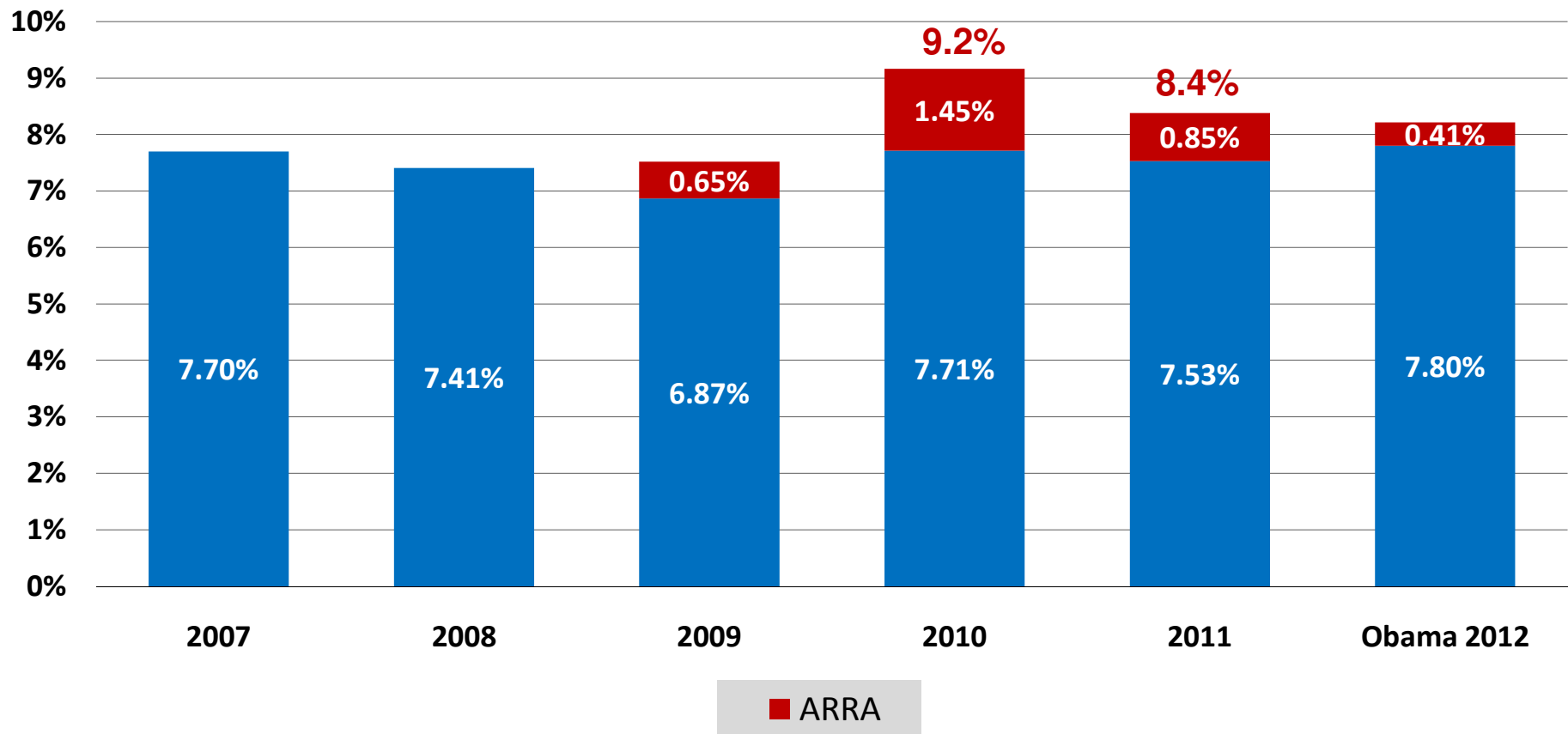
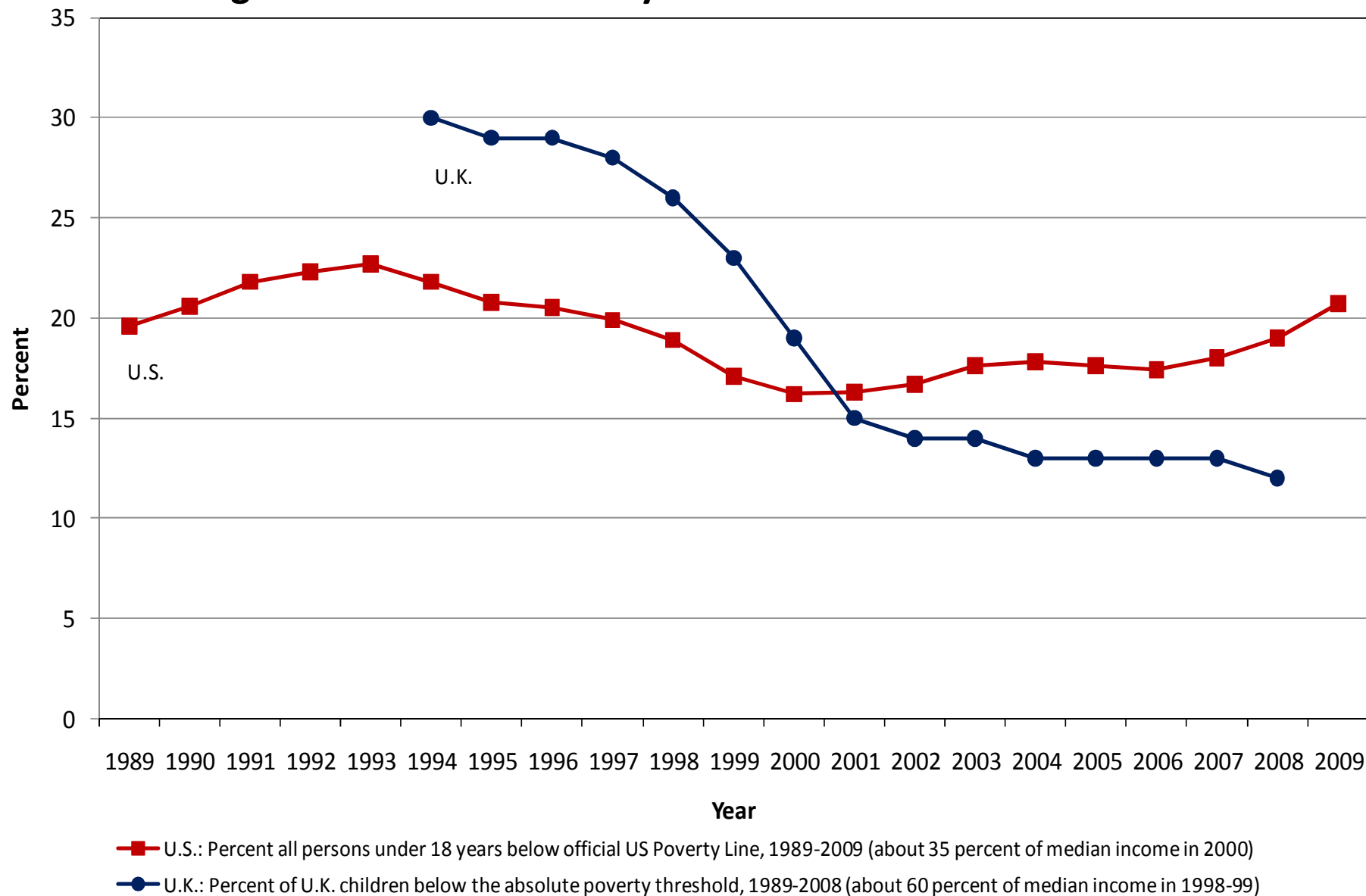


Figure 1: Absolute Poverty in the U.S. & U.K. 1989–2009



Source: U.S. Census Bureau (2010); U.K. Department of Work and Pensions (2010); HBAI, 81.

Smeeding & Waldfogel, 2010

The Future Does Not Look Bright:

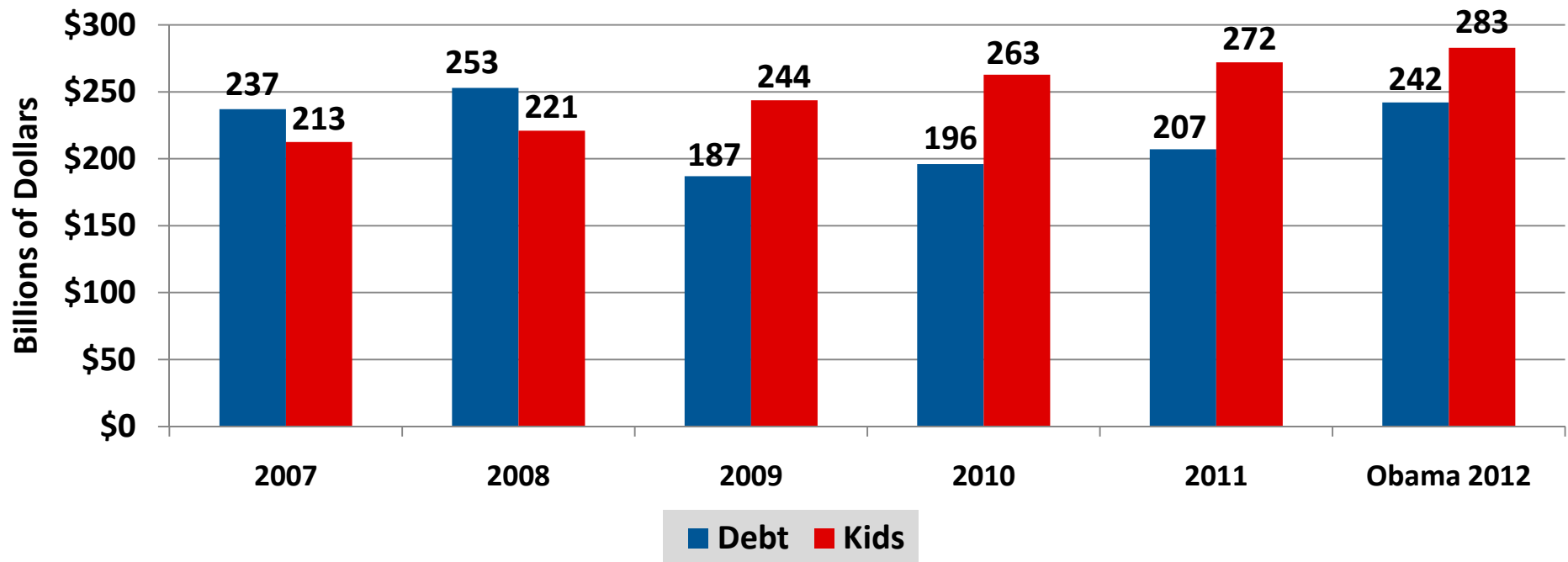
- Balanced Budget Amendment and “Cut, Cap, & Balance”
- Debt & Debt Ceiling Negotiations
- FY 2012 Congressional Budget and Appropriations



Precarious Future

Under current policies, by 2014 the federal government is projected to spend more on interest payments on the federal debt than on programs that benefit children.

**Payments for Interest on the National Debt vs
Total Spending on Kids**



While we have to bring debt and deficits down, we can't balance our budget on the backs of those who will eventually have to pay for it.

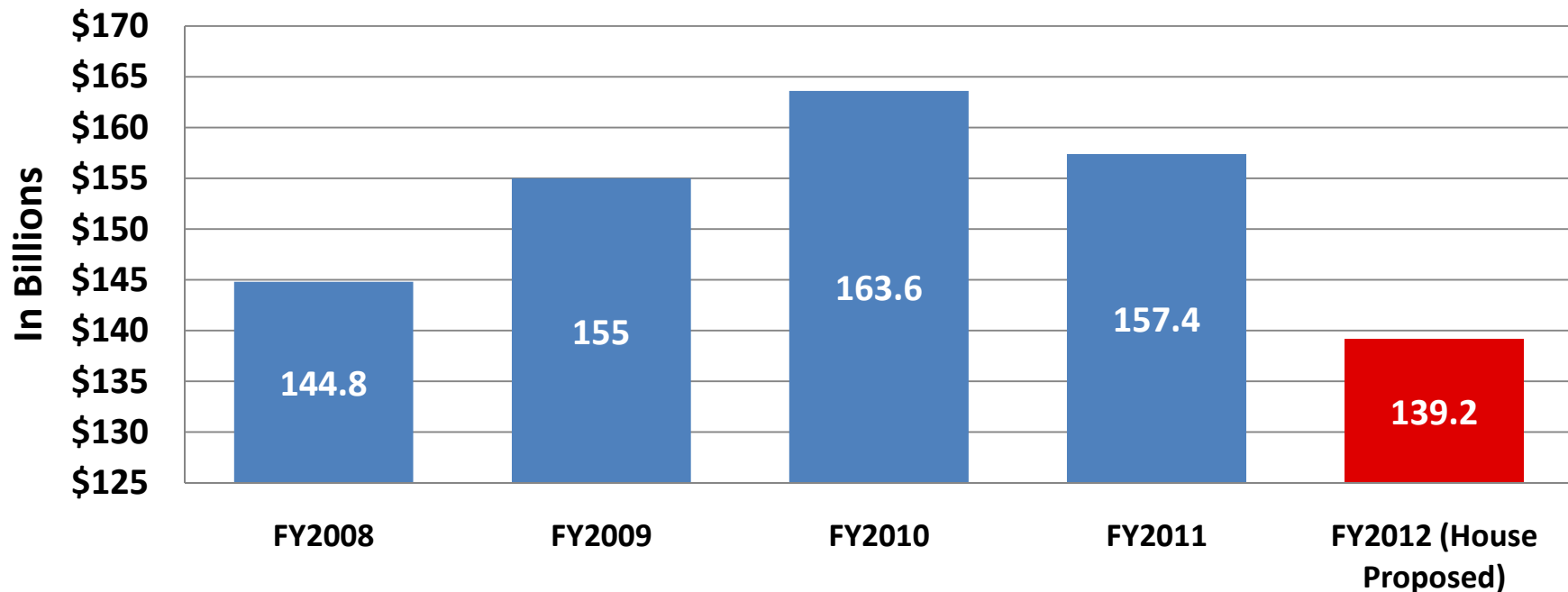


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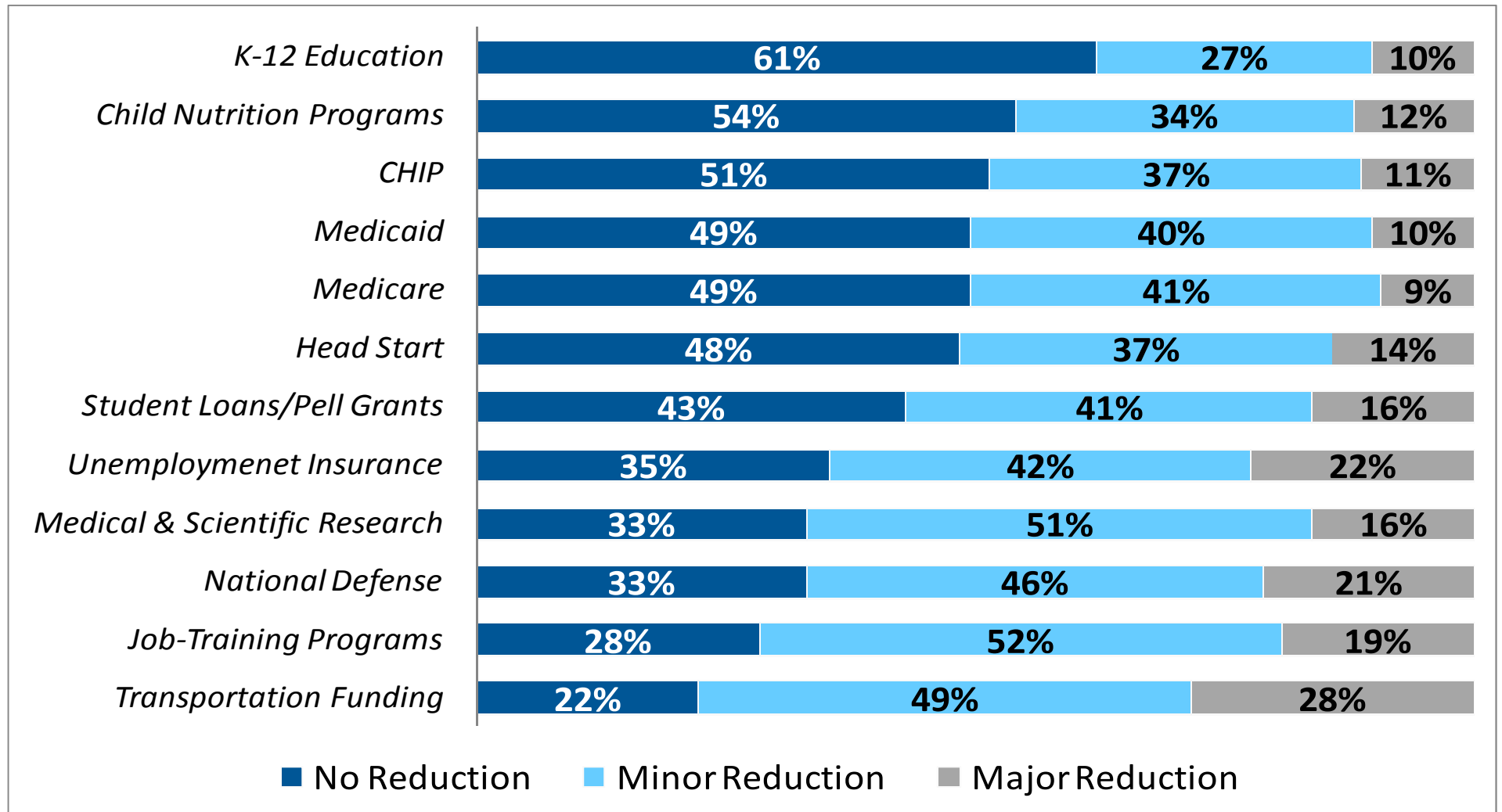
The Road Ahead – House Budget

- \$30.4 billion in cuts – discretionary spending
- \$18.2 billion in cuts for Labor, HHS, Ed Subcommittee – **11.6% cut** from FY2011
- \$17 billion increase for Defense spending – **3.3% increase** from FY2011
- Subcommittee markup scheduled for July 26

Labor, HHS, Education Budget Authority



Kids' Programs are Voters' Priority



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The Road Ahead

- **Increase Knowledge**
 - Children's Budget 2011
 - Kids' Share
- **Build Will**
 - Champions for Children
 - Improving our Communications
- **Take Action**
 - Creating Offensive & Defensive Agendas
 - Identify Windows of Opportunity
 - Create Low- or No-Cost Options

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How did our messages fare?

Children as a Priority

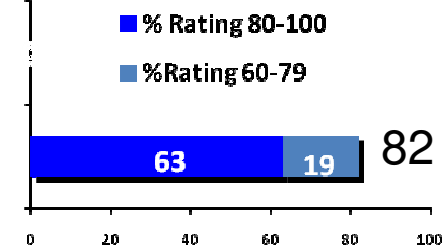
| | Mean Rating | Percent preferring progressive | Percent preferring opposition | Margin |
|----------------------------|-------------|--------------------------------|-------------------------------|------------|
| Opposition message | 60.1 | - | - | - |
| American Leadership | 77.5 | 64 | 30 | +34 |
| Investment | 78.8 | 63 | 31 | +32 |
| Back to Basics | 79.6 | 62 | 32 | +30 |
| American Dream | 77.2 | 60 | 33 | +27 |
| Greatest Generation | 75.4 | 56 | 38 | +18 |
| American Challenge | 72.7 | 55 | 40 | +15 |

Making Children a Priority

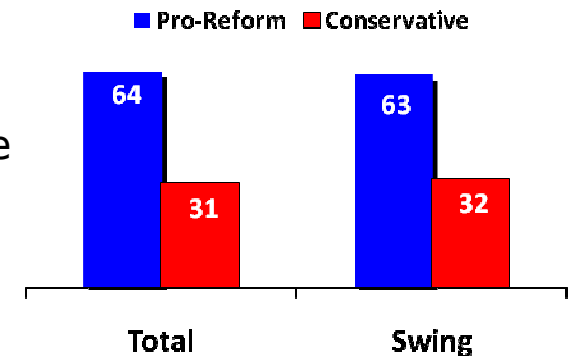
Investment

Investing in our children is investing in America. When we help children grow and succeed, we are paving the way for our country's next generation of workers and leaders. *Investing in our children means investing in a world-class education, making sure every child starts kindergarten ready to learn, every teenager who aspires to a college education and is willing to work for it can afford one, and making sure there are jobs waiting for them on the other end. Investing in our children means recognizing that children learn the values of respect and responsibility in strong families and safe communities. And investing in our children means investing in those who are most vulnerable, helping parents in poor communities protect their children from poverty, violence, and drugs; providing mentors and role models so all our nation's teenagers finish high school; and caring for the millions of children who are abused and neglected, so every child stands a chance for a satisfying, productive life. Supporting our children isn't just the right thing to do. It's one of the best investments we can make as a nation.*

Message Rating 1-100

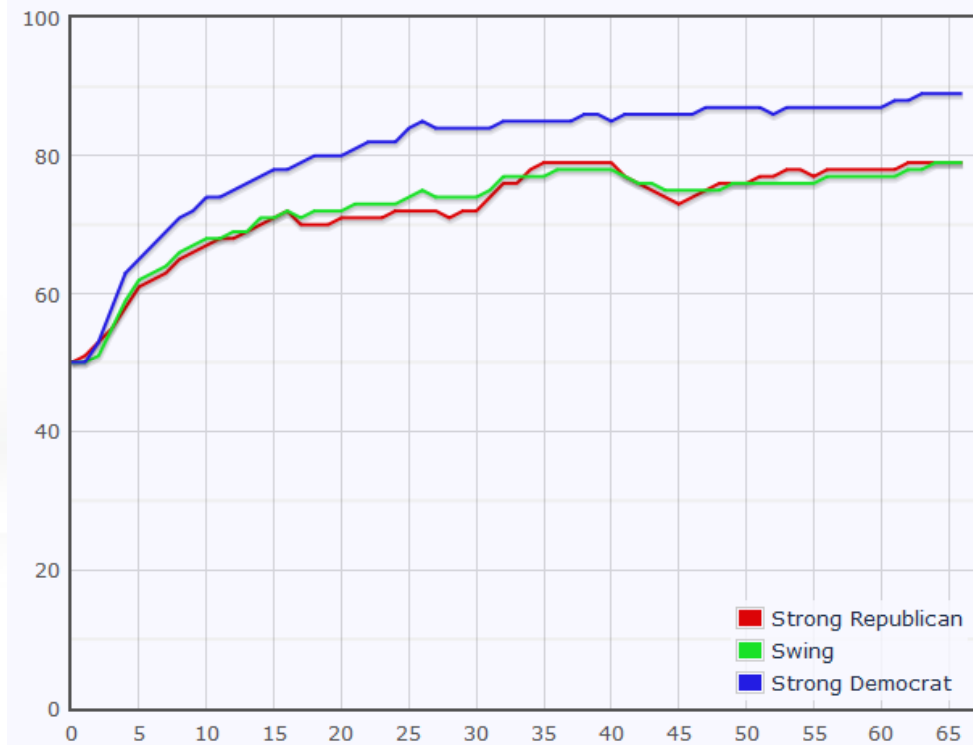


Voter Preference



Dial-test results

Investment

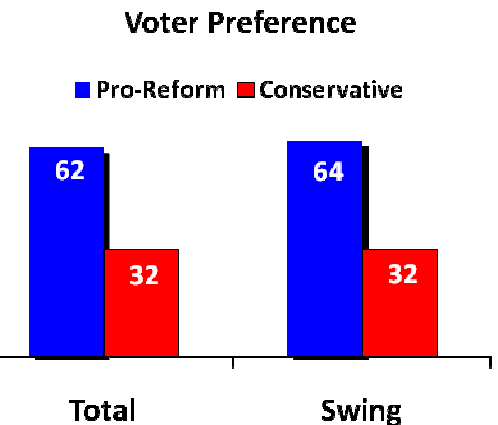
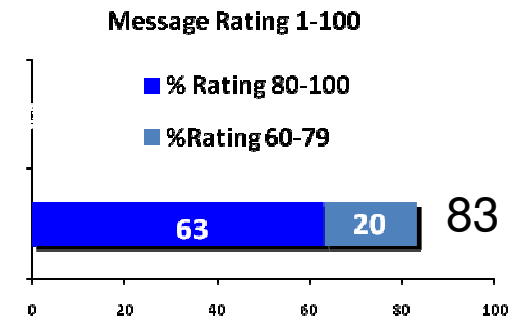


Note: The investment theme appealed to voters across the political spectrum, from right to left. The introduction and conclusion to this message provide a good example of the structure of a successful message, “bookending” the key points with a central, aspirational theme that resonates with a wide range of voters.

Making Children a Priority

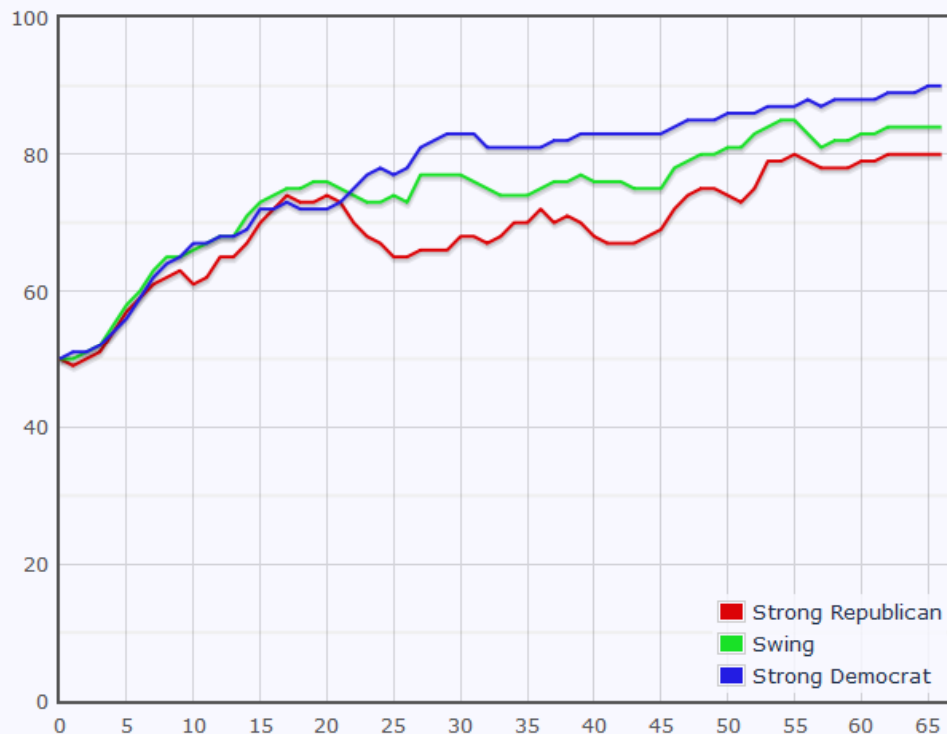
Back to Basics

When it comes to America's children, it's time to get back to basics. That means protecting their health and safety, protecting them from harsh economic times, and helping them develop their God-given potential. America should be at the top of the list of industrialized nations in the health and safety of its children, not at the bottom, starting with making sure every woman has prenatal care and every child has a doctor. And no child in this country should ever go hungry. It's time we reduced child poverty, increased child tax credits for working and middle class families, and offering working people who've lost their jobs through no fault of their own a way to avoid having their homes foreclosed and their children left without a place to sleep. And getting back to basics means our kids should have the top math and reading scores in the world, not be competing for number 30. That means encouraging parents to get more actively involved in their kids' education, raising the quality and the pay of teachers, and leading the world again in college graduates, not high school dropout rates. Our children are our future. It doesn't get any more basic than that.



Dial-test results

Back to Basics



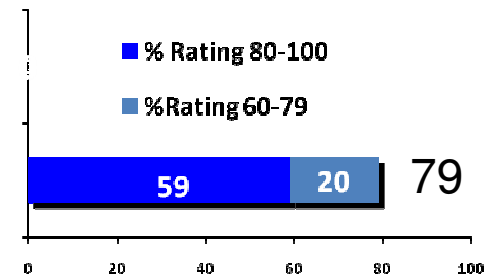
Note: This is another strong message that appeals across the political spectrum, with a theme that led the dials to shoot up, of getting “back to basics.” Interestingly, the dials dropped slightly in two places, in which swing voters tracked with strong GOPs: a reference to prenatal care (likely because Americans have trouble seeing the causal link across so many years to children’s health or achievement) and to raising the quality and pay of teachers (likely reflecting concerns about budgets and “bad apple” teachers).

Making Children a Priority

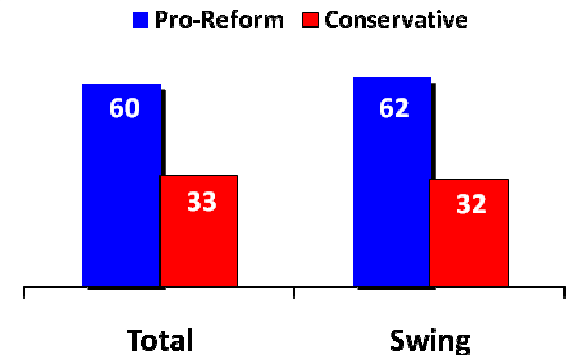
American Dream

For the first time in our history, most Americans don't believe their kids will have the same opportunities they had to lead a happy, healthy, and prosperous a life. When Americans no longer believe in the American Dream, it's time to reclaim our heritage. *Our parents and grandparents knew that if they worked hard and played by the rules, their kids could expect a shot at a home, a college education, and the opportunity to develop their gifts to the best of their abilities. But in the last 10 years, the middle class has been shrinking as CEO salaries and bonuses have skyrocketed. One out of five kids in this country is born into poverty, and working and middle class Americans are losing their jobs and homes at record rates. With unemployment above 25% among young people, whole generations of high school and college graduates are getting shut of the job market. America has always risen to the challenge of ensuring a brighter future for our children. It's time we rise to that challenge again.*

Message Rating 1-100

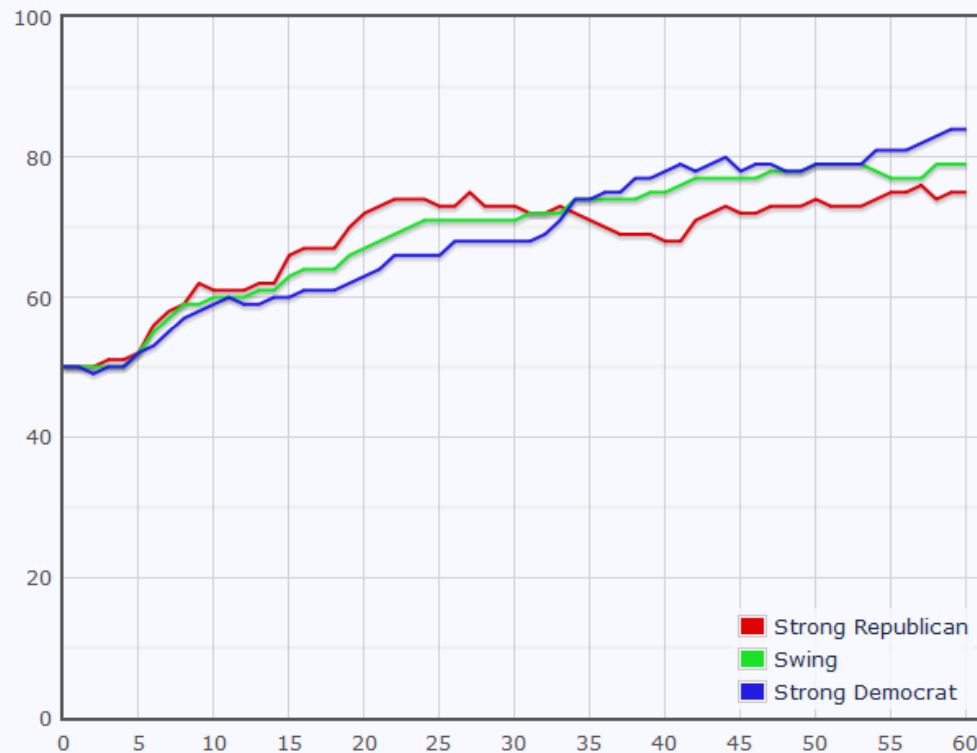


Voter Preference



Dial-test results

American Dream



Note: This message drove the dials up from start to finish. As can be seen from the dial results, partisan differences were virtually nonexistent. This message speaks to the pervasive sense Americans have that the American Dream has been lost and needs to be reclaimed. Perhaps the only reason it did not receive the top ratings despite leaving the dials near 80 for all groups was the lack of at least some reference to a solution.



Westen: High Ground on Values

Core Values

- ✓ American Leadership
- ✓ American Dream
- ✓ Personal Responsibility
- ✓ Back to Basics
- ✓ Investment
- ✓ Security
- ✓ Character
- ✓ Opportunity
- ✓ Hard work
- ✓ Community
- ✓ Accountability
- ✓ Partnership
- ✓ Common Sense

Connect w/ Aspiration

Describe problem –
Concrete, Visual

End w/ a Solution that
That Evokes Hope that
Something Can Change

Return to Central
Theme/Value

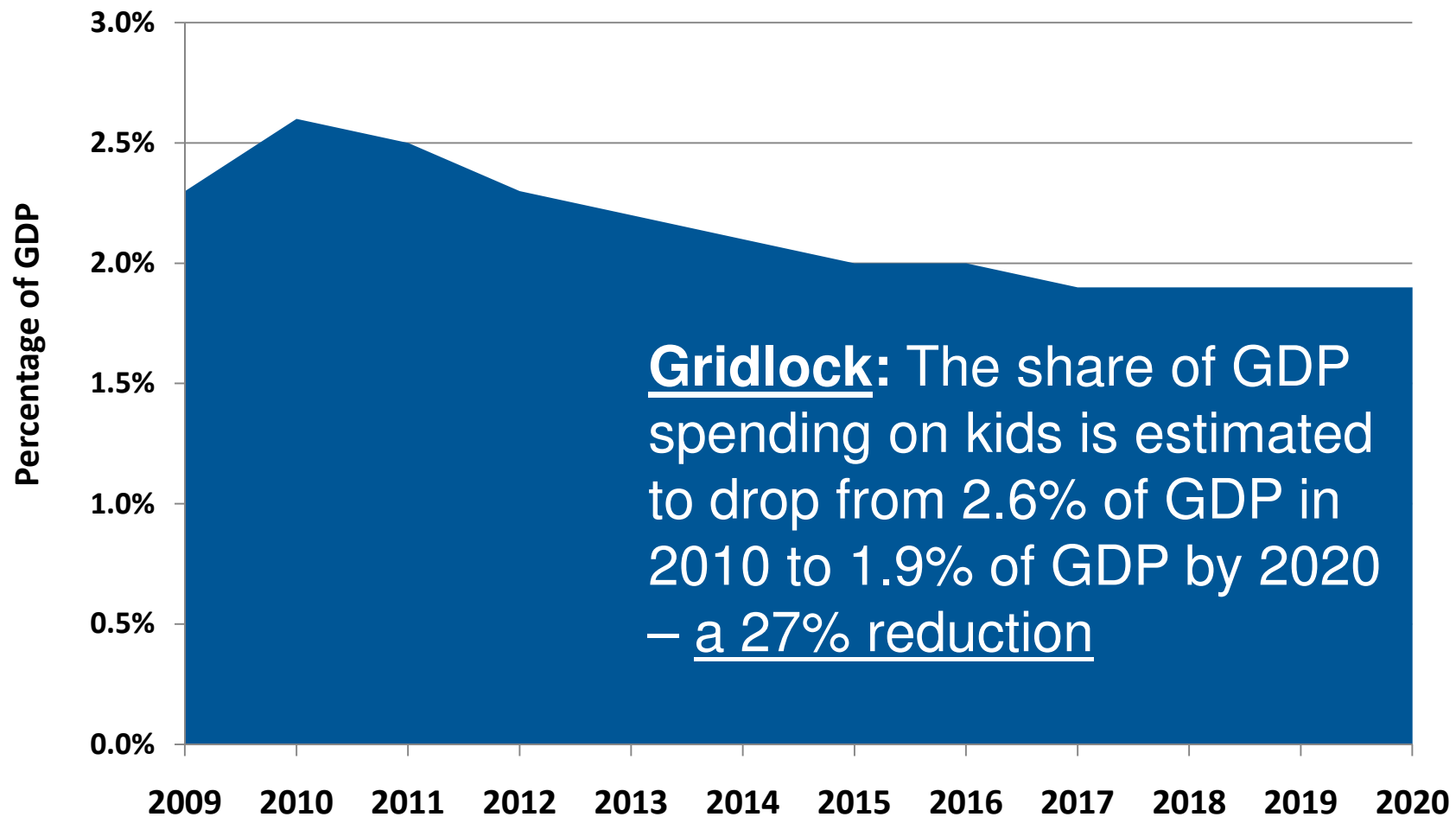


The Road Ahead

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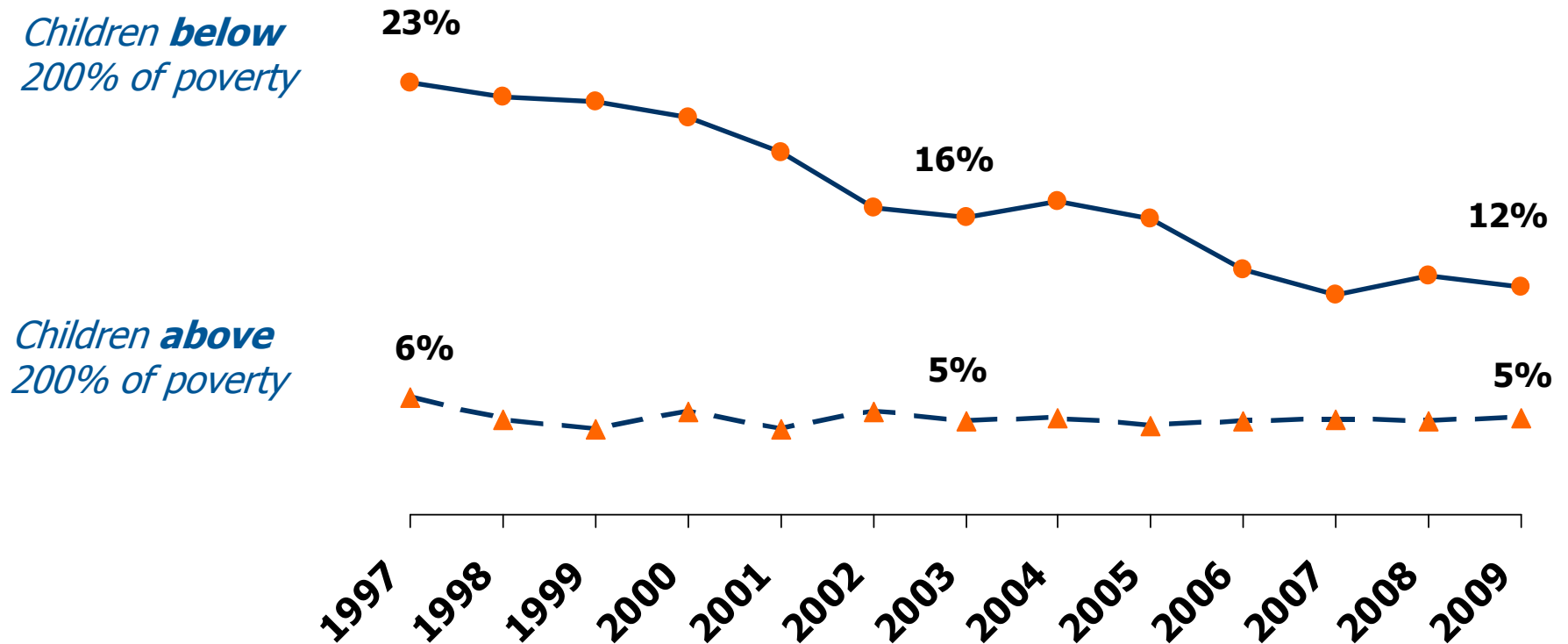
Precarious Future

Extending Trends on Children 2009-2020 from Kids' Share Report



Create Agenda: CHIP – It Works

Percentage of Children Without Health Insurance, By Poverty Level, 1998-2009





Hurricane Katrina: But This is Houston, Texas





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The Road Ahead: No- or Low-Cost Opportunities



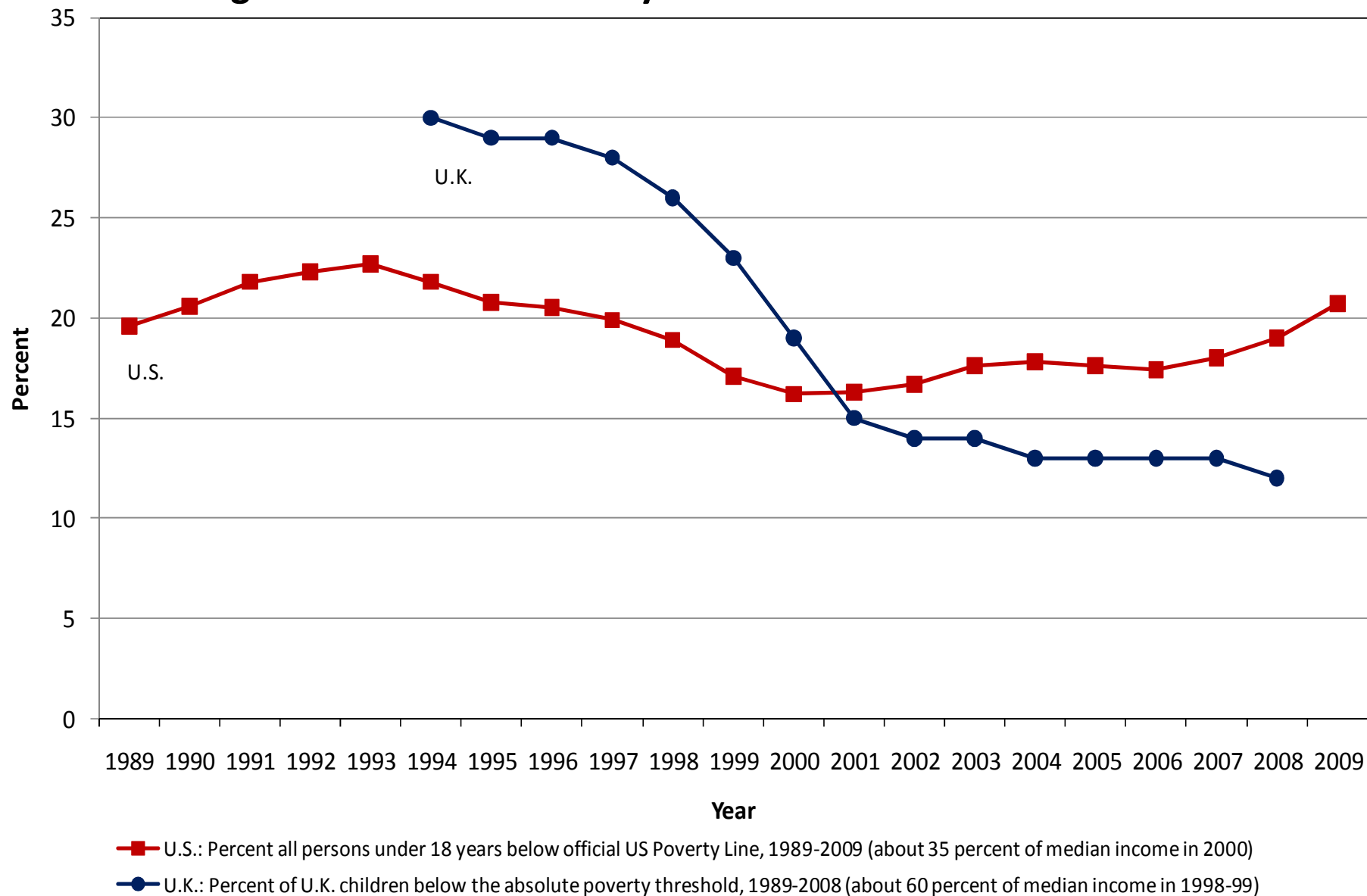
Process and Structural Changes

- **Children's Budget (Menendez/Davis bill)**
- **Child Impact Statements (Shelby Co.)**
- **Poverty Target (Bell/Waldfoegel, UK)**
- Children's Council (Dodd/Casey bill)
- White House Conference (CWLA)
- Ombudsmen for Children (Europe)
- Youth Councils (Ferber)
- Children's Bill of Rights (Best)
- Business Leaders for Kids (Dugger)
- Data & Research (Laracy, AECF)
- Change CBO Scoring (Marks, RWJF)



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Figure 1: Absolute Poverty in the U.S. & U.K. 1989–2009

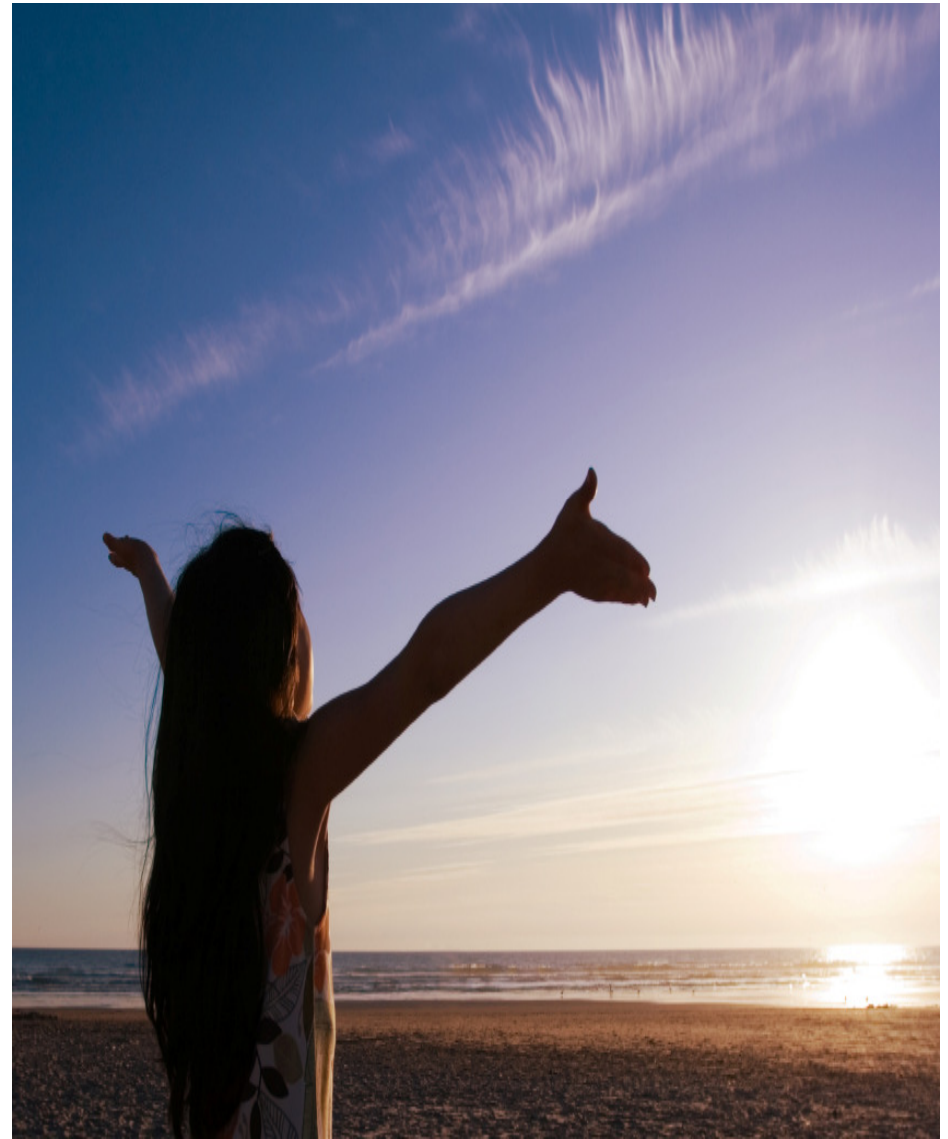


Source: U.S. Census Bureau (2010); U.K. Department of Work and Pensions (2010); HBAI, 81.

Smeeding & Waldfogel, 2010

There are No Do-Overs for Childhood

When we are making decisions that affect children, we have only one chance to get it right – there are no “do-overs” for childhood.





FIRST FOCUS

MAKING CHILDREN & FAMILIES THE PRIORITY

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