

# Early Head Start RISING! Advocate Training



American  
Heart  
Association.

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## Advancing PN-3 Conversations



# NHSA's Vision

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## To Lead

To be the untiring voice that will not be quiet until every vulnerable child is served with the Head Start model of support for the whole child, the family, and the community.

## To Advocate

To work diligently for policy changes that ensure all vulnerable children and families have what they need to succeed.

# NHSA's Mission

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**To coalesce, inspire, and support the Head Start field as a leader in early childhood development and education.**

**We are compelled to fulfill this mission by the promise of all possible outcomes:**

- One powerful, united Head Start voice
- A collegial, collaborative Head Start field
- Nonpartisan support of an increased federal commitment to Head Start
- Healthier, empowered children and families, and stronger, more vibrant communities

# Early Head Start RISING!

## Campaign Goal

To address the urgent need to care for and support pregnant women, infants, and toddlers through a major expansion of Early Head Start to 500,000 additional children and families.



# Three Components of the Early Head Start RISING! Campaign

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- 1.** Raising **awareness** of the need for more Early Head Start access and all the good that existing programs do through the development of research-tested messaging and expanded media efforts.
- 2.** Raising a stronger Early Head Start **community of practice**, better able to deliver the highest-quality services and support and expand as community needs and partnership opportunities arise.
- 3.** Raising federal, national, state and local **advocacy and policymaker support** around a common set of policy priorities and approaches that will lead to a significant expansion.

# Early Head Start Advocacy Toolkit



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# Secret Sauce

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Messages about  
Children

+

A Sense of Urgency

=

Most Effective Message  
Combination

# Messages about Children

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- Importance of early brain development and the impact of quality early care and education
- Maternal and child mental and physical health
- All children need a strong start in life, equitable beginnings
- Kids are essential and our priority?
- Infants and toddlers are our highest priority and only get one chance at a strong start



# Audience-based Talking Points

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## **Policymakers and Policy Influencers**

- Brain development, health-based outcomes, sense of urgency and equity

## **Business Leaders**

- Workforce of today and building tomorrow; the economy

## **Parents and Families**

- Brain development; social and emotional development

## **National Nonprofits and Partner Organizations**

- Parent connection and impact; research

# Advancing PN-3 Conversations

Building relationships and having productive conversations with decision-makers

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# Reflection

## I value...

- Appreciation
- Balance
- Beauty
- Boldness
- Caring
- Contribution
- Control
- Clarity
- Diligence
- Directness
- Efficiency
- Elegance
- Expertise
- Faith
- Focus
- Freedom
- Intimacy
- Integrity
- Joy
- Knowledge
- Leadership
- Loyalty
- Moderation
- Nature
- Nurturing
- Originality
- Order
- Passion
- Power
- Peace
- Playfulness
- Quiet
- Respect
- Resiliency
- Risk
- Security
- Service
- Sharing
- Style
- Sensuality
- Success
- Spirituality
- Solitude

## In this work I feel...

### When my needs are met

- Alert
- Confident
- Content
- Energetic
- Excited
- Friendly
- Happy
- Healthy
- Interested
- Peaceful
- Relaxed
- Thankful

### ... or not met

- Afraid
- Annoyed
- Angry
- Confused
- Disconnected
- Disgusted
- Disturbed
- Embarrassed
- Pained
- Sad
- Tense
- Vulnerable
- Yearning

# Agenda

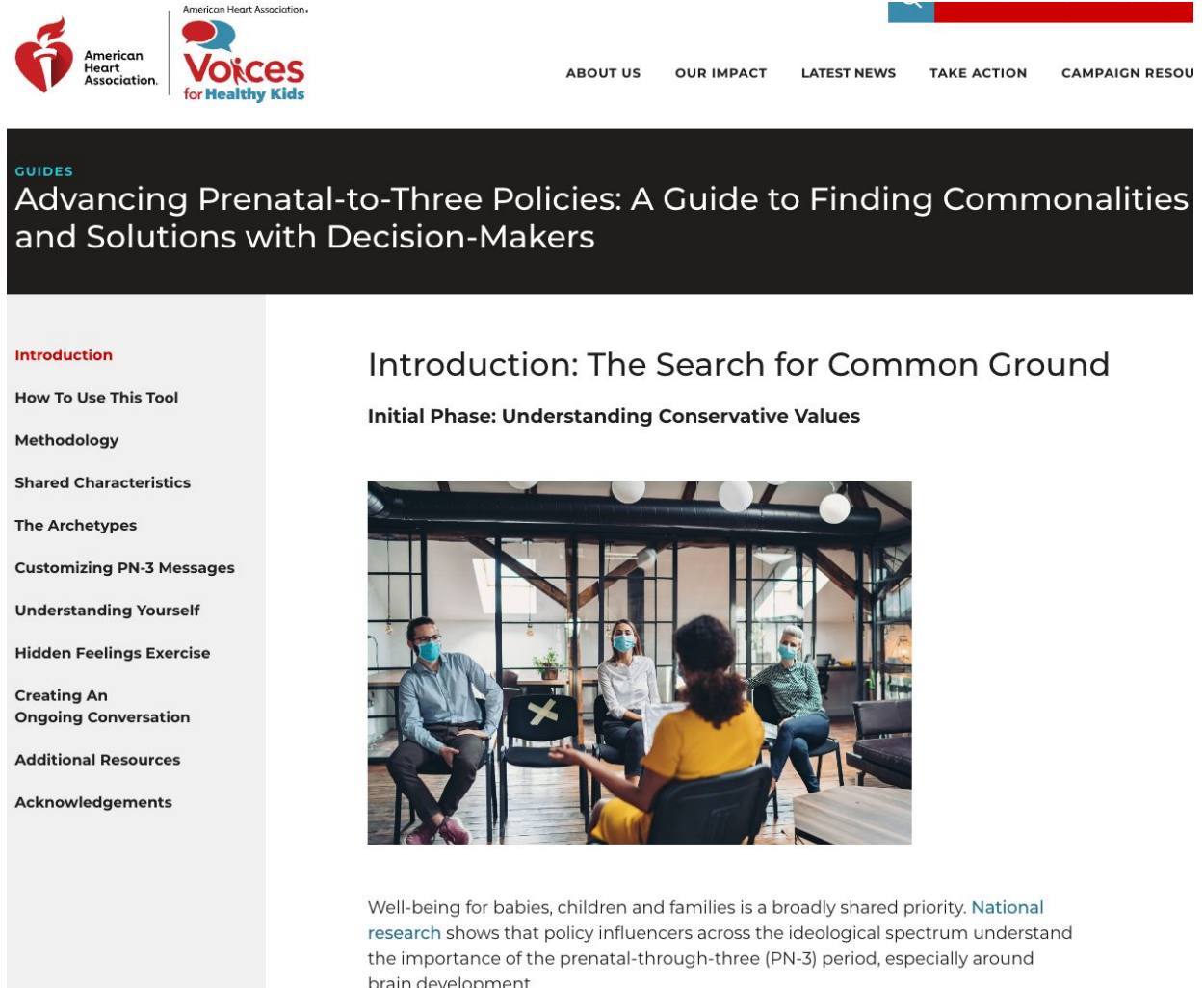
## Overview of guide and training:

- Messages and tips to advance PN3 conversations with decision-makers
- Techniques to find common ground
- Support to do the work in a nonpolarizing and psychologically safe way

*“We need to take good care of ourselves and our colleagues in order to prevent burn-out and isolation.”*

# Full set of resources

- Online guide
- Modules and full training
- Communities of practice
- TA from Voices for Healthy Kids staff



**Introduction**

How To Use This Tool

Methodology

Shared Characteristics

The Archetypes

Customizing PN-3 Messages

Understanding Yourself

Hidden Feelings Exercise


Creating An Ongoing Conversation

Additional Resources

Acknowledgements

## Introduction: The Search for Common Ground

### Initial Phase: Understanding Conservative Values



Well-being for babies, children and families is a broadly shared priority. [National research](#) shows that policy influencers across the ideological spectrum understand the importance of the prenatal-through-three (PN-3) period, especially around brain development.

# Archetypes, not stereotypes

## Archetype

*Typical example of a person*



Can share insights about people who hold similar views and values



Can increase understanding.

## Stereotype

*Widely held, fixed, oversimplified image of a person*



Can reduce people to a simplistic idea.



Can shut down curiosity and openness.

# The Archetypes

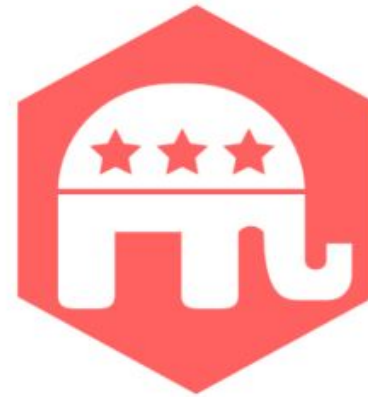
**Church & Country**



**Economic Influenced**



**Legacy Republican**



**Populist-Aligned**



# Church & Country



Loyal to chosen leaders  
Hold conservative Christian values  
Take pride in position earned

- **Values:** Faith, authority, tradition, control, care
- **PN-3:** Mom + Dad = family, Mom stays home, education is solution
- **Trust:** Faith leaders, doctors, small business



# Economic Influenced



Highly educated and financially secure  
Prioritize economy and business  
Dig into policy details  
Favor limited government

- **Values:** Freedom, individual choice, control
- **PN-3:** Data Driven, ROI
- **Trust:** Free Market advocates, data, select mainstream media

# Legacy Republican



## Value debate

Interested in other points of view

Open to stepping out of party

Passionate about policy details

- **Values:** Diligence, care, service, leadership
- **PN-3:** Early intervention, limited government role
- **Trust:** Experts, data, mainstream media, professionals

# Populist Aligned



**Distrust of Institutions and experts**  
**Led by constitutional ideals**  
**Value individual efforts**

- **Values:** Loyalty to America, Diligence, Freedom
- **PN-3:** No government role
- **Trust:** Their own research and individuals from their community, deep distrust of data, experts and media

# Shared beliefs

- Hold **freedom** as a core value
- Prioritize **individual responsibility**
- Feel **judged and villainized** by progressives
- May **reject arguments that start with structural racism**
- See K-12 as great equalizer
- Favor policies that **help every child** and show **ROI**



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# The Archetypes + Dials

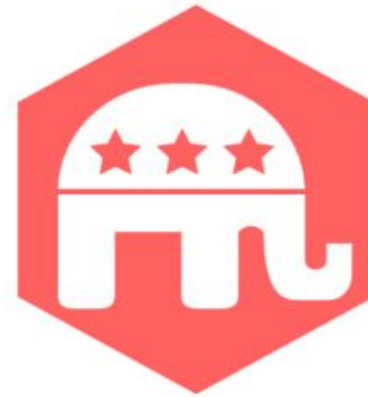
Church & State



Economic Influenced



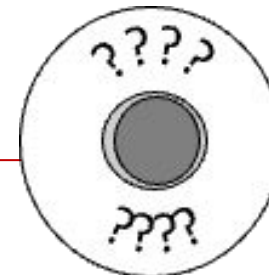
Legacy Republican



Populist-Aligned



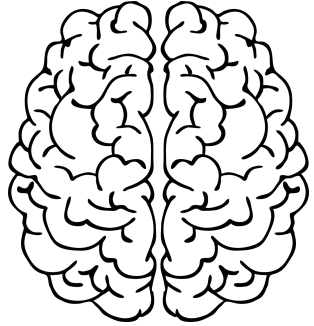
Dials: Geography, Age, Other



# Finding common ground



# Three levels of awareness



Thinking (head)



Feeling (heart)



Intuition (gut)

# Hidden feelings exercise

1. Learn to replace blaming language with feeling words
2. Learn to apply that idea in conversations with decision-makers
3. Practice translating statements from decision-makers into feeling statements
4. Role play to prepare for conversations



## Core Needs

There are fewer than 20 core needs that human beings share. The term, *core needs*, means that if they're missing from our lives, we won't be able to thrive and flourish, reach our optimal potential or feel completely fulfilled.

When a core need is met, we feel some sort of happiness or relaxation. When a core need isn't met, we feel some form of unhappiness or unease. It's very unusual if all our core needs are fully met at any given time. Additionally, each of these main needs has other layers of variation of that particular need underneath it. For example, belonging can include friendship, community, interdependence, collaboration, support and respect.

**Core needs, in no particular order:**

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## Values

Our values are not something we're born with, such as core needs. Values are choices we make based on personality, our beliefs, our cultural environment, and our life circumstances and goals. Adhering to our values keeps us in integrity with ourselves. Our values can change over time, and how we prioritize them can change as well depending on different contexts or situations.

**Values, in no particular order:**

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## Feelings

Whether or not our core needs are met can affect how we feel. Identifying and understanding your feelings can lead to more productive conversations.

**Feelings when our needs are getting met, in no particular order:**

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**Feelings when our needs are not getting met, in no particular order:**

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# Putting it all together



# Applying the archetypes to PN3 issues



- Every child deserves an opportunity to get a strong start in life.
- Our country is at its best when we recognize that children, including babies and toddlers, are a vital resource.
- Parents have a responsibility to do all they can for their babies and toddlers. But moms and families don't always have what they need to be self-sufficient.
- This is our chance to make a powerful commitment to our youngest generation.
- We have an opportunity to make policies most effective by prioritizing action where it will meet the greatest need.

# Please go deeper into this work with us

- Online guide
  - <https://voicesforhealthykids.org/message-research-projects>
- Full training: short video modules + 90-minute workshop
  - <https://voicesforhealthykids.org/campaign-resources/trainings>
- Communities of practice and technical assistance
  - <https://voicesforhealthykids.org/internal/technical-assistance-portal>

# Thank you

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Questions or suggestions?  
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