

ADVOCACY AND PUBLIC INFORMATION: OUR THEORY OF CHANGE

One of six “Strong Start, Strong Readers” sub-strategies

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