

TELLING YOUR STORY TO INFLUENCE LAWMAKING

A Guide for Virtual Advocacy Days

1

INTRODUCE YOURSELF

What's your name, where do you live, and briefly, how are you connected to early childhood issues?

2

SHARE WHAT YOU'RE ASKING LEGISLATORS TO DO

This is where you'll get specific about which part of the ECC policy agenda you are supporting.

3

LEAD WITH COALITION VISION & VALUES

In your own words, share some of the following points:

- All children are born full of potential, yet young children who experience barriers to opportunity due to racism, classism, and other forms of discriminatory policy and practice are often denied access to proven programs and services that strengthen early learning and healthy development.
- Before the age of 5, a child's brain makes one million new neural connections every second, with early experiences shaping brain architecture. This stage of complex neural, social, and emotional development makes early childhood a critical window in which to eliminate disparities.
- Children ages 0-5 are the most racially, ethnically, and linguistically diverse Oregonians, and they are the group of Oregonians most likely to live in poverty.
- Children born during the COVID-19 pandemic will be entering kindergarten just as we're climbing out of a recession, and decisions made during this session will influence the trajectory of their lives and Oregon's future.
- The ECC Policy Agenda represents the first steps toward building an early childhood system which addresses generations of exclusion and discrimination.
- It's important that legislators center the voices of those most impacted by legislative actions in their decision-making processes. Solutions must be built with families and communities, to work for them.

4

TELL YOUR STORY

Share both your personal connection to the issue and why you are supporting the legislation. Keep length in mind – two minutes max!



5

RESTATE YOUR POSITION & THANK YOUR AUDIENCE

SJM 1 will keep kids safe. Please vote YES. Thank you.

This makes your testimony actionable and leaves a positive impression of your position.

HB 2484 helps meet a critical child care need. Thanks for your support!

