



IDAHO VOICES FOR CHILDREN

STRATEGIC PLAN 2005

Giving Idaho's Children a Voice

(Revised: 10/05)

INTRODUCTION

Idaho Voices for Children was formed in November of 2004 to create a unified voice to advocate for state policies that promote the interests and well-being of children. The group exists to elevate children as a policy priority and advance a statewide children's policy agenda that ensures all children have:

- Economic security and the freedom from poverty and its debilitating effects
- Access to quality health care
- Quality education opportunities throughout childhood
- Safety from all forms of abuse, neglect, exploitation and violence

A volunteer steering committee called the *Strategic Design Team* for *Idaho Voices for Children* operates on the premise that policy makers will elevate children as a policy priority when:

- √ relevant issues are understood and framed towards widely held values
- √ they are provided realistic and cost-effective solutions
- √ there is a ground swell of public support and effective advocacy

The *Team* is comprised of representatives from a variety of agencies and fields that advocate for children including former and current legislators, service providers, collaborations, businesses, and children's research organizations. Through a strong organizational foundation and attention to supportive processes, the *Team* is focusing its initial efforts on achieving two cornerstone goals in its first year:

- 1) Determine a five-year policy agenda that would improve the health, safety, education and economic security of children in Idaho.
- 2) Build a comprehensive, collaborative policy system that will coordinate, promote, educate, research and assess local and statewide efforts.

Idaho Voices for Children will be a policy voice for all children ages birth to twenty-one but will initially advocate for increased investment in policies that:

- Improve health care access and insurance coverage for all children and women of child bearing age
- Support quality early care and education for all children particularly the most disadvantaged

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- Promote education achievement and college attendance particularly by youth from low-income families
- Support economic security for low-income families with children
- Promote prevention and treatment of abuse, neglect exploitation and violence

MAKING THE CASE: WHY CHILDREN NEED TO BE A HIGHER POLICY PRIORITY IN IDAHO - THE STRATEGIC MESSAGE FRAME

EVERY COMPROMISED CHILDHOOD DIMINISHES OUR STATE AND ITS FUTURE SUCCESS

Idaho Voices for Children contends that higher investments in Idaho children, particularly our vulnerable children, are essential for many reasons, three of which are primary:

1) Idahoans have a responsibility to embody the deeply held American values of equity, fairness, and democracy and to apply that responsibility to our children. Equal opportunity demands that every child be given the assets and opportunities to fairly compete on the playing field of life. When children arrive at the game without the assets and necessary equipment to play well, they are likely to lose. In turn, Idaho loses its competitive potential with every child who walks off the field or plays beneath his/her potential. If we buy into the belief that investing in children is important to individuals, the state, and the nation, then equality of opportunity will become a reality when all children have enhanced opportunities to maximize their potential. Childhood success, or failure, sets the stage for adult success, or failure, in the labor market, family, and civic involvement. When children are a high priority for investment, Idaho expresses the value of honoring and supporting families.

2) Preparing our children to be productive, contributing citizens ensures future economic viability for Idaho communities by 1.) building a skilled, available workforce 2.) reducing economic impact of health, remedial education, teen pregnancy, and crime issues on businesses and society, and 3.) contributing to the tax base of local and state economies. The labor market demands a skilled, responsive workforce to compete locally and globally. Youth who are technologically advanced and possess the "soft skills" highly valued by today's businesses will step into the world of work capable of significant contribution without costly remedial training. The return on investment is high, and investment begins with our youngest and most vulnerable citizens: our children.

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In a rapidly globalizing economy where the opportunity field is flattening across the globe, Idaho must grasp the competitive edge gained by investing in every child, and in fact, can't afford to not invest in the potential of every child. The value code of human capital in our state depends on the effective development of all our citizens – most especially our youngest. America takes a chance of losing its competitive edge but Idaho can choose to help change this trend by making children a policy priority.

- Research concludes that over twenty percent of young American workers lack even basic math skills compared to a corresponding figure of five percent for most European countries.
- Research also shows that childhood success and education achievement is compromised when children live in impoverished environments. Almost half of all Idaho children live below the low-income or 200 percent poverty level. Many don't have access to quality health care, child care and early learning.

But the evidence consistently shows that investments in early childhood have lasting benefits.

Because of the long-lasting effects, early investments can have big payoffs:

- They avert the need for costly intervention later in life,
- build the strength of the future workforce,
- and increase the potential for pay back in the form of taxes, spending and energy.
- The highest returns on investments are those that make opportunities and products available to more people.

The more we realize the potential of each child, the greater their capacity will be to contribute to, and be consumers of, the local, national, and world markets. Only if Idaho and, in turn, the United States invests its' human resources wisely will it be able to maintain its place in a global economy where human creativity and human skill are increasingly more important than raw materials or physical infrastructure.

3) The personal, economic and societal cost of not adequately investing in children is too high.

The safety net for vulnerable children and their families is much weaker today than ten years ago:

- Census data released in August 2004 shows that the number and percentage of American families living below the poverty line, as well as those without health insurance, increased for the third consecutive year in 2003.

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- The real value of the minimum wage for working parents has been declining over the past decade.

The numbers are even worse for children, young children in particular.

- Children currently account for 25 percent of the nation's total population but 36 percent of the nation's poor.
- Idaho's child poverty rate increased by 29 percent from 2000 to 2003, a rate of 18 percent.
- Almost half of Idaho children (42%) live in families with low-incomes or below 200% of poverty.
- Nearly one in five children under age six in the United States lives in poverty and the number is rising.
- Among wealthy industrialized nations, America ranks second to last in the real disposable income of low-income families with children.

New research by a team of conservative economists from the Economic Policy Institute finds that our failure to invest in the healthy development of young children leads to enormous problems, especially for children living in poverty. The lack of investment also creates enormous costs to society (and taxpayers) as children go through school and then enter the workforce (or the criminal system) unprepared to be productive workers and citizens.

The study finds that smart investment in comprehensive, high quality, early childhood development (ECD) programs would more than pay for themselves, generating more than \$2 in returns to taxpayers for every \$1 invested. In fact, the total benefits to society from ECD investments exceed 8 to 1.

The report also finds that investment in the health and education of children in their early years will eventually produce significant increases in economic productivity and growth while reducing both the public costs and personal burdens of remedial education, welfare, crime, and widespread poverty. These burdens are the result of our current failure to enrich the lives of so many of America's children.

The study further concludes that a nationwide program that would provide poor 3 and 4 year-old children with a high quality comprehensive program of early childhood development would ultimately reduce costs for remedial and special education, for criminal justice, and for welfare benefits. The same would also increase income earned and taxes paid back to society. Within 25 years, budget savings (for all levels of government combined) would reach \$31 billion. And within about 45 years, the budgetary benefits would reach \$61 billion.

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Other research found that engagement in quality early childhood intervention

- 1) increased IQ scores up to or exceeding 10 points
- 2) reduced rates of special education and grade retention by 20 percent
- 3) reduced emergency room visits by 33 percent through age 4
- 4) mothers of children through age 4 were on welfare 33 percent less of the time

The Perry Preschool program found that children's earning when they reached age 27 were 60 percent higher among program participants and those who received quality early education had significantly fewer arrests for all categories of crime.

The future of our world depends on responsible citizens who possess the ability to express and resolve conflicts while working together for civic improvement. The consensus among all these studies is that investing in children, particularly young children, is the best and most strategic way to meet the social, economic and market challenges facing our state and nation.

HISTORY OF CHILD ADVOCACY IN IDAHO

Advocates have been working together in coalition to advance public policy for children in Idaho for over 20 years. Early efforts focused on child care and child welfare legislation, but the challenges were great in Idaho, a conservative state with strong libertarian roots. In 1995, advocates incorporated into the Children's Alliance of Idaho (a 501(c)4 organization) and the Children's Alliance Foundation (a 501(c)3 nonprofit). The twin organizations worked in tandem to educate and inform citizens and policy makers through conferences and meetings, and to influence legislation for children through advocacy and lobbying. The Children's Alliance grew in organizational and individual membership and support, but continued to struggle for funding. Paid staff time was insufficient for the job at hand due to lack of funds.

In 2001, Stand for Children began supporting local grass roots organizing for children in Idaho, developing several chapters with some impressive wins for child care at the local level. A year after the organization came to the state, Children's Alliance members agreed that the state would be better off with a single advocacy organization and added their members and financial resources to Idaho's Stand for Children organization. Over a period of 3 years Stand for Children grew in Idaho, expanding the network of citizens concerned about children's issues, and affecting change for children at the local level. Stand for Children members in Idaho

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expected to evolve a statewide advocacy effort as well, but the organization suffered a major setback when the national Stand office withdrew their support for Idaho program staff.

However, child advocates in Idaho were committed to continuing to build their strength as a voice for children, and began forming an advocacy group specifically designed to Idaho's needs, *Idaho Voices for Children*. Though the organizational structure and names may have changed over the years, continuity has been strong for this group, which includes many members who were involved in the early effort 20 years ago. Added to these experienced members are many new people with areas of expertise critical for our success. Idaho Voices for Children is an affiliate of the national Voices for America's Children organization and is being developed with the participation of Idaho KidsCount, with plans for complementary, informational, and advocacy strategies from the two organizations.

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VISION & MISSION

MISSION

Idaho Voices for Children develops and promotes state level unified policy agenda that targets child health, education, safety, and family economic security. Specifically we:

- Assess and research legislation, policy decisions, issues, and public voice
- Promote and advocate for a five year policy agenda and awareness
- Coordinate and connect statewide and local efforts and networks
- Develop a five year policy agenda, connections, infrastructure, advocacy training

VISION

All Idaho children arrive at adulthood ready to succeed as individuals - in families and in the workforce.

ELEMENTS OF THE VISION – THE DESIRED OUTCOME

The following is a preliminary description compiled from comments of the Strategic Design Team for what the statewide child policy system might look like when it is fully functioning. The elements of the vision will be further revised following a full stakeholders meeting.

STRATEGIC COMMUNICATIONS

- A consistent community message is promoted
- Communities publicly support the message
- Broad public awareness through media partnerships
- Public will is gained and leveraged
- Public is mobilized as a political force
- Convening & feedback forums are produced
- Effective partnerships are leveraged
- Articles, references, links and glossary are available
- Policy-makers & stakeholders receive special training
- Community members have opportunities to engage
- "Voices" is the primary advocate for youth legislation

DATA & RESEARCH

- State leadership has input
- Effective practices in other states are collected
- Relevant data is collected through research
- Practices, experiences, quotes and stories are collected
- Links and common ground w/data agencies is established
- Opportunities for primary data collection are ongoing
- All partners have clear roles & responsibilities
- Articles, references, links are organized & accessible
- Data is electronically collected, organized & disseminated

POLICY AGENDA

- Agenda serves as a transferable model for local action
- Agenda focuses on current and emerging issues
- Yearly agenda results in concrete actions
- Policy agenda is promoted throughout the state
- Policies are framed to fit into Idaho's political realities
- State decision-makers & leadership help to shape agenda
- A 5-year and 1-year policy agendas are in place
- Broad-based legislative buy-in and support
- Policies elevate economically stressed families

COMPREHENSIVE SYSTEM

- Connecting infrastructure w/other organizations in place
- Community leadership is engaged & supportive
- A statewide system is fully functioning & sustainable
- A centralized agency is identified & staff is dedicated
- Activities are intentionally connected
- Statewide lobbying is a coordinated effort
- An operational infrastructure is in place
- Adequate resources are available and leveraged
- Data & information sources are connected & accessible.
- Communication networks are active & utilized
- Funding solutions are identified
- Partners have clear, meaningful roles & responsibilities
- There is a regional & statewide component to efforts

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PRINCIPLES, PHILOSOPHY, LENS

The Idaho Voices for Children Vision statement was designed to help map the course of future action. Elements of the vision will be crafted from stakeholder feedback and illustrates the important components of what the Stakeholders Group feel they want a statewide child advocacy system to look like when it is working well. The following core principles of the Board of Directors drive every aspect of our planning as an umbrella philosophy and are reflected in each outcome.

Our standard is to ensure that *each* activity, project, or program impacts the sphere of the individual, their relationships, their community, and their whole society:

- Top down and bottom up – 360 degree approach
- Inclusive of all Idaho youth from birth to 21

On May 3, 2005 various organizations, agencies, and individuals joined Idaho Voices for Children in designing priorities and strategies. The following categories include their feedback from that day:

PROMOTION & AWARENESS STRATEGIES

- Awareness of health care issues that are linked to each other.
- Must be personalized, individualized.
- Use action alerts to move people to action. Includes email forms, postcards.
- Philosophical issue w/E.C. and fiscal support
- Make it not threatening
- Get adults, programs, etc. reaching out to kids in crisis.
- Messaging, marketing, communicate
- Community-based action. Local people talking to local legislators
- Childhood groups like this have to work to change the perceptions – one on one.
- Include media when developing local relationships
- Perception check: quality of child-care as part of the area where we can improve - is that government intrusion?
- Good child = good worker: framing the issue: economic impact on community. Triangle of economic development, infrastructure and social development.
- People most knowledgeable not always most articulate, resourceful.
- One dedicated individual raising money: "Hell on Wheels."
- Reality vs. perception: the way it was vs. the way it is.
- Have to make it an economic development issue.
- Perception that government is intruding; government hesitates getting involved.
- Information and training can change perceptions.
- Common language and attributes-based.
- Consistent messages: Alerts to each community consistent across the state.
- Complexity of message! Streamline and simplify.
- Perception of "handout" not "hand-up." Receiving services is a stigma. De-stigmatize.
- Shorter is better
- Need clarity on what is state and local policy
- Have the leadership coordinate advocacy
- Communicate with other organizations and collaboratives

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- Develop ways to get consensus
- Link Voices activities to other convening events
- Utilize other coalition memberships to define priorities such as United Vision for Idaho
- Leverage the motivation of tragic/negative events
- Policy agenda that is based on consensus
- Determine how to change perspective in media. No real reporters, ad campaigns have a limited effect.
- Helpful to have city perspective – how to get city-level policies extended across state (e.g.: childcare)
- Reality is that 60% of kids in care of lowest paid providers in nations.
- Attitude 1.) of self-capability in families
2.) good mothers stay at home with children (double standard)

FACTORS THAT PLACE CHILDREN AT RISK

- Children can't vote for themselves; count on others to have a voice
- Children don't have money to leverage influence
- High rates of reported child abuse
- Children are the largest poverty-stricken group in Idaho and the nation.
- Foster care numbers are exploding; department is not able to handle referrals
- There is a "language" disconnect between families with low and upper incomes
- Economics of child care doesn't encourage continued education.
- Providers are in a crunch. Awareness and affordability.
- Lack of oral health care access!
- Parents are working multiple jobs: we need to address this from an economic view.
- Single moms need more supports.
- Example: Idaho Falls childcare was busted as a methamphetamine lab
- Educate the public and legislators that it is time to invest if we take solutions seriously
- Find a politically acceptable message
- Poor children are uninsured and unimmunized
- Reality: Kids are in child care collision course.
- Getting media out is a challenge
- Meth and substance abuse should be a target
- Idaho rates of abuse. Families trying to keep it private.
- CHIP: window of enrollment is too limited.
- Access and qualifying can be cumbersome issues.
- Paperwork in some programs, including CHIP is overwhelming for everyone.
- Complex administrative requirements

GENERAL STRATEGIES AND POLICY IDEAS

- Who is absorbing the costs for children's health care! Providers? Hospitals? Build policies that support them.
- There is a current policy that if you have a medical catastrophe, and can't pay medical bills they can put a lean on your home. This affects youth.
- Federal regulations inhibit CHIP and other initiatives
- Insurance regulation-study and comparison in health care with other states. (Premiums, etc.)
- Develop a common language
- Need immediate attention in areas of shortage of providers: mental and dental health.
- Lottery proceeds to E.
- Reimbursement for providers.
- Early oral screening (childhood illnesses are closely linked to oral health).
- Impact fees on developers or on soda. 5 cent tax on bottled water.
- Idaho has a policy to NOT take federal dollars. Reconsider? Matching funds?
- Training for local communities: how to work with federal programs and administration
- Child Care licensing standards. Continued education for providers to maintain license.
- Healthcare is caught in the "welfare noose." Need to separate the two in policies and in access.

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- Resources for tapped-out, bottom families
- Compare stats on child abuse reporting; when small numbers, rates are unreliable
- Need a groundswell of activity
- Mandate reporting
- State funding for Headstart and Pre-K

EFFECTIVE PRACTICES

- Pennsylvania: health care providers couldn't stay viable so they took Medicare to court and won.
- Best practices are hidden
- Best Practice: Sheltered Workshops
- Best Practices: Look at Partners For Prosperity.
- Best Practices: Oregon – mandated reporting
- WCA: they do well with abuse to women. What can we apply toward kids?
- Head Start Alumni: have them tell the story
- Foster youth alumni of Idaho
- Treasure Valley Partnership: coalition of mayors in region. (getting mayors more involved)
- Treasure Valley Council of Chambers: how they get issues address in this region
- Boise Metro Economic Development Council: getting relevant issues addressed; link
- Mrs. Bush: Hispanic youth and gangs. Study, leverage, link.

SUPPORT & STRUCTURE NEEDS & STRATEGIES

- Training for member organization
- Sustainability plan
- Consider Voices to be an association of associations; point of contact
- Do our own research. If we don't, who does?
- Identify specific media people and train them; cultivate them
- System for dialogue Opportunities for engagement every week
- Target issues
- Small group/core group to influence policy.
- Home base w/staff
- Resources and funding
- Funding for a lobbyist
- Communication hub
- Website and network for alerts
- System for public policy agenda – 3 year
- Function-based committees
- Infrastructure – shared power-designed by whole state.
- Research on what's working
- Leverage Idaho's Heart: child abuse projection
- Focus & join forces
- Link with Catholic Charities: has social action network
- Community mapping, focus groups, needs assessment
- Align organizational goals with grant making.
- Stand For Children model combined w/Idaho Voices
- Focus on two issues at most.
- Need to let go of each of our own agendas for greater good. Need to be patient – that our issue will come soon.
- Coordinate efforts.
- Early prevention
- Link United Way, IAEYC, 211, Gov's Council, Media,
- National Campaign and local efforts
- Has to be a 5 year agenda.
- Build statewide database of citizens interested in building effort.

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- Consider grassroots organizing
- Paid lobbyist
- Advocate training
- Fact books – Idaho Kids Count
- Data-driven policy

Idaho Voices for Children understands that the real need of Idaho's children is best explained by those that work with them everyday. It is our intention to incorporate as many of these needs and suggestions in everything we do.



ORGANIZATION & GOVERNANCE

ROLES & RESPONSIBILITIES

The Board is comprised of a variety of geographically and demographically diverse statewide representatives that meet the following requirements:

- 1) commitment to regular attendance and active participation
- 2) commitment to serving on task groups or committees
- 3) ability to leverage extensive connections and networking potential
- 4) expertise or experience in specific areas such as marketing, media, legal, accounting, policy, legislation, youth advocate, business acumen, or provider of youth services

BOARD OF DIRECTORS:

Harriet Shaklee (President)	University of Idaho Extension	hshaklee@uidaho.edu 364.4016
30 years in child development psychology. Expertise in research; past work as Executive Director, Children's Alliance, continued interest in children's policy.		
Doug Fagerness (Vice President)	North Idaho College Head Start	dfagerness@nicheadstart.org 666.6755
Board member and past president Idaho Association for the Education of Young Children. Idaho Head Start Association Director Affiliate Chair. Early Care and Learning Cross Systems Task Force member; Governor's Coordinating Council for Children & Families member; Idaho Child Care Program Advisory Committee Member; 30 years with NIC Head Start with 9 years as Director.		
Jim Wilson (Secretary)	Idaho Head Start Association	jwilson@idahoheadstartassoc.net 345-1182
Prior to being named as the Executive Director of the Idaho Head Start Association in October, 2003, Jim Wilson spent over 25 years working in the Executive Service of the States of Idaho, Oregon and Washington, primarily in public Health Care insurance programs. In that capacity he worked closely with the legislatures of all three states and advocated for better health care coverage for vulnerable populations, including children, the aged and the disabled. He sees Idaho Voices for Children as an opportunity to coordinate efforts to improve the lot of young children.		
Karen Mason (Treasurer)	Idaho AEYC	kmason@idahoaeyc.org 344.6155

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Governor's Early Care & Learning Cross Systems Task Force; Head Start State Collaboration Council; Covering Kids & Families in Idaho; professional development, health & safety in child care.

Linda Jensen Mountain States Group/Kids Count ljensen@mtnstatesgroup.org
336.5533

Idaho Kids Count Data Book; in depth research on selected children's policy issues; convening policy forums around target issues and data bank of state and county data.

Sue Reents sreents@spro.net
343.7009

Former legislator (Idaho State Senate 1989-1996); founding member of Coalition for Healthy Idaho; monitoring legislation that affects children; 2005 session for Kid's Count.

Hollis Brookover Hollisbrookover@earthlink.net

Hollis Brookover is a native Idahoan who has returned to Idaho after a 24 year absence. She is the mother of a toddler and the president of Morningside, LLC, a personal care products distribution company. Hollis advocates for children as a part of a proactive effort to help our children and thereby secure our future community and business success
331.0659

Beth Geagan Foothills School mbgeagan@foothillsschool.org
331-9260 ext. 116

Actively involved in a wide range of children's issues and activities for past 25 years; Expertise in development of strategic and operating plans, executive coaching, board development, and transition management for non-profit organizations to align their strategies and culture with clearly defined objectives.

Kristina Rice Idaho Head Start Association kristinarice@idahoheadstartassoc.net
345-1182

I am a parent of four young children seeking to assist in the creation of opportunities for quality care and education, and family and child-friendly public policy on the state and national level. I have a background in disability and Head Start advocacy, as well as Elementary Education; I am currently the Deputy Director of the Idaho Head Start Association which represents the 13 Head Start Programs in the state of Idaho.

Sylvie-Anne Whiting Early Childhood Consultant, Mentor, Trainer swhiting@cableone.net
866-9215

Working to enhance the quality of child care opportunities for children: my roles and accomplishments are: parent, teacher, and child care provider, Idaho Quality Child Care Apprenticeship Program and Mentors for Early Care and Education Program. Currently I train Child Care Health Consultants and offer training opportunities for child care providers. Idaho Voices for Children allows me to join others and collectively advocate for children's right to safe, healthy and high quality education opportunities in their communities.

Juliane Ziegert Idaho AEYC jziegert@idahoaeyc.org
345-1090 ext. 20

Early Childhood Education – and creating the very highest quality of care for Idaho's young children – is my passion! I want to be a part of a group that will make a difference in our state. Statistics, combined with passion and commitment speak volumes. I want our message of Quality Care for ALL Children to be heard!

Tom Putnam Partners for Prosperity tomp@p4peid.org
785-0059

Partners for Prosperity. We have a working group that is dedicated to Early Learning issues across the region of Eastern Idaho as a preventative approach to poverty. We deal with Early childhood issues and partner with many agencies and providers across Eastern Idaho.

Elena Rodriguez Idaho STARS erodriguez@idahoaeyc.org
345-6505 ext 24

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Kristina Rice Idaho Head Start Association kristinarice@idahoheadstartassoc.net
345-1182

I am a parent of four young children seeking to assist in the creation of opportunities for quality care and education, and family and child-friendly public policy on the state and national level. I have a background in disability and Head Start advocacy, as well as Elementary Education; I am currently the Deputy Director of the Idaho Head Start Association which represents the 13 Head Start Programs in the state of Idaho.

Sylvie-Anne Whiting Early Childhood Consultant, Mentor, Trainer swhiting@cableone.net
866-9215

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Susan Smith Idaho Women's Charitable Foundation SME6587@cableone.net
345-1607

COMMUNICATIONS AND MEDIA:

Juliane Ziegert Idaho AEYC jziegert@idahoaeyc.org
345-1090 ext. 20

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Tom Putnam Partners for Prosperity tomp@p4peid.org
785-0059

Partners for Prosperity. We have a working group that is dedicated to Early Learning issues across the region of Eastern Idaho as a preventative approach to poverty. We deal with Early childhood issues and partner with many agencies and providers across Eastern Idaho.

OPERATIONS:

Harriet Shaklee (Chair) University of Idaho Extension hshaklee@uidaho.edu
364.4016

30 years in child development psychology. Expertise in research; past work as Executive Director, Children's Alliance, continued interest in children's policy.

Doug Fagerness North Idaho College Head Start dfagerness@nicheadstart.org
666.6755

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Karen Mason Idaho AEYC kmason@idahoaeyc.org
344.6155

Governor's Early Care & Learning Cross Systems Task Force; Head Start State Collaboration Council; Covering Kids & Families in Idaho; professional development, health & safety in child care.

Evelyn Mason Idaho Parents Unlimited evelyn@ipulidaho.org
342.5884

Working to enhance the quality of life for people with disabilities and their families; family/parent education on Education, Laws and processes; information and referral; statewide advocacy for healthcare and disability related issues.

Linda Jensen Mountain States Group/Kids Count ljensen@mtnstatesgroup.org
336.5533

Idaho Kids Count Data Book; in depth research on selected children's policy issues; convening policy forums around target issues and data bank of state and county data.

CONSULTANTS

Susan Berning Portico Group sberning@worldportico.com
www.worldportico.com 794.7819

Diagnostic analysis of collaborations; statewide system-building; design and facilitating of powerful and efficient connecting forums and networks that ultimately engage larger communities. Technical assistance, training, and facilitated support to over 100 regions or states throughout the nation. Former Vice-President of the Boise Metro Regional Chamber of Commerce, Executive Director of the Center for Workforce Leadership, Area Marketing Director for Costco Wholesale; and President of Leadership Boise. Served/serves on multiple statewide or regional board or initiative teams. Provide technology solutions.



GOALS & OBJECTIVES

Part I: Comprehensive Statewide System

organizational development, Internal communications, funding, operations

SECTION 1.1: ORGANIZATIONAL DEVELOPMENT

Goal 1. Define the organization that will sustain the functions of a statewide policy system and its initiatives.

Objective 1.01 Determine ways that Voices will link to other like and complimentary organizations, statewide collaborative efforts, and initiatives and methods for communicating and coordinating goals.

IDAHO VOICES FOR CHILDREN

STRATEGIC PLAN 2005

Giving Idaho's Children a Voice

(Revised: 10/05)

Objective 1.02 Broaden the network of stakeholders and involve a wide range of individuals and organizations.

Objective 1.03 Develop a networking and communication system between and among leadership, stakeholders, community members, and policy-makers to build the stakeholder peer-to-peer network.

Objective 1.04 Develop an internal staff and board member timeline to track action items

Objective 1.05 Draft board and staff handbook

Objective 1.06 Develop action plan template and implement.

Objective 1.07 Develop board, staff, committee and stakeholder training and professional development.

Goal 2. Build a comprehensive collaborative electronic system that will manage the communications, information exchange and data relevant to the statewide effort.

Objective 2.01 Develop framework and indexes for collecting and housing effective practices, photo gallery, news updates and email blasts.

Objective 2.02 Develop the key processes necessary to support a statewide policy system and develop the electronic organizing system to manage processes and connections.

Objective 2.03 Develop electronic framework for organizing meeting and conference call materials, participant and stakeholder directories.

Objective 2.04 Develop indexes and framework for housing project documents such as strategic and action plans, information sheets, marketing materials, communications documents.

Objective 2.05 Develop indexes and framework for housing library and resource materials, local and global articles, links and references.

Objective 2.06 Develop a framework for organizing policy planning timelines and action plans as well as current updates and efforts.

Objective 2.07 Develop electronic organization of glossary of terms, photo gallery, library, news blasts and updates, effective practices, findings and reports, policy examples, and key stories, ideas from the field and testimonials.

Objective 2.08 Develop a coordinated electronic system to collect on-going feedback from stakeholders from avenues such as surveys, polls, focus groups, email questions, or other methods. Develop on-line methods to collect data.

SECTION 1.2: FUNDING

IDAHO VOICES FOR CHILDREN

STRATEGIC PLAN 2005

Giving Idaho's Children a Voice

(Revised: 10/05)

Goal 3. Develop the funding structure that will support the efforts of a statewide collaborative system and the development and promotion of the policy agenda and message.

Objective 3.01 Create a short-term funding steering committee that develops and implements a plan that raises 35-50 thousand startup dollars from Idaho contributors to provide startup funds and a foundation for match funds from out of state funders.

Objective 3.02 Establish a long-term funding committee and develop a long-term (3-5 year) funding plan that includes the following groups: organizations, individuals, non-profit foundations, corporate donations, corporate foundations, family foundations, government funding, and memberships, and grantors. Build in opportunities for multi-year pledges and budgeting. Include the signature events that will build public image and organizational prestige.

Objective 3.03 Build and convene funding advisory group

Objective 3.04 Develop a planning grant proposal that can be tailored for specific funding opportunities including Paul J Allen and other foundations.

Objective 3.05 Write grant proposals and secure grant funding from Idaho foundations

Part II: Policy Agenda Development

Agenda Plan, Data Collection & Connection, Message and Communications

SECTION 2.1: POLICY AGENDA STRATEGIC PLAN

Goal 4. Conduct statewide and community level assessments that will identify issues priorities for a children's policy agenda.

Objective 4.01 Conduct focus groups in SE Idaho in partnership with Partners for Prosperity

Objective 4.02 Conduct rural outreach focus groups in conjunction with Idaho Kids Count

Objective 4.03 Conduct a statewide on-line survey of child serving organizations to ascertain priority policy issues

Objective 4.04 Conduct individual interviews with key democratic and republican legislators to ascertain priority policy issues and realistic policy goals.

Objective 4.05 Create a Policy Advisory Committee comprised of policy leaders including legislators from both the republican and democratic parties to advise policy and advocacy goals.

Objective 4.06 Development grassroots feedback methods including electronic polling.

Goal 5. Conduct and communicate secondary research which describes the status of Idaho children and Idaho's public investment in children.

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STRATEGIC PLAN 2005

Giving Idaho's Children a Voice

(Revised: 10/05)

Objective 5.01 Establish early childhood success indicators and gather and report state and county level data

Objective 5.02 Research and report Idaho's public investment in children over a determined time period

Objective 5.03 Conduct research in each of the policy goal areas to include state budget analysis and report through white paper format

Objective 5.04 Research and report state policies and their link to child outcomes

Goal 6. Determine a five-year policy agenda that would build upon each year's accomplishments, stakeholder feedback, and data results and findings.

Objective 6.01 Track, evaluate and report 2006 legislation and its potential impacts on children

Objective 6.02 Plan and implement a 3-5 year children's policy agenda planning summit

Objective 6.03 Develop a 3-5 year children's policy agenda

Objective 6.04 Develop a 2007 Legislative policy action plan

Goal 7. Mobilize and advocate to achieve the Idaho Voices for Children Policy Agenda

Objective 7.01 Develop an advocacy strategy and plan to achieve the Children's Policy Agenda

Objective 7.02 Plan first annual joint Idaho Voices for Children and Idaho Kids Count advocacy conference/camp

SECTION 2.2: STRATEGIC COMMUNICATIONS (PROMOTE AND EDUCATE)

Goal 8. Develop and stage a communications plan including framing a message to be used as a public communication strategy and extensive media coverage. Include an emphasis on feedback, policy-makers and media.

Objective 8.01 Develop an awareness and public education and outreach plan that creates a unified message, image and brand, identifies outreach strategies, and leverages resources such as local and national media.

Objective 8.02 Create a white paper covering the research for each of the sub populations.

Objective 8.03 Develop a news magazine on Children's Agenda with budget analysis.

Objective 8.04 Plan and conduct statewide media ad campaign promoting the Children's Policy Agenda that includes a Celebrity spokesperson.

IDAHO VOICES FOR CHILDREN

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Giving Idaho's Children a Voice

(Revised: 10/05)

- Objective 8.05 Conduct regional policy symposiums to educate legislators and other policy makers on the Children's Policy Agenda issues and facilitate a dialogue around potential policy solutions
- Objective 8.06 Media training event for reporters on reporting and framing children's issues using FrameWorks and Kids Count Journalism Fellow
- Objective 8.07 Develop additional opportunities to engage and empower community group, link to and engage statewide policy and decision-makers to develop long-term policy based solutions for issues and barriers and to create buy-in.
- Objective 8.08 Develop and collect a variety of support resources to include glossary of terms, white papers, data summary reports, effective practices (practices for external reference)

IDAHO VOICES FOR CHILDREN

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Giving Idaho's Children a Voice
(Revised: 10/05)

- Conduct seven town-hall meetings- one in each of the H&W regions
Co-sponsored and facilitated with media partner
- Conduct FrameWorks focus group with Idaho legislators
Event hosted by business partner
- Organizational development of Idaho Voices for Children, including membership drive.
- Develop electronic system to organize and document key stories, documents, stakeholder feedback, etc.
- Develop five-year strategic plan
- Develop public communication plan

Deliverables:

1. One white paper covering the research for each of the sub populations
2. Extensive media coverage
3. Qualitative data to be integrated into children's policy agenda planning process
4. Message frame to be used as a communication strategy
5. Five year strategic plan
6. Public communications plan
7. Idaho Voices for children membership growth
8. Electronic system hub for organizational records and input

Phase 2: Education (12 months)

Activities:

- Idaho Voices for Children - children's policy agenda planning summit
Grant partners and key stakeholder organizations
- Conduct research and cost/benefit analysis for each of the agenda items and solutions
Idaho Kids Count
- Media training event for reporters on reporting and framing children's issues
FrameWorks
Kids Count Journalism Fellow
- Conduct two regional policy symposiums to educate legislators and other policy makers on the Children's Policy Agenda issues and facilitate a dialogue around potential policy solutions
- Expand the Idaho Voices for Children Web site
- Develop grassroots organizing strategy for implementation of Children's Agenda
Example: electronic polling
- Establish legislative in support of the Children's Policy Agenda
- Continued organizational growth and membership

Deliverables:

1. Five-year Children's Policy Agenda
2. 2007-2008 Children's Policy Agenda
3. Idaho Voices for Children web site enhancement
4. News magazine on Children's Agenda with budget analysis
5. Media coverage on Children's Policy Agenda
6. Statewide Communications Plan to include radio and T.V.
7. Children's Legislative Cabinet (advisors group) to support achievement of the Children's Policy Agenda
8. Grassroots and statewide advocacy plans
9. Increased organizational membership

Phase 3: Mobilization (12 months)

Activities:

- Implement grassroots and statewide advocacy plan
- Plan and conduct statewide media ad campaign promoting the Children's Policy Agenda
Celebrity spokesman
- Plan Idaho Voices for Children and Idaho Kids Count joint advocacy conference

IDAHO VOICES FOR CHILDREN STRATEGIC PLAN 2005

*Giving Idaho's Children a Voice
(Revised: 10/05)*

- Explore opportunities for organizational expansion and continued growth
- Design strategies that establish broad awareness and support
- Expand opportunities for community access and feedback
- Document practices and outcomes

Deliverables:

1. # of Children's Agenda ads in newspapers statewide
2. Advocacy for 2007-08 advocacy plan
 - Organizational
 - Grassroots
3. First annual joint Idaho Voices for Children and Idaho Kids Count Advocacy Conference
4. Extensive statewide media coverage on issues related to Children Policy Agenda
 - Print, T.V. and radio
5. Continued membership growth
6. On-going opportunities for stakeholder and community feedback

APPENDIX B Funding Sources and Grant Guidelines

APPENDIX C Budget

APPENDIX D Glossary