



Minnesota Coalition
FOR FAMILY HOME VISITING

2024 Advocacy Tool Kit





Be an Advocate for Family Home Visiting

Educate Yourself to build confidence and give you the language to articulate the barriers and injustices you, your families, and communities experienced. It's uncomfortable to research issues you're deeply intimately impacted by, but your understanding of the complex nuances of these situations uniquely qualifies you to be a strong advocate for families in your community.

Educate Others about their power to influence and educate decision-makers about the issues that matter most to them. It's important to build connections and promote civic engagement beyond one issue or one election. Engaging families in advocacy is an ongoing strategy to recognize emerging needs, identify potential solutions, and better understand how to participate in the decision-making process. Advocacy raises awareness and builds momentum by sparking dialogue in community and with decision-makers.

Educate Decision Makers. Elected officials work for you and rely on advocates like us to better understand the political, social, and economic challenges affecting different communities in their district. It is only when decision makers are educated on an issue and informed about potential solution that they can draft legislation and address these concerns.

When speaking to elected officials or decision-makers, remember to say you are speaking as a resident and constituent—not on behalf of your employer or in your official professional capacity!

Advocacy is the ability to identify an issue, articulate the needs of the community, listen to informed suggestions, and advocate for better outcomes—it is a transferable skill helps people speak up for themselves in any setting. Whether it's at the Capitol or in the clinic, self-advocacy empowers individuals to raise awareness about issues they care about, engage in conversation with decision-makers, and push for better outcomes for themselves and their community.



Contact My Elected Officials



Call, email, or write a letter to your elected officials! Remember to include your name, postal address, and/or phone number to receive a response! To speak to an elected official in person, contact their office to make an appointment, via email or phone call.

Identify a Challenge/Barrier in your Community

- Explain how families are negatively impacted by a social issue (financial insecurity, inaccessible healthcare, a lack of transportation, etc.), include how historic, geographic, or economic factors continue to negatively impact families and use real examples.
- Personal stories are more likely to elicit an emotional response and change the mind of the decision-maker you're talking to, even more than data and statistics!
- This is a great opportunity to educate your candidate on the programs and services available in MN—Just because they're a decision-maker does not mean they know what it's like for families to access support!

Propose a Solution to Addresses the Challenge

- Only focusing on the negative aspects of society might turn people away from your message if you don't provide a glimmer of hope. Show your enthusiasm around the benefits of your proposed solution or idea, share how real families and communities will be supported by the proposed solution.
- Stress the importance of immediate action. Children only have one chance at a healthy start in life and it is imperative our government acts to support all children, regardless of their zip code, race, or their family's economic status.

Call to Action & Ask Questions

Ask your candidate if they will support your proposed solution or idea. Have a specific ask of them in mind before reaching out.

- What are they committed to doing to promote awareness and facilitate change around this issue?
- Are they able to share how this issue has personally impacted them? Sharing stories may reduce stigma and increase awareness around a specific topic.
- Will they commit to supporting your bill in the next Legislative Session?
- Are they committed to co-creating a solution with community? Will they meet with you again around this topic?

Who Represents Me?

Not sure who represents you? You can find information about federal, state, local, and tribal leadership at USA.gov. Find out today by visiting <https://www.usa.gov/elected-officials>, or use the QR code.





Minnesota Coalition FOR FAMILY HOME VISITING

The Minnesota Coalition for Family Home Visiting works to support a Shared Vision:

All Minnesota families of children age prenatal to three who are at risk for poor mental health, physical health, social, and educational outcomes will have access to voluntary, targeted home visiting services to help them build a strong, stable foundation and prepare children for kindergarten. Services will be voluntary, high-quality, responsive to family needs, and tailored to the resources in each community.

Coalition partners include providers from non-profit organizations, local public health departments, tribal health departments, health care as well as philanthropy, universities and associations serving children.



Mission

The mission of the Minnesota Coalition for Family Home Visiting is to secure stable funding statewide for targeted, intensive home visiting, increase political support for home visiting as a core early childhood service, and collaborate to improve the quality of home visiting practices.



Goals

1. Build bipartisan support for voluntary home visiting and early childhood development services.
2. Collaborate to build opportunities for practice opportunities improvement through professional development.
3. Build a cross-sector coalition to influence policy and budget deliberations.
4. Secure commitment from early care and education organizations, funders and advocacy groups to include advocacy for state funding of home visiting in their legislative agendas and activities.
5. Identify and develop a stable funding stream that does not rely exclusively on direct public funding of targeted intensive home visiting.

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