



# Children's Budget Summit 2014

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President, First Focus

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FIRST FOCUS

MAKING CHILDREN & FAMILIES THE PRIORITY

# Welcome to Children's Budget Summit 2014

Twitter: #InvestInKids



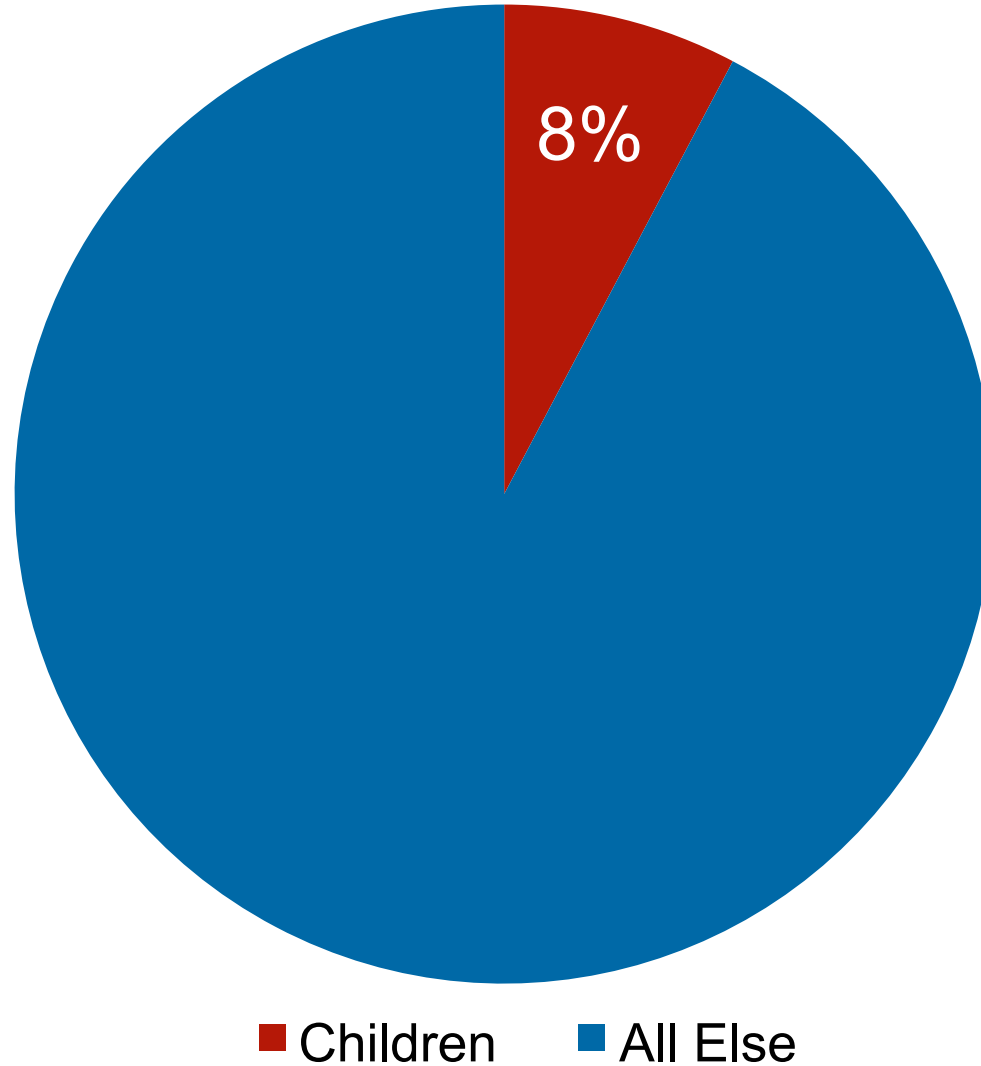
# Children's Budget 2014

- ✓ **180+ investments in kids**
- ✓ **Traditional & nontraditional**
- ✓ **5-year lookback**





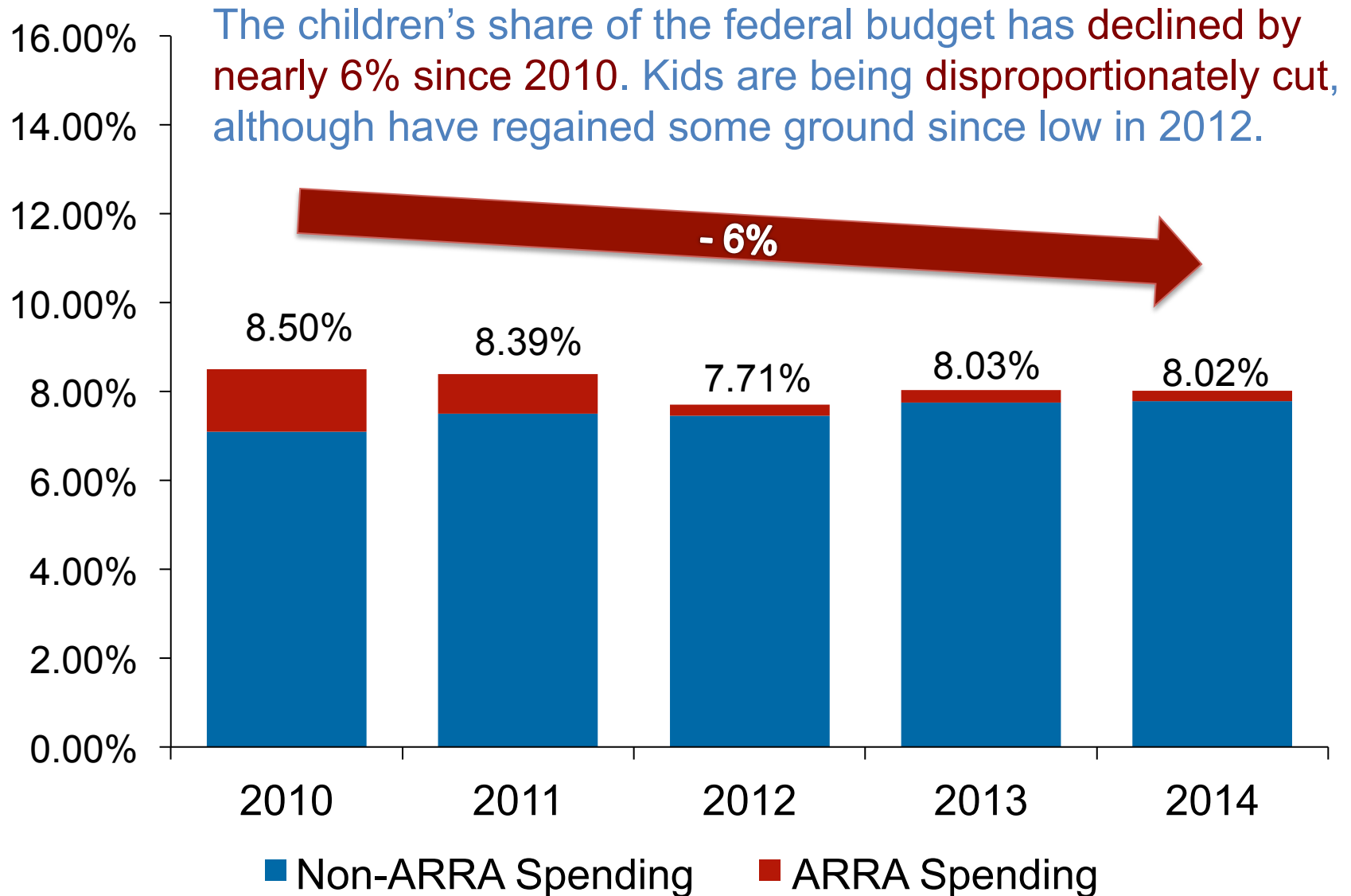
# Children in the Federal Budget, 2014





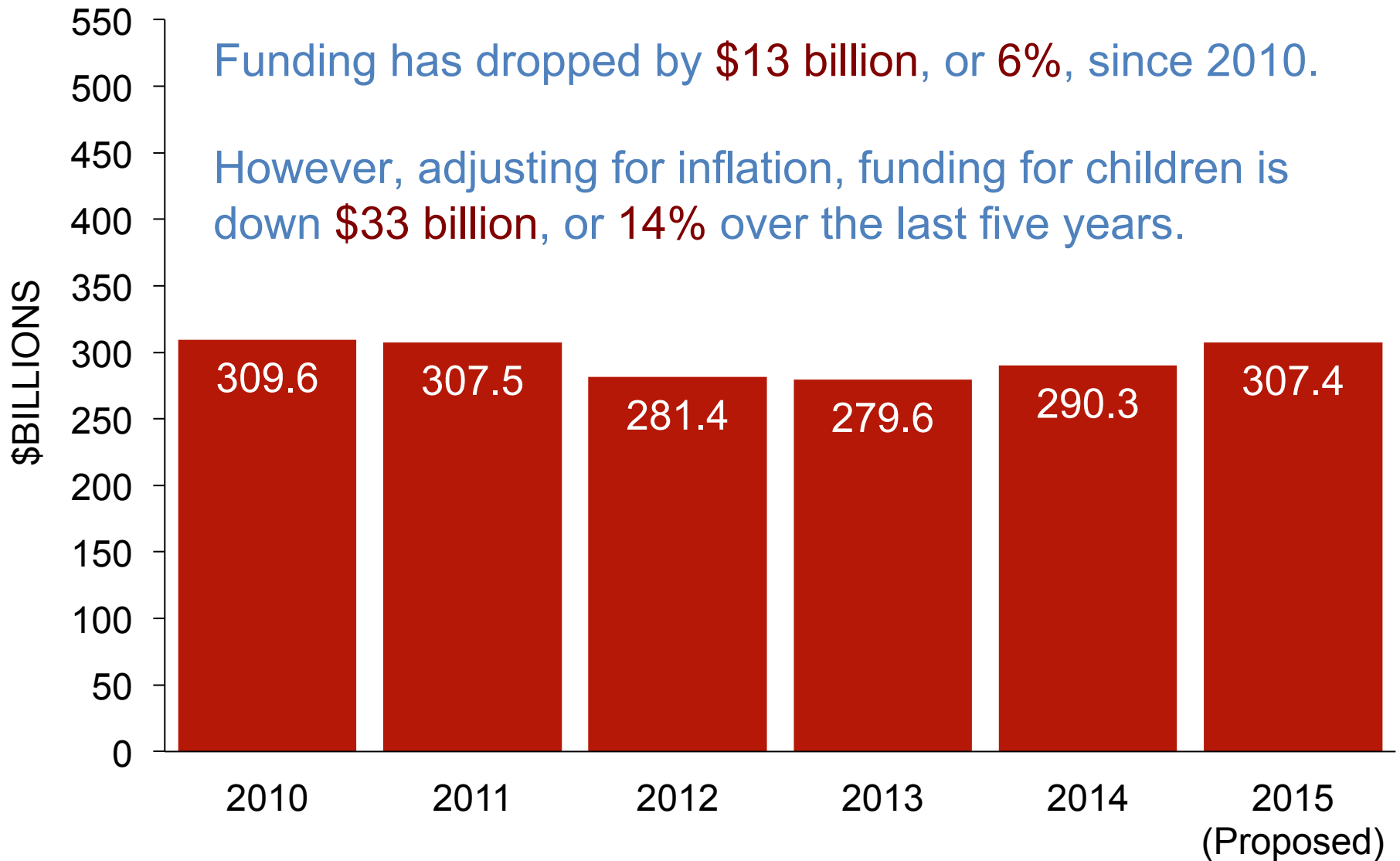


# Total Federal Children's Spending as a Share of the Federal Budget



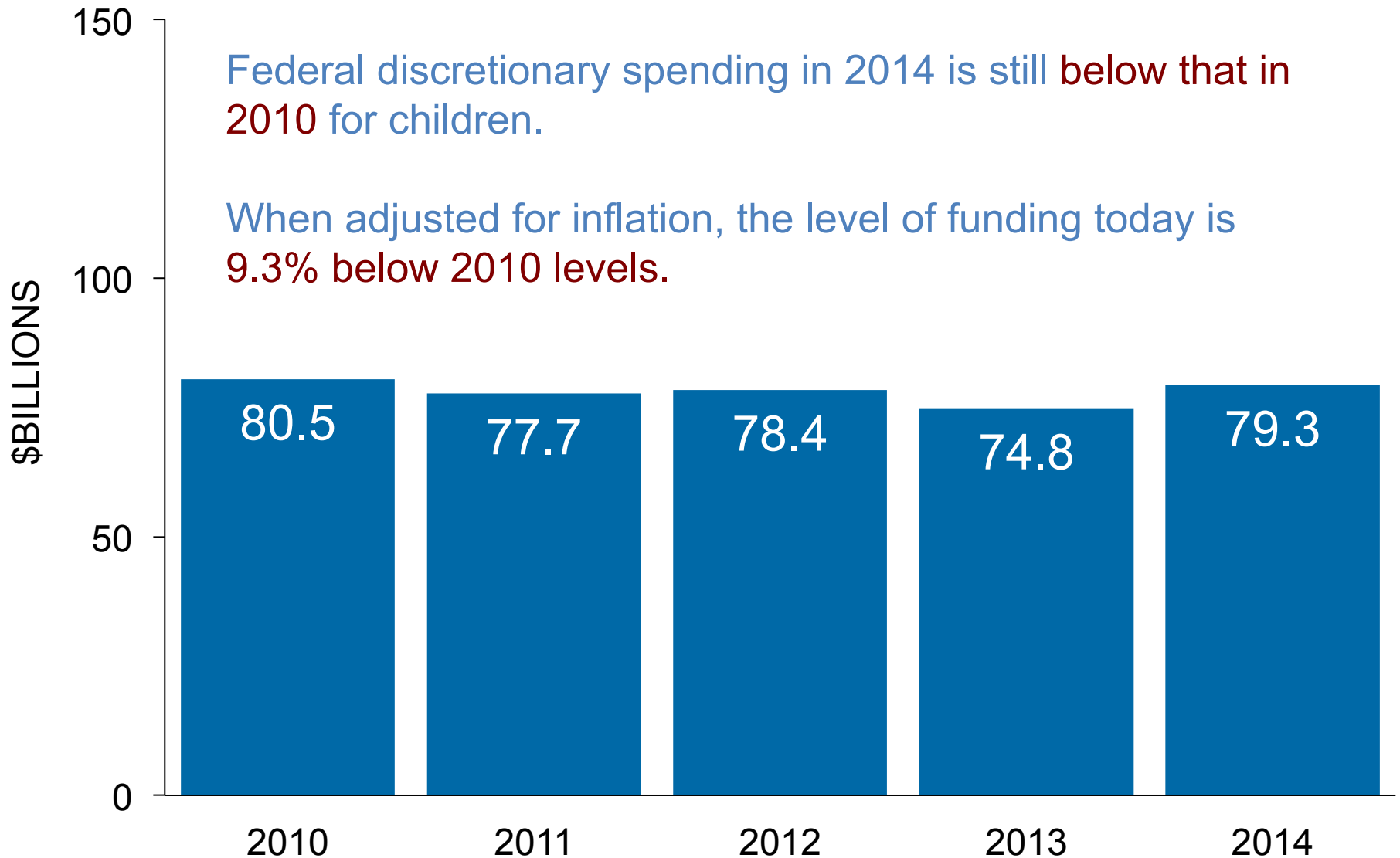


# Total Federal Children's Spending (not adjusted for inflation)





# Children's Discretionary Spending (not adjusted for inflation)



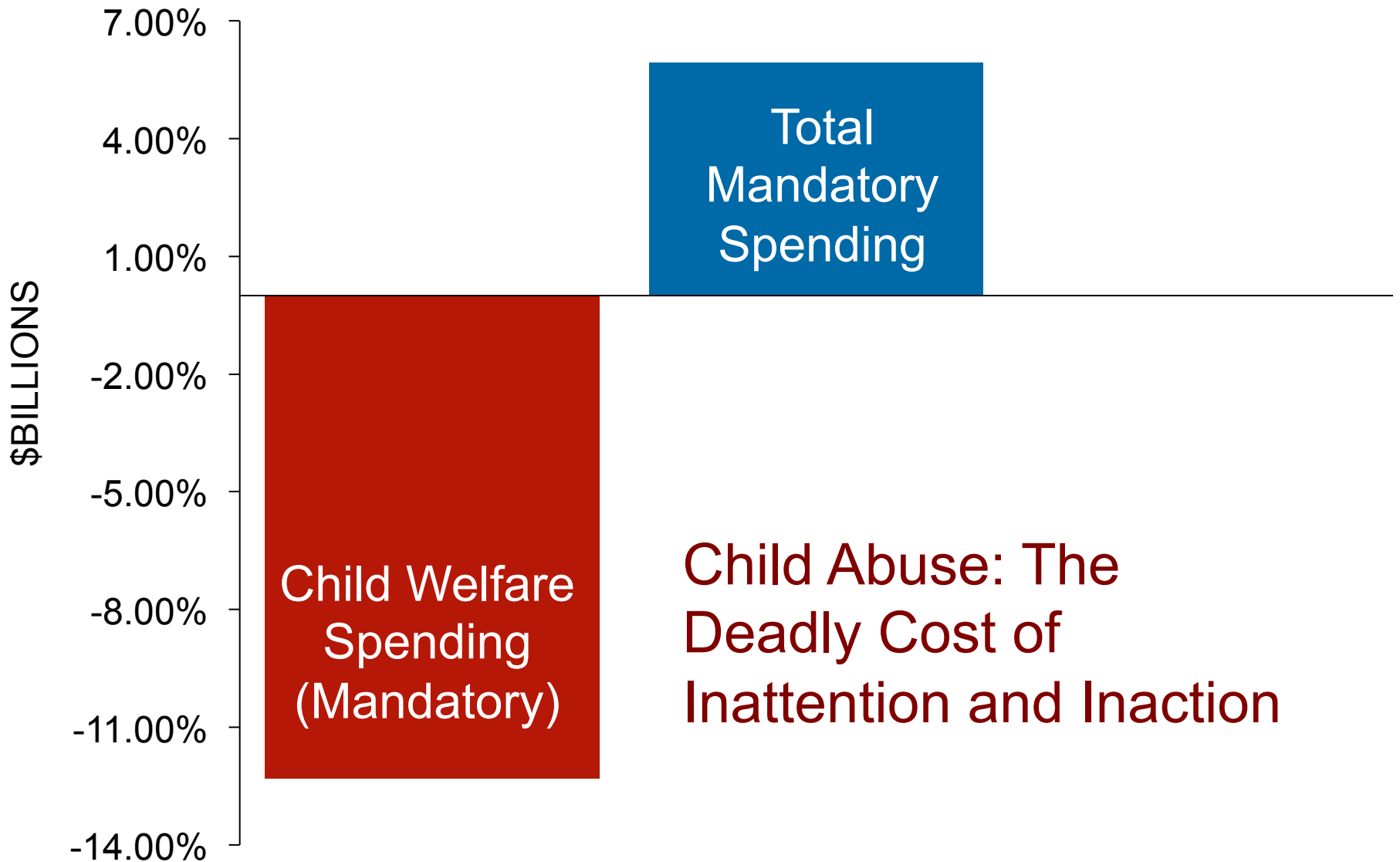
# Moderates and even Tea Party supporters oppose cuts that impact children.

*Funding Reduction Disapproval by Tea Party Supporters and Moderates*

	Tea Party		Moderates	
	Approve	Disapprove	Approve	Disapprove
Medical & scientific research	52%	47%	36%	63%
Tax credits for working families with children	40%	56%	36%	63%
Programs to prevent child abuse & neglect	35%	64%	31%	67%
The Children's Health Insurance Program or CHIP	48%	48%	25%	71%
Medicaid	37%	62%	26%	74%
Education programs aimed at kindergarten to twelfth grade	42%	58%	23%	76%
Medicare, which provides healthcare to seniors	28%	72%	24%	75%
Social Security	29%	69%	24%	74%



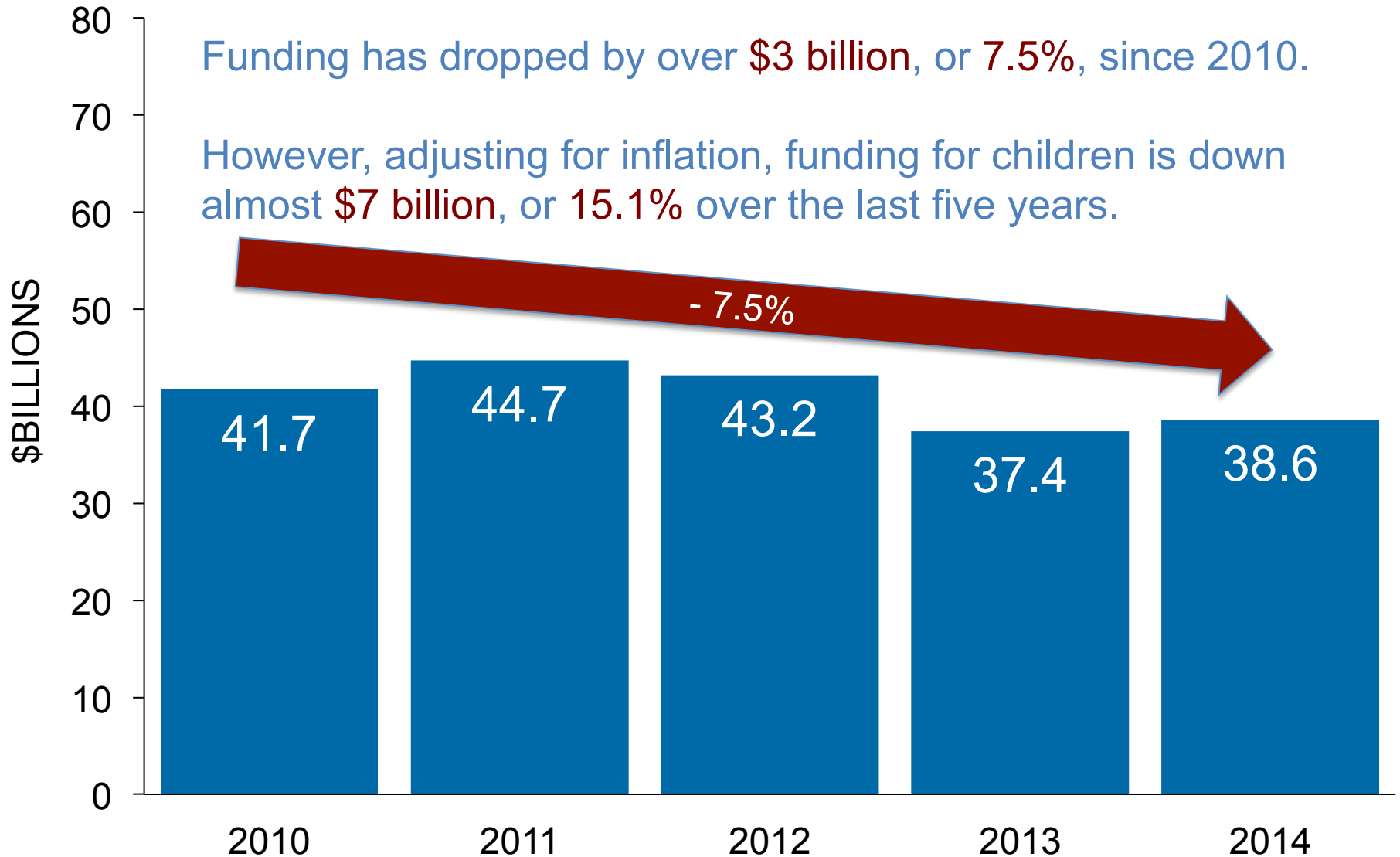
# Real Percent Change in Child Welfare vs. Overall Mandatory, 2010-2014







# Total Federal Spending on Education Programs (not adjusted for inflation)





# Cutting Kids & Education in States Too

## U.S. Census Bureau: Cuts to Public Education for “First Time in Nearly Four Decades”



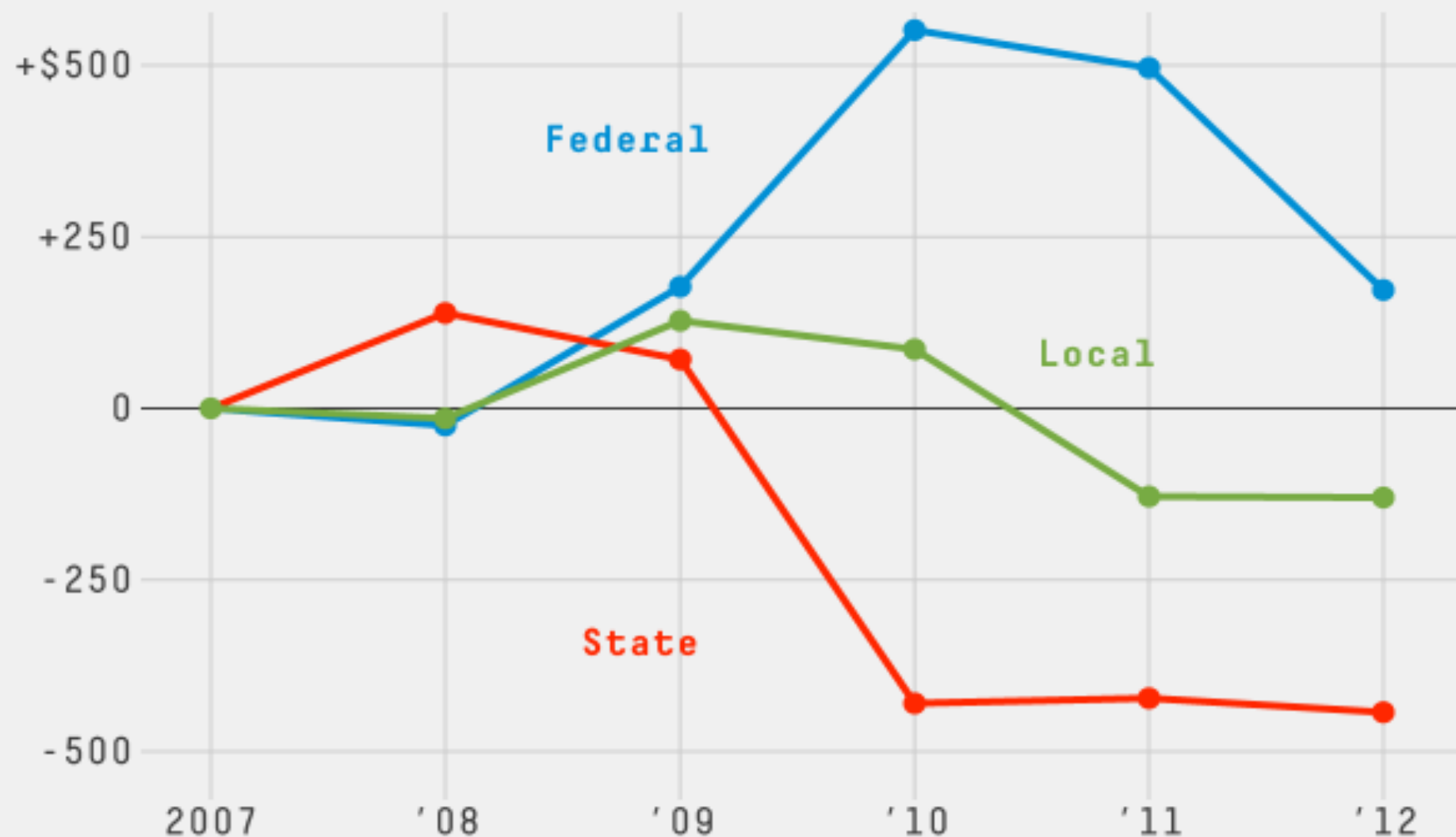
FOR IMMEDIATE RELEASE: TUESDAY, MAY 21, 2013



**Per Student Public Education Spending Decreases in 2011  
for First Time in Nearly Four Decades, Census Bureau  
Reports**

# Changes in Per-Student Funding Since 2007

By source, adjusted for inflation

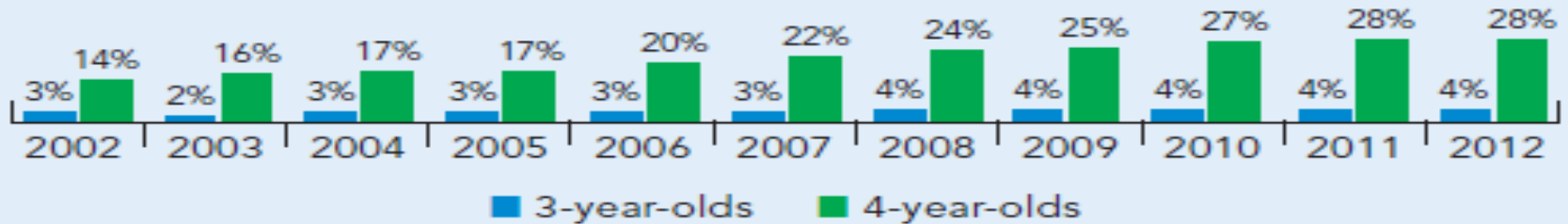




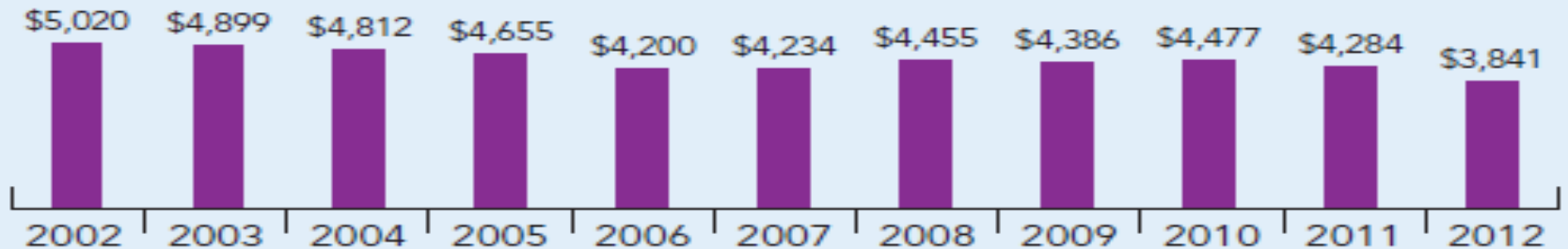
# Cutting Early Childhood in States Too

## NIEER: Drastic Budget Cuts to Early Childhood

PERCENT OF NATIONAL POPULATION ENROLLED



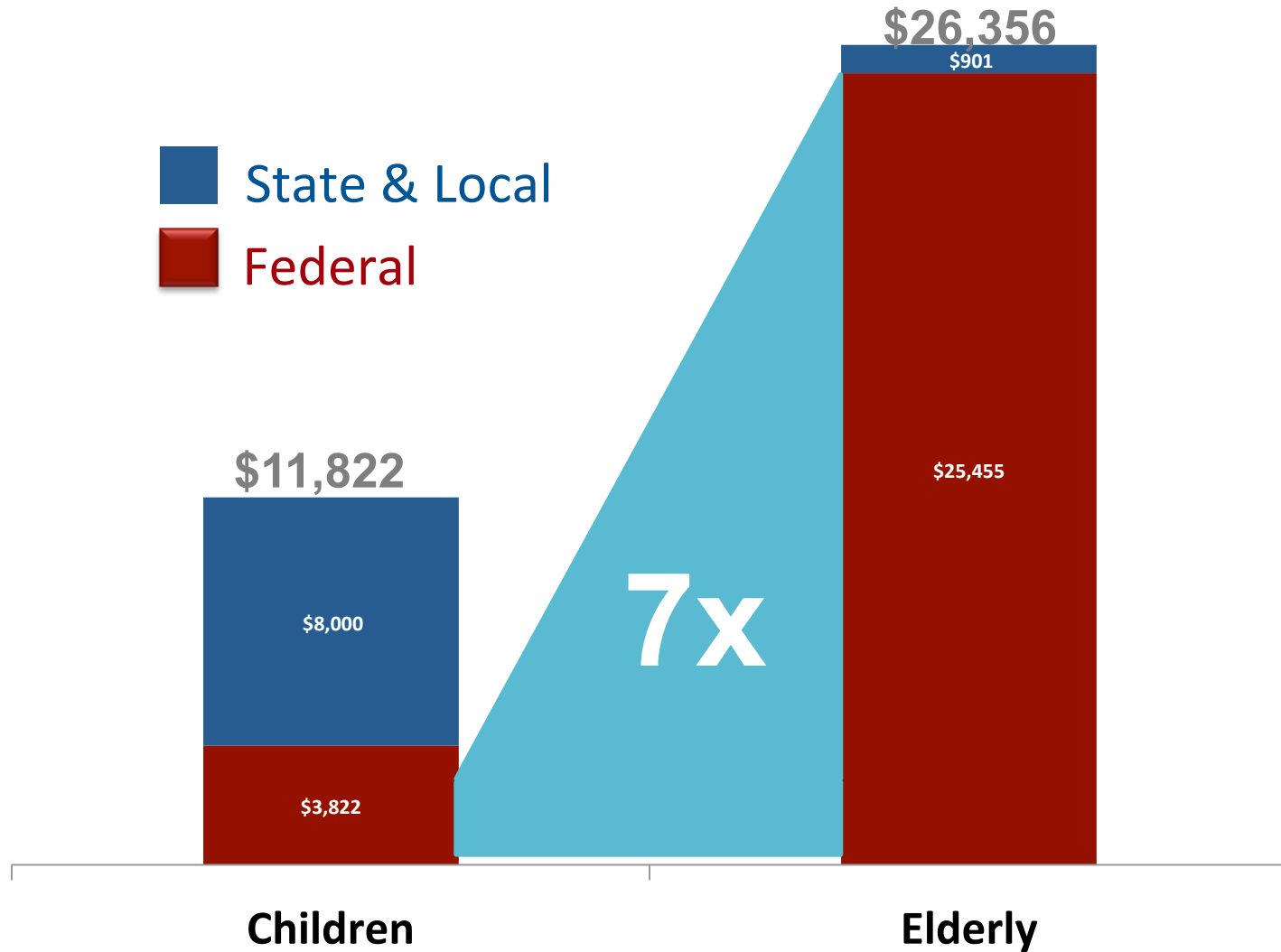
AVERAGE STATE SPENDING PER CHILD ENROLLED  
(2012 DOLLARS)



Source: National Institute for Early Education Research



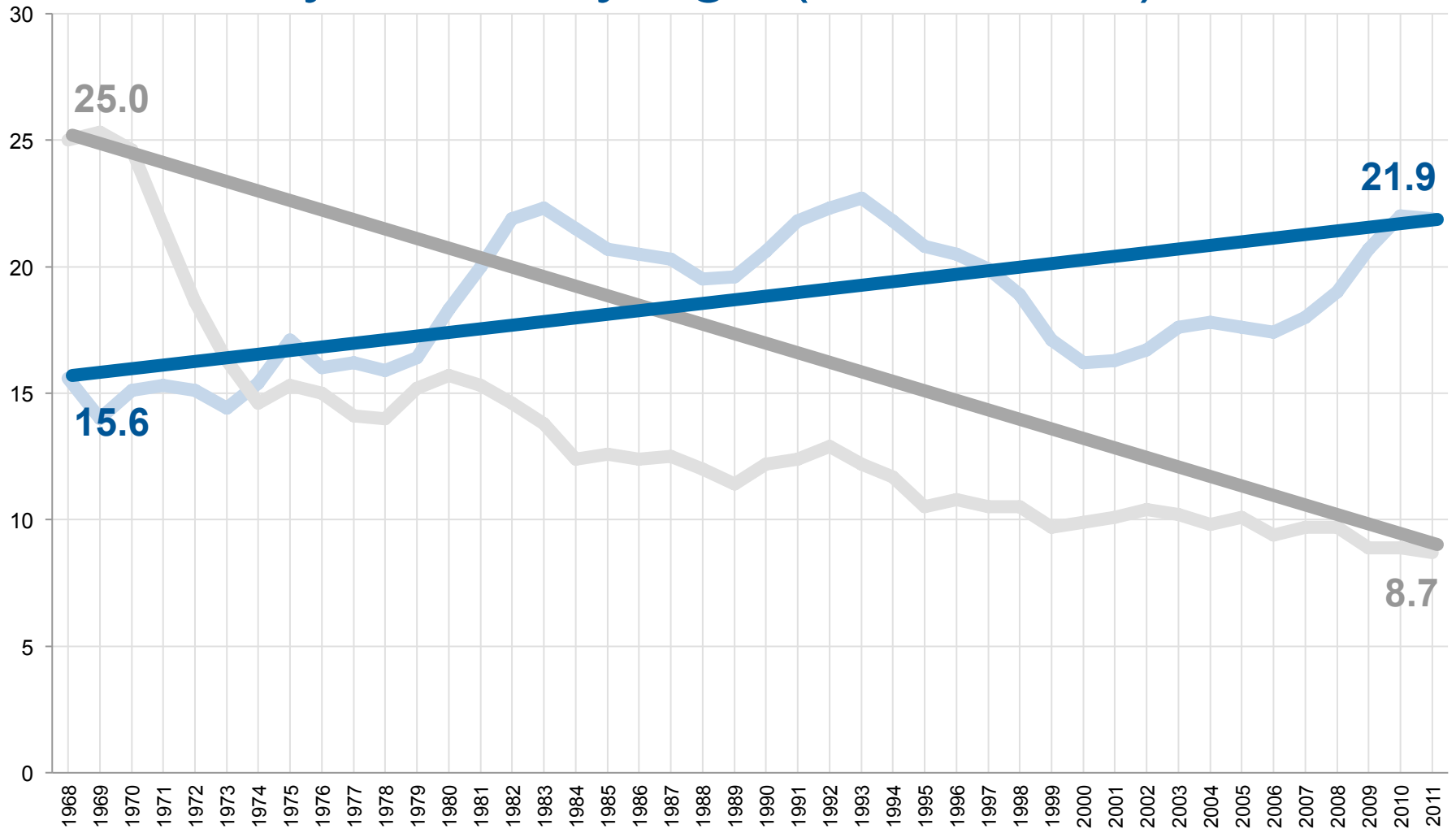
# Where is America Investing?



Source: *Kids' Share*, Urban Institute



# Money Matters: Poverty Rates by Age (1968-2011)



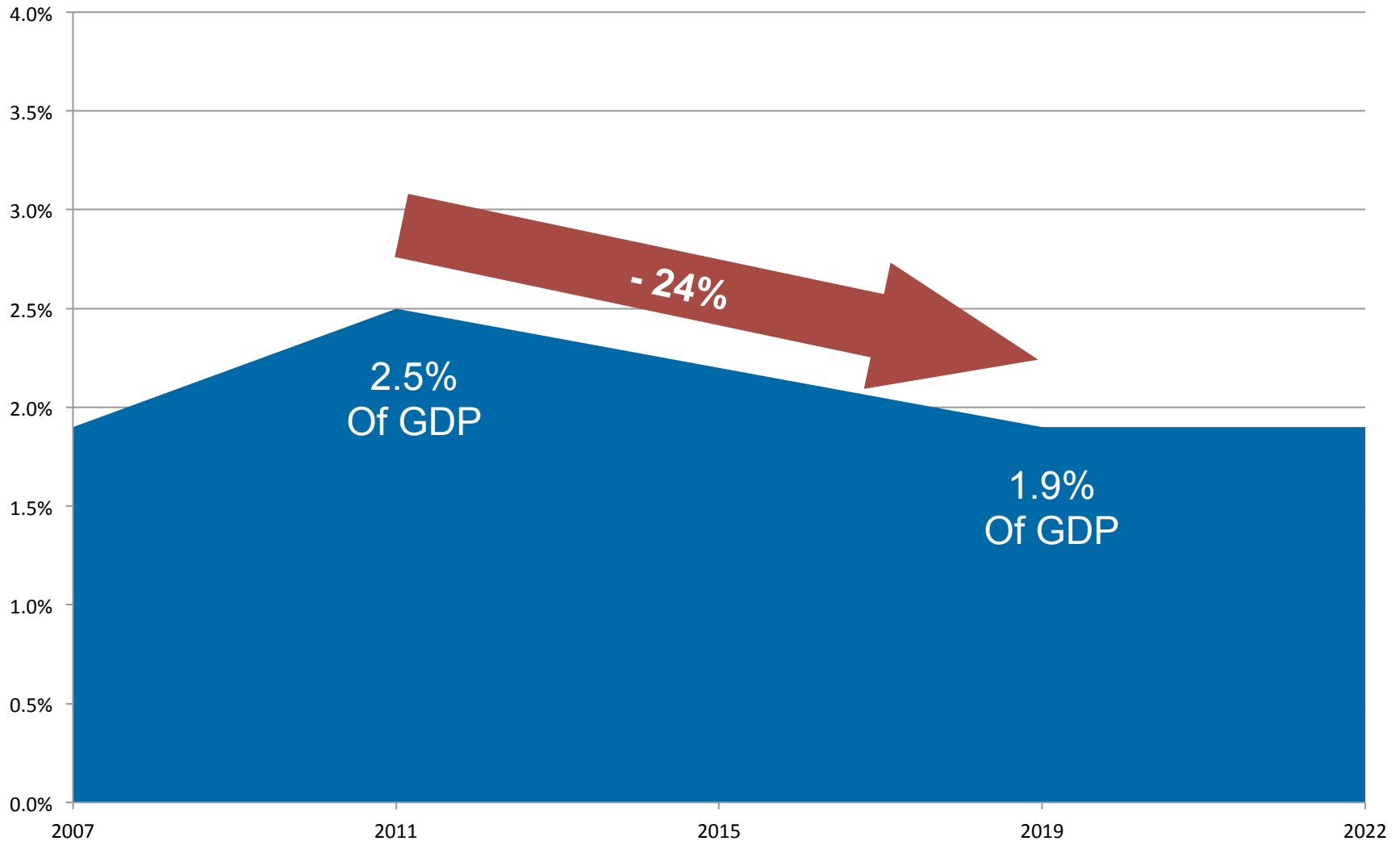
Source: U.S. Census  
Bureau

 **Children**

 **Seniors**



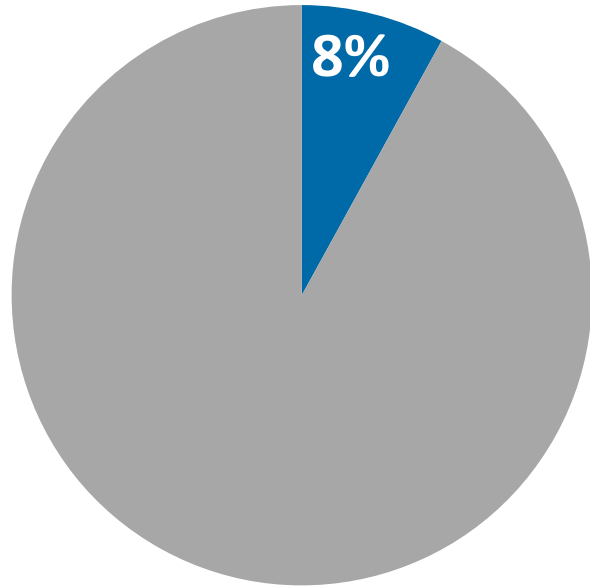
# Gridlock/Status Quo = Long-Term Disinvestment in Kids



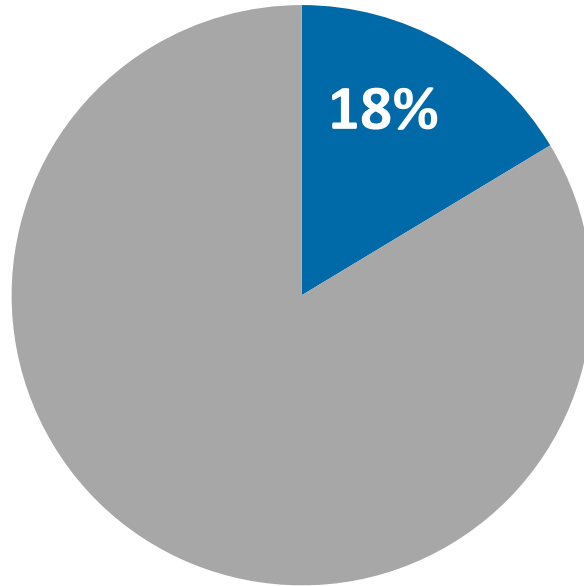
Source: *Kids' Share*, Urban Institute



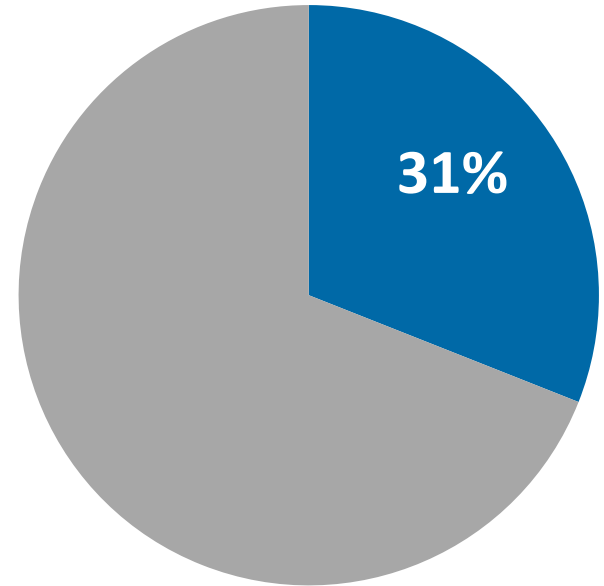
# Voters on Our Side: They Want the Nation to Invest in Kids



**Kids' Share**



**What  
Voters Think**



**What  
Voters Want**

# A majority say the last decade has not been beneficial to children.

*"Compared to ten years ago, do you think the lives of American children have gotten better, gotten worse, or not changed?"*

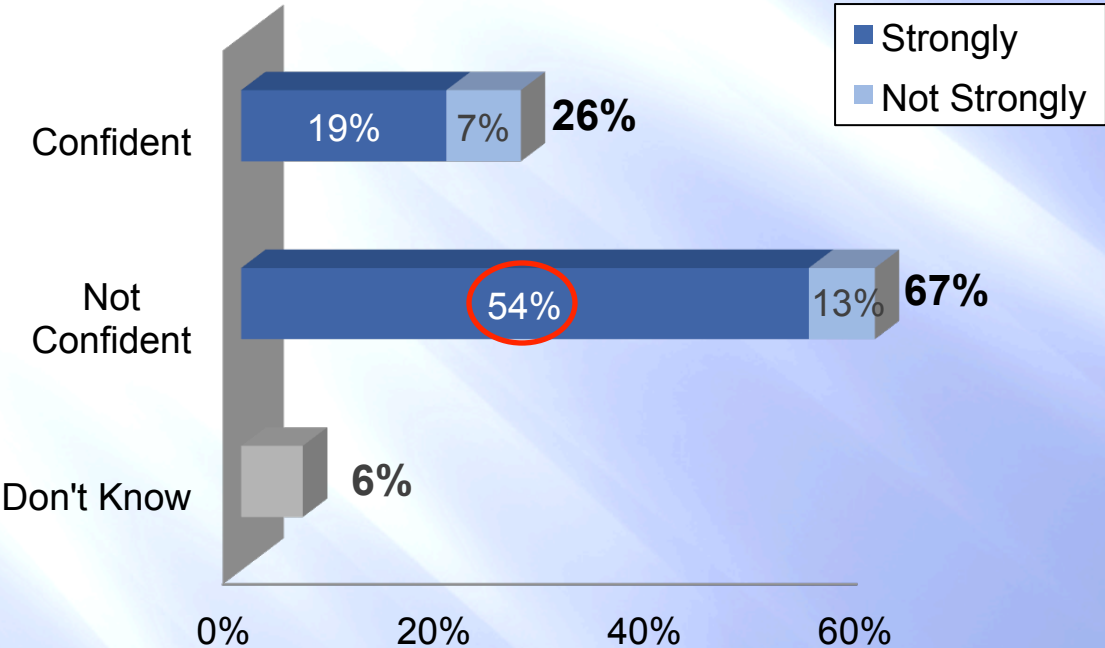
**Gotten Worse 57%**

**Not Changed 27%**

**Gotten Better 13%**

Not only are voters pessimistic, but they don't see a reason for hope around the corner as a majority are *strongly* not confident that the next generation will be better off. Typically, higher socio-economic voters are more optimistic, but even wealthier are voters are downbeat.

And do you feel confident or not confident that life for our children's generation will be better than it has been for us?

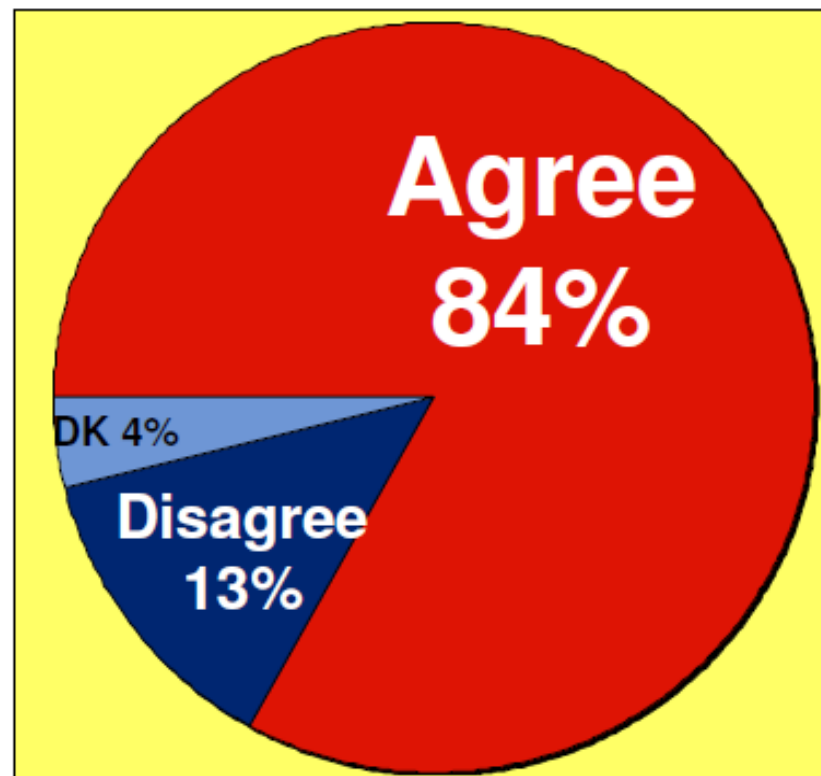


	Confident	Not Confident	Strong Not Con.
Men 18-34	35%	60%	50%
Men 35-59	26%	69%	51%
Men 60+	30%	61%	56%
Women 18-34	28%	61%	40%
Women 35-59	25%	73%	62%
Women 60+	21%	70%	57%
White	21%	72%	57%
Black	41%	50%	38%
Hispanic	33%	63%	56%
Republican	18%	80%	63%
Democrat	40%	53%	42%
Independent	21%	72%	58%
Ind. Men	21%	72%	61%
Ind. Women	20%	72%	56%
Ind. 18-44	23%	68%	51%
Ind. 45+	19%	76%	66%
Parents	23%	71%	59%
Grandparents	24%	69%	61%
No Kids	30%	64%	47%
Married	23%	71%	57%
Single	35%	57%	43%
Div./Sep./Widow	25%	70%	60%
Urban	32%	63%	51%
Suburb	29%	69%	51%
Medium/Small Town	22%	71%	58%
Rural	27%	66%	54%
Under \$40K	29%	66%	57%
\$40K To \$75K	24%	69%	56%
Over \$75K	27%	68%	53%
10 Likelihood to Vote	26%	69%	57%



# Ensuring a Better Tomorrow

*If we want to ensure that the next generation is healthier than this one, if we want to leave our children better off than our parents left us, we cannot wait any longer. We have to act now.*





# So, What Are We Doing About It?

- ✓ **Raising Awareness:** sharing knowledge, data
- ✓ **Developing Policy:** propose evidence-based change
- ✓ **Building Will:** improving communications/creating champions
- ✓ **Taking Action:** grassroots and direct advocacy



# Raising Awareness

# Developing Policy

# Create a Children's Policy Agenda

<u>Issue</u>	<u>Result</u>	<u>Intensity</u>
Cut Child Poverty In Half:	82-13%	68%
Extend Child Tax Credits:	81-12%	69%
Extend CHIP:	83-13%	61%
Adopt a Children's Budget:	66-22%	51%
Pass the DREAM Act:	68-26%	56%
Adopt Bipartisan Children's Commission:	78-15%	62%



# Building Will



# 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**

# Building Will: Creating Champions for Children

- **Building Will**
  - Building,
  - Rewarding,
  - Thanking, and
  - Recognizing
- Champions for Children

## Thank You for Making Children Your First Focus



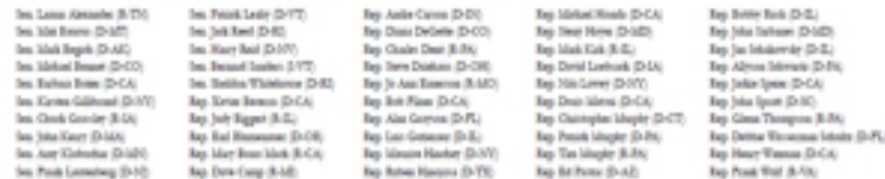
### CHAMPIONS FOR CHILDREN

The First Focus Campaign for Children would like to recognize and thank our Champions for Children. These Members of Congress have made extraordinary efforts to protect and improve the future of America's next generation.



### DEFENDERS OF CHILDREN

The First Focus Campaign for Children would also like to recognize and thank our Defenders of Children. These Members of Congress have supported efforts to advance policies to improve the well-being of America's children.

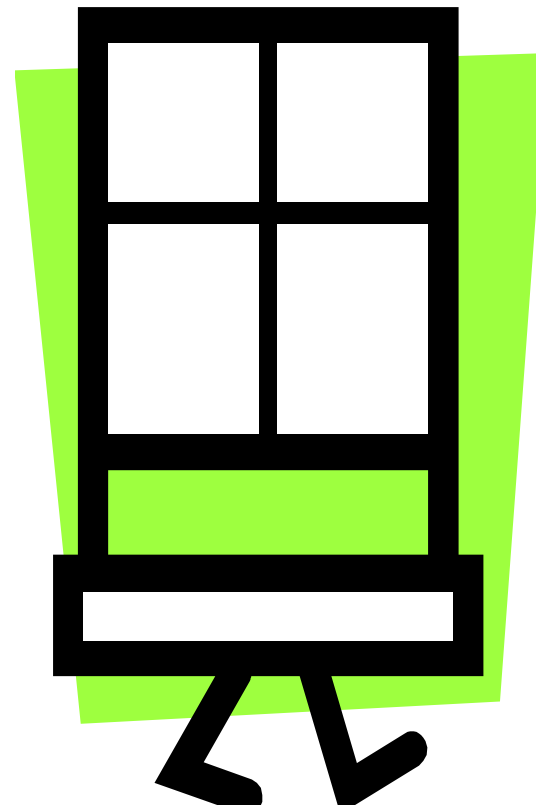


The First Focus Campaign for Children, a bipartisan advocacy organization, places a priority on supporting legislation that stands by our nation's children. Our Champions and Defenders of Children awards recognize the top 100 Members of Congress working to make children and families a national priority in federal policy and budget decisions.

# Taking Action

# Taking Action on Behalf of Children

- **Take Action**
  - **Engage** Allies/Stakeholders
    - “Rule of Six”
    - Grassroots/Social Media
  - Identify/Create Windows of Opportunity
    - Listening/Injecting Self Into the Conversation
    - Opening Windows
    - Creating Accountability
  - Celebrate Wins





# So, How Are Child Advocates Doing?

- ✓ **Awareness:** sharing knowledge, data
- ✓ **Policy:** propose evidence-based change
- ✓ **Will:** improving communications/creating champions
- ✓ **Action:** grassroots and direct advocacy

**Subject: Invest In Kids**

**On 1-10 scale –  
rate each area**

**Awareness: ?**

**Policy: ?**

**Will: ?**

**Action: ?**

**Send to:  
[brucel@firstfocus.net](mailto:brucel@firstfocus.net)**

# Why All of Us? The Need for Child Advocacy

*“Children. . .have a unique place in American democracy. Their rights and political agency are not as absolute or direct as those of adults. Thus, children’s voices must be heard through the organizations of parents and professionals who negotiate children’s status in the courts and in the policy process.”*

*- Elizabeth Reid*



FIRST FOCUS





# Thank You



## FIRST FOCUS

*MAKING CHILDREN & FAMILIES THE PRIORITY*

[www.firstfocus.net](http://www.firstfocus.net)