



January 2025

The Power of Advocacy: Why Your Voice Matters

(Lunch & Learn Series)

In this webinar

- What is Head Start Advocacy? Who are we advocating to and why?
- Why your voice matters. Ideas on how you can be a Head Start superstar advocate in 2025. (1-minute steps you can take right now!)



What is Head Start Advocacy?

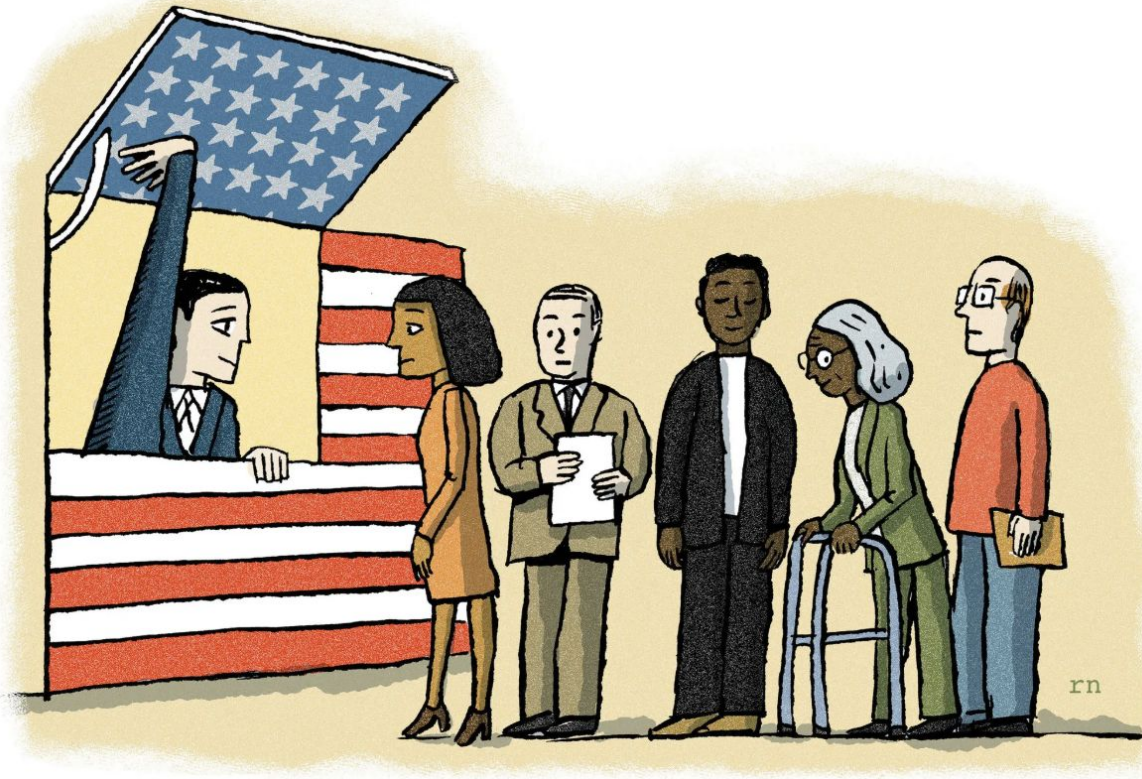
- Actively, publicly supporting Head Start and Early Head Start.
- Sharing stories, data, and solutions to secure support from policymakers and the community.

Every staff member, parent and alum should be a Head Start advocate.

Everyone's voice is crucial in creating and bringing awareness to our impact.



Who Are We Advocating To?



- Politicians, other policy decision-makers, and people who influence them. Head Start funding is largely from U.S. Congress: The Senate and House of Representatives.
- The public. They help shape the public conversation and are Congress's constituents.
- The media also plays an important role.

Goal: We want to build Network of Champions.

Why Advocacy Matters Now

1

Educates decision-makers about the work & importance of Head Start programs.

2

Helps ensure sustained funding and resources for the children and families we serve.

3

Builds a network of champions for Head Start.



The Power of Your Voice

- Policymakers value stories from their constituents—your voice brings data and statistics to life.
- Parents, staff, and community members make a difference.
- Collective action amplifies individual voices.
- **Word of mouth** can spark a movement and propel our message to larger audiences.



Overcoming Challenges

- **Too Much to Do & Not Enough Time:** Small actions like an email or social media post can make a difference.
- **Feeling Intimidated:** Remember, policymakers want to hear from you.
- **Unsure What to Say:** Stick to facts and stories.



Why Head Start Staff are Key Advocates

- **Direct Impact:** You see the daily transformations in children and families.
- **Credibility:** Your stories bring authenticity and emotion.
- **Reach:** Your connections with parents and communities amplify your voice.



Advocacy in Action: Your Role

- **Share Stories on Social Media and with NHSA:** Highlight specific successes in your program.
- **Engage Families:** Encourage them to share their own stories with policymakers, your program, and with NHSA.
- **Build Relationships:** Attend local events, write letters, and invite elected officials to visit to site visits.

Success Stories of Advocacy



Congressman Juan Ciscomani

December 22, 2023 · 🌐



This week I met with the amazing teachers, moms, and students at [Arizona Head Start Association](#). I was inspired listening to their stories, touring their facility and reading to the kids. Early childhood education is essential for our community!

Thank you for all you do for [#AZ06](#)!



Success Stories of Advocacy

○ .



Rosa DeLauro  · [Follow](#)

October 29, 2024 · 



October is [#HeadStartAwareness](#) month, highlighting [Head Start](#)'s impact on early childhood education.

Since 1965, Head Start has supported millions of families with access to quality early childhood education, transforming the lives of children nationwide!

Project 2025 would eliminate Head Start, directly affecting 5,667 children and their families here in Connecticut.

Our children deserve every opportunity to reach their full potential! As the top Democrat on the Appropriations Committee, I will always fight to continue this vital program.





Sign the 60th Birthday Card

One-Minute Action #1: Sign the Head Start (Digital) Birthday Card

EVERYONE who supports Head Start is invited to sign, including current and past staff and parents, alums, and friends/fans of Head Start.

Look for an announcement about a social media campaign which will bring visibility to this birthday campaign and encourage word-of-mouth.

One-Minute Action #2:

**Snap A Photo of the Next
Slide & Share It With Parents,
Alums & Other Supporters...**



Head Start Needs Your Support! 3 Quick Ways You Can Help...



**Join the Advocacy Network/
Unase al Equipo de Defensa
de Head Start**



Sign the 60th Birthday Card



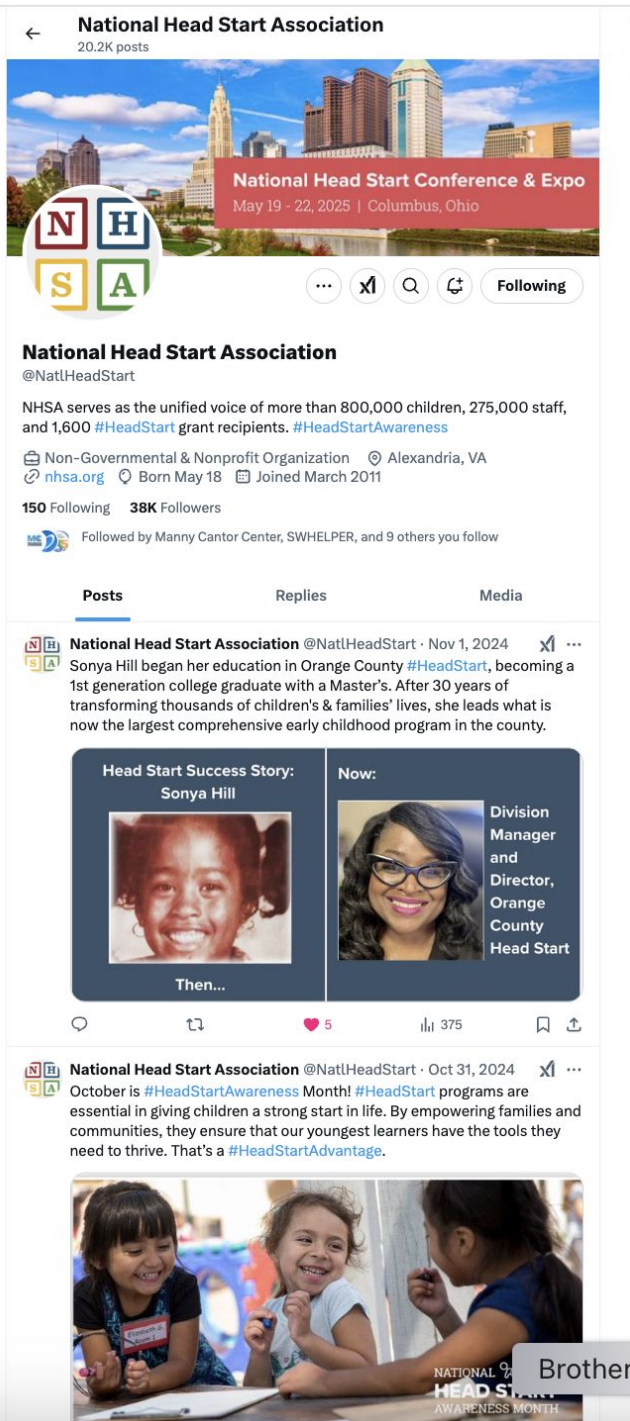
Share Your Head Start Story



@NatlHeadStart



@national-head-start-association



One-Minute Action #3: Make Sure Your Program Follows NHSA on Social Media

- **Why It Matters:** NHSA social channels (especially Facebook) are an easy way to see our public advocacy messages and share them with your program's social media networks.
- **Did you know?** Liking or commenting on a post helps it reach more people.



Thank you!

"People will forget what you said,
people will forget what you did, but
people will never forget how you
made them feel."

- Maya Angelou

Presented by Linda Adams
Senior Director of Advocacy & Strategic
Communications, National Head Start Association
Email: Ladams@nhsa.org