Advocacy and Public Information: Our Theory of Change

Goal: Support efforts to ensure that Pennsylvania develops and maintains an adequate and equitable system for funding early learning supports and public education.

Our strategies:

- Issue-specific public information campaigns led by diverse stakeholder coalitions
  - Inform, mobilize and unite key stakeholders
  - Conduct strategic, non-partisan, broad-based outreach and education of the public and policymakers

- Research, evaluation, and communications
  - Conduct and widely disseminate independent, timely, non-partisan research that increases public understanding of key issues
  - Engage analysts to assess opportunities to improve conditions for children
  - Provide coalitions with ongoing formative feedback

- Litigation
  - Support public interest litigation to advance more adequate and equitable systems

Short-term outcomes:

- Increased policymaker knowledge and support
  - Increased policymaker knowledge/awareness of funding issues
  - Increased number of policymakers in support of campaign goals

- Expanded public knowledge and support
  - Increased public awareness of the funding issues
  - Increased number of individual campaign participants
  - Increased public support for campaign goals

Intermediate outcomes:

- More adequate and equitable state funding for early learning supports and public education
  - Increased and more equitable funding for items such as basic education, special education, career and technical education, pre-k, home visiting, infant/toddler care, and other early learning supports
  - Broader and more equitable access to high-quality services

Contribute to the ultimate outcomes of our “Strong Start, Strong Readers” strategy

- Social, emotional, and early language development in infants and toddlers
- Kindergarten readiness
- Improved K-3 literacy skills

Our “Strong Start, Strong Readers” strategy employs six sub-strategies to enable all children in Philadelphia to learn to read proficiently by the end of third grade.

Click on any sub-strategy below to learn more, or click here for the “Strong Start, Strong Readers” Theory of Change.