



ADVOCACY PRIORITIES

Advocacy Mission: Safe and healthy children benefitting from strong, integrated systems that facilitate the relationships, support, and opportunities they need to reach their highest potential.

2024-2025 Focus: **Strengthen and leverage existing Wisconsin infrastructure** to better respond to the priority needs of families and early care and education providers.

Priority Need: **Reduce financial uncertainty and caregiving stress** for parents and early care and education providers, which is **preventing children from being able to access safe, quality early care and education.** Safe and quality early care and education is critical for healthy brain development, which is linked to positive long-term outcomes for the individual and society related to: education/workforce performance, health, and public safety.

Increase Access to Supports for Family and Child Wellbeing



Increase the impact of the Family Resource Center Network by facilitating the delivery of a larger volume of more diverse supports that strengthen all families and prevent child abuse/neglect

Expand programing that supports children’s mental health and development of non-cognitive skills through the Family Resource Center Network and Wisconsin Alliance for Infant Mental Health

Bolster the Child Care Resource & Referral Network to increase recruitment of child care providers, deliver/coordinate quality training and individualized coaching services. Enhance customized assistance to connect families with available child care options and other human services.

Increase Access to Safe, Quality Early Care and Education

Invest in sustainable solutions to **expand the workforce and make child care affordable for families,** such as **Child Care Counts**

